



New Zealand

**VETERANS'
AFFAIRS**

Te Tira Ahu Ika A Whiro

Veterans' Affairs

**2024/2025 Satisfaction
Survey**

September 2025

Veterans' Affairs Satisfaction Survey 2025

Research Methodology

Phone interviews were conducted with veterans who had submitted applications in the last year. Veterans were prioritised to ensure representation, with some receiving family support during interviews to assist with phone quality or hearing difficulties.

533 veterans were contacted for this survey. Of these, 500 veterans completed interviews while 33 declined to participate, resulting in a 94% response rate among those successfully contacted.

The survey measured satisfaction across case management, VIP services, application processes, communications awareness, and overall service delivery using 5-point rating scales.

Qualitative analysis was conducted on extensive open-text feedback across 11 key areas, identifying major themes in veteran experiences and service delivery.

Research Objectives

- Measure veterans' satisfaction with services provided by VA case managers
- Measure veterans' satisfaction with, and ease of obtaining, services funded by VA
- Measure veterans' awareness and knowledge of the Code of Veterans' and Other Claimants' Rights
- Measure veterans' engagement and rating of VA communications
- Measure veterans' overall satisfaction with VA
- Measure veterans' satisfaction with the VA application process

Veterans' Affairs Satisfaction Survey 2024

- **Start date:** 09/06/2025
- **End date:** 07/07/2025

Completed

- **500** surveys were completed
- **94%** response rate

Project Management

The survey has been managed by PublicVoice Ltd. Any queries regarding this report can be addressed to:

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PublicVoice
Account Director
04 589 5552
jared@publicvoice.co.nz

A close-up photograph of a field of red poppies. The flowers are in various stages of bloom, with some fully open and others as buds. The petals are a vibrant red, and the centers show the dark, textured stamens. The background is a soft-focus green, suggesting other vegetation. The text "KEY INSIGHTS" is centered in the middle of the image in a white, sans-serif font.

KEY INSIGHTS

KEY INSIGHTS

Overall Satisfaction and Net Promoter Score

- Overall Satisfaction: 95% (-2% from 2024)
- Net Promoter Score: 77.4 (+5.1 from 2024)
- Overall interaction quality: 90% satisfaction (-6% from 2024)
- Listen and address concerns: 89% satisfaction (-6% from 2024)
- Ease of contact: 75% satisfaction (-15% from 2024)
- Regular contact frequency: 54% (+31% from 2024)

Application Process

- Overall process satisfaction: 87% (-2% from 2024)
- Status updates satisfaction: 81% (-1% from 2024)
- Processing time satisfaction: 76% (+7% from 2024)

Communications

- Magazine readership: 87% (-4% from 2024)
- Newsletter readership: 63% (+21% from 2024)
- Website readership: 40% (+17% from 2024)

