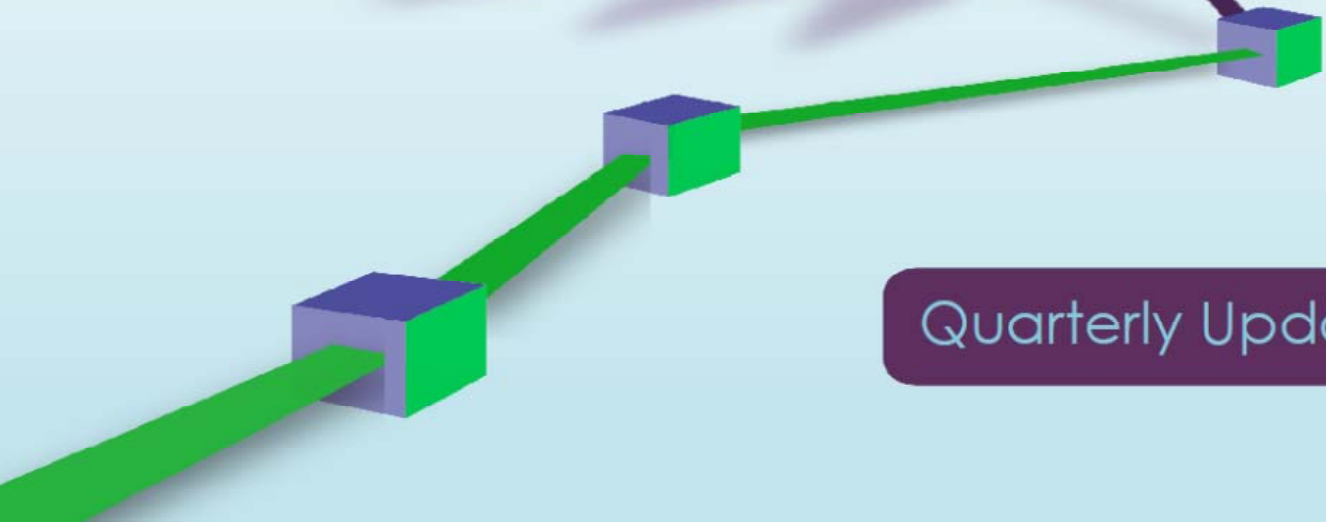


# Kiwis Count



NEW ZEALANDERS' SATISFACTION WITH PUBLIC SERVICES

June 2013 Quarter



Quarterly Update 5

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# Executive Summary

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*Kiwis Count* measures New Zealanders' satisfaction with public services.

At the beginning of 2012, *Kiwis Count* adopted a new continuous survey methodology. This is the first report showing year-on-year comparisons.

New Zealanders tell us that, in the last 12 months, satisfaction with public services has improved again. The overall service quality score for June 2013 is 73, a point higher than June 2012. Satisfaction has steadily increased over the last six years from 68 in 2007.

The June 2013 quarter score is one point higher than the previous March 2013, December 2012 and June 2012 quarter scores. The September 2012 quarter score of 74 may have been a seasonal variation or anomaly, or may have been the first indication of an improving trend.

This report discusses service quality scores in two new ways. Firstly, in terms of the increase in satisfaction since *Kiwis Count* began in 2007. Secondly, in the spirit of challenging us to be the best we can be, it compares New Zealand results with "best in class"<sup>1</sup> and average service scores for comparable services in Canada. This shows:

- There is a 14 point spread between the service with the most improvement (*a Childcare subsidy* with an impressive 11 point improvement) to the service with the least improvement (*Employment or retraining opportunities* where the service quality score has declined three points over the period).
- In some cases, services which have not stood out before (because their service quality scores are below the average service quality score) can now be seen to have made large strides in improving customer satisfaction (*A childcare subsidy* and *Paying fines or getting information about fines* are examples of this).

## Quick Facts

- New Zealanders tell us that, in the last 12 months, satisfaction with public services has improved again.
- There has been a steady improvement in overall satisfaction over the past six years.
- The overall service quality score for the June quarter 2013 is **73**. This is one point higher than the June quarter 2012 result and five points higher than when it was first measured in 2007.
- The quality of service score for three services significantly increased in the June 2013 quarter.
- Since measurement began, there is a 14 point spread between the service with the most improvement to the service with the least improvement.
- Thirteen NZ services have a service quality score that match or are above the comparable Canadian service "best in class" score.

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<sup>1</sup> "Best in class" refers to the highest score a service achieved in the last Canadian *Citizens First* survey. See a full explanation of "best in class" in the section *Citizens First* and *Kiwis Count* on page 20.

- Thirteen New Zealand services have service quality scores that match or are above the comparable Canada service “best in class” score (the service with the highest score compared to the similar Canadian service is *Accident compensation for injuries* which is 19 points above).

In terms of the quarterly results, 22 services have improved since March 2013. Three of these increases are statistically significant<sup>2</sup>. Nine services maintained their previous score. Eleven services recorded decreases in service quality, with none of these decreases being statistically significant.

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<sup>2</sup> Your local council about property rates; Enquired about tax, receiving tax credits (such as Working for Families), student loan repayments or KiwiSaver; and Contact with Statistics New Zealand for information or about taking part in a survey

# Introduction

*“New Zealanders expect improved public services, and we need the public service to continue to find ways of working to deliver better value and results.”*

Hon Dr Jonathan Coleman, Minister of State Services  
in “Delivering better services and better value” Media Release, 8 July 2013

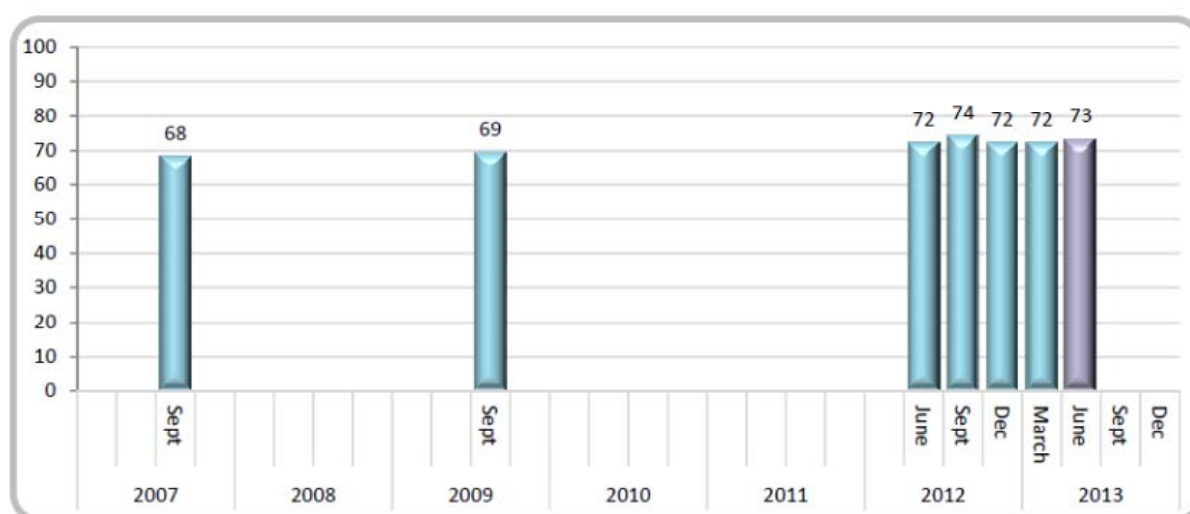
The Government and the public have rising expectations about the quality of public services and delivering better public services<sup>3</sup> is a key priority for the Government. The Government has also been clear that the focus on lifting State sector performance and achieving better services for New Zealanders must occur within an environment of fiscal constraint. To achieve this, services need to be designed with people and businesses in mind and around their needs.

The State Services Commission’s (SSC) purpose is “leading a State sector New Zealand is proud of”. This means the SSC is committed to leading a public sector that is working to deliver the things that matter most to New Zealanders.

## *Kiwis Count* Service Quality Trend

*Kiwis Count* is about measuring whether public services are delivering better public services to New Zealanders. New Zealanders tell us that in the past 12 months satisfaction with public services has improved again. The overall service quality score for the June quarter 2013 is 73, a point higher than the June quarter 2012. New Zealanders have reported a steady improvement in public services over the last six years. Overall service quality was 68 in 2007 and has risen steadily to 69 in 2009, 72 in the June 2012 quarter and 73 in the June 2013 quarter.

Kiwis Count: Overall Service Quality Score (2007 to 2013)



<sup>3</sup> More information on better public services can be found at <http://www.ssc.govt.nz/better-public-services>. More information on Result 10 can be found at <http://www.dia.govt.nz/Better-Public-Services>.

When the SSC asked New Zealanders what services were most important to them they said unequivocally it is health, education and emergency services<sup>4</sup>. Since the baseline measure in 2007, considerable improvement has been achieved across these services.

- Using an 0800 number for health information improved 8 points from 67 in 2007 to 75 in 2013.
- Staying in a public hospital improved 6 points from 68 in 2007 to 74 in 2013.
- Outpatient/Accident and Emergency services from a public hospital improved 5 points from 69 in 2007 to 74 in 2013.
- Tertiary education improved 4 points from 70 in 2007 to 74 in 2013.
- Emergency services improved 8 points from 73 in 2007 to 81 in 2013.
- The Police (for a non-emergency situation) improved 4 points from 62 in 2007 to 66 in 2013.

The State services are delivering and improving on the services that matter to New Zealanders. But the job is not over. Improvement is patchy. Expectations are rising. And, as *Kiwis Count's* recently released Channels Report shows, the switch to digital service delivery is steady rather than transformative<sup>5</sup>.

## Kiwis Count: part of the New Zealanders' Experience Research Programme

*Kiwis Count* is part of a wider research initiative<sup>6</sup>, which has developed evidence-based tools which services can use to improve satisfaction. A key way to improve satisfaction is to concentrate on the "drivers" of satisfaction – the short list of things that have the greatest impact on satisfaction<sup>7</sup>.

### Improvement Illustrated

Two case studies from agencies which have used customer perspectives when improving their services, and have achieved increases in their service quality scores, are included in this report. These highlight how concentrating service improvement around the drivers has had a marked impact on satisfaction with a service as it has transformed. Other agencies may have lessons to learn from this.

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<sup>4</sup> Understanding the Drivers [www.ssc.govt.nz/understanding-drivers-report](http://www.ssc.govt.nz/understanding-drivers-report).

<sup>5</sup> <http://www.ssc.govt.nz/kiwis-count-channels-report-2013>.

<sup>6</sup> See Appendix 1: The Kiwis Count Survey for an explanation of The New Zealanders' Experience Research Programme (NZE) of which Kiwis Count is a part.

<sup>7</sup> A summary of lessons learnt from the wider research initiative, including more information on the "drivers" in included in the December 2012 Quarter report.

A full explanation of NZE, including detailed information about the drivers can be found at <http://www.ssc.govt.nz/nzers-experience>.



One case study is from the fines collection service in the Ministry of Justice. The other is from Customs and is about how SmartGate, the digital border processing service, has transformed border services.

## What you'll find in this report

The report presents two sets of Kiwis Count results.

The first part of the report presents, for the first time, year-on-year individual service quality scores. As outlined earlier, these are then analysed in two new ways. Firstly, in terms of the increase in satisfaction since measurement began. Secondly, it compares New Zealand results with “best in class” and average service scores for comparable services in Canada.

The first part of the report also includes year-on-year *Kiwis Count* findings about Trust in Public Services, and usage of and service satisfaction in Public and non-Government services.

The second part of the report presents quarterly service quality scores as past quarterly reports have done.



*A spanner box provides technical information to better understand the report and findings.*



*A caution box provides caveats about how to treat the information being presented.*

## 2013 Annual Results: Service Quality Scores

This first section of the report discusses year-on-year (or annual) individual service quality scores. It does this in two new ways.

Firstly, the most important aspect of a *Kiwis Count* score is not its absolute value. Rather it is that the score improves over time. In this report year-on-year scores are looked at for the first time in terms of the increase in satisfaction since measurement began.

Secondly, in the spirit of challenging us to be the best we can be, New Zealand results are compared with “best in class” and average service scores for comparable services in Canada.

**19**  
Increased

The *Kiwis Count* data shows that, in June 2013, 19 services improved their annual scores on their June 2012 score.

**11**  
No change

Eleven services recorded the same service quality score as June 2012.

**12**  
Decreased

Twelve services recorded decreases in service quality over the year.

The following table presents the year-on-year individual service quality scores.

The year-on-year results have been used in the first part of this report in discussing Frontline Service Improvement, Delivering Performance Excellence, Trust in Public Services, and Public Service and Non-Government Service.

Quarterly results and movements in the service scores over the past year are discussed in the latter part of the report.



