

# Local Government Reputation Index

Dunedin City Council  
Business boost

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# Objectives

1

Understand public, business and local council attitudes and priority issues for target audiences to determine levels of and triggers for involvement and interest.

2

Test LGNZ and sector brand messages and guide programme development;

Define segments within priority audiences;

Weight actions and initiatives for importance and impact.

3

Develop an ongoing Reputation Index.

# Method



Online  
survey

Survey conducted online using sample sourced from Colmar Brunton's online business panel (a panel of New Zealand businesses who've agreed to do surveys in exchange for rewards).



594 across  
NZ, 111 in  
Dunedin

Sampling and weighting ensured that the sample is representative by size band and high level industry grouping.



June – July  
2014

Fieldwork conducted June and July 2014.

# Understanding these results

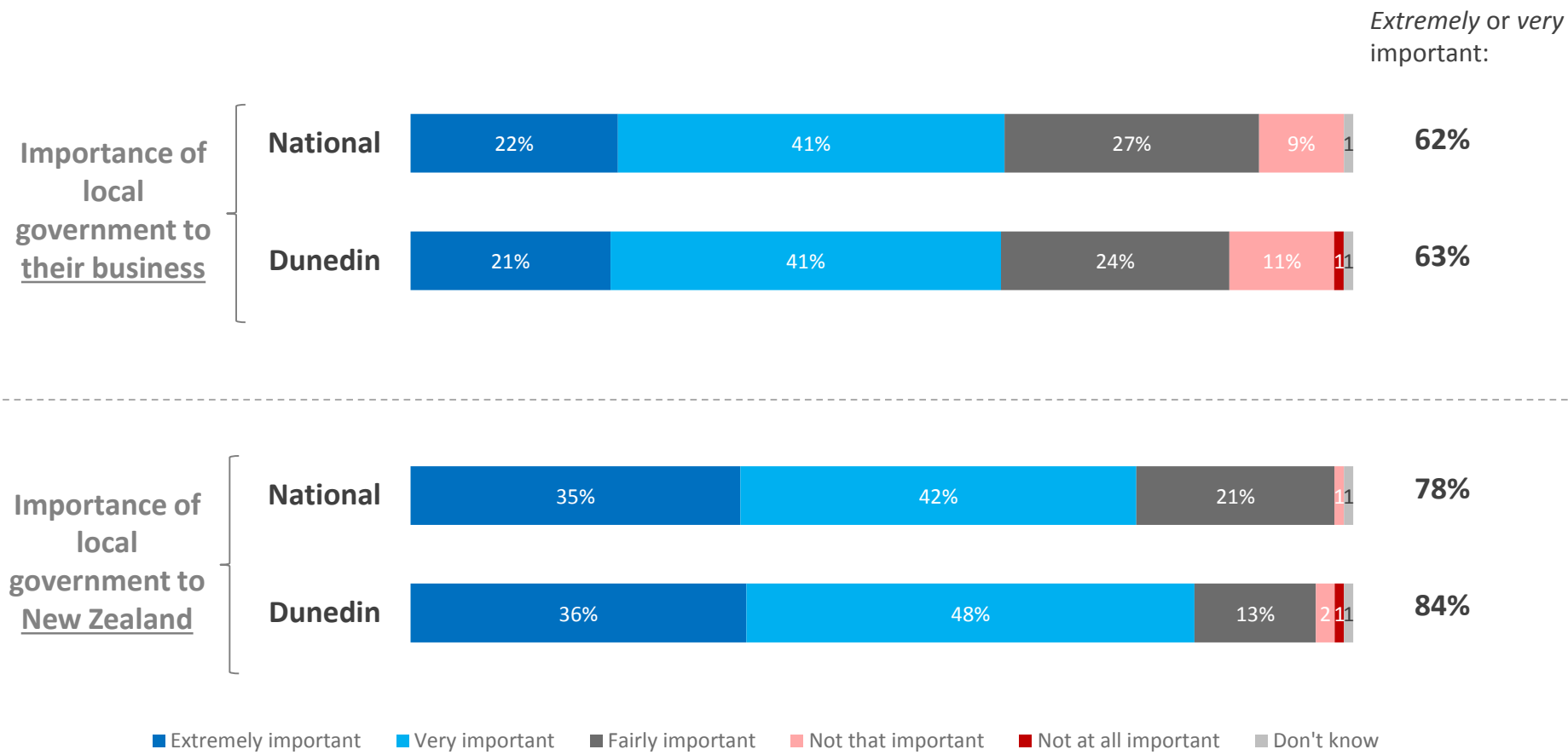
- Results are about all of local government in New Zealand.
- All questions were about the sector rather than the respondent's local council – so, for example, where the results refer to Dunedin this should be interpreted as how businesses in Dunedin view local government, not how they view Dunedin City Council. However, it is likely that the respondent's views of their own local authority will have some influence on how they view the local government sector.
- This report focuses on businesses and comparing the views of businesses across the nation to the views of businesses based in Dunedin.

# Importance of local government

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6 in 10 Dunedin businesses think Local Government is ‘extremely’ or ‘very’ important to their business. 84% say it is ‘extremely’ or ‘very’ important to New Zealand (this finding is higher than the national average).



Q: How important are local government services and infrastructure to your business?  
Q: How important is the collective effort of local government for the prosperity and wellbeing of New Zealand?

# Satisfaction with local government

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# SUMMARY OF SATISFACTION IN DUNEDIN

Approximately...

**6 in 10**

... are satisfied with local government's performance in:  
solid waste, water and sanitation.

**5 in 10**

... maintaining town/city centres, ensuring the local areas are safe and secure,  
promoting the local area to visitors.

**4 in 10**

... town planning, improving/upgrading the look and feel of town/city centres,  
managing traffic flow, attracting and planning significant events or festivals.

**3 in 10**

... local/regional roads, public transport.

**2 in 10**

... provision of public parking, creating a business friendly environment for local  
businesses, investing in infrastructure to support local business growth, ability of local  
government staff to communicate and work constructively with businesses.

**1 in 10**

... leading an economic development strategy for the local area, marketing local  
investment opportunities to attract new business, facilitation and coordination to  
support job creation, local government regulatory requirements for businesses, ability  
to take a flexible common sense approach when implementing regulation, the building  
consent process and resource consent process.