Areas Requiring Attention

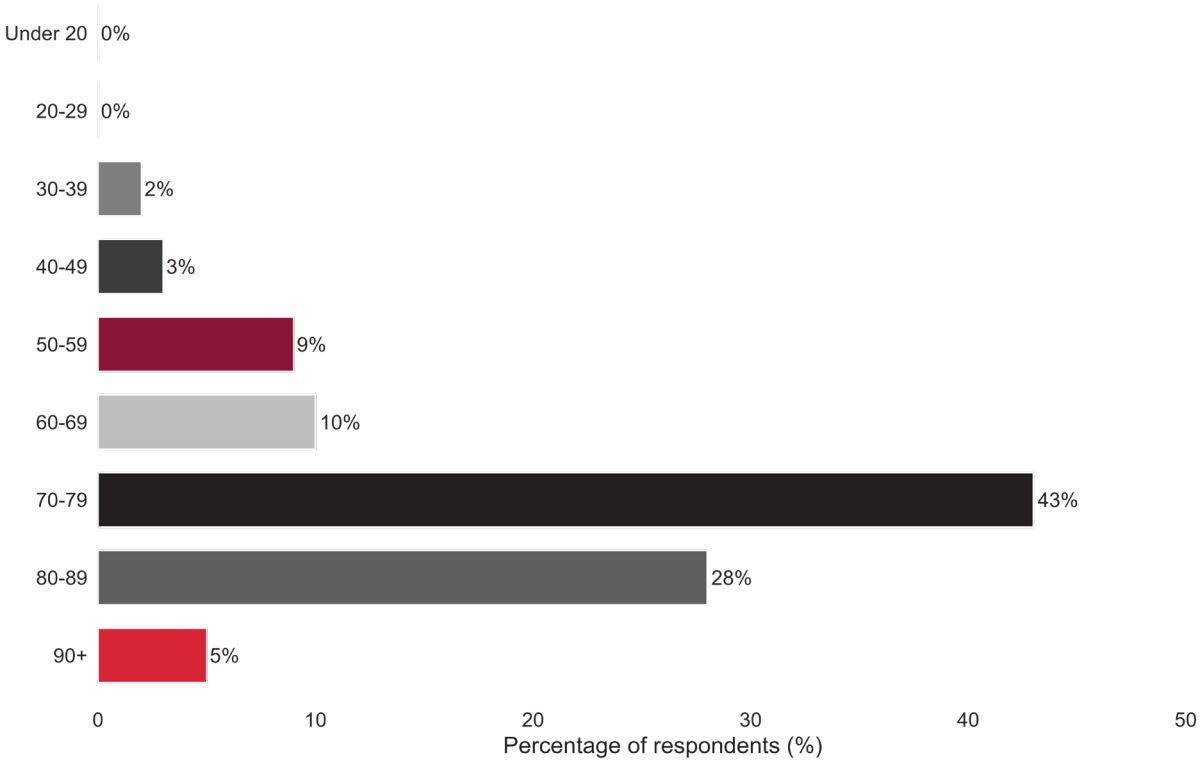
- Case manager accessibility (75% satisfaction, -15% decline)
- Crewcut service consistency (80% satisfaction, -8% decline)
- Complaint process awareness (79%, -7% from 2024)

A close-up photograph of a field of red poppies. The flowers are in various stages of bloom, with some fully open and others as buds. The petals are a vibrant red, and the centers show dark, textured stamens. The background is a soft-focus green, suggesting grass and other foliage. The overall lighting is natural, creating a serene and slightly somber atmosphere. The text 'SURVEY RESULTS' is centered over the image in a clean, white, sans-serif font.

