

Measuring Auckland Council's trust and reputation

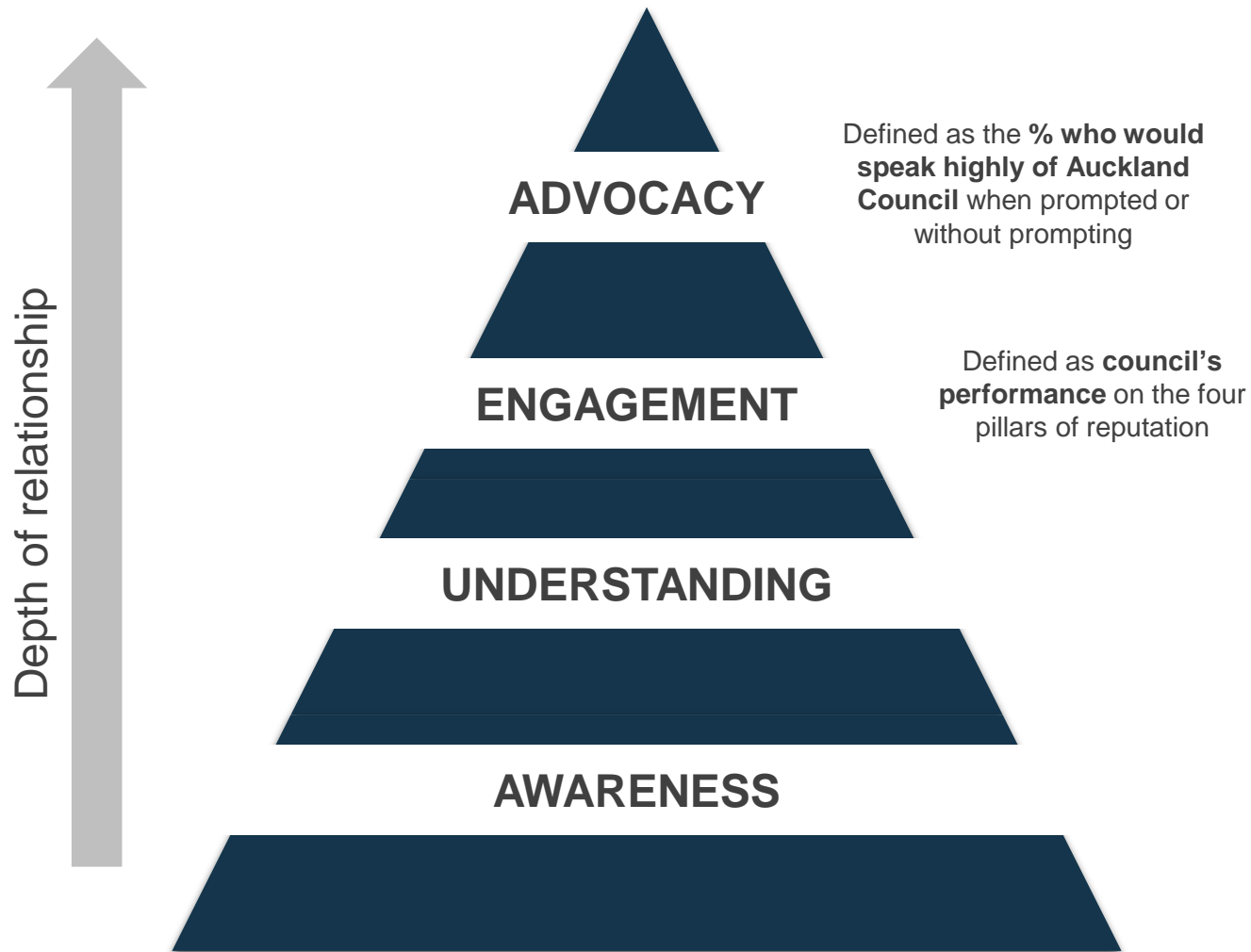
Baseline Results Summary - June 2016

BE THE HOW.
WHAKAMAUA KIA TINA!



HOW DO WE ACHIEVE ADVOCACY?

The Reputation Pyramid shows that the journey to advocacy is more than just awareness and understanding, its about engaging with stakeholders in a meaningful way.



HOW DO RESIDENTS FORM THEIR JUDGEMENT OF US?

Residents will view council's reputation through different lenses depending on their level of engagement and experiences.

Complex
assessment

“Can I trust you?”

Heuristics

Level of interest in
politics

Many touch points

Negative experiences
linger



Media

Social networks

Direct from council

Direct service experience

WHAT ARE OUR REPUTATION PILLARS?