*A full description of the background to *Kiwis Count* and its survey approach is in Appendix 1 of this report (see page 48).*

*This explains that the approach to *Kiwis Count* changed in 2012 from a point-in-time survey to a continuous survey with ongoing data collection and regular reporting. Results are a rolling six month average and have been reported quarterly since June 2012 .*

*A full year has passed since continuous results began being reported and, in addition to quarterly findings, year-on-year findings are now available.*

*This means two results are calculated for each service:*

- *a quarterly result based on the data collected between January 2013 and June 2013*
- *an annual result based on the data collected for the Financial Year 2012/2013, i.e. between July 2012 and June 2013.*

*The overall service quality score for June 2013 is based on data collected between January 2013 and June 2013.*

## Annual Service Quality Scores

Service	2007	2009	2012	2013
Visited a national park	79	76	78	78
A hunting or fishing license	77	72	80	80
National environmental issues or the Resource Management Act	41	48	42	45
Obtain, renewed, change or replace a driver licence	-	-	75	73
Licensed or registered a vehicle	-	-	80	80
A state or state integrated (public) school that your child attends or may attend in the future	77	72	74	75
A university, polytechnic or wānanga about a course you are attending or may attend in the future	70	70	75	74
Employment or retraining opportunities	64	61	59	61
Applying for or receiving a student loan or student allowance	-	59	52	59
A kindergarten that your child attends or may attend in the future	73	76	77	79
ERO (Education Review Office) school or early childhood reports	-	-	68	66
Received outpatient services from a public hospital (includes A & E)	69	68	72	74
Stayed in a public hospital	68	71	73	74
Obtaining family services or counselling	68	65	66	69
Used an 0800 number for health information	67	70	70	75
Visited a public library	83	82	85	84
Your local council about rubbish or recycling (excluding the actual collection of rubbish and recycling from your household each week)	63	65	68	66
Your local council about property rates	59	57	56	59
Your local council about road maintenance	42	45	45	48
Your local council about a building permit	44	51	55	49
A passport	76	77	79	79
Registering a birth, death, marriage or civil union	72	75	76	80

Service	2007	2009	2012	2013
The arrival process after landing at a New Zealand international airport from Australia	-	73	79	80
The arrival process after landing at a New Zealand international airport from anywhere except Australia	-	72	77	79
Importing goods into New Zealand or customs duties	62	57	67	63
The police (for a non-emergency situation)	62	64	66	66
Paying fines or getting information about fines	54	57	63	63
Emergency services i.e.111	73	77	84	81
A court, about a case you were involved with	-	52	50	50
The Community Services card	73	74	75	75
Accident compensation for injuries	65	64	70	67
Sickness, domestic purposes or unemployment benefit	59	59	60	61
A housing subsidy or accommodation supplement	56	62	65	61
A childcare subsidy	56	65	60	67
Living in a Housing New Zealand home	-	-	58	64
A rental property bond lodgement, refund or transfer	-	-	71	71
New Zealand Superannuation	-	-	84	83
Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	-	59	61	62
Contact with Statistics New Zealand for information or about taking part in a survey	65	67	67	68
Registering a new company or filing an annual return for a registered company	-	71	74	74
Visited sorted.org.nz for information to help manage your personal finances or retirement income	-	-	81	75
Registered a business entity for tax purposes or filed a tax return	-	64	71	71

# Frontline Service Improvement

*Kiwis Count* is an improvement and learning tool for those providing public services, not an accountability measure.

Improvement in service quality scores speaks of agencies working hard to improve service and customer satisfaction. The level of improvement over time is more important than absolute scores achieved.

A level of improvement score has been calculated for each service and then sorted into quartiles (see box on the right for an explanation of this).

This way of looking at the data gives a different perspective to how the data has been looked at before.

For example, in previous reports we have commented on *public libraries'* laudable performance in consistently being the highest or highest equal scoring individual service since 2007. While it is hard to get improvement on a high base, this new way of looking at the data shows us that libraries are not doing well in terms of improvement as the service quality score for the libraries service has only improved 1 point over the period. There is improvement, but the median level of improvement over 6 years has been 4 points. The libraries service "level of improvement" is in the bottom quartile for service improvement and has only improved marginally.

Another example is shown in the two services at the top of the level of improvement table. The service quality scores for *A childcare subsidy* and *Paying fines or getting information about fines* have always been well below the average



*The level of improvement score is calculated by taking the score when first measured (i.e. in 2007 or 2009) and subtracting that score from the 2013 annual score.*

*The Level of Improvement table is ordered by level of improvement and then sorted by quartile. The different colours in the table indicate the different quartiles.*

*The quartiles were determined using the level of improvement of services which were first measured in 2007. Then the 7 services which were first measured in 2009 were added into the ranking, on a pro-rata basis. This explains the different quartile ranking for the services with a 3 point improvement – the two services with a 3 point improvement since 2009 have been added to the second quartile and the other services (with 3 point improvement since 2007) are in the third quartile.*

*The top quartile goes from an 11 point improvement to a 6 point improvement.*

*The bottom quartile goes from a 1 point improvement to a 3 point decrease in service quality score.*

*The median level of improvement for all services is 4 points.*

service quality scores, so have not stood out before. Looking at level of improvement, we can see these services have made massive strides forward with regard to customer satisfaction.

### Level of Improvement

Service	2007	2009	2013	Improvement
A childcare subsidy	56		67	11
Paying fines or getting information about fines	54		63	9
Used an 0800 number for health information	67		75	8
Registering a birth, death, marriage or civil union	72		80	8
Emergency services i.e.111	73		81	8
The arrival process after landing at a New Zealand international airport from Australia	-	73	80	7
The arrival process after landing at a New Zealand international airport from anywhere except Australia	-	72	79	7
Registered a business entity for tax purposes or filed a tax return	-	64	71	7
A kindergarten that your child attends or may attend in the future	73		79	6
Stayed in a public hospital	68		74	6
Your local council about road maintenance	42		48	6
Received outpatient services from a public hospital (includes A & E)	69		74	5
Your local council about a building permit	44		49	5
A housing subsidy or accommodation supplement	56		61	5
National environmental issues or the Resource Management Act	41		45	4
A university, polytechnic or wānanga about a course you are attending or may attend in the future	70		74	4
The police (for a non-emergency situation)	62		66	4
New Zealand Superannuation	79		83	4
Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	-	59	62	3
Registering a new company or filing an annual return for a registered company	-	71	74	3
A hunting or fishing license	77		80	3
Your local council about rubbish or recycling	63		66	3
A passport	76		79	3

Service	2007	2009	2013	Improvement
Contact with Statistics New Zealand for information or about taking part in a survey	65		68	3
The Community Services card	73		75	2
Accident compensation for injuries	65		67	2
Sickness, domestic purposes or unemployment benefit	59		61	2
Obtaining family services or counselling	68		69	1
Visited a public library	83		84	1
Importing goods into New Zealand or customs duties	62		63	1
Your local council about property rates	59		59	0
Applying for or receiving a student loan or student allowance	-	59	59	0
Visited a national park	79		78	-1
A state or state integrated (public) school that your child attends or may attend in the future	77		75	-2
A court, about a case you were involved with	52		50	-2
Employment or retraining opportunities	64		61	-3



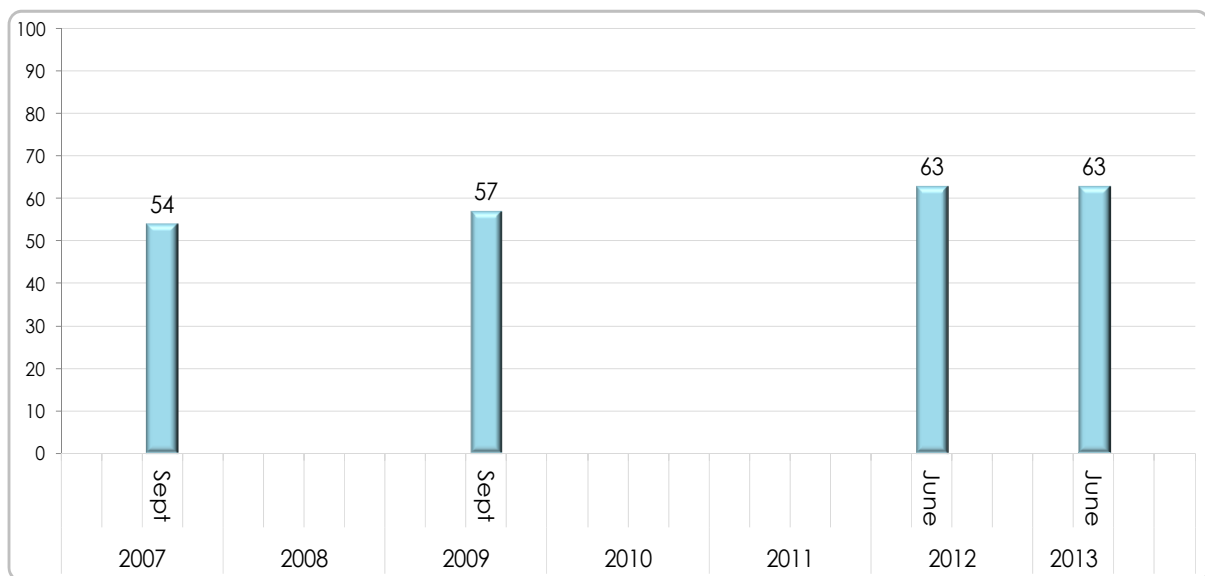
## A Study in Service Improvement

The following case study from the Ministry of Justice discusses how taking a customer focused view of a service has led to innovative changes to improve service to “reluctant customers”. The approach outlined in the case study supports Justice’s achievement in its 9 point improvement in the fines’ service quality score.

Even when people don’t want to be participating in a service, their participation can be managed in such a way that they experience professional service aimed at assisting them to meet their obligations.

The fines service has the second best improvement in service quality score of all services.

Annual Service Quality Scores: Paying Fines or Getting Information About Fines (2007 to 2013)





## **'The Reluctant Customer'<sup>8</sup>** **Transforming the Collections Operating Model**

Over six years, the public's satisfaction with the fines system, run by the Ministry of Justice's Collections unit, has increased 9 points as measured by *Kiwis Count*. In 2007, the service quality score was just 54 and in 2013, this has risen to 63.

So, in a difficult area such as fines collection, how did Collections achieve higher satisfaction levels and what benefits have resulted?

Collections' first step was a decision to change the way it worked. The operation was based out of 28 court houses, making it difficult to deliver nationally consistent services and organise staff and resources to quickly and effectively respond to customers' needs.

It responded by introducing a new National Service Delivery Model in May 2011 that is centred on the customer. Based on the obvious fact that people don't like being fined (The Reluctant Customer), Collections designed customer-specific services, supported by a new staff culture, and new technology and processes. Customers were segmented into groups based on their willingness to pay and attitude to compliance, and resources applied where they would make the biggest difference.

The model allows Collections to meet customers' expectations of how services should be delivered, focus more attention on people who don't want to pay, monitor national workflows and productivity, and automatically prioritise and assign work to staff anywhere in the country.

For the majority of customers – who have an unpaid infringement such as a parking ticket – it is now quick and easy to pay online and by telephone. For others, data matching improves the accuracy of contact details and text messaging is used to contact them. People can also pay bailiffs who carry EFTPOS machines, and disputing fines can be done by email rather than having to visit a court.

This has led to a rise in public satisfaction levels and overall confidence in the fines system, as well as significant benefits for Collections and the taxpayer, including:

- Collections debt has reduced by \$245 million since 2008/9 – and is at the lowest level since 2004,
- The value of overdue fines has fallen by \$180 million (43%) since 2009,
- 34% of customers now have a repayment plan in place,
- Operating costs are down \$2 million a year,
- 40% of fines dispute applications are filed via email with a 48-hour turnaround (this used to be four weeks).

### Collections at a glance

- 580 staff
- 455,000 people with fines
- About \$220 million collected per year
- \$250 million new fines imposed in 2012
- \$560 million owed (a 9-year low).

<sup>8</sup>

'The Reluctant Customer' project was a joint winner of the 2013 IPANZ award for Improving Public Value through Business Transformation.



## Delivering Performance Excellence

“Level of Improvement” has been discussed in the previous section.

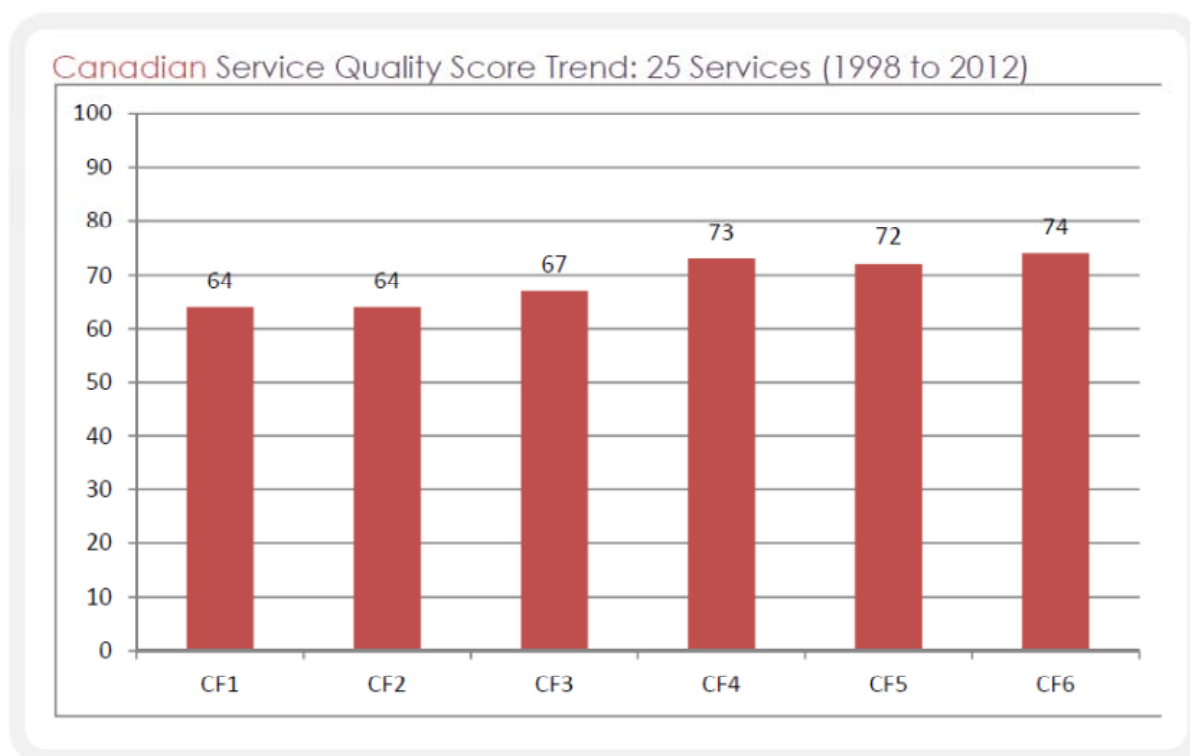
In the spirit of showing what is possible and challenging us to be the best we can be, “Performance Excellence” is discussed in this section and New Zealand results are compared with “best in class” and average service scores for comparable services in Canada.