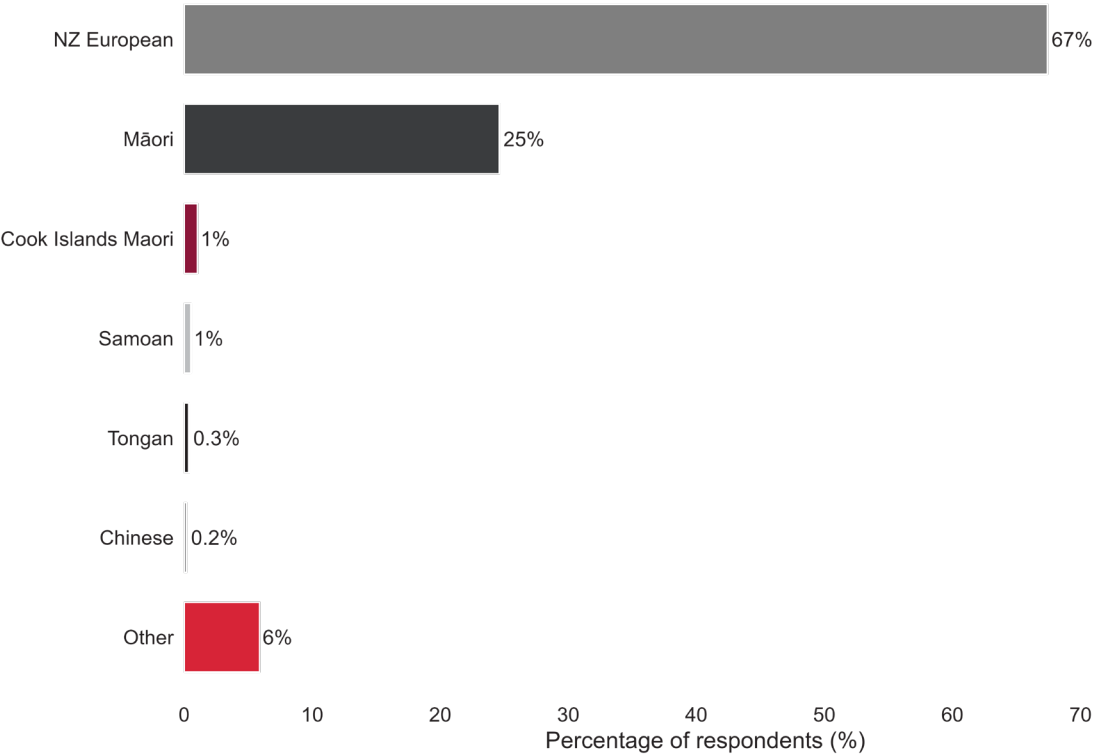
SURVEY RESULTS

A photograph of a field of red poppies with green foliage. The image is covered with a semi-transparent dark green overlay. The text "RESPONDENT PROFILE" is centered in white, bold, sans-serif font.