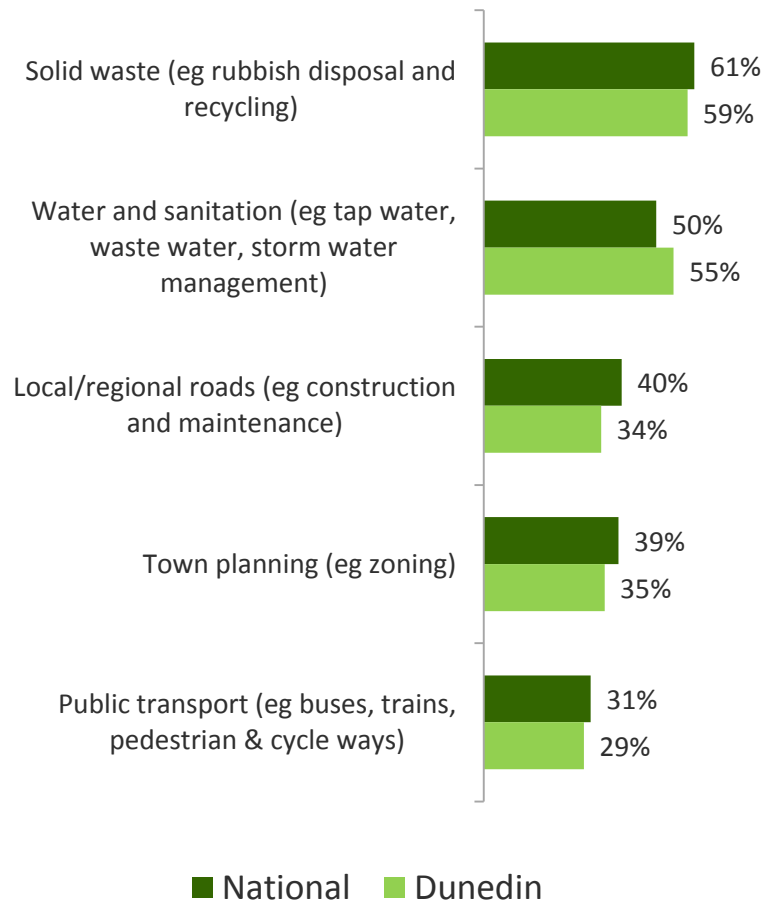
**Q:** How satisfied or dis-satisfied are you with local government's overall performance on these issues? (All those responding extremely or very satisfied)

Base: All respondents in Dunedin (excluding don't knows)

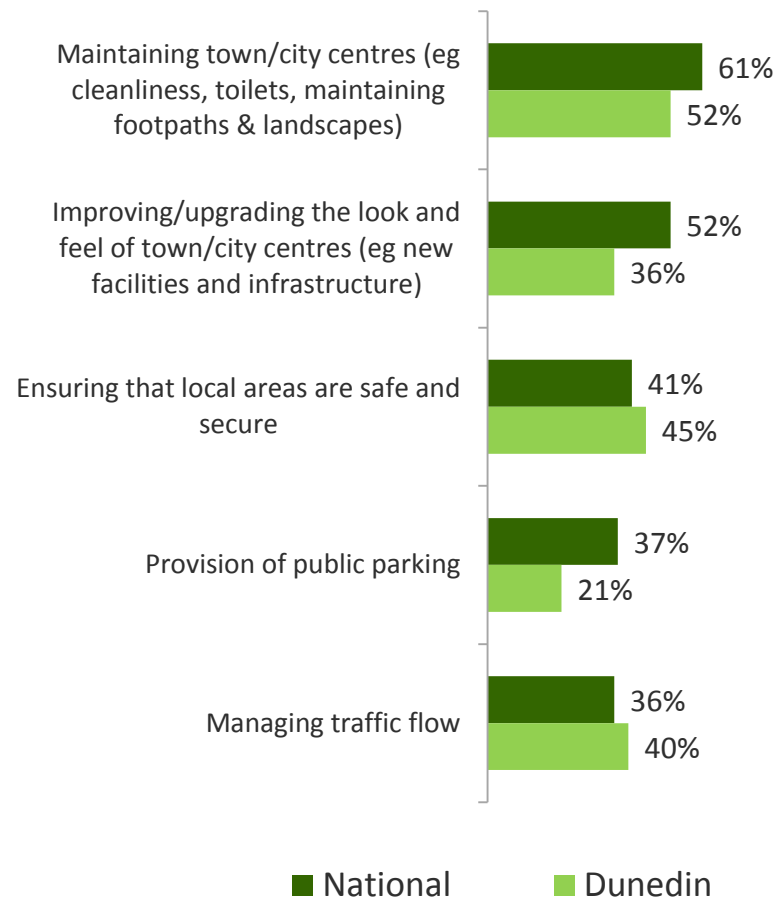


**Dunedin businesses are generally less satisfied (than the national average) with local government’s role in infrastructure, core services and other services. The exceptions are water and sanitation, safety of local areas and traffic flow.**

**Infrastructure and core services**  
(% who are extremely or very satisfied with this\*)



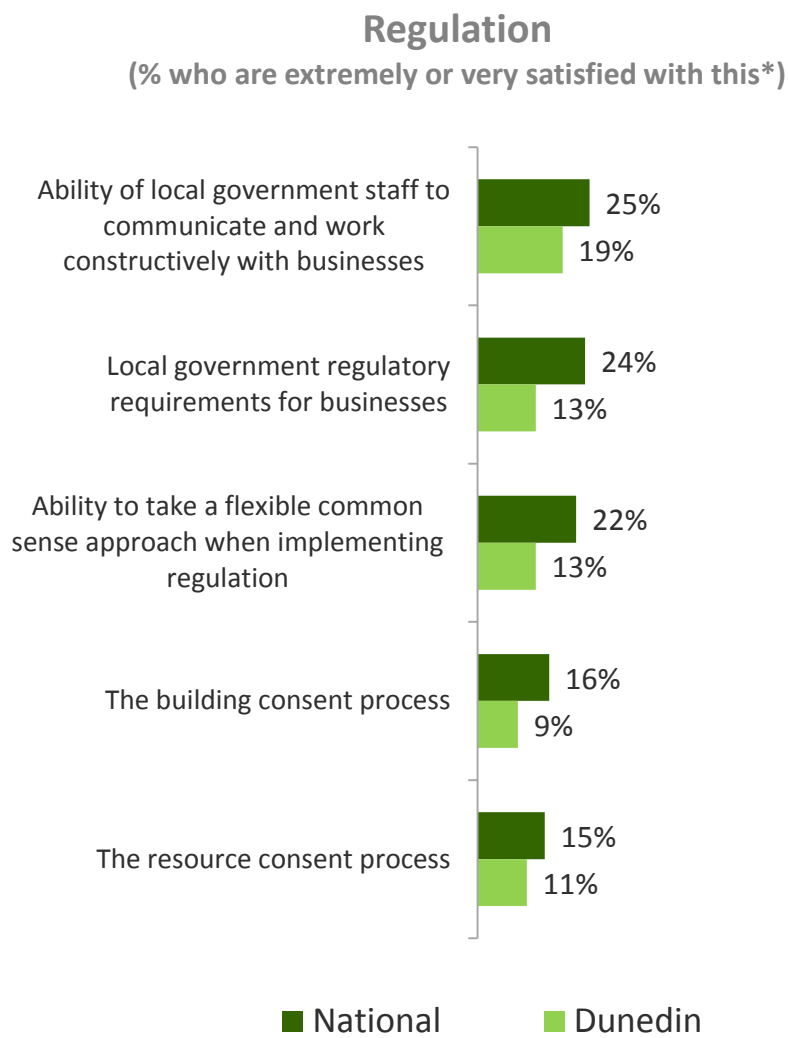
**Other services**  
(% who are extremely or very satisfied with this\*)