This has been done because:

- the *Kiwis Count* survey is based on the proven Canadian *Citizens First (CF)* survey,
- when this approach to *Kiwis Count* was first adopted, a key advantage of the approach was that service comparisons would eventually be able to be made, and,
- agencies may be able to learn from each other how to improve service satisfaction.

### The Canadian *Citizens First* Survey

In Canada the first survey was run in 1998. The service quality score has shown a 10-point increase since then. The most significant change occurred between *CF1* (1998) and *CF4* (2005) with a 9-point increase.



## *Citizens First and Kiwis Count*

Comparing the overall *Kiwis Count* service quality score with *Citizens First* shows that New Zealand's first measure of service satisfaction was less than Canada's at that time (68 in 2007 in New Zealand compared with 73 in 2005 and 72 in 2008 in Canada). New Zealand's service satisfaction has improved 5 points over 6 years. Now the aggregate scores of the two countries are similar with New Zealand's score slightly below that of Canada's (73 in 2013 and 72 in 2012 in New Zealand compared with 74 in 2012 in Canada).

The Canadian *Citizens First* survey is used by the Federal government, Provincial governments and by some local governments (regional or municipal government). This means some services have a single provider, the Federal government, and others more than one across Canada e.g. when services are provided by Provincial government. "Best in class" is the highest score for a service in the most recent *Citizens First* survey. Where the service has only one provider (i.e. the Federal government), there is only one score and that is also the "best in class" score. The average score is the average of all scores where a service has more than one provider across Canada.

In using the same methodology as *Citizens First*, services in New Zealand can be compared with the "best in class" and Canadian average scores.

This is a deliberately challenging way of looking at the data. However, the point of comparison is to provide context. Services may be provided in New Zealand with high levels of satisfaction, but could more be done? Equally, are there services where New Zealand agencies are providing higher levels of satisfaction than those in Canada?

SSC is providing this information in the spirit of showing what is possible, based on what is happening in Canada. We want to acknowledge our best performers (i.e. those who are "best in class"), inspire those with good scores to further improve, and identify services where service satisfaction is less than that which is being achieved elsewhere.



*Caution is required in considering this information: the comparisons are useful but there are many other factors which impact on service satisfaction which must be considered in developing a view of relative performance.*

*SSC has not attempted a systematic analysis of how comparable services are between New Zealand and Canada. This is beyond the scope of this report. The comparison is provided as a starting point for further investigation.*

The table on the following pages compares the June 2013 *Kiwis Count* service quality scores with the comparable Canadian *Citizens First* score.

The New Zealand service which has the highest positive difference to the Canadian “best in class” score is that of *Accident compensation for injuries* which is 19 points above the Canadian “best in class” score.

The nine New Zealand services in the top quartile are all “best in class” compared to their Canadian equivalent.

There are 13 New Zealand services which match or have higher service quality scores than Canadian “best in class” scores and 24 New Zealand services that have lower service quality scores than Canadian “best in class”. Of those 24 services which are below Canadian “best in class”, 9 are above Canadian averages (*Emergency Services* is 18 points above Canadian average) and a further 2 are within 1 point of Canadian average.

What does all this mean?

For a start, we urge each service provider to think about their own score, and how it compares with the comparable Canadian service’s score. As an example, *libraries* have always had the highest service quality score of any service in *Kiwis Count*. However, libraries level of improvement (1 point over 6 years) is below average - this fact can be balanced against the argument that it is hard to improve on a high base. However, if we consider comparison with Canadian services, we can see that while New Zealand libraries have very satisfied users, Canadian library users are even more satisfied ... not only do New Zealand libraries score 5 points below the Canadian “best in class” score, their score is also 1 point below the Canadian average.

Next, we suggest each service provider in New Zealand investigate whether there are lessons to be learnt from (or shared with) Canada. Are there differences in how the comparable service is provided in Canada which may contribute to higher satisfaction? Can those differences be successfully adopted in New Zealand?



*The “Kiwis Count Compared to Canadian Scores” table is sorted by difference with Canadian “best in class” and then sorted by quartile. The different colours in the table indicate the different quartiles.*

*The top quartile goes from a 19 point positive difference to Canadian “best in class” to a 3 point positive difference. The bottom quartile goes from 10 to 26 points below the comparable Canadian “best in class” score.*

## Kiwis Count Scores Compared To Canadian Scores

Service	Canada average 2012	Canada "Best in Class" 2012	Kiwis Count June 2013	Difference to Canadian Average	Difference to Canadian "Best in Class"
Accident compensation for injuries	-	48	67	-	19
The arrival process after landing at a New Zealand international airport from Australia	-	68	80	-	12
The arrival process after landing at a New Zealand international airport from anywhere except Australia	-	68	79	-	11
Living in a Housing New Zealand home	-	58	64	-	6
Employment or retraining opportunities	-	56	61	-	5
A childcare subsidy	-	62	67	-	5
A housing subsidy or accommodation supplement	-	57	61	-	4
Contact with Statistics New Zealand for information or about taking part in a survey	-	65	68	-	3
The police (for a non-emergency situation)	-	63	66	-	3
A state or state integrated (public) school that your child attends or may attend in the future	69	74	75	6	1
Applying for or receiving a student loan or student allowance	53	58	59	6	1
Obtaining family services or counselling	-	69	69	-	0
New Zealand Superannuation	-	83	83	-	0
Registering a birth, death, marriage or civil union	74	81	80	6	-1
A passport	-	81	79	-	-2
A university, polytechnic or wānanga about a course you are attending or may attend in the future	72	77	74	2	-3
Visited a national park	-	81	78	-	-3
Stayed in a public hospital	71	78	74	3	-4
Registered a business entity for tax purposes or filed a tax return	-	75	71	-	-4
A hunting or fishing license	76	85	80	4	-5
Licensed or registered a vehicle	77	85	80	3	-5

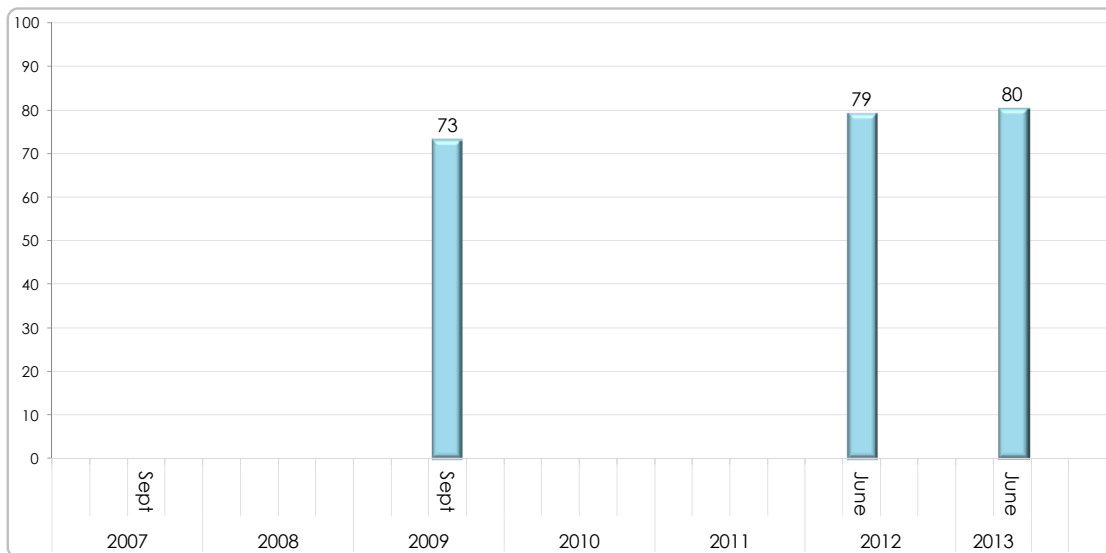
Service	Canada average 2012	Canada "Best in Class" 2012	Kiwis Count June 2013	Difference to Canadian Average	Difference to Canadian "Best in Class"
Visited a public library	85	89	84	-1	-5
Importing goods into New Zealand or customs duties	-	68	63	-	-5
A kindergarten that your child attends or may attend in the future	76	86	79	3	-7
Used an 0800 number for health information	75	82	75	0	-7
Emergency services i.e.111	63	89	81	18	-8
Received outpatient services from a public hospital (includes A & E)	72	83	74	2	-9
Obtain, renewed, change or replace a driver licence	74	83	73	-1	-10
Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	66	73	62	-4	-11
A court, about a case you were involved with	53	62	50	-3	-12
Sickness, domestic purposes or unemployment benefit	60	74	61	1	-13
The Community Services card	78	88	75	-3	-13
Your local council about rubbish or recycling	-	79	66	-	-13
Your local council about property rates	63	74	59	-4	-15
Your local council about road maintenance	57	66	48	-9	-18
National environmental issues or the Resource Management Act	-	65	45	-	-20
Your local council about a building permit	65	75	49	-16	-26

## A Study in Service Excellence

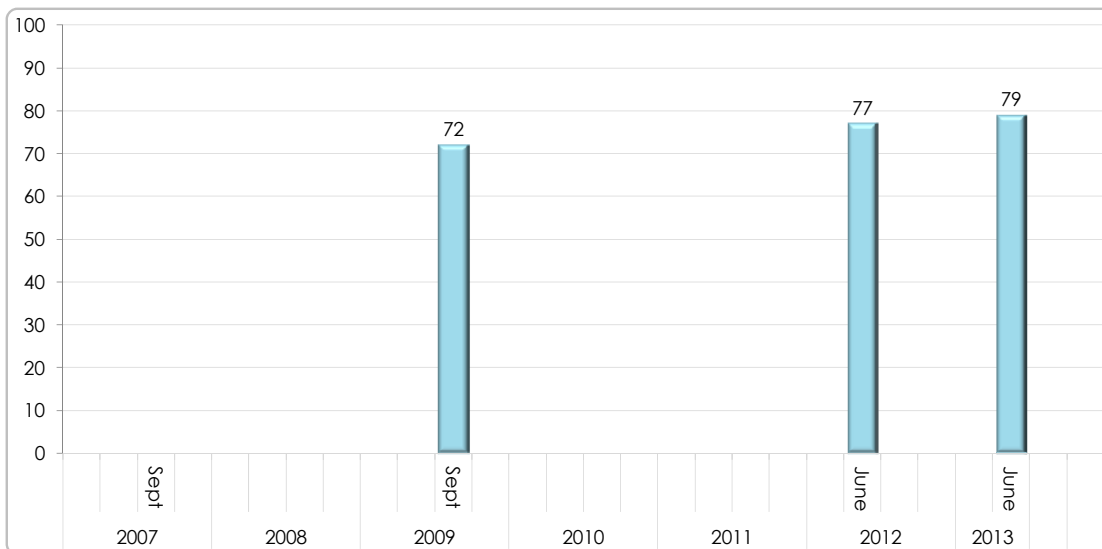
The following case study tells the story of SmartGate, the Customs Service's automated passenger clearance system.

Not only has a systematic focus on improving service delivery resulted in arrival processes' service quality scores climbing 7 points from 2009 to June 2013, the June 2013 results are 11 and 12 points higher than the comparable Canadian service.

Annual Service Quality Scores: The Arrival Process after landing at a New Zealand international airport from Australia (2009 to 2013)



Annual Service Quality Scores: The Arrival Process after landing at a New Zealand international airport from anywhere except Australia (2009 to 2013)







## **Streamlining passenger processing without compromising security**

Customs aims to protect and promote New Zealand through world class border management, and is always looking for new ways to improve the border experience for passengers.

The introduction of SmartGate has been central to simplifying and streamlining border processing. Over six million New Zealanders and Australians have used SmartGate in New Zealand since its introduction in 2009, and from July 2013 US and UK ePassport holders have been able to use SmartGate when departing the country.

SmartGate uses the electronic information in ePassports and facial recognition technology to perform customs and immigration checks without compromising security. Advanced facial recognition software, based on the science of biometrics, compares your face with the digital copy of your photo in your ePassport chip. Precise and complex measurements of unique facial features provide one of the most accurate and secure means of identification.

Customs' focus is on achieving high assurance with a light touch, and SmartGate technology has accomplished this and brought about a step change in passenger processing by reducing government 'touch points' at the border. Accurate and faster passenger processing has improved border security by allowing Customs to concentrate on more high-risk travellers.

An integral part of improving the passenger experience has been monitoring and using passengers' feedback. Kiwis Count has been an important part of this along with Customs' own satisfaction surveys which have been carried out for a number of years. The most recent survey differs to Kiwis Count in that it includes all passengers i.e. New Zealanders and other nationalities. This means that we can look at passenger satisfaction by nationality and also by whether SmartGate was used or not.

The results show passenger satisfaction overall is at 90%, with passengers using SmartGate showing 93% satisfaction, and passengers using manual processing showing 87%. However, the real story is the trend behind these numbers. This shows that satisfaction levels with manual processing have remained the same since 2010 but satisfaction with SmartGate has gone up by over 10%.

Customs continues to work on ways to enhance the travel experience for passengers. Testing of the next generation SmartGate prototype, SmartGate Plus, was carried out at Air New Zealand's premier departure point in Auckland between June and October this year. The prototype uses face-on-the-fly technology which photographs a person as they approach the scanner, building a 3D image that is then flattened and matched against the ePassport photo. SmartGate Plus is faster and more intuitive, and it only takes approximately nine seconds.

It is this type of technology that in the future will help Customs meet the challenge of managing increasing volumes of travellers while making compliance easy to do and hard to avoid.

## Level of Improvement and Performance Excellence

The graph on the facing page plots each service's service quality score in terms of both its level of improvement since measurement began **and** its comparison with Canadian "best in class" score.

Broadly, the gradual fading of the background in the graph (i.e. going from dark blue in the bottom left to light blue in the top right) shows the worst to best results.

The graph shows services spreading across both axes. Looking at the data this way, we can see more nuanced information. Some services have come a long way, while others have further to go:

- *Police, Arrivals Processes* and *Paying Fines* are all in the upper right quadrant, i.e. they have got healthy improvements in their service quality scores over time and they compare favourably with the comparable Canadian service. These services have explicitly transformed their services with the customer in mind.
- With the exception of *schools*, the New Zealand services which have higher service quality scores than Canadian "best in class" scores are provided centrally, i.e. by government departments.
- All services provided in New Zealand by local government have lower service quality scores than comparable Canadian "best in class" scores.
- *Libraries*, the clear star in terms of absolute service quality score, is in the lower left quadrant (with below average improvement and lower satisfaction compared with comparable Canadian services).