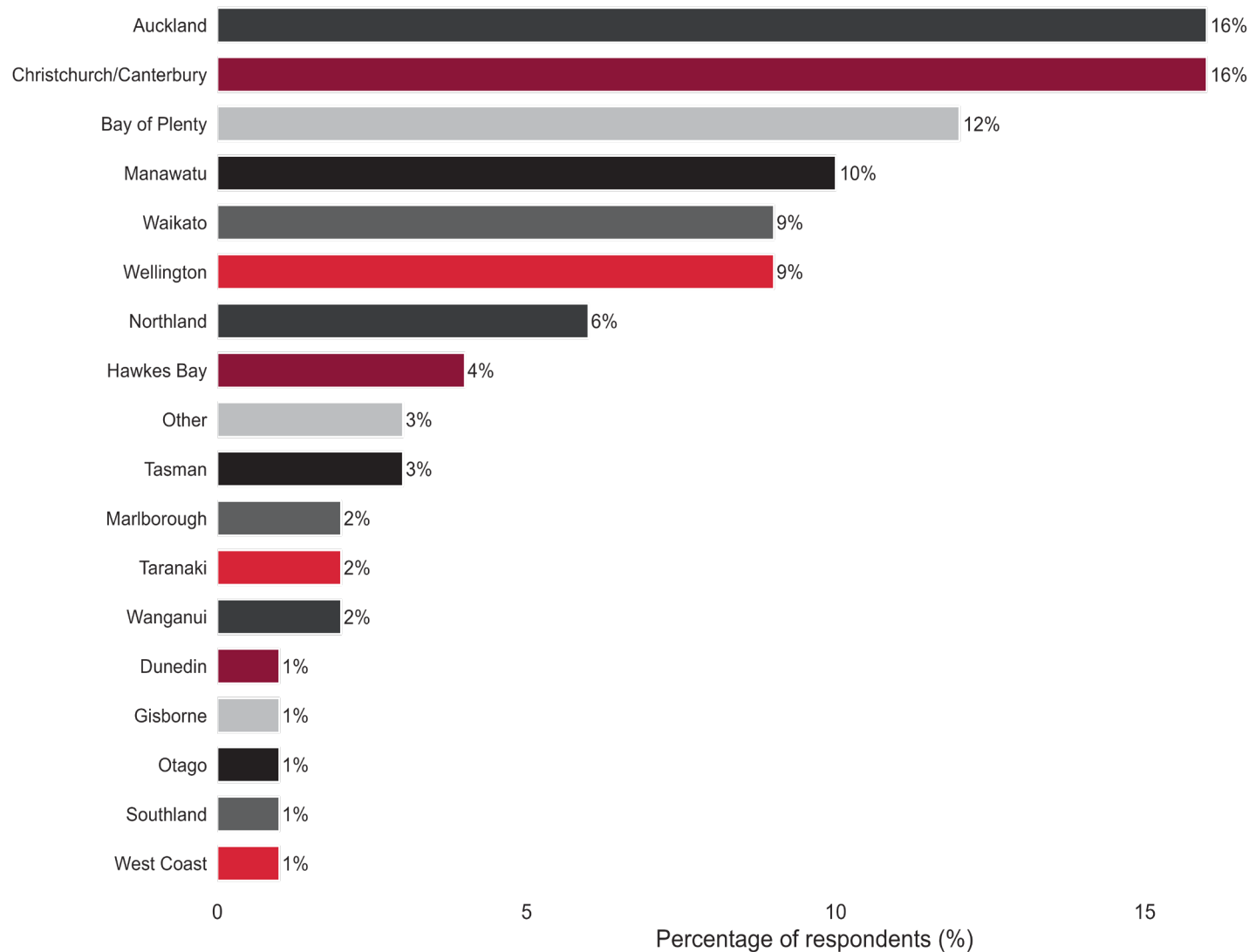
RESPONDENT PROFILE



	%	n
Under 20	0%	0
20-29	0%	2
30-39	2%	11
40-49	3%	15
50-59	9%	45
60-69	10%	50
70-79	43%	215
80-89	28%	139
90+	5%	23



	%	n
NZ European	67%	389
Māori	25%	142
Cook Islands Maori	1%	6
Samoan	1%	3
Tongan	0.3%	2
Chinese	0.2%	1
Other	6%	34

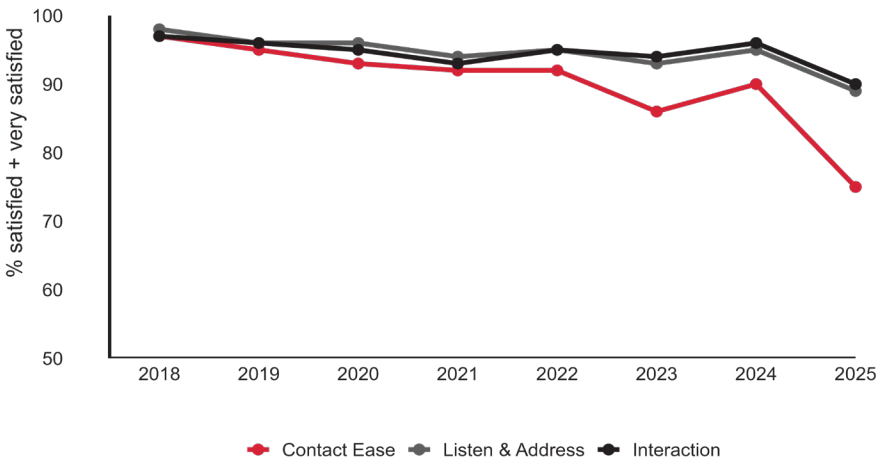
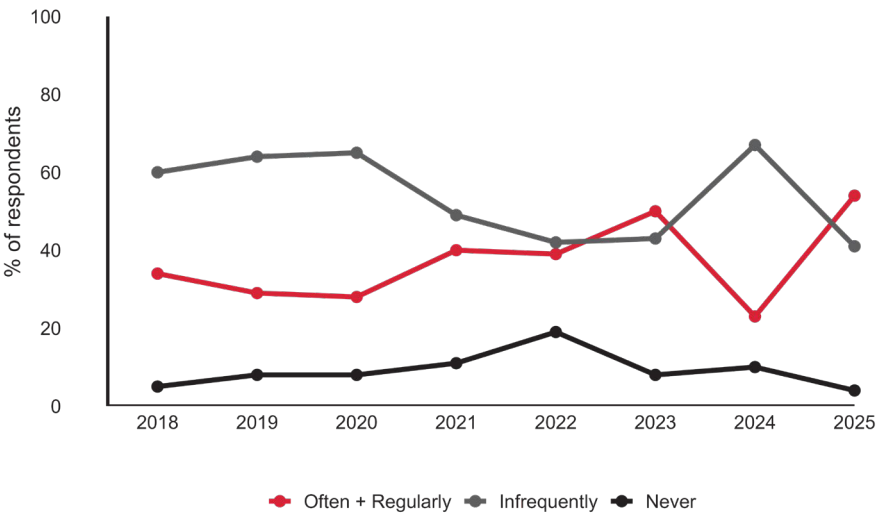


A close-up photograph of a field of red poppies. The flowers are in various stages of bloom, with some fully open and others as buds. The background is a soft-focus green field. The text "CASE MANAGEMENT" is overlaid in the center in a white, sans-serif font.