*\* we removed the proportion that said 'don't know' from the analysis of each statement. This allows findings to be more directly compared side-by-side.*

**Q:** How satisfied or dis-satisfied are you with local government’s overall performance on these issues?

# Dunedin businesses are also less satisfied with local government’s role in economic development and regulation.



Q: How satisfied or dis-satisfied are you with local government’s overall performance on these issues?

*\* we removed the proportion that said ‘don’t know’ from the analysis of each statement. This allows findings to be more directly compared side-by-side.*

Overview of  
satisfaction with, and  
reputation of, the  
sector

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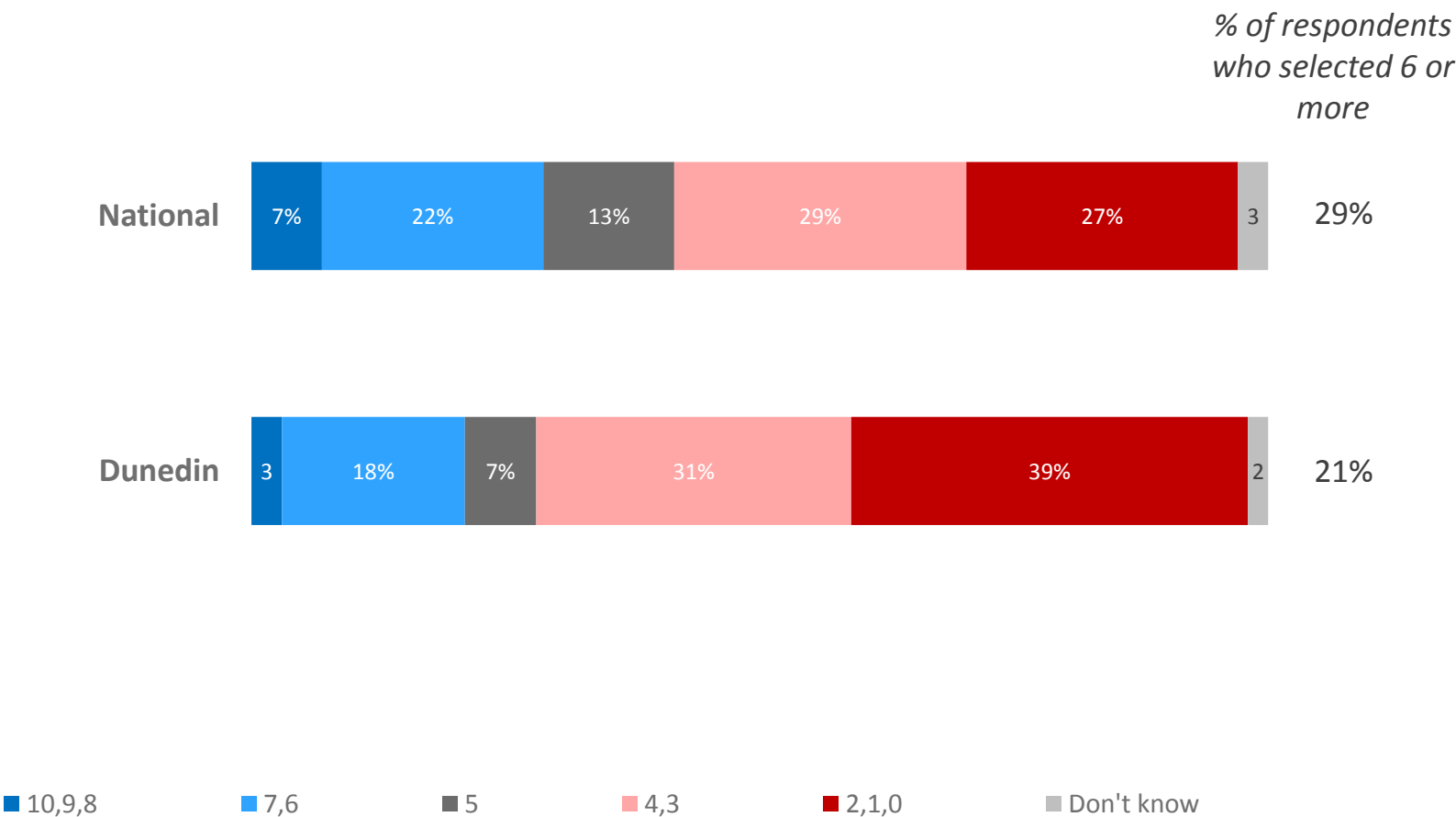
Likelihood to talk favourably about local government (if asked by a friend or colleague) is lower than the national average.



Q: How likely would you be to talk favourably about local government if asked by a friend or colleague?

This slide shows the distribution of answers to the question on likelihood to talk favourably.