Over time we would want to see more services moving from the bottom left quadrant and into the upper right quadrant.

To achieve this, as agencies continue to develop the way they deliver their services, they need to:

- concentrate on the "drivers" of satisfaction,
- design service improvements with people and businesses in mind and around their needs, and
- consider whether lessons can be learnt from comparable services provided elsewhere.



### How to Read the Graph

*The level of improvement is shown on the horizontal axis.*

*The comparison against Canadian "best in class" is shown on the vertical axis.*

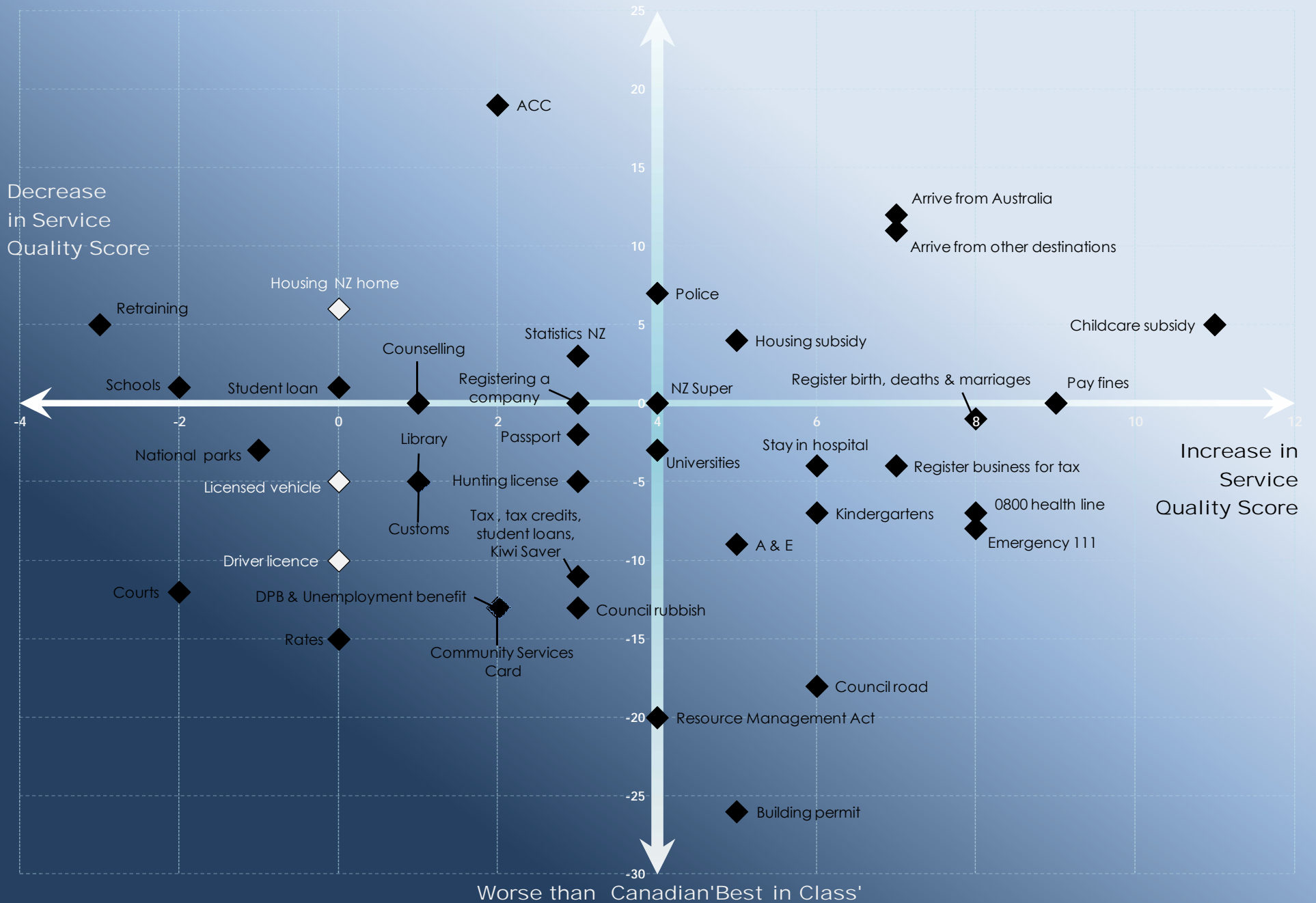
*The vertical-axis cuts the horizontal axis at the median level of improvement since 2007 (+4).*

*Services in the top right quadrant have improved since measurement began and are performing well compared to Canada.*

*Services in the bottom left quadrant have experienced little or no improvement in service satisfaction and have scores below the comparative Canadian "best in class" service.*

*The services coloured in white (HNZC home, Licensed vehicle and Driver licence) were all added to the survey in 2012 so "level of improvement" has not been calculated. These services are included in the graph to show how their position compares to Canadian "best in class" only.*

# Better than Canadian 'Best in Class'

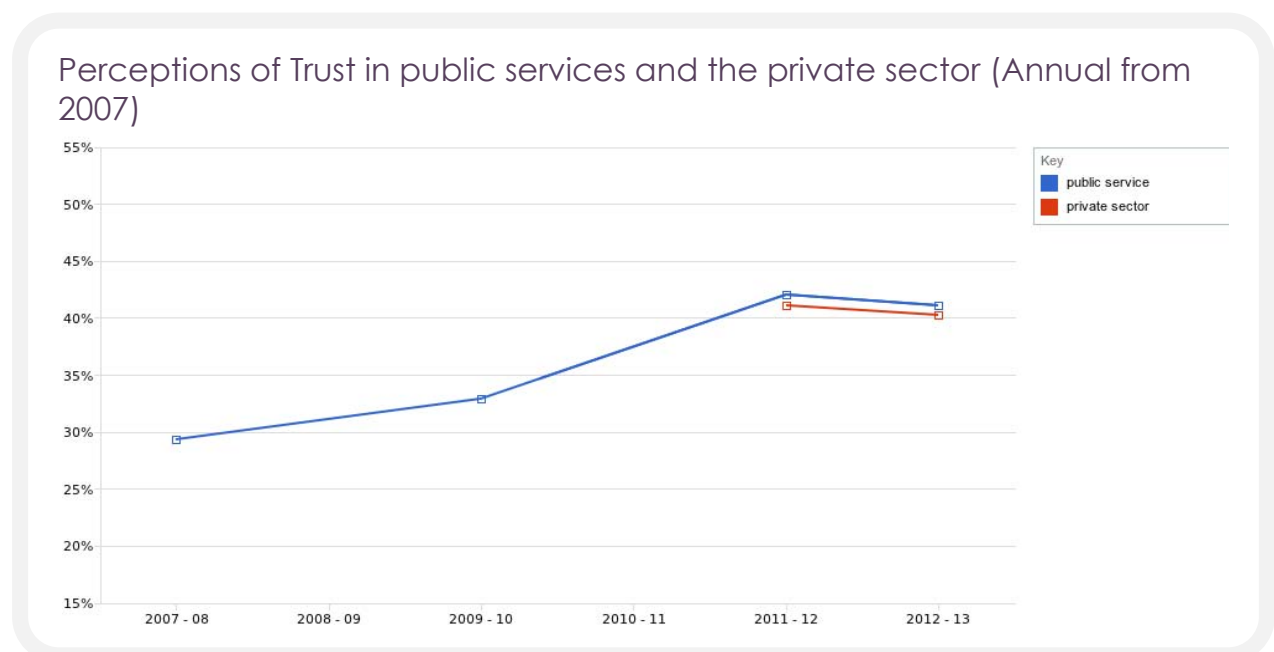


## Trust in public services

“Good government requires the trust and confidence of citizens. That trust and confidence flows from the perceptions people have about the trustworthiness of officials - elected, appointed and employed. A substantial proportion of public services in New Zealand are provided by State Services agencies. The trustworthiness of those agencies and the people who work in them influences the public's trust and confidence and, in turn, good government”.<sup>9</sup>

*Kiwis Count* asks respondents to consider their overall impressions from what they know or have heard from family friends or the media and answer “Overall, to what extent do you trust the public services?” and, from the beginning of 2012, “Overall, to what extent do you trust the private sector?”

Trust in public services in 2012 and 2013 is higher than trust in 2007 and 2009. Trust in public services is slightly higher than trust in the private sector and the slight decline in trust between 2012 and 2013 occurs for both groups.

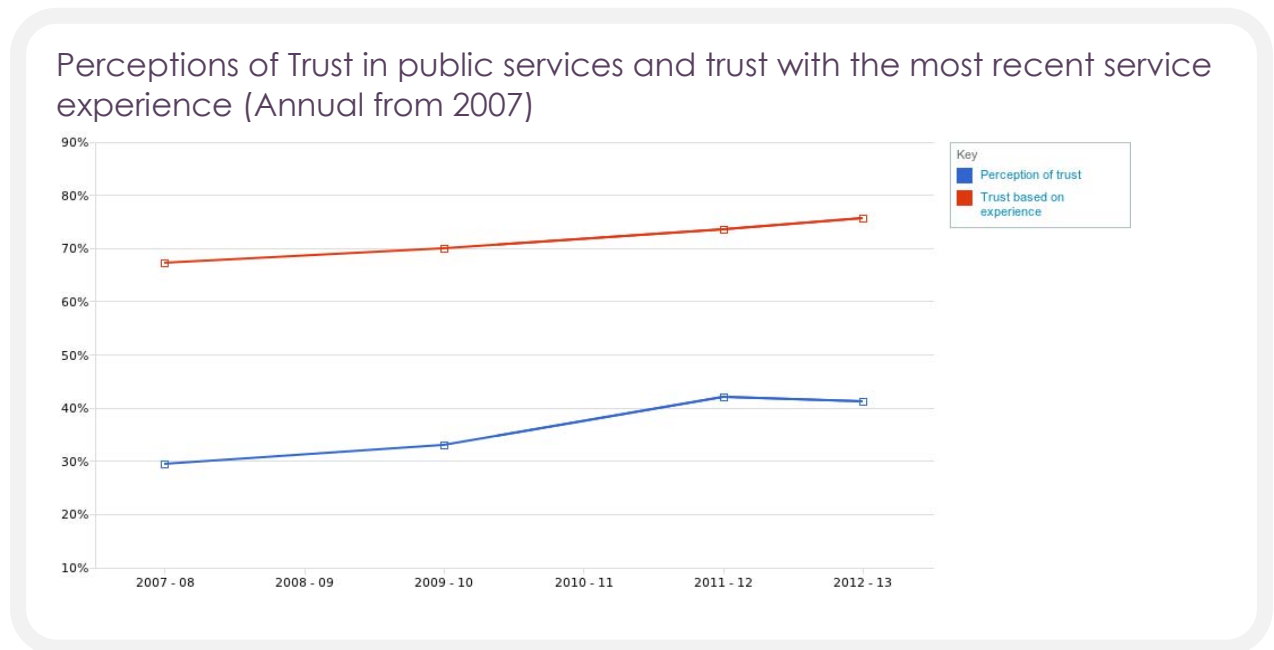


<sup>9</sup> As quoted from the Trust and Trustworthiness section in the description of the SSC's Integrity and Conduct Survey <http://www.ssc.govt.nz/node/5389>.

For more information about Trust in Public Services, see information about the NZE Drivers Survey <http://www.ssc.govt.nz/drivers-report> and the SSC's Integrity and Conduct Survey <http://www.ssc.govt.nz/2010-survey-report>.

As shown in previous *Kiwis Count* surveys, trust is much higher when respondents are asked to think about their most recent experience with public services and to rate their level of agreement with the statement “Overall, you can trust them to do what is right”.

Between 2012 and 2013 the perception of trust dropped for public services but trust in the most recent public service experience increased. The drop in the perception of trust over the past year may reflect the security breaches which occurred in the months around December 2012. However, the score for the perception of trust at 2013 is still much higher than the scores at 2007 and 2009.



## Public services & non-government services

Kiwis Count asks respondents “Which of these non-government services have you personally used or had contact with in the last 12 months:

- A bank or finance company,
- An insurance company,
- An Internet service provider,
- A postal or courier company,
- A telephone company,
- A credit card company,
- An electricity or gas company”.

Kiwis Count also asks respondents to rate the services or express opinions using a scale from 1 to 5 in the same way as they have for the public services they have used<sup>10</sup>.

In 2013, of the private sector services included in the survey, banks or finance companies are used most often by New Zealanders (84%) followed by insurance companies (58%), postal or courier companies (56%), telephone companies (54%), electricity or gas companies (53%), internet service providers (51%) and, lastly, credit card companies (34%).

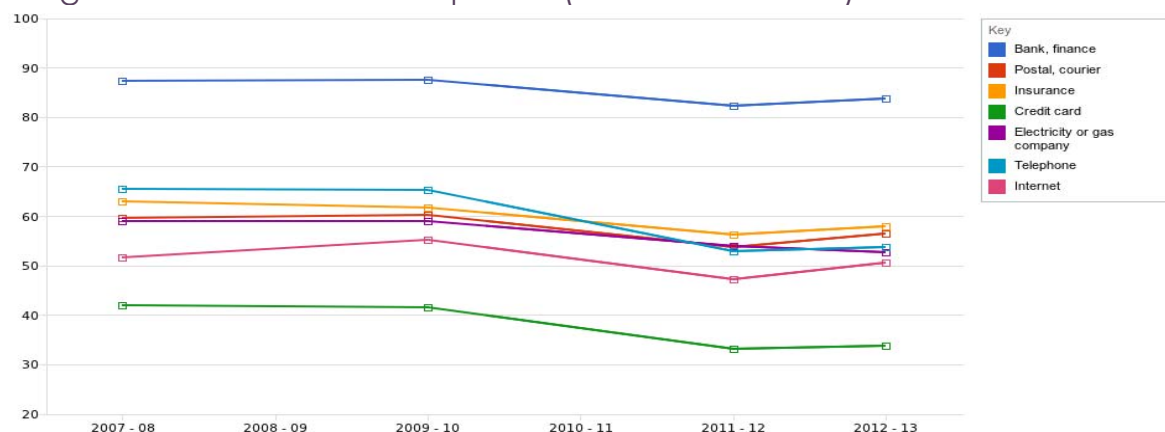
Across all non-government services, usage decreased from 2007 to 2013 (from a negligible 1 percentage point reduction for Internet service providers to a more substantive 8 percentage points for credit card companies and 11 percentage points for telephone companies).