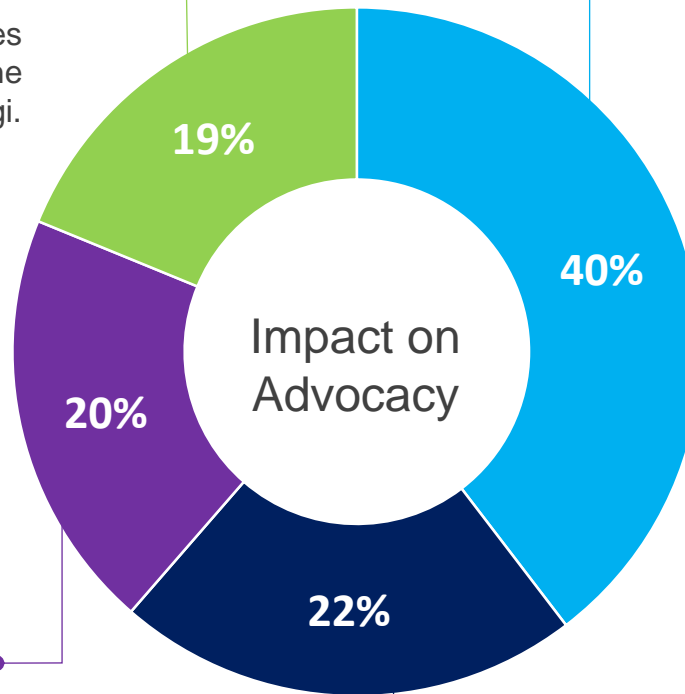
Accountability and Effectiveness is the biggest driver of advocacy for Auckland Council, with Leadership, Social Responsibility and Fairness playing a key supporting role.

FAIRNESS AND ETHICS

Auckland Council treats employees fairly and ethically, and honours the principles of the Treaty of Waitangi.

SOCIAL RESPONSIBILITY AND COMMUNICATIONS

Auckland Council engages and communicates with Aucklanders and treats all residents fairly. It is simple and easy to deal with, and acts responsibly towards the environment.



ACCOUNTABILITY AND EFFECTIVENESS

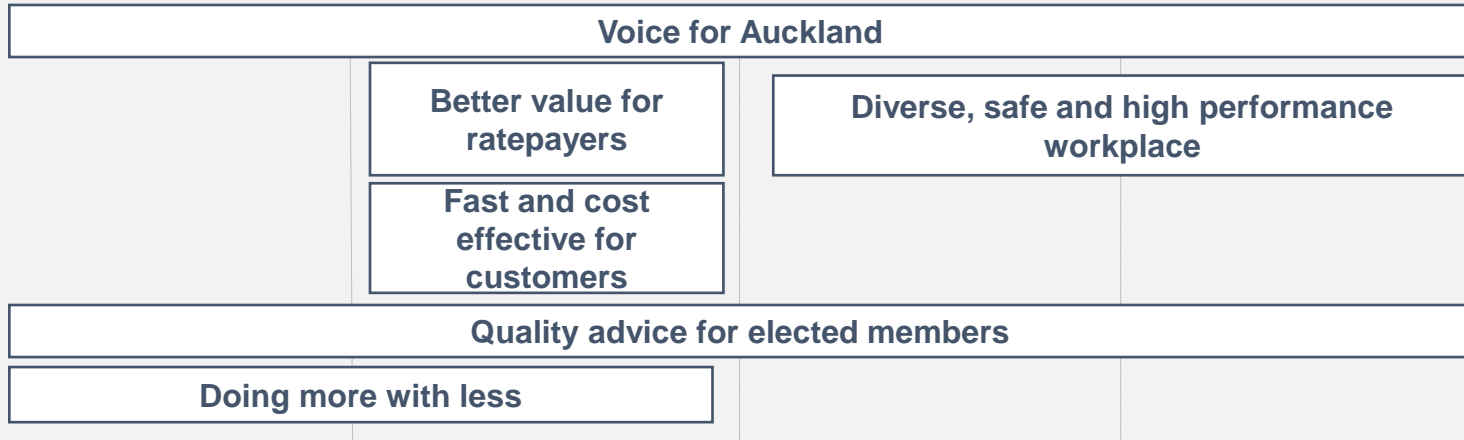
Auckland Council is honest, accountable and understanding. It is financially prudent and well run, providing effective services and programmes.

LEADERSHIP AND GROWTH

Auckland Council has a clear vision and strategy. It is adaptable and invests to meet future needs and contribute to economic growth.

HOW DO THE PILLARS ALIGN WITH THE ORGANISATIONAL STRATEGY?