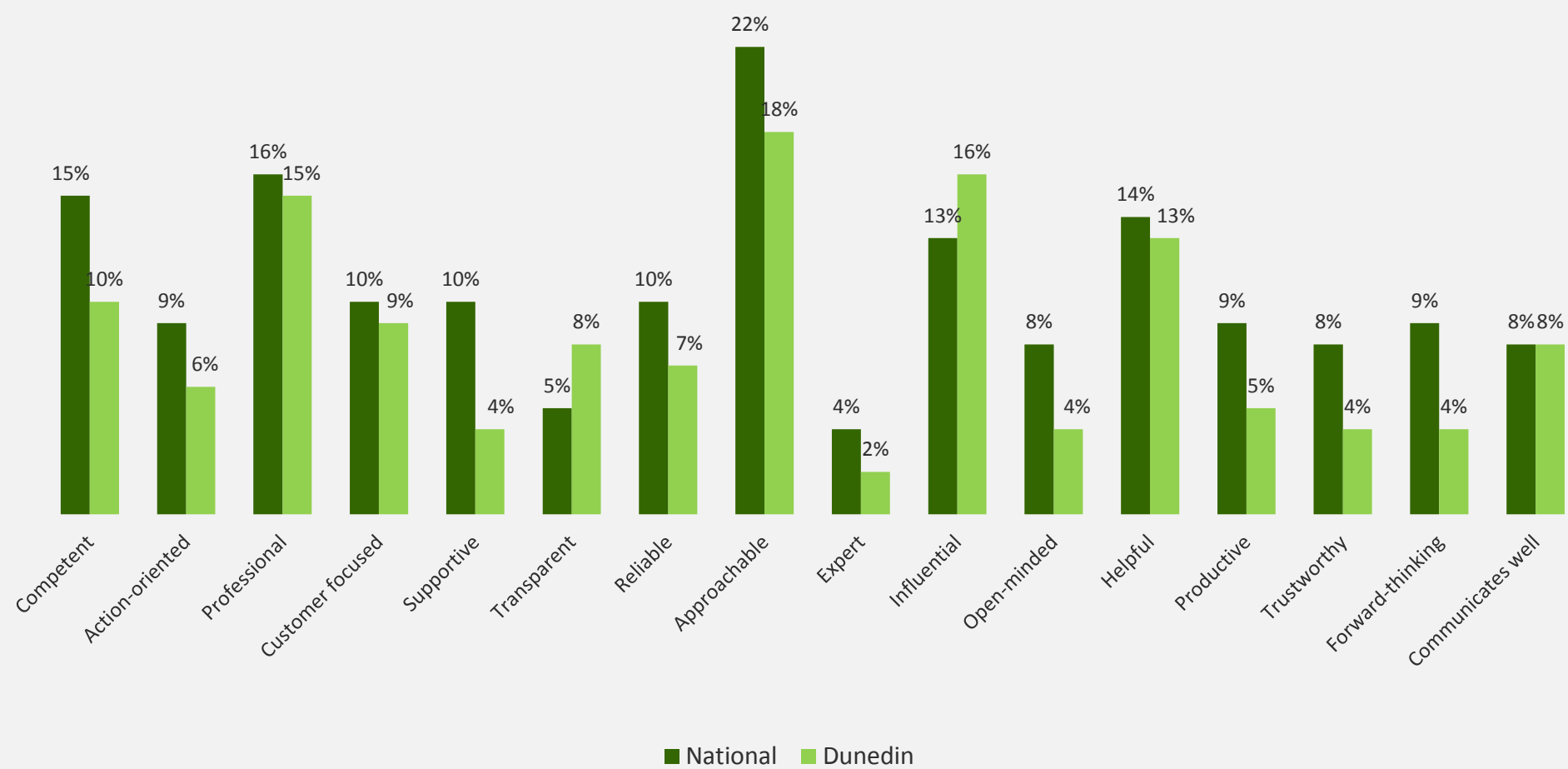
Likelihood to talk favourably about local government on a scale of 0 to 10



Q: How likely would you be to talk favourably about local government if asked by a friend or colleague?

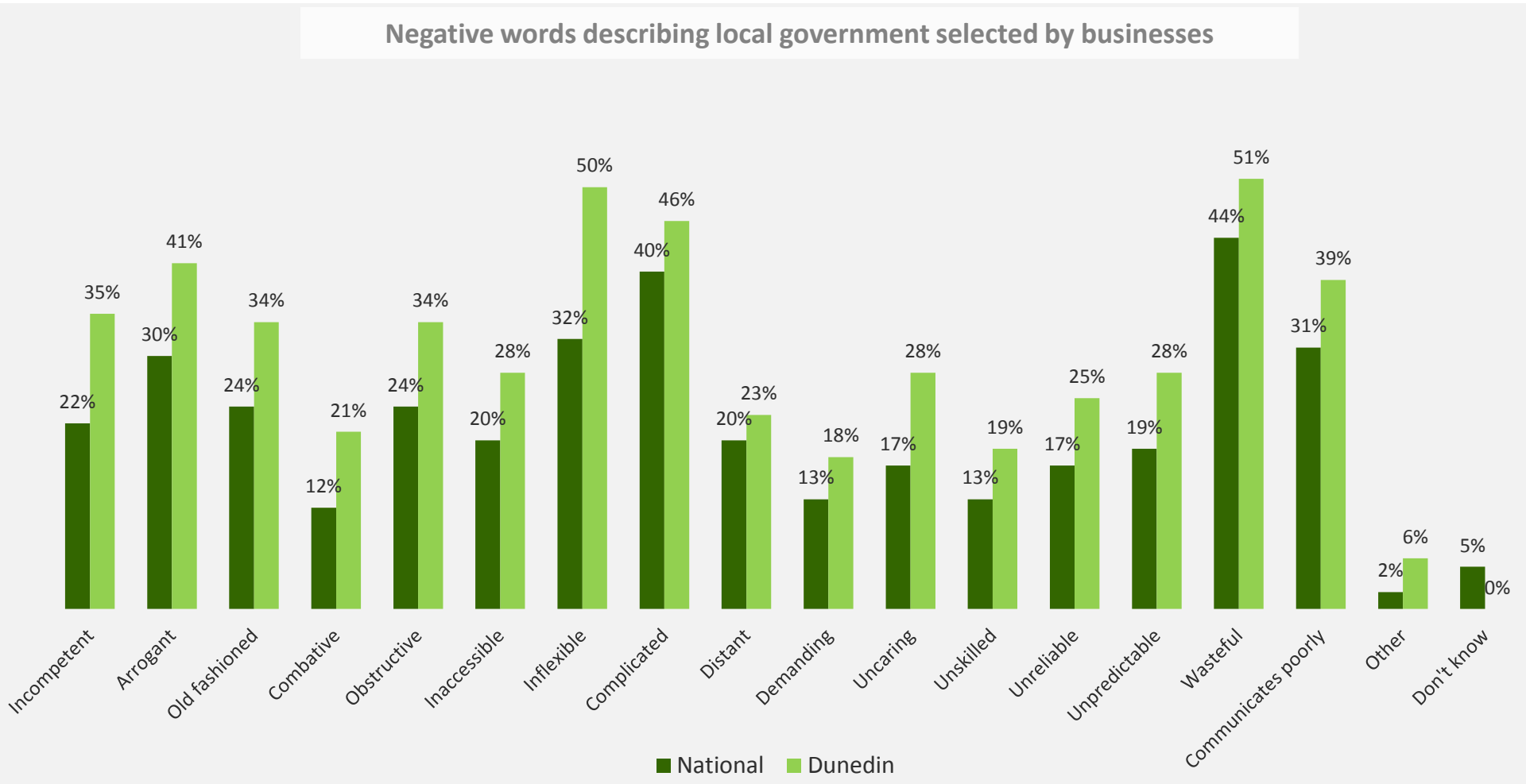
This chart shows the proportion of businesses that selected each positive word about local government. Dunedin businesses are less likely than average to associate positive words with local government. However they are more likely than average to associate local government with the words ‘transparent’ and ‘influential’.