Usage figures for all the public services in Kiwis Count are included in Appendix 3: Quarterly Usage and Sample Size.

To provide additional context around these private sector usage figures, Kiwis Count’s recently published Channels Report (see footnote 5) has reported that, in the year to December 2012, 90% of New Zealanders had carried out transactions or dealt with the public service and 85% had looked for information about a public service.

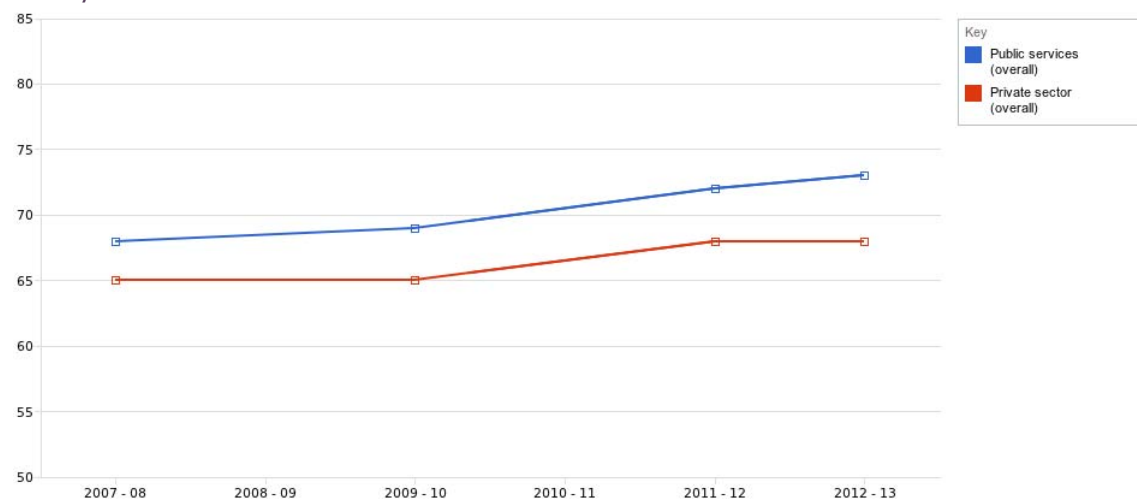
Usage of Private Sector Companies (Annual from 2007)



<sup>10</sup> See a more full explanation of this in the “Service Quality Scores” section of Appendix 1 (page 48).

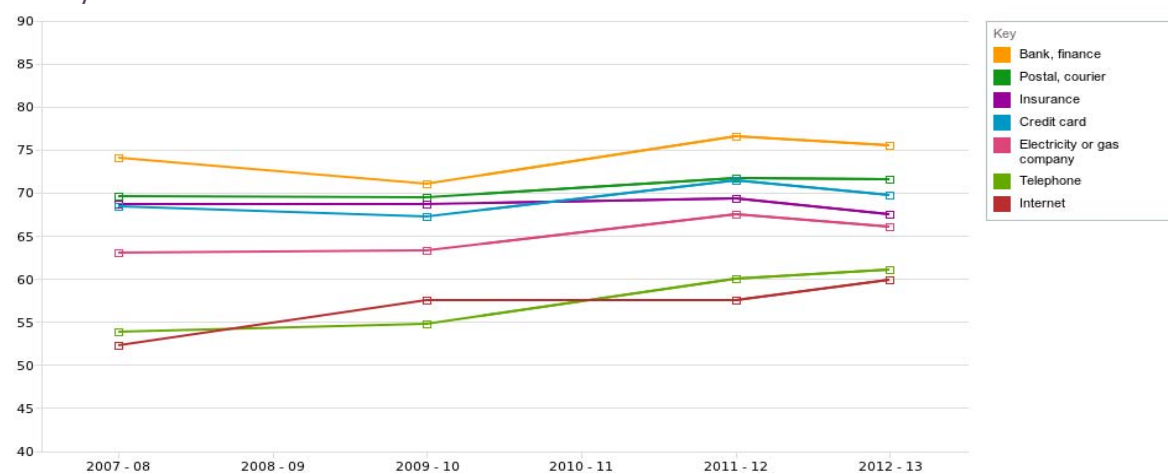
Since 2007, satisfaction with public services has consistently been higher than non-government services. The overall service quality score for public services has increased from 68 in 2007 to 73 in 2013. The overall service quality score for non-government services has increased from 65 in 2007 to 68 in 2013.

Public vs Private Sector Service Quality Score Comparison (Annual from 2007)



Except for one service, the service quality scores for the individual non-government services have all increased over the period. The service quality score for internet service providers has increased the most (8 percentage points), with telephone companies close behind (7 percentage points). All other non-government services increased their service quality scores 2 or 3 percentage points over the period with the exception of insurance companies whose service quality score stayed flat from 2007 to 2012 and reduced 2 percentage points from 2012 to 2013.

Private Sector Companies Service Quality Score Comparison (Annual from 2007)







## June 2013 Quarter Results: Service Quality Scores

While the previous sections discussed year-on-year results, the report now discusses the June 2013 quarter results.

**22<sup>3</sup>**  
Increased

The service quality scores for 22 services improved since March 2013. Three of these increases were statistically significant (*Your local council about property rates; Contact with Statistics New Zealand for information or about taking part in a survey; Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver*).

**09**  
No change

Nine services recorded the same service quality score as the previous quarter.

**11<sup>0</sup>**  
Decreased

Eleven services recorded decreases in service quality score. None of these decreases were statistically significant.

The following table highlights the services with significant changes in the quality of service between March and June 2013. The remainder of the section contains a page for each service group and provides details of the changes in service quality for the individual services within each group.

### Services with Significant Changes between March and June 2013

Three services recorded statistically significant increases in the June 2013 quarter.

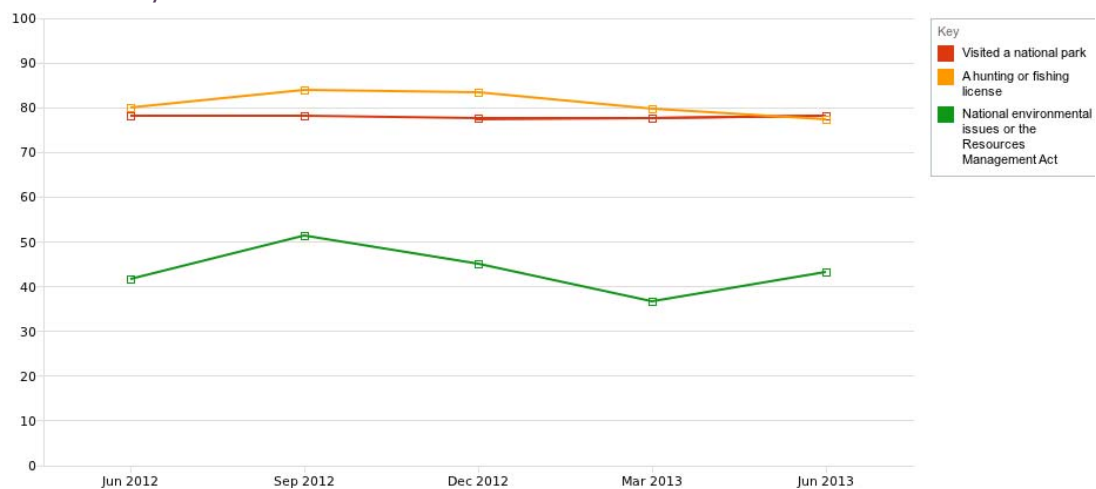
Change in Service Quality	Service	June 2012	March 2013	June 2013
+8 ↗	Your local council about property rates	56	54	62
+5 ↗	Contact with Statistics New Zealand for information or about taking part in a survey	67	65	70
+4 ↗	Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	61	58	62

No services recorded statistically significant decreases in the March 2013 quarter.

## Environment & Recreation

Visits to national parks are the majority of interactions in this service group and the service quality score for this service remained steady throughout the year. The service quality score for A hunting or fishing license increased in the first quarter, then decreased in the subsequent quarters to end the year three points below the service quality score it started the year with. The score for the service National environmental issues or the Resource Management Act oscillated throughout the year and its service quality score at June 2013 is one point higher than its score at June 2012. This service has a low sample size which possibly explains the oscillating results.

Service Quality Score Trends: Environment & Recreation (Quarterly from June 2012)



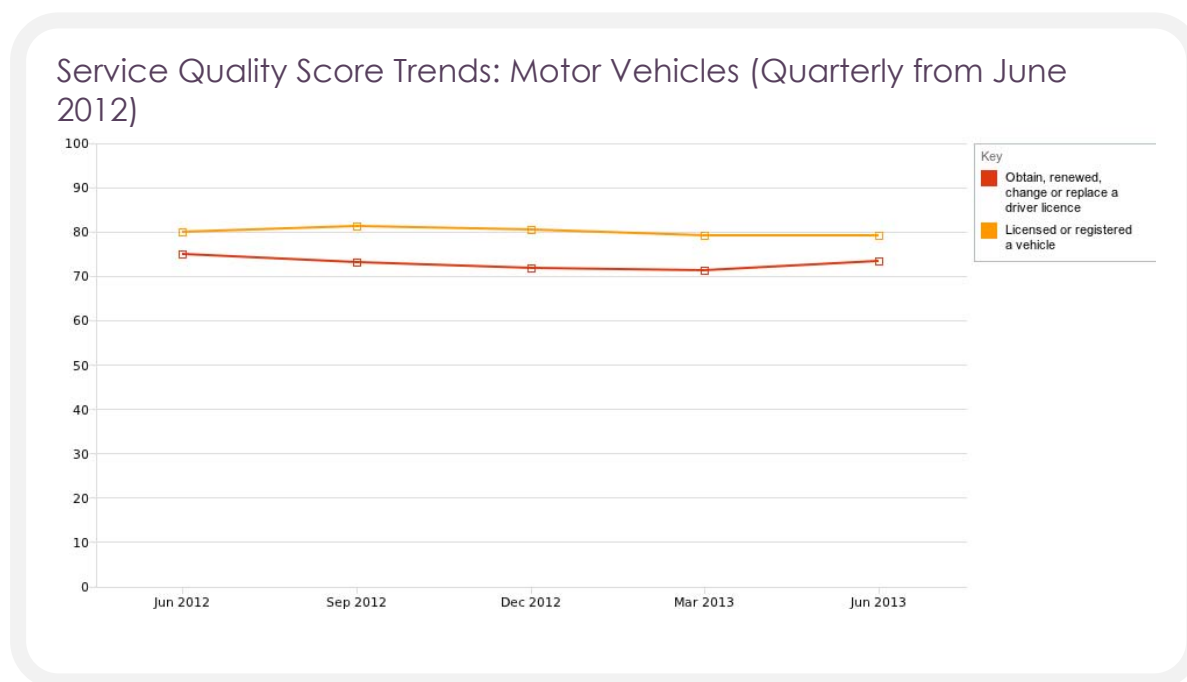
		Quarterly Service Quality Score				
		June 2012	Sept 2012	Dec 2012	Mar 2013	June 2013
<span style="color: red;">■</span>	Visited a national park	78	78	77	78	78
<span style="color: orange;">■</span>	A hunting or fishing license	<b>80</b> <span style="color: green;">↗</span>	84	83	80	77
<span style="color: green;">■</span>	National environmental issues or the Resources Management Act	42	51	45	37	43
<b>Overall</b>		75	76	75	75	75



↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

## Motor Vehicles

The services in this Motor Vehicles group have maintained relatively steady scores since the service was split into two services at the beginning of 2012.

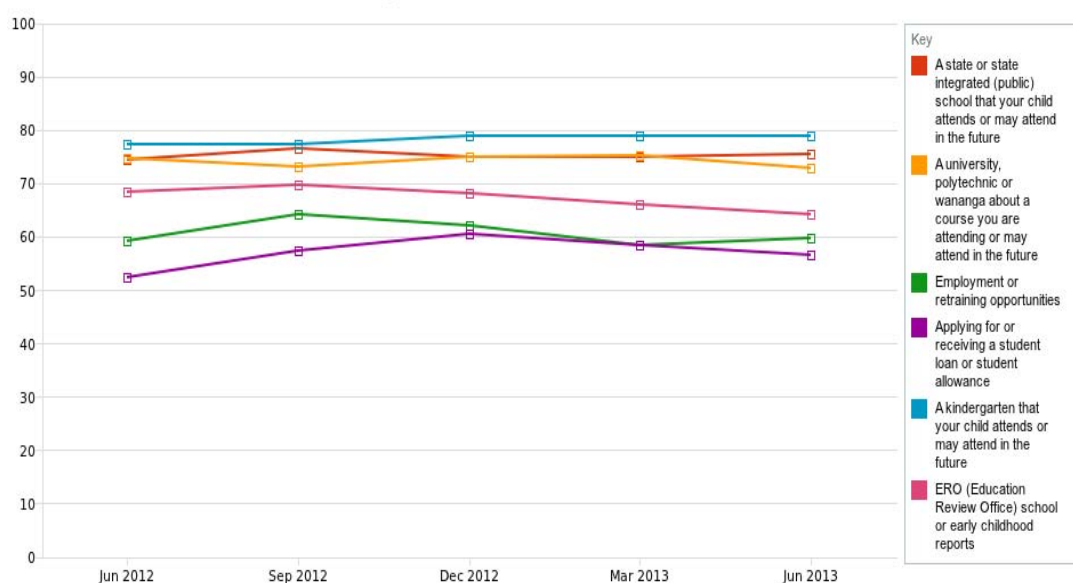








Service		Quarterly Service Quality Scores				
		June 2012	Sept 2012	Dec 2012	Mar 2013	June 2013
	Obtain, renewed, change or replace a driver licence	75	73	72	71	73
	Licensed or registered a vehicle	80	81	80	79	79
<b>Overall</b>		79	79	78	77	78

## Education & Training

Four services in the Education and Training group increased their service quality scores over the year (between one and five points). The service quality score for two services decreased through the year (one by 2 points and the other by 4 points). No quarterly changes have been significant through the year. The five point increase over the year for *Applying for or receiving a student loan or student allowance* does not necessarily suggest an improvement in performance over the period. The June 2012 result (which was a significant decrease on the 2009 score) may have been the anomaly as the rest of the scores for this service are reasonably steady.