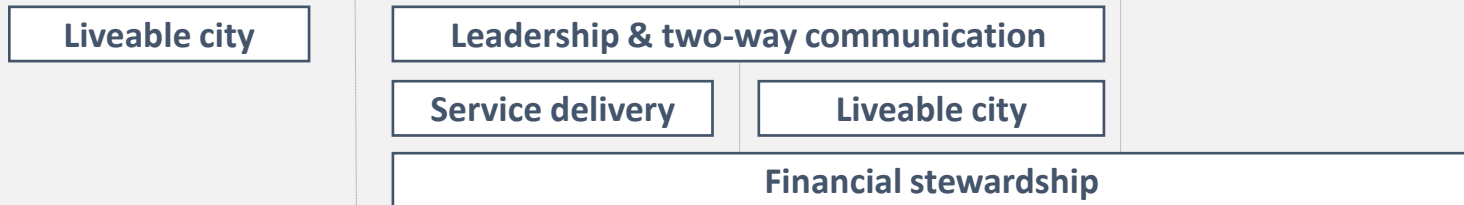
Auckland Council's organisational strategy goals



Citizen Insights Monitor Reputation Pillars



Previous Stakeholder Reputation Pillars

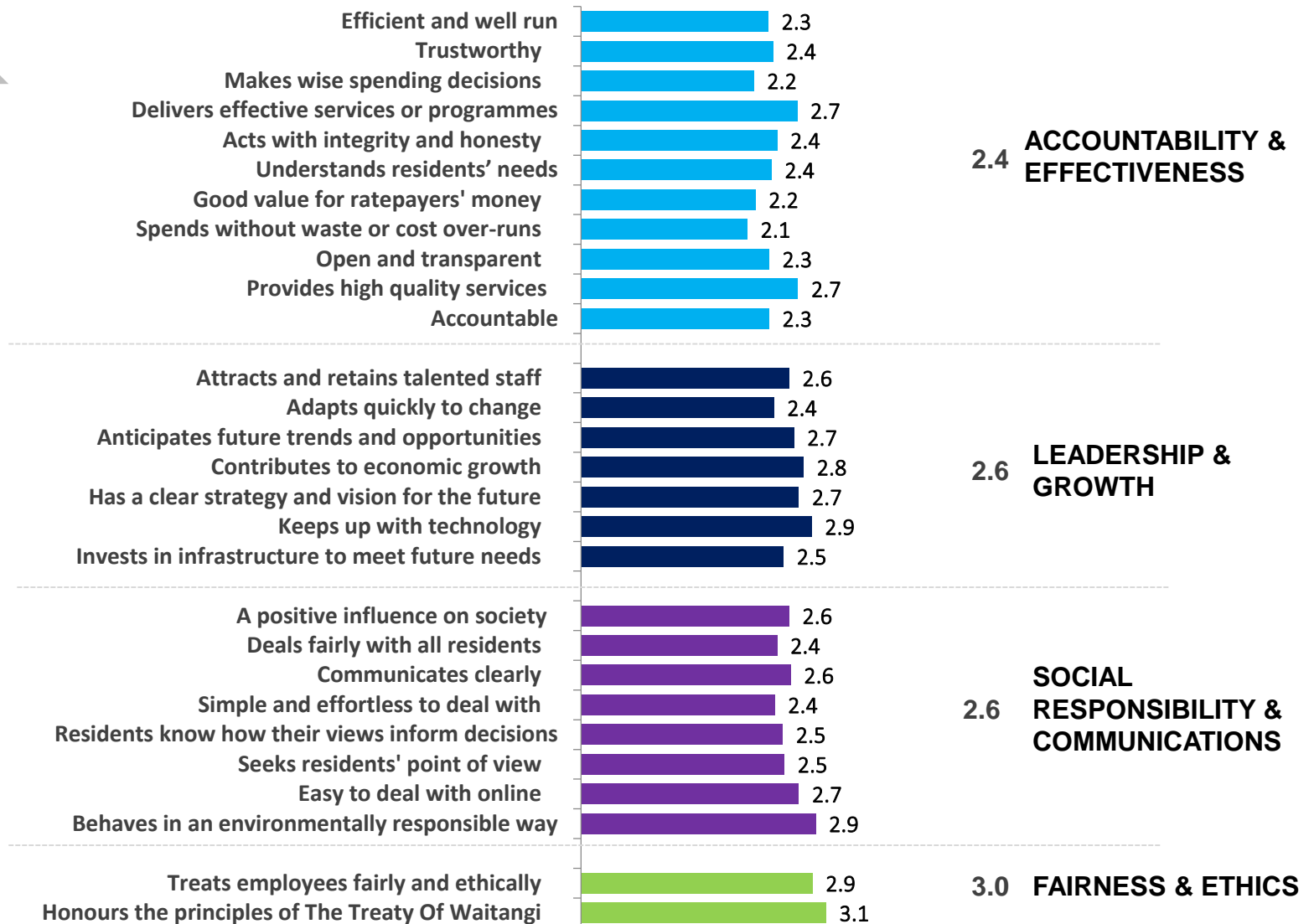


WHAT ARE THE ATTRIBUTES COMPRISING THE REPUTATION PILLARS?