Positive words describing local government selected by businesses



Q: Now please think about local government and which words you would associate with the sector

Dunedin businesses are more likely to associate some negative words such as ‘inflexible’ and ‘incompetent’ with local government.

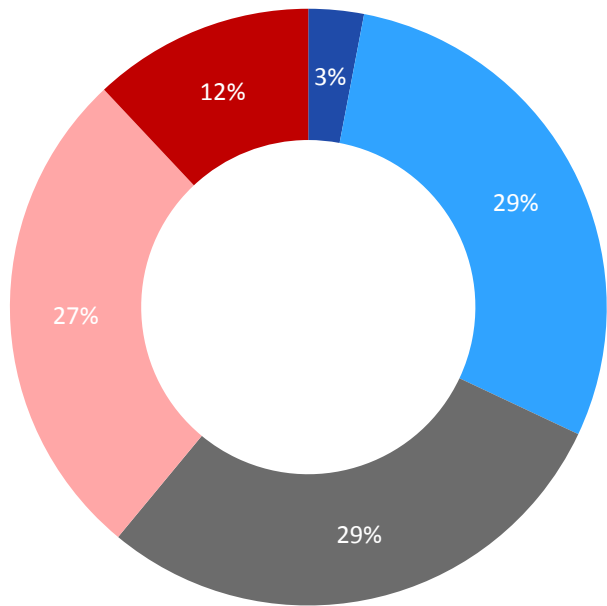


Q: Now please think about local government and which words you would associate with the sector

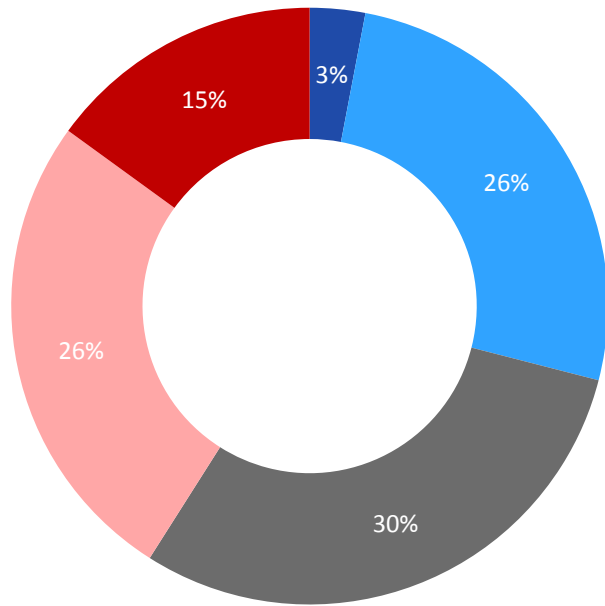


29% of the Dunedin businesses are very or fairly satisfied with the performance of local government in New Zealand (compared with 32% across the nation)

National



Dunedin



Very satisfied      Fairly satisfied      Neither nor      Fairly dis-satisfied      Very dis-satisfied      Don't know

Q: Overall how satisfied or dis-satisfied are you with the performance of local government in New Zealand?

# Performance of the sector

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# SUMMARY OF PERFORMANCE IN DUNEDIN

Approximately...

**3 in 10**

**... agree local government:**

has the skills and expertise to manage community affairs and continually looks for ways to improve performance.

**2 in 10**

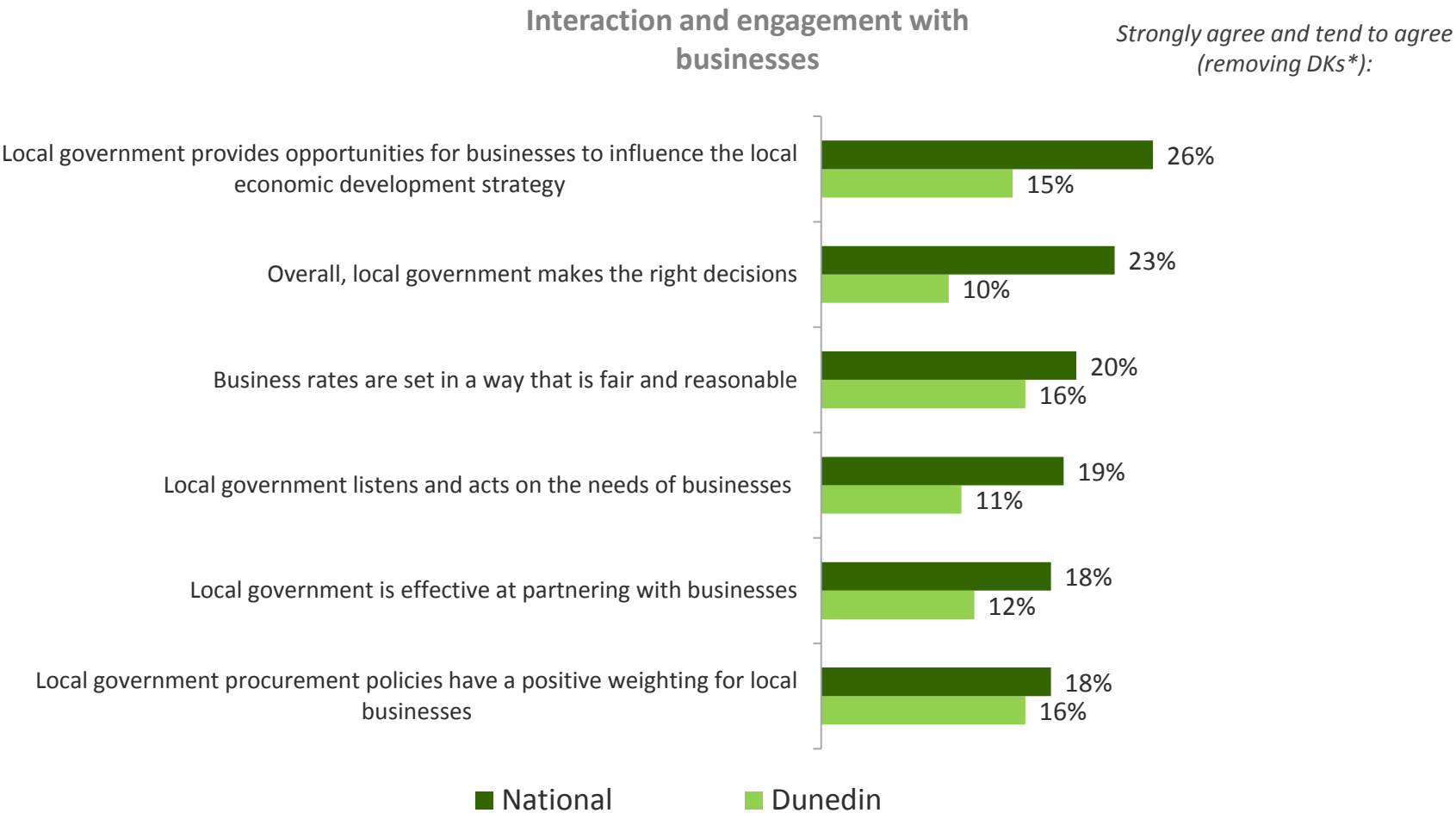
... provides opportunities for businesses to influence the local economic development strategy, business rates are set in a way that is fair and reasonable, procurement policies have a positive weighting for local businesses, local government managers and staff do a good job, councils partner effectively with other councils, is effective, is efficient, mayors and regional council chairs display sound and effective leadership, mayors, chairs and councillors have good strategies for developing the prosperity and wellbeing of their local areas, councillors display sound and effective leadership.