CASE MANAGEMENT

CASE MANAGEMENT CONTACT

The Story: Veterans report **MORE** contact (54% vs 23%) but find case managers **HARDER** to reach when they need them (75% vs 90%)

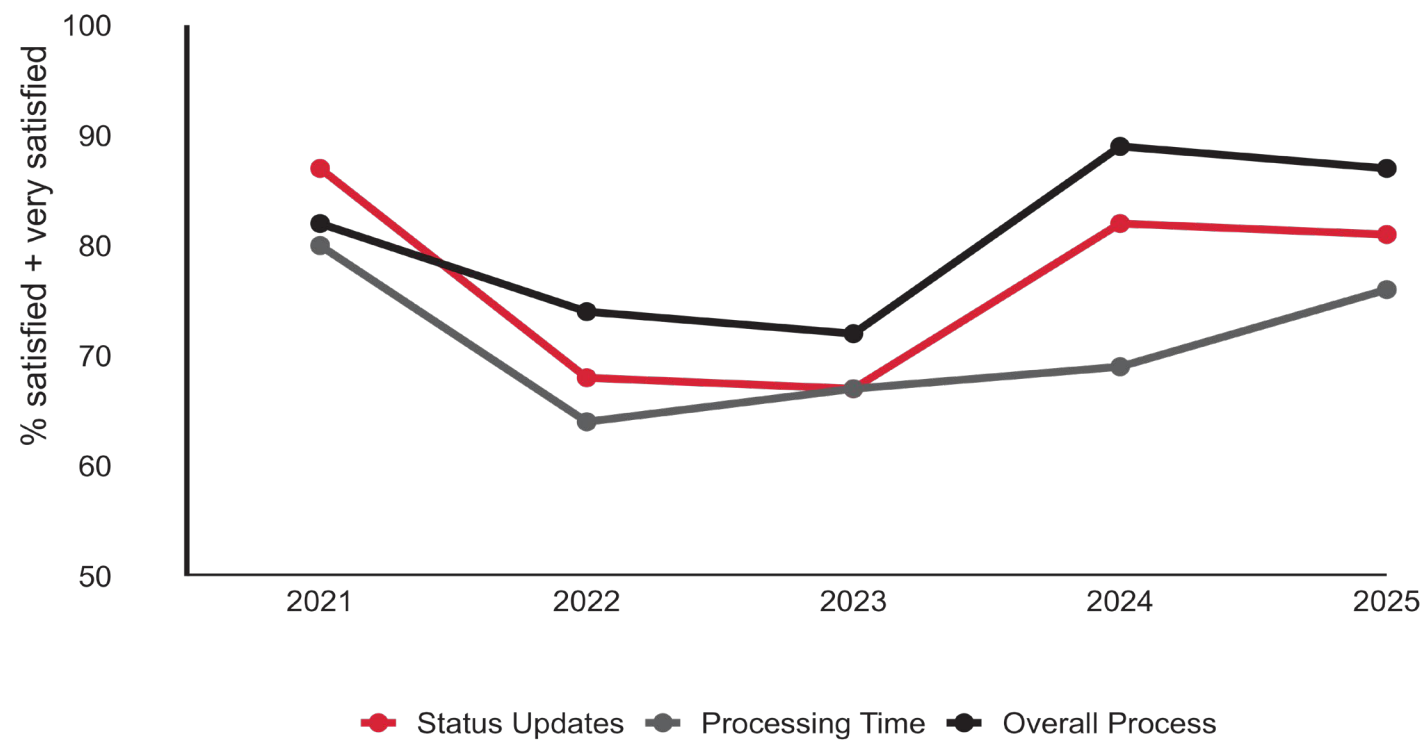


Year	Often + Regularly	Infrequently	Never
2018	34%	60%	5%
2019	29%	64%	8%
2020	28%	65%	8%
2021	40%	49%	11%
2022	39%	42%	19%
2023	50%	43%	8%
2024	23%	67%	10%
2025	54%	41%	4%

A photograph of a field of red poppies. The flowers are in various stages of bloom, with some fully open and others as buds. The background is a soft-focus green field. A semi-transparent dark overlay covers the entire image, and the title text is centered in white.