Increasing impact on advocacy

BESPOKE ATTRIBUTES (MEAN SCORE OUT OF 5)

PILLAR PERFORMANCE (MEAN SCORE OUT OF 5)



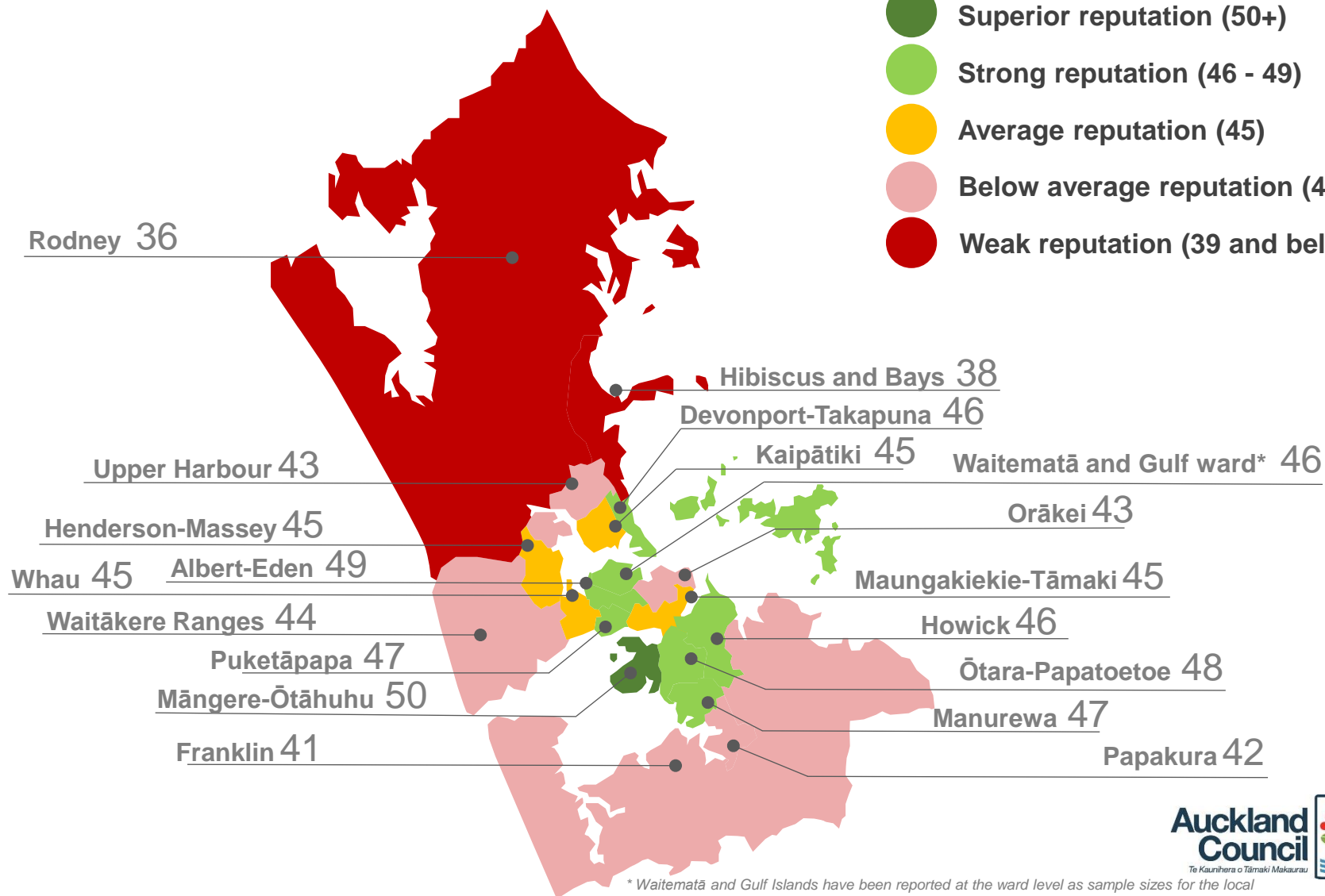
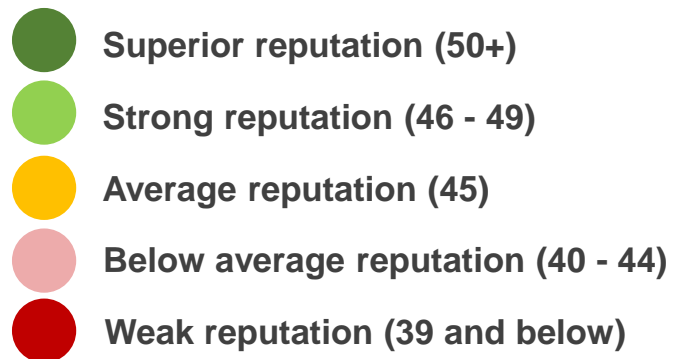
WHAT IS OUR REPUTATION SCORE?