**1 in 10**

... makes the right decisions, listens and acts on the needs of businesses, is effective at partnering with businesses, manages its finances well, can be trusted to make good spending decisions, provides good value for rates dollars spent.

**Q:** To what extent do you agree or disagree with the following statements about how local government in New Zealand interacts and engages with businesses? (All those who strongly agree or tend to agree)

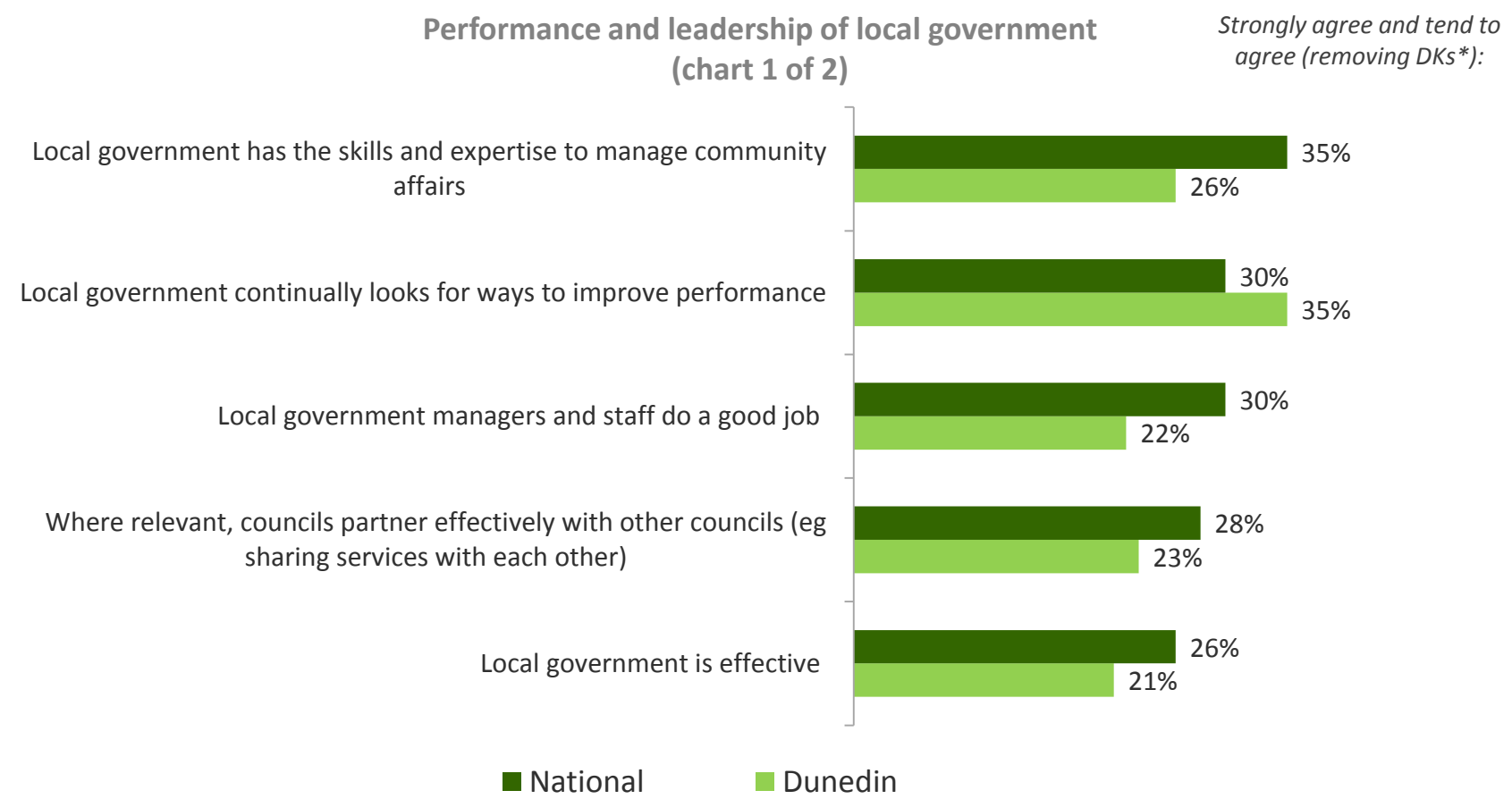
Dunedin businesses are less likely than average to agree with the following statements about local government's interaction and engagement with businesses, such as 'local government provides opportunities for businesses to influence the local economic development strategy'.



Q: To what extent do you agree or disagree with the following statements about how local government in New Zealand interacts and engages with businesses?

\* DKs= 'Don't know' – we removed the proportion that said 'don't know' from the analysis of each statement. This allows findings to be more directly compared side-by-side.