The Application Success Story

2022-2023: (64-68% satisfaction) **2024-2025:** Strong recovery (76-87% satisfaction)



Year	Status Updates	Processing Time	Overall Process
2021	87%	80%	82%
2022	68%	64%	74%
2023	67%	67%	72%
2024	82%	69%	89%
2025	81%	76%	87%

Satisfied = (5 + 4 + 3), Dissatisfied = (2 + 1).

Do you have any suggestions on how VA could improve the applications process?

THEME	FREQ
ADMINISTRATION	132
Expedite the process	73
Simplify application process	47
Move application process online	12
COMMUNICATION	92
Improve communication	84
Clarification of available support	8
VA STAFF	43
Increase staff numbers	18
Improve staff competency	13
Provide service with care	9
Staff cannot relate to war veterans	3
POSITIVE	16
Good service quality	16
SERVICES AND SUPPORT	15
Advocacy and assistance with application process	15

A close-up photograph of a field of red poppies. The flowers are in various stages of bloom, with some fully open and others as buds. The petals are a vibrant red, and the centers show dark, textured stamens. The background is a soft-focus green, suggesting grass and other foliage. The word "Communications" is written in a clean, white, sans-serif font, centered horizontally and slightly above the middle of the image. The overall lighting is natural, creating a serene and slightly somber atmosphere.

Communications

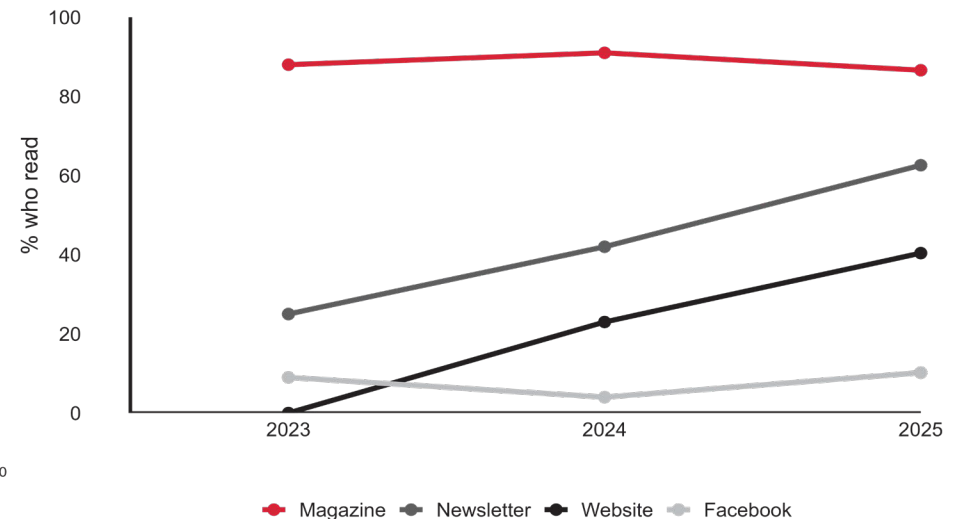
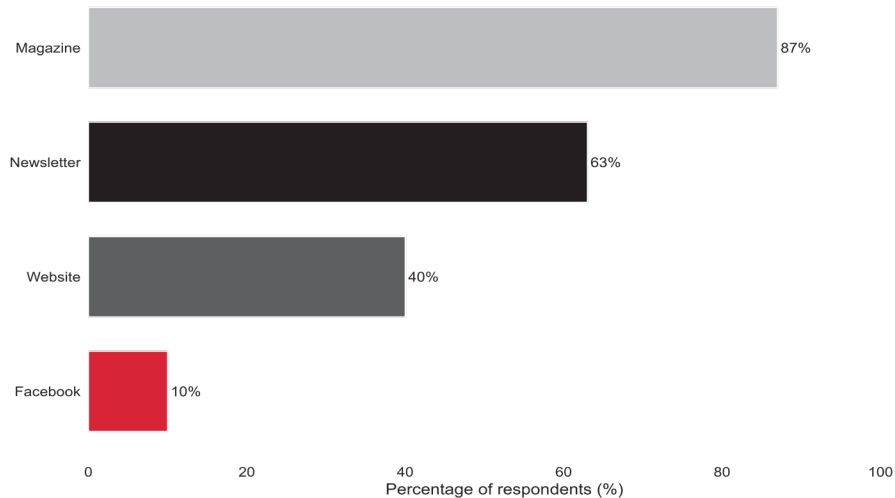
Which of the following have you read over the last 12 months?