45/100

- Calculated out of a total of 100 points
- Takes into account the impact of each pillar in driving advocacy and pillar performance
- Used to track Auckland Council's individual reputation score over time

HOW DOES REPUTATION VARY ACROSS THE REGION?

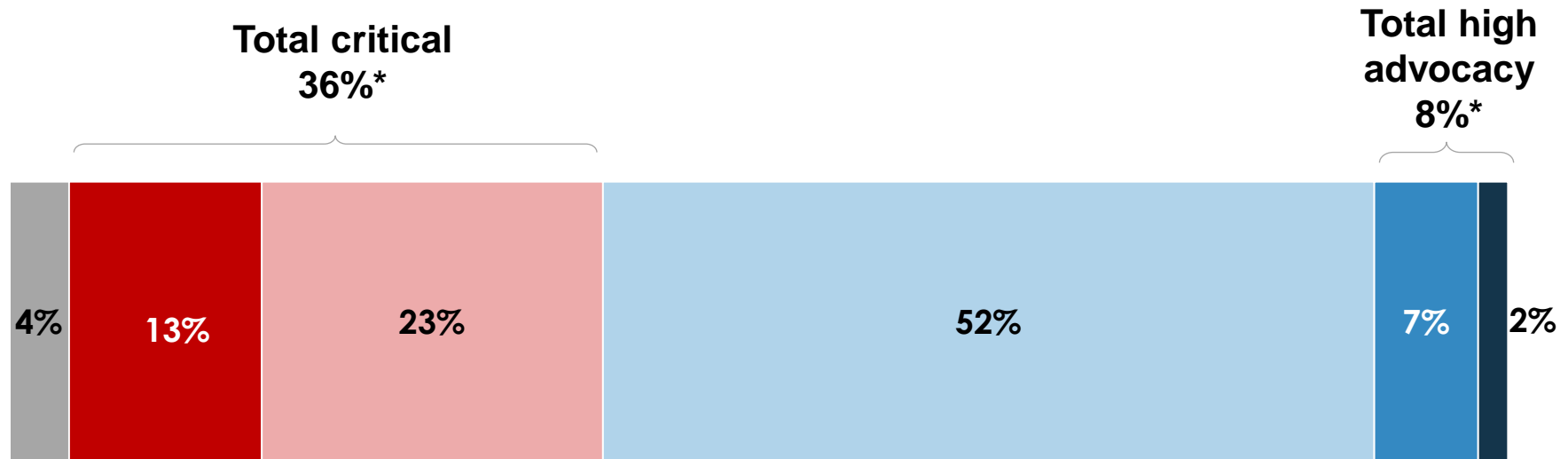
Residents who live furthest from the centre of Auckland rate council's reputation weaker than those in central or South Auckland, due to a lower level of engagement and the value placed on a number of council services.



* Waitemātā and Gulf Islands have been reported at the ward level as sample sizes for the local boards of Waiheke and Great Barrier are too small (n=4) for local board analysis

HOW DO AUCKLANDERS TALK ABOUT US?

- Don't know
- I think so poorly of them, I would be critical without being asked
- I would be critical of them if someone asked my opinion
- On balance, I have a neutral opinion of them, seeing both positives and negatives
- I would speak highly of them if someone asked my opinion
- I think so well of them, I would speak highly of them without being asked



Our reputation score builds the more that residents advocate for us. Over the next 12 months our challenge is moving residents from critical into neutral, in turn improving overall reputation.

* May not sum due to rounding

WHO ARE OUR CRITICS AND ADVOCATES?



Residents who rate council's reputation low and are critical are more likely to be...