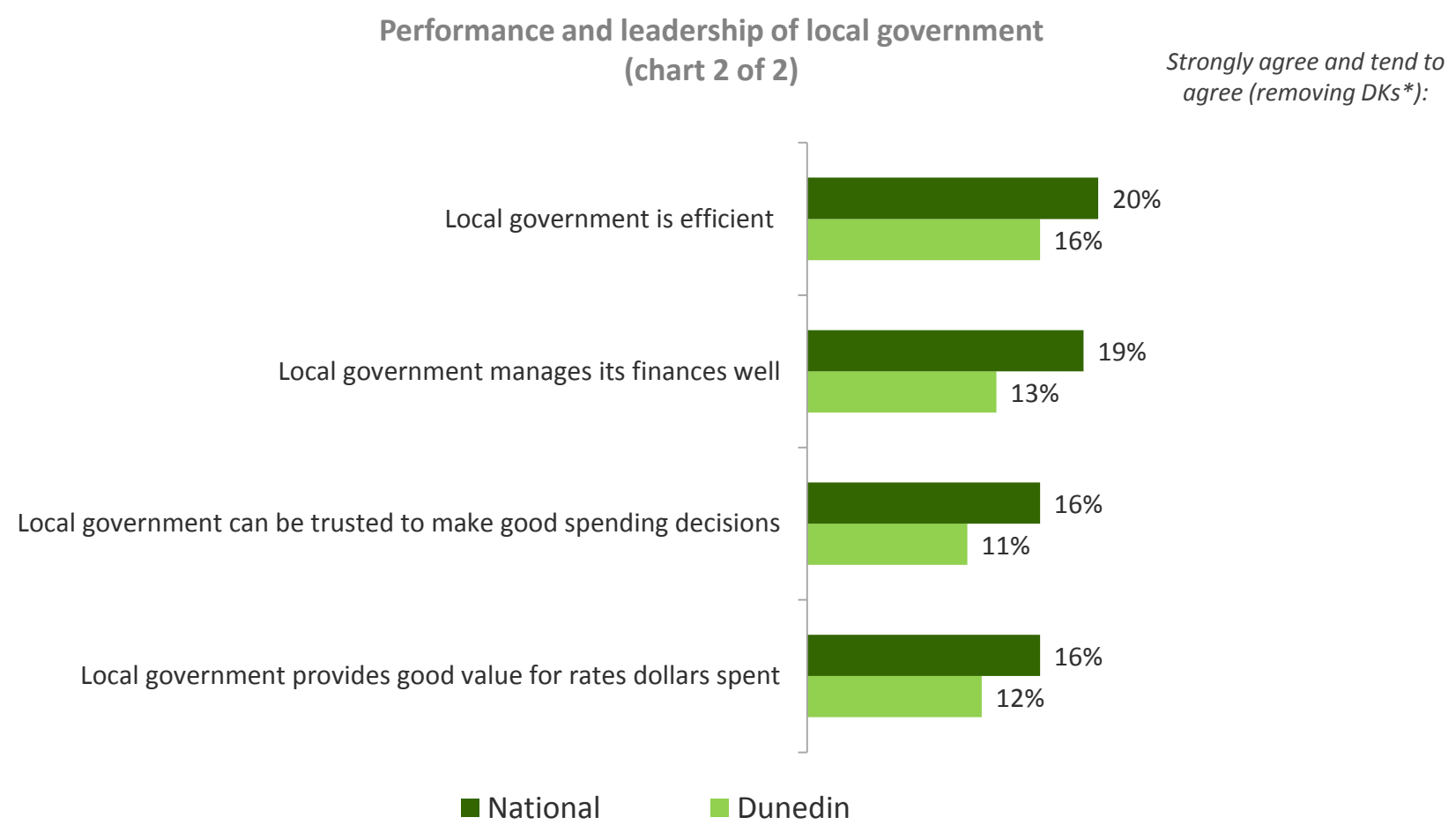
For the most part (apart from the finding on ‘local government continually looks for ways to improve performance’), Dunedin businesses are also less likely than average to agree with the following statements about local government's performance and leadership (for example, ‘local government has the skills and expertise to manage community affairs’).



Q: To what extent do you agree or disagree with the following statements about the performance and leadership of local government in New Zealand?

\* DKs= ‘Don’t know’ – we removed the proportion that said ‘don’t know’ from the analysis of each statement. This allows findings to be more directly compared side-by-side.

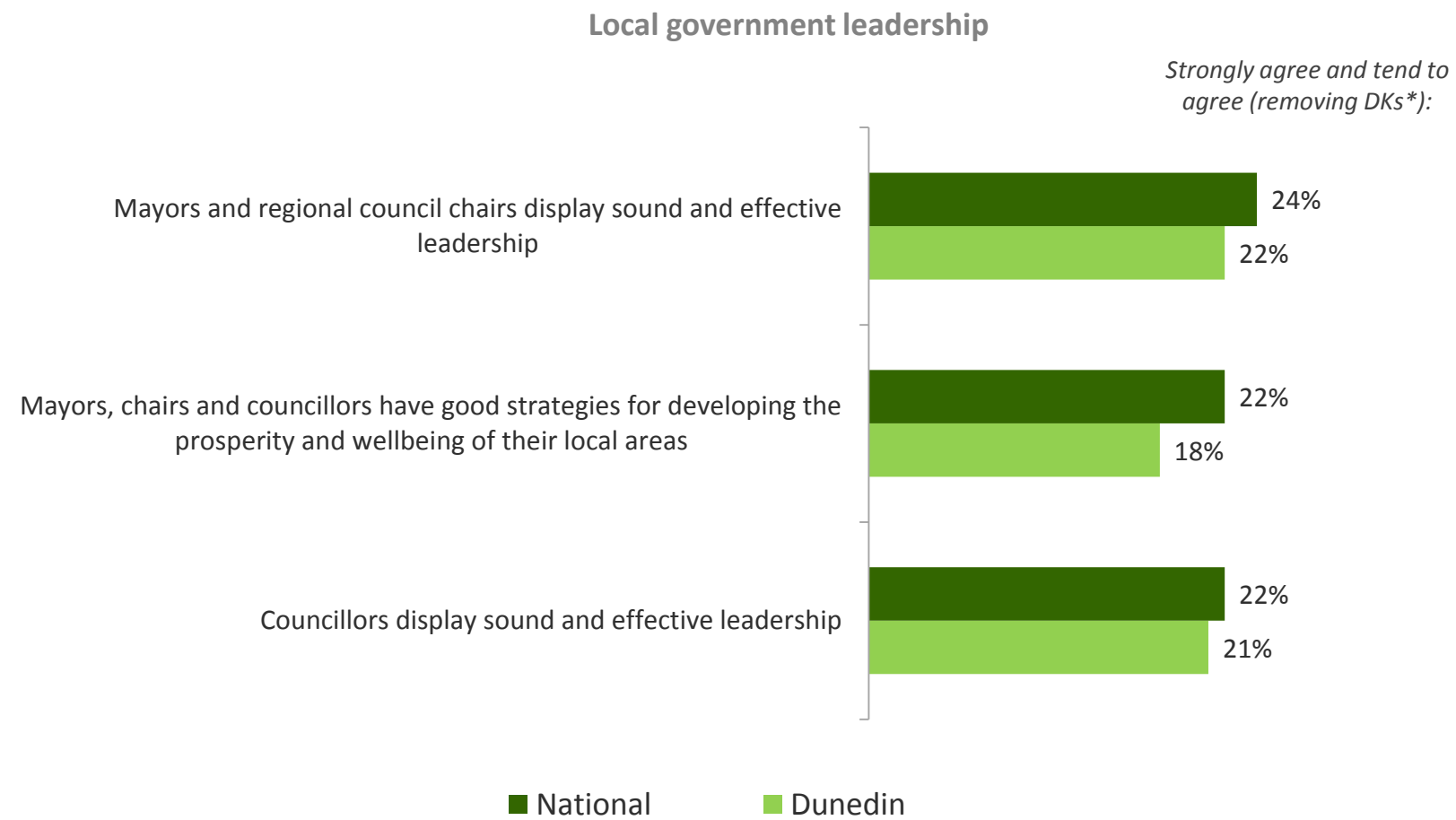
Dunedin businesses are less likely than the national average to agree, when it comes to views on efficiency, managing finances, trust to make good spending decisions, and value for rates dollars spent.



