



**MINISTRY OF SOCIAL  
DEVELOPMENT**

TE MANATŪ WHAKAHIATO ORA

20 DEC 2016

Ms Vanessa Cole

[fyi-request-4944-4cb5b92e@requests.fyi.org.nz](mailto:fyi-request-4944-4cb5b92e@requests.fyi.org.nz)

Dear Ms Cole

On 14 November 2016 you emailed the Ministry requesting, under the Official Information Act 1982, the following information:

- 1) Whether the Ministry of Social development have passed on information of people using their service to the polling company Colmar Brunton?*
- 2) Why the Ministry of Social development are using Colmar Brunton to survey people on their Work and Income experience?*

The Ministry of Social Development works hard to offer the best possible service in all its offices to ensure individuals receive a timely, efficient and professional service at all times. The Ministry is committed to monitoring people's satisfaction about the services it delivers.

Since 1997, the Ministry has measured individuals' satisfaction with services provided by the Ministry using the Service Quality Monitor, a measure tailored specifically towards services provided Work and Income. This is a series of questions that have been developed over time, which measures the quality of service delivery by staff at Service Centres and Contact Centres, based on the feedback from clients.

The survey consists of a random selection of individuals who have visited a Service Centre or called the Contact Centre in the past 14 days. Individuals are not compelled to participate, or to give any information they do not wish to. Responses are given on a voluntary basis. Each person is asked various questions about the service they received, their overall satisfaction with the service, and their most recent interactions with a Case Manager.

By using an independent suitably qualified research company such as Colmar Brunton, the Ministry is able to ensure that the information gathered is not biased and truly reflects a client's experience with Work and Income.

Under the Privacy Act, the Ministry is able to provide personal information to an external organisation, if it is for the purpose of research and the findings will not identify any individual concerned. The privacy statement on benefit and pension application forms states that a person's information may be used for statistical and research purposes.

The survey agency Colmar Brunton is contracted by the Ministry to undertake the satisfaction surveys. The Privacy Act requires that Colmar Brunton protects clients' personal information. This also forms part of the contractual arrangements between the Ministry and the research company.

The only details that the Ministry supplies to Colmar Brunton are clients' demographic details (age, ethnicity, region, and gender), benefit type, and benefit duration. Colmar Brunton destroys all client contact details after the interview. All those working on the survey also sign confidentiality agreements. Survey reports sent to the Ministry do not identify individual clients.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public after ten working days. The Ministry will do this by publishing this letter on the Ministry of Social Development's website. Your personal details will be deleted and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact [OIA\\_Requests@msd.govt.nz](mailto:OIA_Requests@msd.govt.nz).

If you are not satisfied with this response, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or 0800 802 602.

Yours sincerely



Ruth Bound  
**Deputy Chief Executive, Service Delivery**