- ▶ Living in North Auckland (Hibiscus & Bay and Rodney), males, aged 50+, NZ European
- ▶ Vote in council elections and pay rates, have given their opinion to Auckland Council in the last 2 years
- ▶ Are critical of council and believe their performance has deteriorated in the past 6 months. Dissatisfied with council's performance and have low trust and confidence in council
- ▶ Have been exposed to (mainly negative) media about the Mayor or new mayoral candidates, rates increases and housing issues



Residents who rate council's reputation high and are advocates are more likely to be...

- ▶ Living in the local boards of Puketapapa or Whau, younger, single residents, particularly youth (aged 15-29) or aged 30-39, ethnically diverse
- ▶ Don't vote in council elections, don't pay rates, disengaged with council
- ▶ Believe council's performance has improved in the past 6 months, would speak highly about council to others and have high satisfaction, trust and confidence in council
- ▶ Have been exposed to mostly positive media about council events & activities, road & public transport improvements

WHAT ARE THEY SAYING ABOUT US?

We asked Aucklanders to tell us whether their views of council improved, deteriorated or stayed the same over the past six months.

Residents who feel their views of council **have deteriorated** over the past 6 months say this is because of the rates increases, they lack confidence in the political leadership, or feel that there is poor governance and wasteful spending within Auckland Council

Improved roads, streets and footpaths, better public transport, new developments and construction around the city and good customer service are the main reasons mentioned by those whose views of Auckland Council **have improved** over the past 6 months

“Rates keep going up dramatically but there is no visible action to back these dramatic increases.”

“It is very clear to me that the ‘Super City’ Council has not reduced our costs (rates and service charges) and the quality of those services does not warrant the extra cost (rates). The deterioration has been over the life of the council rather than the last 6 months. I believe the staff costs have exploded out of control.”

“They are borrowing too much money. It is the next generation that will have to pay it back, and that will never happen. If a business was run this way it would be closed down.”

“Expensive, wasteful and corrupt. Last year I thought that they were near the bottom of the barrel but this year they have exceeded themselves by finding new levels of incompetence.”

“Wasteful spending with no accountability to the ratepayers. Stupid decisions that affect Aucklanders. Bad urban planning.”

“They have done great things with public transport specifically electrifying trains, they have also opened up our waterfront in Onehunga which looks great!”

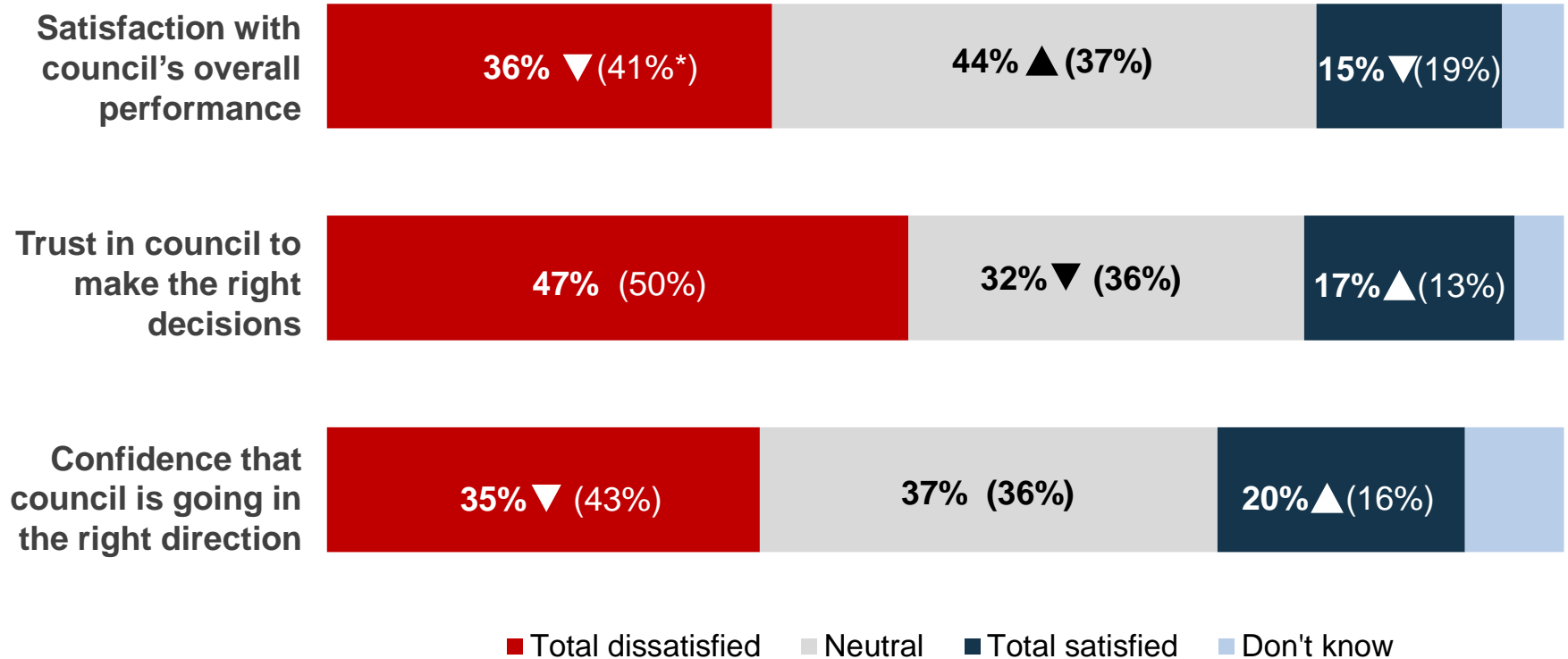
“Dramatically increased the length/number of bus lanes around the city and implemented the new Hibiscus Coast bus network”