Service Quality Score Trends: Education & Training (Quarterly from June 2012)



		Quarterly Service Quality Score				
		June 2012	Sept 2012	Dec 2012	March 2013	June 2013
	A state or state integrated (public) school that your child attends or may attend in the future	74	77	75	75	75
	A university, polytechnic or wānanga about a course you are attending or may attend in the future	75↗	73	75	75	73
	Employment or retraining opportunities	59	64	62	58	60
	Applying for or receiving a student loan or student allowance	52↘	57	60	58	57
	A kindergarten that your child attends or may attend in the future	77	77	79	79	79
	ERO (Education Review Office) school or early childhood reports	68	70	68	66	64
<b>Overall</b>		69	70	70	70	69

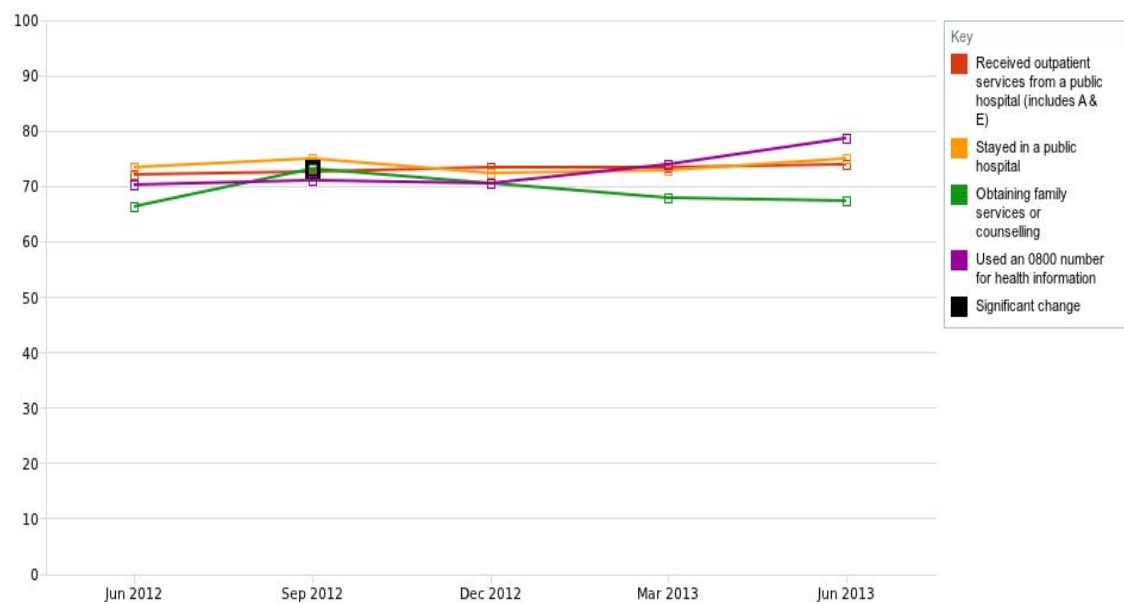
↗ Indicates a statistically significant increase





↘ indicates a statistically significant decrease

## Health

All services in the Health group increased their service quality scores through the year. The score for *Used an 0800 number for health information* had another 5 point increase in the last quarter on its 3 point increase in the preceding quarter meaning it had a total 9 point increase over the year. The continued increase over the year in service quality score for *Outpatient services* means the significant increase achieved at the beginning of the year has not only been maintained but also improved upon. *Obtaining family services or counselling* declined a further point on its declines since the September 2012 quarter but ended the year one point above its score at the start of the year. This suggests the significant increase in September may have been an anomaly as the rest of the scores for this service are reasonably steady.

Service Quality Score Trends: Health (Quarterly from June 2012)



		Quarterly Service Quality Score				
		June 2012	Sept 2012	Dec 2012	Mar 2013	June 2013
	Received outpatient services from a public hospital (includes A & E)	72↗	73	73	73	74
	Stayed in a public hospital	73	75	72	73	75
	Obtaining family services or counselling	66	73↗	71	68	67
	Used an 0800 number for health information	70	71	71	74	79
<b>Overall</b>		71	73	72	73	74

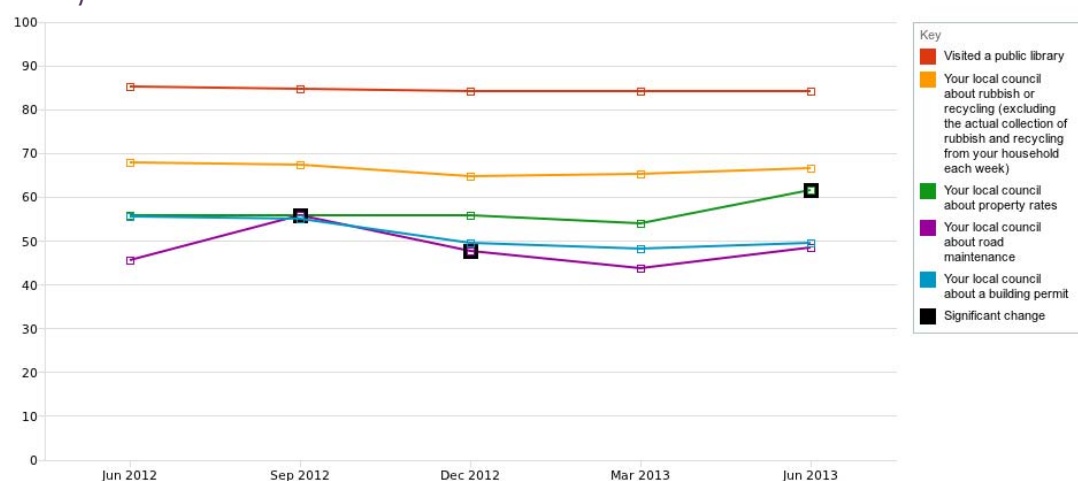
↗ Indicates a statistically significant increase      ↘ indicates a statistically significant



## Local Government

Two services in the Local Government group increased over the year (by 3 and 6 points) and three services decreased (by 1, 2 and 6 points). Following a decrease in March 2013, *Your local council about property rates* increased significantly (6 points) in the last quarter. *Visited a public library* accounts for the majority of interactions in this service group and, with a service quality score of 84, maintains its position of having the highest individual service quality score for the quarter.

Service Quality Score Trends: Local Government (Quarterly from June 2012)



		Quarterly Service Quality Score				
		June 2012	Sept 2012	Dec 2012	Mar 2013	June 2013
<span style="color: red;">■</span>	Visited a public library	85 <span style="color: green;">↗</span>	85	84	84	84
<span style="color: orange;">■</span>	Your local council about rubbish or recycling (excluding the actual collection of rubbish and recycling from your household each week)	68	67	65	65	66
<span style="color: green;">■</span>	Your local council about property rates	56	56	56	54	62 <span style="color: green;">↗</span>
<span style="color: purple;">■</span>	Your local council about road maintenance	45	56 <span style="color: green;">↗</span>	48 <span style="color: red;">↘</span>	44	48
<span style="color: blue;">■</span>	Your local council about a building permit	55	55	50	48	49
<b>Overall</b>		72	73	71	70	72

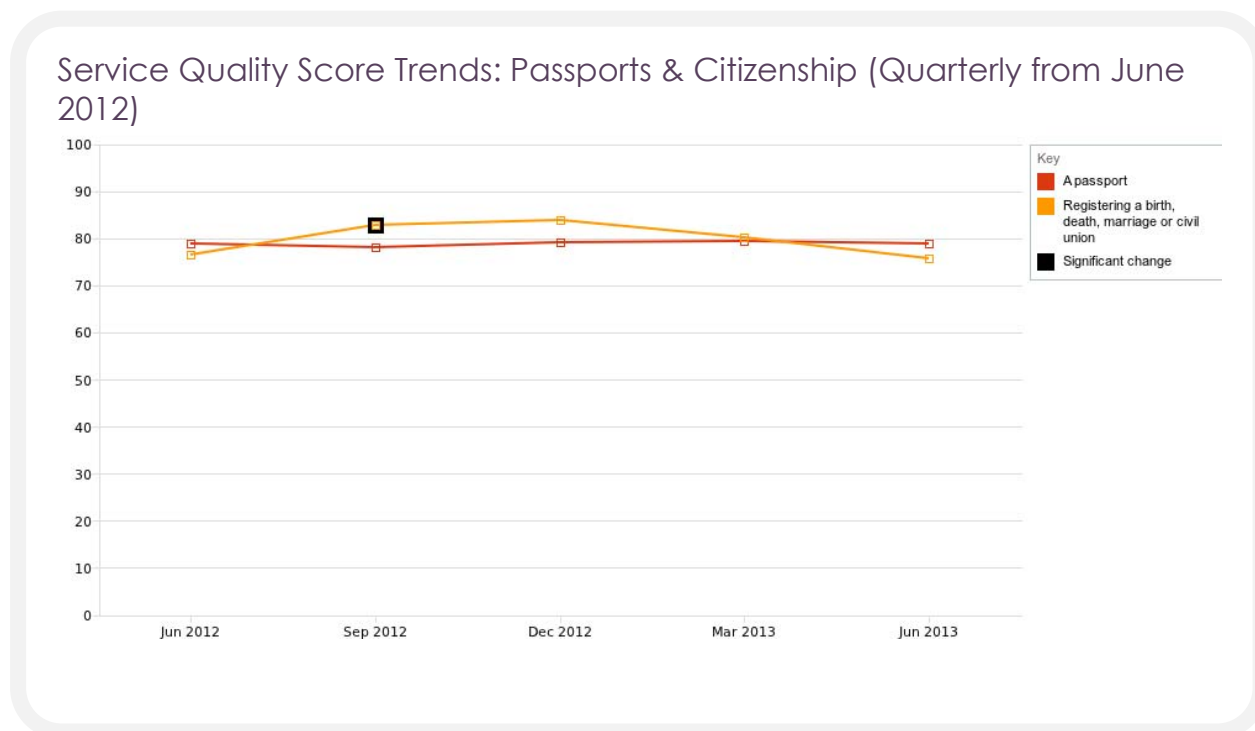
↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease



## Passports & Citizenship

The two services in the Passports & Citizenship group ended the year with the same service quality scores they had at the beginning of the year. The significant increase which *Registering a birth, death, marriage or civil union* gained in September 2012 was not maintained through the year.



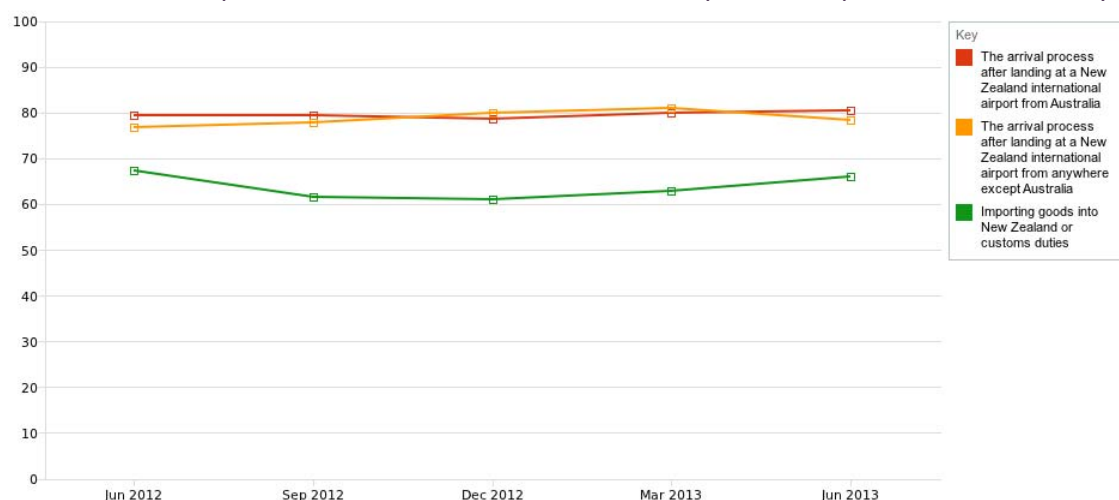
		Quarterly Service Quality Score				
		June 2012	Sept 2012	Dec 2012	Mar 2013	June 2013
<span style="color: red;">■</span>	A passport	79	78	79	79	79
<span style="color: orange;">■</span>	Registering a birth, death, marriage or civil union	76	83 <span style="color: green;">↗</span>	84	80	76
<b>Overall</b>		78	79	80	80	78

↗ Indicates a statistically significant increase      ↘ indicates a statistically significant decrease

## Border Services

Two services in the Border Services group increased their scores over the year and improved upon the statistically significant increases they achieved in the June 2012 quarter although *The arrival process after landing at an international airport from anywhere except Australia* did decline three points in the June 2013 quarter. *Importing goods into New Zealand or customs duties* also experienced a statistically significant increase in June 2012 but then declined 6 points in September 2012. The service quality score for this service stayed the same in December 2012 and then increased in the March 2013 and June 2013 quarters to almost return to its June 2012 result.