Q: To what extent do you agree or disagree with the following statements about the performance and leadership of local government in New Zealand?

\* DKs= 'Don't know' – we removed the proportion that said 'don't know' from the analysis of each statement. This allows findings to be more directly compared side-by-side.

Dunedin businesses are also less likely than average to agree with the following statements about local government's leadership.



Q: To what extent do you agree or disagree with the following statements about the performance and leadership of local government in New Zealand?

\* DKs= 'Don't know' – we removed the proportion that said 'don't know' from the analysis of each statement. This allows findings to be more directly compared side-by-side.



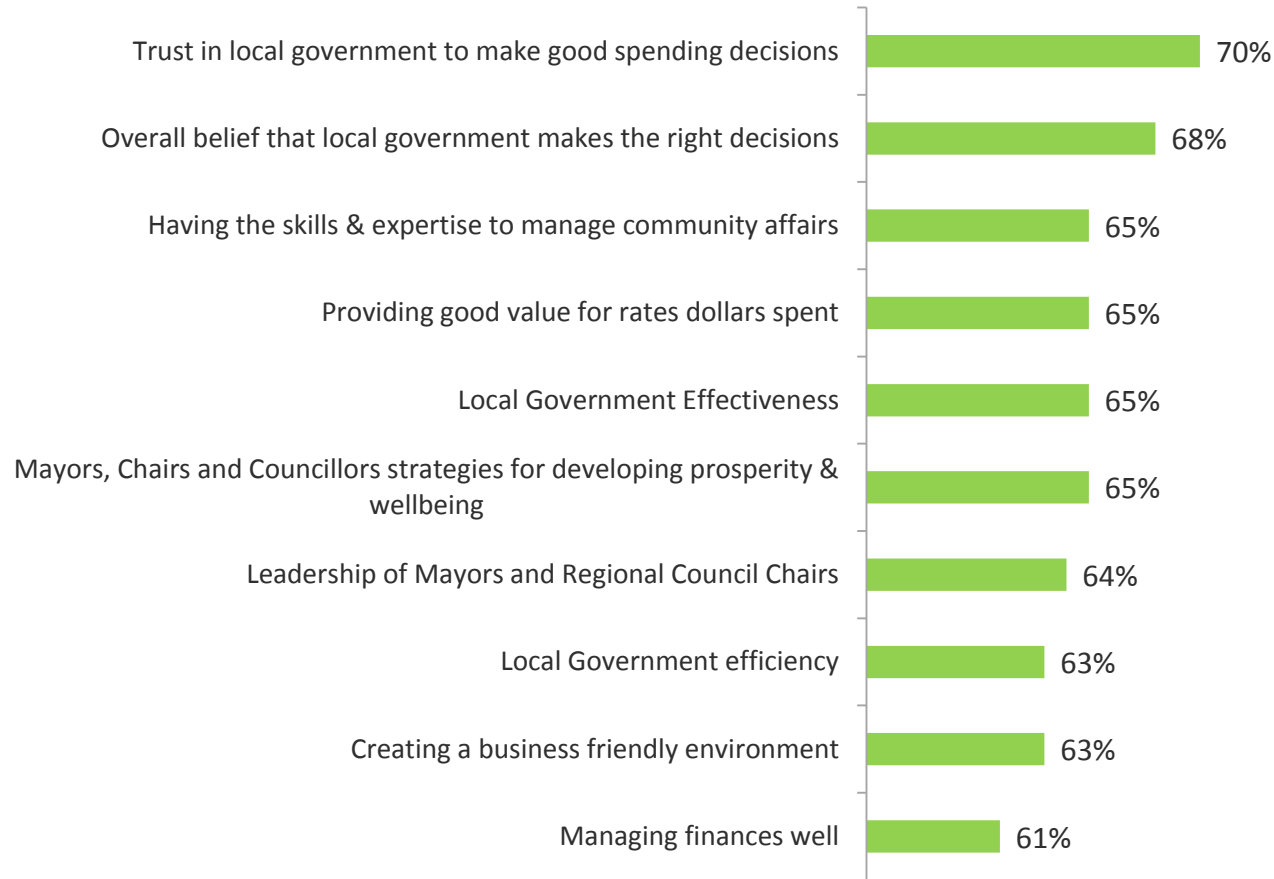
Drivers of reputation

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# The most important driver of local government reputation among businesses in Dunedin is trust to make good spending decisions.

## Top ten individual drivers of reputation among businesses in Dunedin



These figures are derived from statistical analysis of variables against likelihood to talk favourably about local government. Note that a comparison of figures against the national results is not possible because the national results are subject to reduced margins of error which means national drivers always appear higher than local drivers making the comparison meaningless.

# Summary

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# SUMMARY OF RESULTS

- 6 in 10 Dunedin businesses think Local Government is 'extremely' or 'very' important to their business. 84% say it is 'extremely' or 'very' important to New Zealand (this finding is higher than the national average).
- Dunedin businesses are generally less satisfied (than the national average) with local government's role in infrastructure, core services and other services. The exceptions are water and sanitation, safety of local areas and traffic flow.
- Dunedin businesses are also less satisfied with local government's role in economic development and regulation.
- Likelihood to talk favourably about local government (if asked by a friend or colleague) is lower than the national average.
- Dunedin businesses are less likely than average to associate positive words with local government. However they are more likely than average to associate local government with the words 'transparent' and 'influential'.
- Dunedin businesses are more likely to associate some negative words such as 'inflexible' and 'incompetent' with local government.
- 29% of the Dunedin businesses are very or fairly satisfied with the performance of local government in New Zealand (compared with 32% across the nation).
- For the most part Dunedin businesses are less likely than average to agree with statements about local government's interaction and engagement with businesses, such as 'local government provides opportunities for businesses to influence the local economic development strategy'.
- For the most part (apart from the finding on 'local government continually looks for ways to improve performance'), Dunedin businesses are also less likely than average to agree with statements about local government's performance and leadership (for example, 'local government has the skills and expertise to manage community affairs').
- Dunedin businesses are less likely than the national average to agree, when it comes to views on efficiency, managing finances, trust to make good spending decisions, and value for rates dollars spent.
- Dunedin business are less likely than the national average to agree with statements about the leadership abilities of councillors and mayors.
- The most important driver of local government reputation among businesses in Dunedin is trust to make good spending decisions.