“Roads and motorways are being worked on to make them bigger. The train transportation is slowly getting better.”

“Auckland Council listens to any complaints made and acts upon them immediately or at their earliest possible convenience, which is usually the next day.”

“Seems more is happening around Auckland in terms of events and overall improvements when dealing with council. Being able to receive rates invoices via email is great.”

WHAT IS COUNCIL'S CURRENT PERFORMANCE IN OVERALL SATISFACTION, TRUST AND CONFIDENCE?



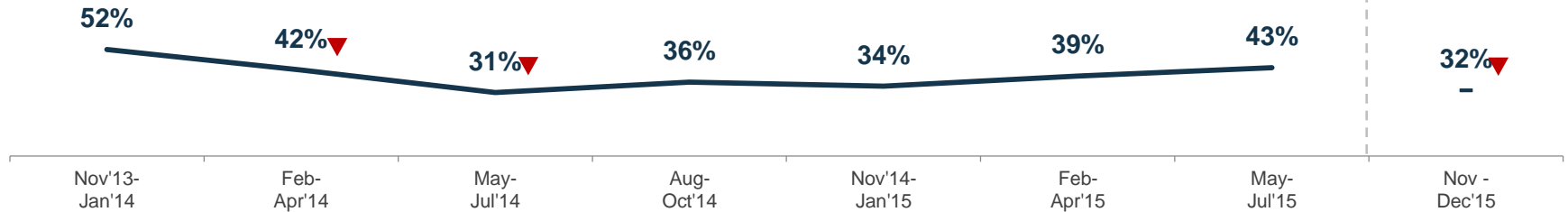
* Results from previous fieldwork period (May-July 2015)
 ▼▲ Significantly higher/lower than previous period

WHAT IS COUNCIL'S MEDIA REACH?

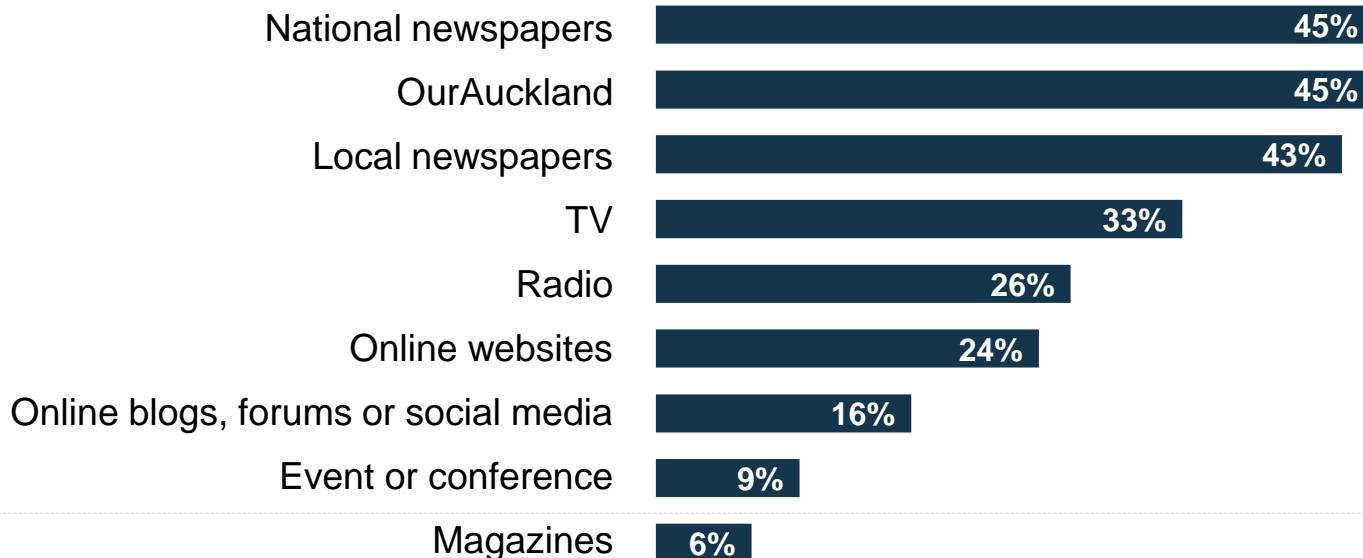
One in three Aucklanders have seen or heard something about Auckland Council recently, with almost half attributing their awareness to council's OurAuckland publication (hard copy or online).