Magazine: Still king at 87%

Newsletter: Massive growth from 25% to 63%

Website: Emerging at 40%

Facebook: Niche but growing to 10%



Year	Magazine	Newsletter	Website	Facebook
2023	88%	25%	-	9%
2024	91%	42%	23%	4%
2025	87%	63%	40%	10%

Do you have any feedback regarding Veterans' Affairs communications?

THEME	FREQ
MAGAZINE	225
General Satisfaction / Enjoyment	156
Lack of content relevance / interest	54
Information on Entitlements and Support Access	5
Magazine accessibility and readability	4
Concerns with delivery of magazine	3
Increase frequency of publication	3
GENERAL FEEDBACK	80
Satisfied with content and communications	40
Cannot read screens/do not use computer	14
Satisfied with in-person contact and events	13
Magazine vs newsletter preferences	7
Improve communications clarity and quality	6
WEBSITE	52
Improve website usability and clarity	32
Easy to navigate around	20
NEWSLETTER	45
General Satisfaction / Enjoyment	30
Lack of content relevance / interest	15
FACEBOOK	9
General Satisfaction / Enjoyment	6
Lack of content relevance / interest	3

Coded from open text responses. Numbers = Frequency.

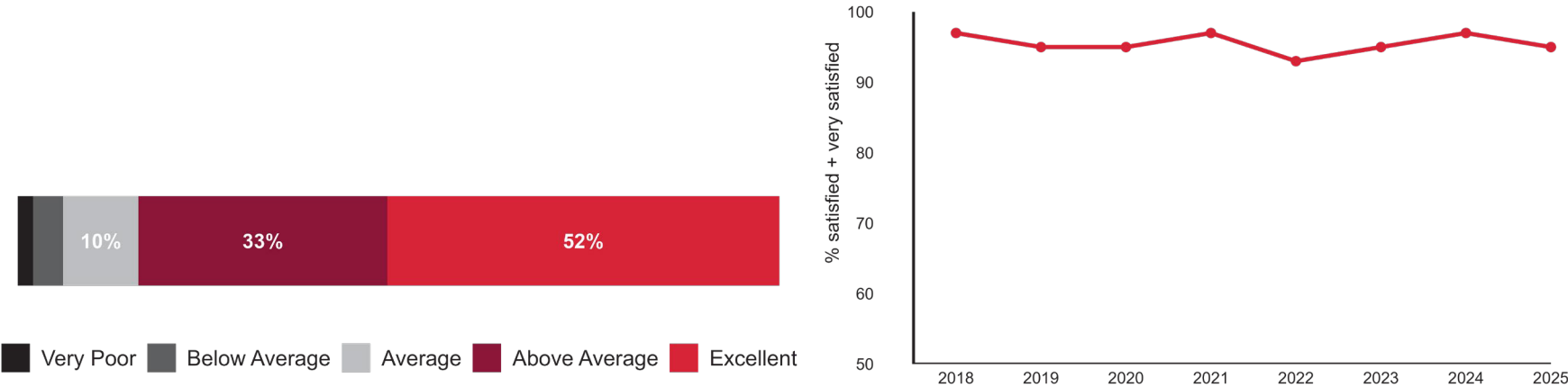
Is there anything that you would like to hear or see more about from Veterans' Affairs

THEME	FREQ
SUGGESTIONS - SUPPORT	90
Information on entitlements appreciated/sought	34
Requests for more in-person events/contact	16
Satisfied with current communications	11
Content related to VA	10
Improve accessibility	9
Information when benefits are changed	7
Dissatisfied with magazine discontinuation	3
SUGGESTIONS - PERSONAL	29
More updates on personal past and present	18
Include notifications of seminars/reunions	11
CONTENT - SERVICE RELATED	4
More content related to the navy	4

A close-up photograph of a field of red poppies. The flowers are in various stages of bloom, with some fully open and others as buds. The petals are a vibrant red, and the centers show dark, textured stamens. The background is a soft-focus green, suggesting other vegetation. The word "GENERAL" is printed in a clean, white, sans-serif font, centered horizontally and slightly above the vertical middle of the image.