Service Quality Score Trends: Border Services (Quarterly from June 2012)



		Quarterly Service Quality Score				
		June 2012	Sept 2012	Dec 2012	Mar 2013	June 2013
<span style="color: red;">■</span>	The arrival process after landing at a New Zealand international airport from Australia	79↗	79	79	80	80
<span style="color: orange;">■</span>	The arrival process after landing at a New Zealand international airport from anywhere except Australia	77↗	78	80	81	78
<span style="color: green;">■</span>	Importing goods into New Zealand or customs duties	67↗	61	61	63	66
<b>Overall</b>		77	77	78	78	77

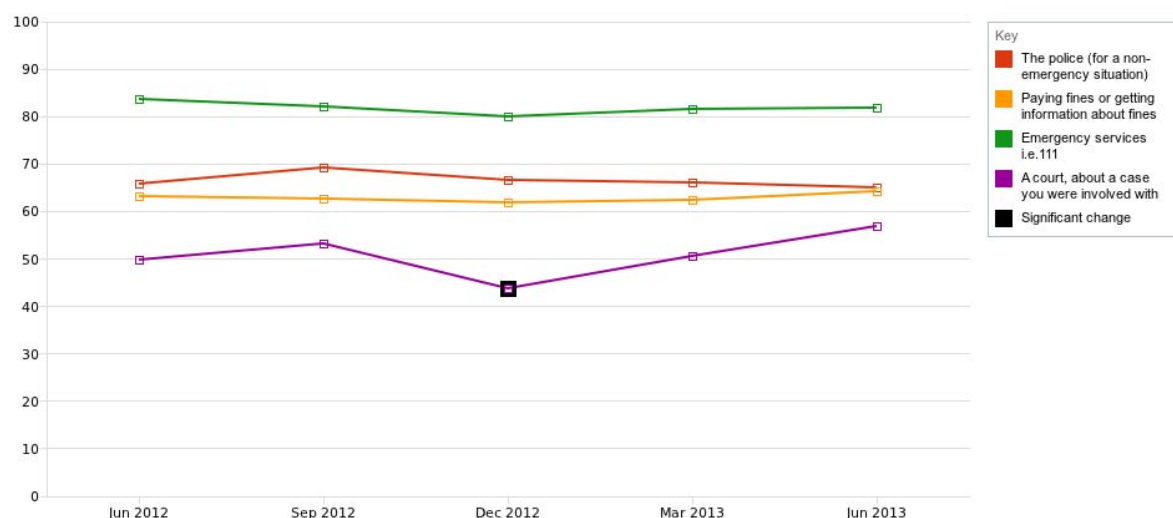
↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

## Justice & Security

Two services in the Justice & Security group increased their service quality scores over the year and two had declines. At June 2013 *Paying fines or getting information about fines* was 1 point higher than the significant increase it received in June 2012. *A court, about a case you were involved with* had a significant decline and received the lowest service quality score of all services (44) in December 2012. This decline was reversed in the March 2013 quarter and the score increased a further 7 points in the June 2013 quarter. This suggests the December score was an anomaly.

Service Quality Score Trends: Justice & Security (Quarterly from June 2012)



		Quarterly Service Quality Score				
		June 2012	Sept 2012	Dec 2012	Mar 2013	June 2013
<span style="color: red;">■</span>	The police (for a non-emergency situation)	66	69	67	66	65
<span style="color: orange;">■</span>	Paying fines or getting information about fines	63 <span style="color: green;">↗</span>	62	62	62	64
<span style="color: green;">■</span>	Emergency services i.e. 111	84 <span style="color: green;">↗</span>	82	80	81	82
<span style="color: purple;">■</span>	A court, about a case you were involved with	50	53	44 <span style="color: red;">↘</span>	50	57
<b>Overall</b>		67	68	65	66	67

↗ Indicates a statistically significant increase

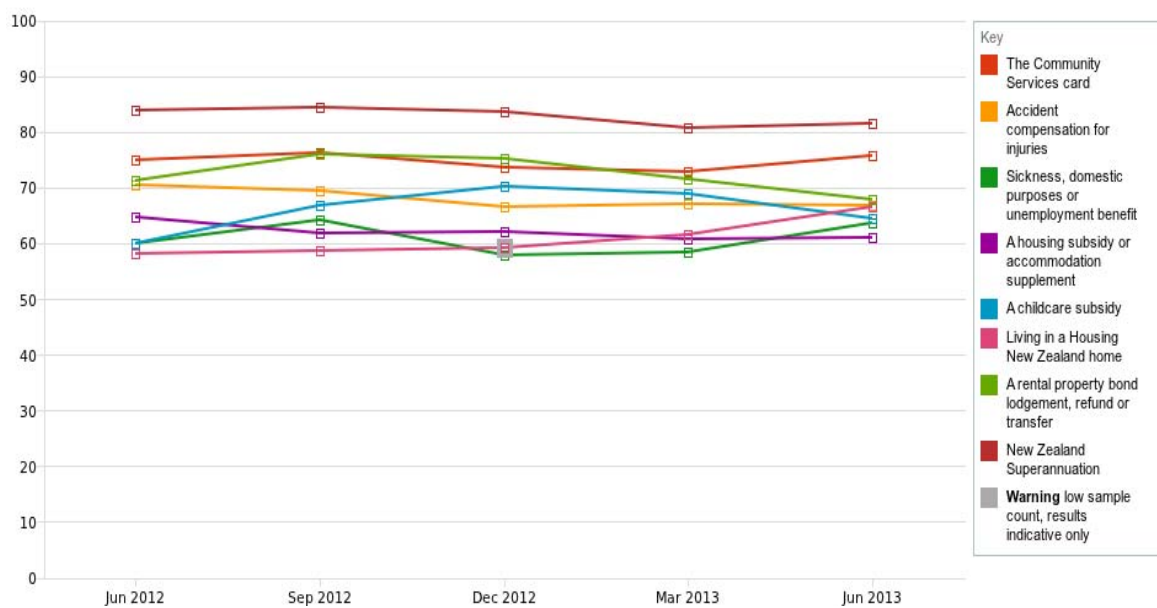
↘ indicates a statistically significant decrease









## Social Assistance & Housing

Four services in the Social Assistance & Housing service group increased their service quality scores over the year and four decreased their scores:

- *Living in a Housing New Zealand home* had a further increase in the June 2013 quarter and this takes its increase to 9 points over the year.
- *Sickness, domestic purposes or unemployment benefit* and *A childcare subsidy* both increased 4 points over the year although the increase over the year for *A childcare subsidy* is also a decline from its high score at December 2012.
- *A housing subsidy or accommodation supplement* declined through the year so that it was 4 points lower at June 2013 than at June 2012.
- *Accident compensation for injuries* dropped 3 points over the year as did *A rental property bond lodgement, refund or transfer*. This was also 8 points lower than *A rental property bond lodgement, refund or transfer's* high point of September 2012.

Service Quality Score Trends: Social Assistance & Housing (Quarterly from June 2012)



		Quarterly Service Quality Score				
		June 2012	Sept 2012	Dec 2012	March 2013	June 2013
	The Community Services card	75	76	74	73	76
	Accident compensation for injuries	70↗	69	66	67	67
	Sickness, domestic purposes or unemployment benefit	60	64	58	58	64
	A housing subsidy or accommodation supplement	65	62	62	61	61
	A childcare subsidy	60	67	70	69	64
	Living in a Housing New Zealand home	58	59	59	62	67
	A rental property bond lodgement, refund or transfer	71	76	75	72	68
	New Zealand Superannuation	84↗	84	84	81	82
<b>Overall</b>		70	72	70	69	70

↗ Indicates a statistically significant increase      ↘ indicates a statistically significant decrease

## Taxation & Business

Two services in the Taxation & Business service group experienced significant increases in their service quality scores in the June 2013 quarter. However:

- *Enquired about tax, receiving tax credits (such as Working for Families), student loan repayments or KiwiSaver* ended the year only 1 point higher than in June 2012 as its score had oscillated through the year with two significant increases and one significant decrease,
- *Contact with Statistics New Zealand for information or about taking part in a survey* ended the year only three points higher than its June 2012 score. Its June 2013 significant increase followed results throughout the year which were lower than its June 2012 score.

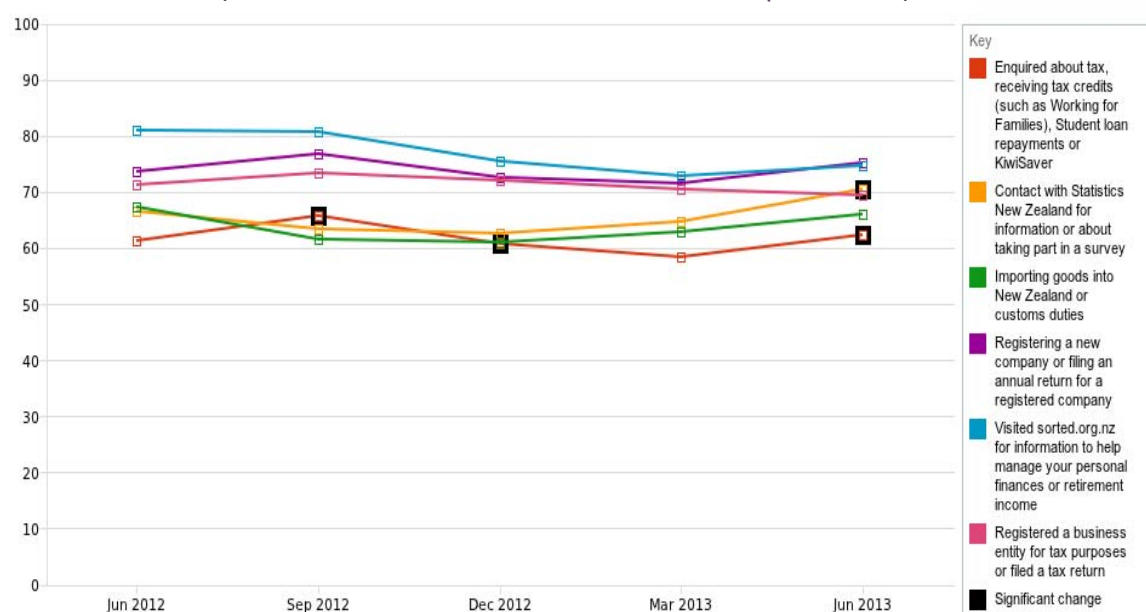
Two services in the service group had scores decline over the year:







- *Visited sorted.org.nz* increased its score in the June 2013 quarter but its score was 6 points lower in June 2013 than June 2012,
- *Registering a business entity for tax purposes or filed a tax return* initially increased on its significant improvement of June 2012 before decreasing and ending the year 2 points lower than its June 2012 score.

The other two services ended the year within 1 point of the score they had at June 2012. Through the year:

- the score for *Importing goods or customs duties* decreased and then increased.
- the score for *registering a new company or filing an annual return* oscillated.

Service Quality Score Trends: Taxation & Business (Quarterly from June 2012)



		Quarterly Service Quality Scores				
		June 2012	Sept 2012	Dec 2012	Mar 2013	June 2013
	Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	61	66↗	61↘	58	62↗
	Contact with Statistics New Zealand for information or about taking part in a survey	67	63	63	65	70↗
	Importing goods into New Zealand or customs duties	67↗	61	61	63	66
	Registering a new company or filing an annual return for a registered company	74	77	73	72	75
	Visited sorted.org.nz for information to help manage your personal finances or retirement income	81	81	75	73	75
	Registered a business entity for tax purposes or filed a tax return	71↗	73	72	70	69
<b>Overall</b>		68	70	66	64	68

↗ Indicates a statistically significant increase      ↘ indicates a statistically significant decrease

## Appendix 1: The Kiwis Count Survey

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This report is the fifth in a series of quarterly updates from the *Kiwis Count* survey.

The quarterly information included in the report draws on the experiences of 1,266 New Zealanders who completed *Kiwis Count* between January 2013 and June 2013.

The annual information included in the report draws on the experiences of 2,371 New Zealanders who completed *Kiwis Count* between July 2012 and June 2013.

### Background

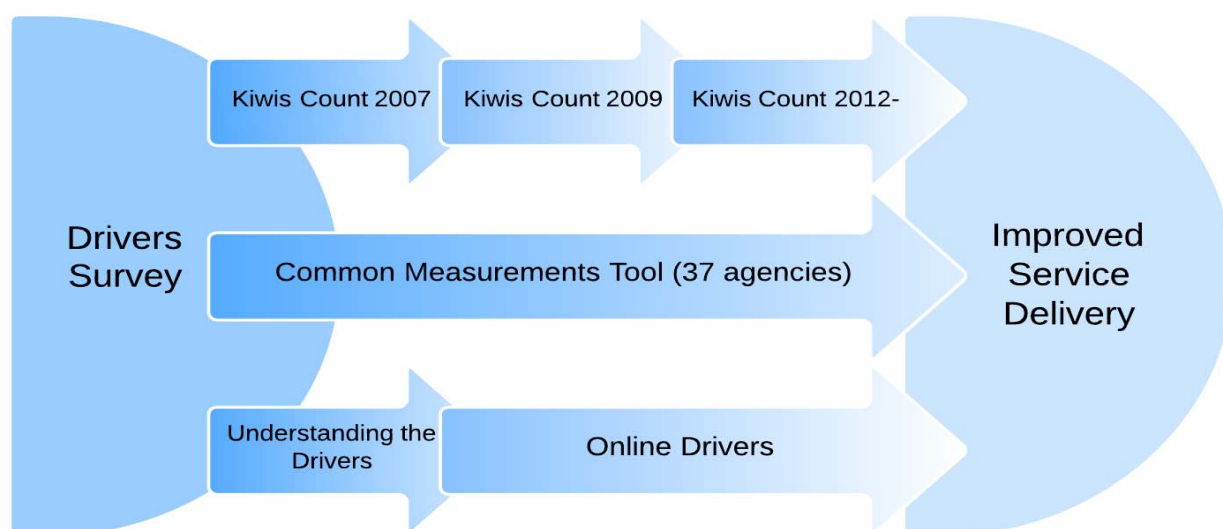
In 2007, for the first time, the State Services Commission asked a sample of New Zealanders about their experiences and views of public services. Known as the *Kiwis Count* survey, this provided rich information on how New Zealand's public services were performing in the eyes of the people who use them. The survey ran for a second time in 2009.