% who have seen, read or heard about Auckland Council recently

NB: Break in fieldwork between Jul-Nov'15

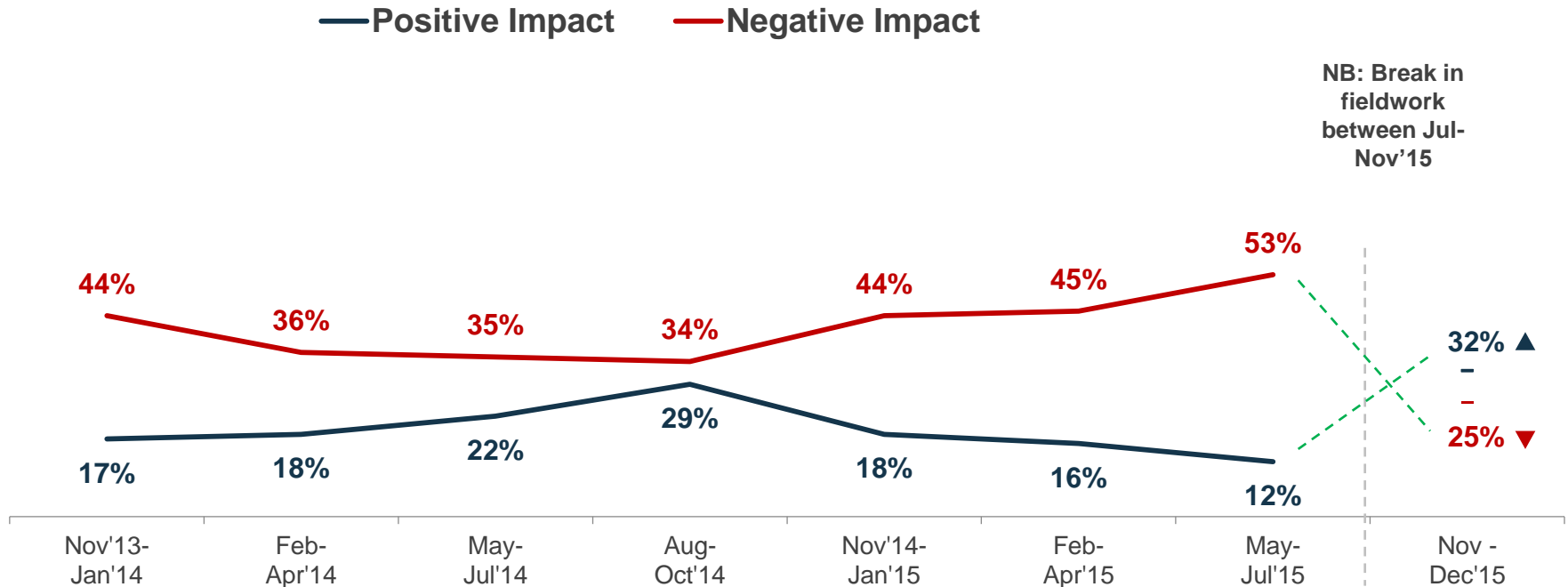


Main places seen, read or heard about Auckland Council (Nov-Dec'15)



WHAT IS THE NETT. IMPACT OF MEDIA COVERAGE?

For the first time since 2013, the nett impact of media coverage about Auckland Council is more positive than negative. This aligns with council's media analysis for Q4, 2015 which showed more favourable coverage of council via print, broadcast and internet coverage over this period.



▲▼ Significantly higher/lower than previous period

NEXT STEPS

- Prioritise council activities that focus on specific attributes that will lift the Accountability and Effectiveness pillar to build trust and confidence. This pillar has the most significant impact on council's reputation score.
- Maintain current performance across the remaining pillars.

For more information see:
aucklandcouncil.govt.nz/performanceandtransparency