GENERAL

How would you rate your overall satisfaction with the service from VA?



Year	% Satisfied + Very Satisfied
2018	97%
2019	95%
2020	95%
2021	97%
2022	93%
2023	95%
2024	97%
2025	95%

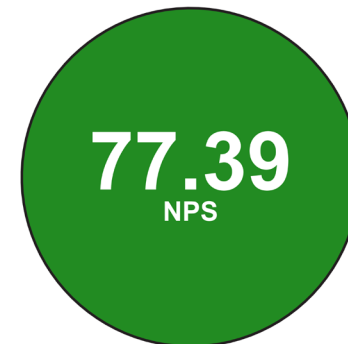
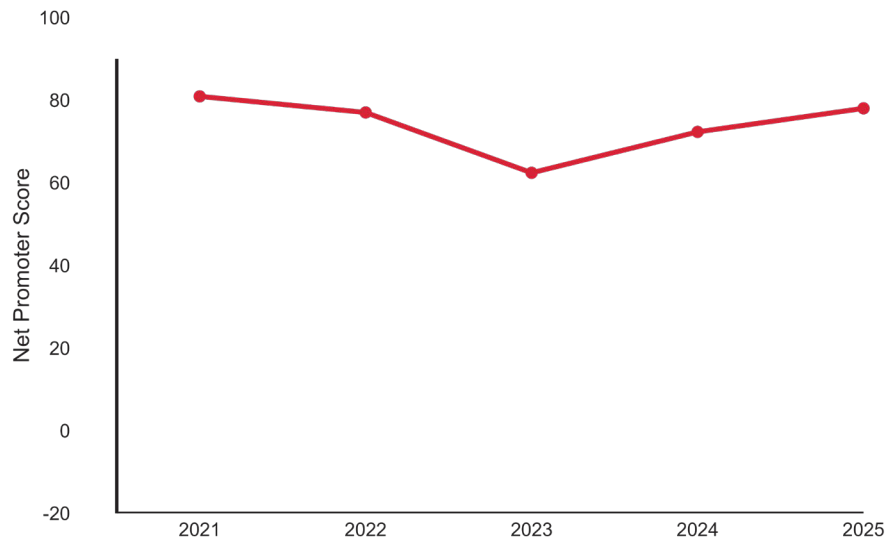
NET PROMOTER SCORE

On a scale of 0 to 10, with 0 being not at all likely and 10 being extremely likely. How likely are you to recommend Veterans' Affairs to another veteran?



■ Detractors (0-6) ■ Passives (7-8) ■ Promoters (9-10)

NET PROMOTER SCORE



* Net Promoter Score (NPS) is a measure of how likely a person is to recommend your business or services. customers are classified based on their rating into 3 categories: detractors (0-6), passives (7-8) and promoters (9-10). The NPS is calculated by subtracting the percentage of those who are detractors from the percentage of those who are promoters. A positive NPS above 0 is considered good, a NPS of +50 is excellent and anything over +70 is considered exceptional.

What is the most important thing that Veterans' Affairs could do to improve their service?

THEME	FREQ
COMMUNICATION	160
Improve communication	119
Clarification of available support	41
SERVICES AND SUPPORT	86
No improvements needed / Satisfied	25
Advocacy/assistance for veterans	22
Remove distinctions between service and support	13
Requests for more in-person contact and events	11
Accessibility without a computer or the internet	5
Improve service delivery and responsiveness	5
Increase financial and travel support	5
ADMINISTRATION	53
Expedite the process	36
Simplify application forms	12
Improve communications on claims and payments	5
VA STAFF	39
Provide service with care	15
Improved staff competency	10
Improve case manager access and consistency	7
Increase and support VA staffing levels	7
MEDICAL ASSISTANCE	11
Increase medical support	8
Increase funding for specific medical needs	3
SERVICE PROVIDERS	11
Improve service provider quality and choice	8
Dissatisfied with service from Crewcut	3

A close-up photograph of several bright red poppies in a field. The flowers are in various stages of bloom, with some fully open and others as buds. The background is a soft-focus green field with tall grasses. The entire image has a semi-transparent dark overlay to make the white text stand out.

PublicVoice Limited

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