



CONTROLLER AND AUDITOR-GENERAL

Tumuaki o te Mana Arotake

*Improving trust,  
promoting value*

# Trust in the public sector brand

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Overall	Māori
<b>47%</b> (↑2%)	<b>31%</b> (↓1%)

# New Zealanders' trust in public organisations

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## Is built by:

- Skilled personnel
- Past performance
- Checks in place
- Public servants are well informed
- Not corrupt
- Politically neutral

## Is destroyed by:

- Wasting money
- Bureaucracy/red tape
- **Corruption**
- People/bodies with own agenda
- Poor decision making

*“... government agencies often publish significant amounts of information that is neither read nor understood by those to whom they are accountable.”*

Dr Rodney Dormer, 2018



*What should  
your  
organisation  
do ...*



*... and what  
should you  
do?*