In late 2011, the State Services Commission contracted Nielsen and Midas Infomedia to manage the collection and reporting of *Kiwis Count*. Nielsen and Midas have worked with Commission staff to turn *Kiwis Count* from a point-in-time survey into a continuous survey with ongoing data collection and regular reporting. This new way of undertaking *Kiwis Count* will enable trends over time to be examined and the earlier identification of issues.

Based on a Canadian government survey called *Citizens First*, *Kiwis Count* measures satisfaction in public services. Public services means all services provided by government and includes central and local government services, tertiary institutions, schools, and hospitals.

*Kiwis Count* is part of a wider research initiative called the *New Zealanders' Experience Research Programme* (NZE) designed to find out how New Zealanders experience public services, and to develop tools through which services can improve.





## Kiwis Count Updates

Each quarter, the State Services Commission will publish an update from *Kiwis Count* to highlight areas of strength and areas for improvement in the quality of service delivered to New Zealanders. With each quarterly update, a clearer picture of the trends in the quality of service delivery will emerge.

The latest quarterly findings relate to data collected between January 2013 and June 2013 and build on the first four quarterly releases which were published at the end of August 2012, November 2012, March 2013 and June 2013. The decision to combine two quarters (which boosts the sample size to over 1,000 per quarter) reduces the potential for volatility from quarter to quarter.

Like the four quarterly updates, this update focuses on the core part of *Kiwis Count* – the service quality scores for 42 commonly used services.

In August 2013, the *Kiwis Count* team also published a separate *Channels Report* based on the data collected in the channels module of questions which were included in the survey in 2012 (<http://www.ssc.govt.nz/kiwis-count-channels-report-2013>). The *Channels Report* is about how New Zealanders are accessing public services, the extent of the shift towards online service delivery and satisfaction with the different service delivery channels (face-to-face, telephone and online).

## Survey Approach

The *Kiwis Count* team have published a survey methodology report on the SSC website (<http://www.ssc.govt.nz/kiwis-count-survey-methodology>) and the latest response rate is

included in Appendix 4 of this update. The following two pages provide an overview of the survey approach.

### Questionnaire content

The *Kiwis Count* survey is modular. At the heart of the survey are questions about the 42 public services that New Zealanders use most frequently. These core questions will remain fixed for the next few years, with new questions added only as required to reflect actual changes in services. The modular part of the questionnaire is designed to change as required to focus on service delivery priorities. For the 2012 calendar year the survey included a module of questions on channel use and preferences. Starting in 2013 a module of questions about the ease of transacting with government in the digital environment replaced the previous module. The new module, developed with the team responsible for Result 10<sup>11</sup> of the Better Public Services programme, will be one of a suite of measures used to report on the progress of Result 10.

### Continuous surveying

Unlike the 2007 and 2009 *Kiwis Count* surveys that were point-in-time collections, *Kiwis Count* is now a continuous survey. At the start of each month, Nielsen sends out 432 survey invitations. The change in approach increases the frequency of reporting from biennially to quarterly and provides a regular stream of performance information for Ministers, agencies and the public.

### Encouraging online participation

In late 2011, SSC worked with Nielsen to redesign the survey processes to encourage online participation and reduce survey costs. Because of these changes, there has been a significant shift towards online participation. Fifty seven percent of respondents chose to complete the survey online in the six months to June 2013 (compared with 55% in the six months to June 2012, 17% in 2009 and 8% in 2007).

### Sample size and response rate

The response rate between January 2013 and June 2013 was 53%. Previous response rates were June 2012 (46%), September 2012 (47%), December 2012 (46%) and March 2013 (48%). In the year to June 2013, 2,371 New Zealanders completed the survey (1,121 in the six months to June 2012). This number will continue to grow over the next two years and will enable a more detailed investigation of the survey findings in future updates. Each year, over 2,000 New Zealanders will complete *Kiwis Count*.

### Service Quality Scores

The *Kiwis Count* survey asks New Zealanders to rate services or express opinions using a scale from 1 to 5. To enable comparisons between *Kiwis Count* and *Citizens First* to be made, we have adopted the Canadian approach of converting five point rating scales to service quality scores ranging from 0 to 100.

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<sup>11</sup> Result 10 is that “New Zealanders can complete their transactions with the Government easily in a digital environment”.

The overall Service Quality Score is calculated by rescaling the result from each respondent's five point scale (1,2,3,4,5) to a 101 point scale (0,25,50,75,100) then calculating an average of these scores from all the services used.

The overall average uses all service experiences, so a respondent who has used ten services contributes ten observations to the overall score and a respondent who has used one service contributes one observation to the overall score.

Example: the service quality question

**A2** Please tick 'yes' if in the last 12 months you have personally used or had contact with a public service organisation about any of the following. Then rate the quality of the service provided.

		In the last 12 months have you used or had contact about...?		If Yes: What was the quality of the service?				
		Please tick						
		Yes	No	Very poor				Very good
01	Visited a national park	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
02	A hunting or fishing licence	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
⋮								
42	Registered a business entity for tax purposes or filed a tax return	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5



## Appendix 2: 2013 Service Quality Scores and Sample Size

Service	Financial year 2012-13	
	SQS score	Sample size
Visited a national park	78	864
A hunting or fishing license	80	171
National environmental issues or the Resources Management Act	45	120
Obtain, renewed, change or replace a driver licence	73	510
Licensed or registered a vehicle	80	1652
A state or state integrated (public) school that your child attends or may attend in the future	75	484
A university, polytechnic or wānanga about a course you are attending or may attend in the future	74	399
Employment or retraining opportunities	61	257
Applying for or receiving a student loan or student allowance	59	199
A kindergarten that your child attends or may attend in the future	79	181
ERO (Education Review Office) school or early childhood reports	66	189
Received outpatient services from a public hospital (includes A & E)	74	827
Stayed in a public hospital	74	358
Obtaining family services or counselling	69	149
Used an 0800 number for health information	75	284
Visited a public library	84	1297
Your local council about rubbish or recycling (excluding the actual collection of rubbish and recycling from your household each week)	66	437
Your local council about property rates	59	390
Your local council about road maintenance	48	204
Your local council about a building permit	49	160
A passport	79	498

Service	Financial year 2012-13	
	SQS score	Sample size
Registering a birth, death, marriage or civil union	80	162
The arrival process after landing at a New Zealand international airport from Australia	80	600
The arrival process after landing at a New Zealand international airport from anywhere except Australia	79	456
Importing goods into New Zealand or customs duties	63	118
The police (for a non-emergency situation)	66	497
Paying fines or getting information about fines	63	410
Emergency services i.e.111	81	267
A court, about a case you were involved with	50	121
The Community Services card	75	408
Accident compensation for injuries	67	427
Sickness, domestic purposes or unemployment benefit	61	228
A housing subsidy or accommodation supplement	61	175
A childcare subsidy	67	111
Living in a Housing New Zealand home	64	72
A rental property bond lodgement, refund or transfer	71	215
New Zealand Superannuation	83	459
Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	62	567
Contact with Statistics New Zealand for information or about taking part in a survey	68	223
Registering a new company or filing an annual return for a registered company	74	197
Visited sorted.org.nz for information to help manage your personal finances or retirement income	75	169
Registered a business entity for tax purposes or filed a tax return	71	252

## Appendix 3: Quarterly Usage and Sample Size

Each table shows the percentage of New Zealanders using a service in the previous 12 months and the sample size.

The figures reported in the following tables are un-weighted figures. This is the same as quarterly report 4 (March 2013) but is a change from quarterly reports 1-3 (June 2012, September 2012 and December 2012) where weighted figures were reported.

### Usage for Environment & Recreation

	June 2012		Sept 2012		Dec 2012		Mar 2013		June 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
Visited a national park	36%	386	37%	430	37%	404	36%	408	38%	463
A hunting or fishing license	7%	80	6%	72	8%	79	9%	92	7%	93
National environmental issues or the Resource Management Act	5%	54	5%	62	5%	59	4%	51	4%	63

### Usage for Motor Vehicles

	June 2012		Sept 2012		Dec 2012		Mar 2013		June 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
Obtain, renewed, change or replace a driver licence	23%	264	24%	277	23%	242	21%	232	22%	273
Licensed or registered a vehicle	71%	804	72%	850	71%	795	69%	806	69%	881

## Usage for Education & Training

	June 2012		Sept 2012		Dec 2012		Mar 2013		June 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
A state or state integrated (public) school that your child attends or may attend in the future	22%	253	22%	253	19%	220	19%	225	23%	267
A university, polytechnic or wānanga about a course you are attending or may attend in the future	20%	229	21%	203	21%	192	19%	200	19%	211
Employment or retraining opportunities	15%	162	13%	131	13%	113	13%	136	14%	147
Applying for or receiving a student loan or student allowance	11%	122	12%	117	12%	105	10%	96	9%	96
A kindergarten that your child attends or may attend in the future	8%	80	8%	88	8%	78	9%	86	11%	105
ERO (Education Review Office) school or early childhood reports	8%	88	8%	103	7%	85	8%	96	9%	105

## Usage for Health

	June 2012		Sept 2012		Dec 2012		Mar 2013		June 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
Received outpatient services from a public hospital (includes A & E)	33%	386	32%	392	35%	404	36%	424	34%	439
Stayed in a public hospital	15%	178	15%	185	14%	168	14%	183	15%	202
Obtaining family services or counselling	7%	82	6%	65	7%	72	7%	79	6%	80
Used an 0800 number for health information	12%	143	12%	139	13%	136	13%	142	13%	152

## Usage for Local Government

	June 2012		Sept 2012		Dec 2012		Mar 2013		June 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
Visited a public library	53%	609	56%	660	58%	648	55%	644	53%	668
Your local council about rubbish or recycling (excluding the actual collection of rubbish and recycling from your household each week)	20%	223	19%	209	16%	183	19%	222	20%	258
Your local council about property rates	17%	192	17%	199	17%	198	17%	199	16%	201
Your local council about road maintenance	9%	98	10%	112	8%	95	9%	101	9%	113
Your local council about a building permit	7%	85	7%	86	7%	79	6%	75	6%	84



## Usage for Passports & Citizenship

	June 2012		Sept 2012		Dec 2012		Mar 2013		June 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
A passport	21%	239	25%	278	23%	250	19%	226	21%	259
Registering a birth, death, marriage or civil union	8%	84	9%	82	7%	69	9%	82	9%	95

## Usage for Border Services

	June 2012		Sept 2012		Dec 2012		Mar 2013		June 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
The arrival process after landing at a New Zealand international airport from Australia	20%	250	25%	306	28%	305	24%	281	22%	302
The arrival process after landing at a New Zealand international airport from anywhere except Australia	19%	205	21%	226	22%	220	21%	230	19%	240
Importing goods into New Zealand or customs duties	6%	56	4%	38	4%	43	7%	70	7%	78g

## Usage for Justice & Security

	June 2012		Sept 2012		Dec 2012		Mar 2013		June 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
The police (for a non-emergency situation)	20%	228	20%	232	23%	249	24%	256	22%	253
Paying fines or getting information about fines	19%	218	18%	203	19%	184	19%	202	20%	232
Emergency services i.e.111	12%	136	12%	137	13%	131	14%	142	12%	143
A court, about a case you were involved with	5%	71	6%	66	7%	66	7%	63	5%	58

## Usage for Social Assistance & Housing

	June 2012		Sept 2012		Dec 2012		Mar 2013		June 2103	
	%	Number	%	Number	%	Number	%	Number	%	Number
The Community Services card	20%	238	20%	227	19%	203	19%	215	19%	225
Accident compensation for injuries	18%	188	17%	200	18%	212	19%	221	17%	221
Sickness, domestic purposes or unemployment benefit	12%	145	11%	118	11%	108	11%	117	12%	126
A housing subsidy or accommodation supplement	9%	108	9%	99	8%	86	8%	92	8%	91
A childcare subsidy	5%	57	6%	58	6%	53	5%	48	6%	61
Living in a Housing New Zealand home	4%	52	3%	39	4%	33	5%	39	4%	45
A rental property bond lodgement, refund or transfer	10%	112	10%	108	9%	94	9%	101	11%	127
New Zealand Superannuation	14%	184	16%	230	17%	229	16%	226	15%	262

## Usage for Taxation & Business

	June 2012		Sept 2012		Dec 2012		Mar 2013		June 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	26%	270	28%	298	30%	295	26%	266	25%	276
Contact with Statistics New Zealand for information or about taking part in a survey	9%	105	7%	89	7%	82	9%	104	12%	148
Importing goods into New Zealand or customs duties	6%	56	4%	38	4%	43	7%	70	7%	78
Registering a new company or filing an annual return for a registered company	7%	74	8%	82	8%	83	7%	90	9%	116
Registered a business entity for tax purposes or filed a tax return	9%	110	11%	128	11%	125	9%	109	11%	132
Visited sorted.org.nz for information to help manage your personal finances or retirement income	9%	104	8%	95	8%	83	8%	81	7%	90

## Appendix 4: Response Rates

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	June 2012	Sept 2012	Dec 2012	Mar 2013	June 2013
<b>Total surveys mailed out (a)</b>	2,592	2,592	2,592	2,592	2,592
Gone no address	96	98	117	127	144
Unable to participate (age, language, health / disability)	37	48	62	55	55
<b>Ineligibles (b)</b>	133	146	179	182	199
Online	620	636	642	681	719
Hardcopy	501	525	463	485	547
<b>Completes (c)</b>	1,121	1,161	1,105	1,166	1,266
Refused (0800 number)	12	17	17	12	17
Did not hear back from	1,311	1,271	1,282	1,228	1,121
Survey not fully completed	15	14	12	11	6
<b>Incomplete eligible (d)</b>	1,338	1,302	1,311	1,251	1,144
<b>Response rate c/(a-b)</b>	46%	47%	46%	48%	53%