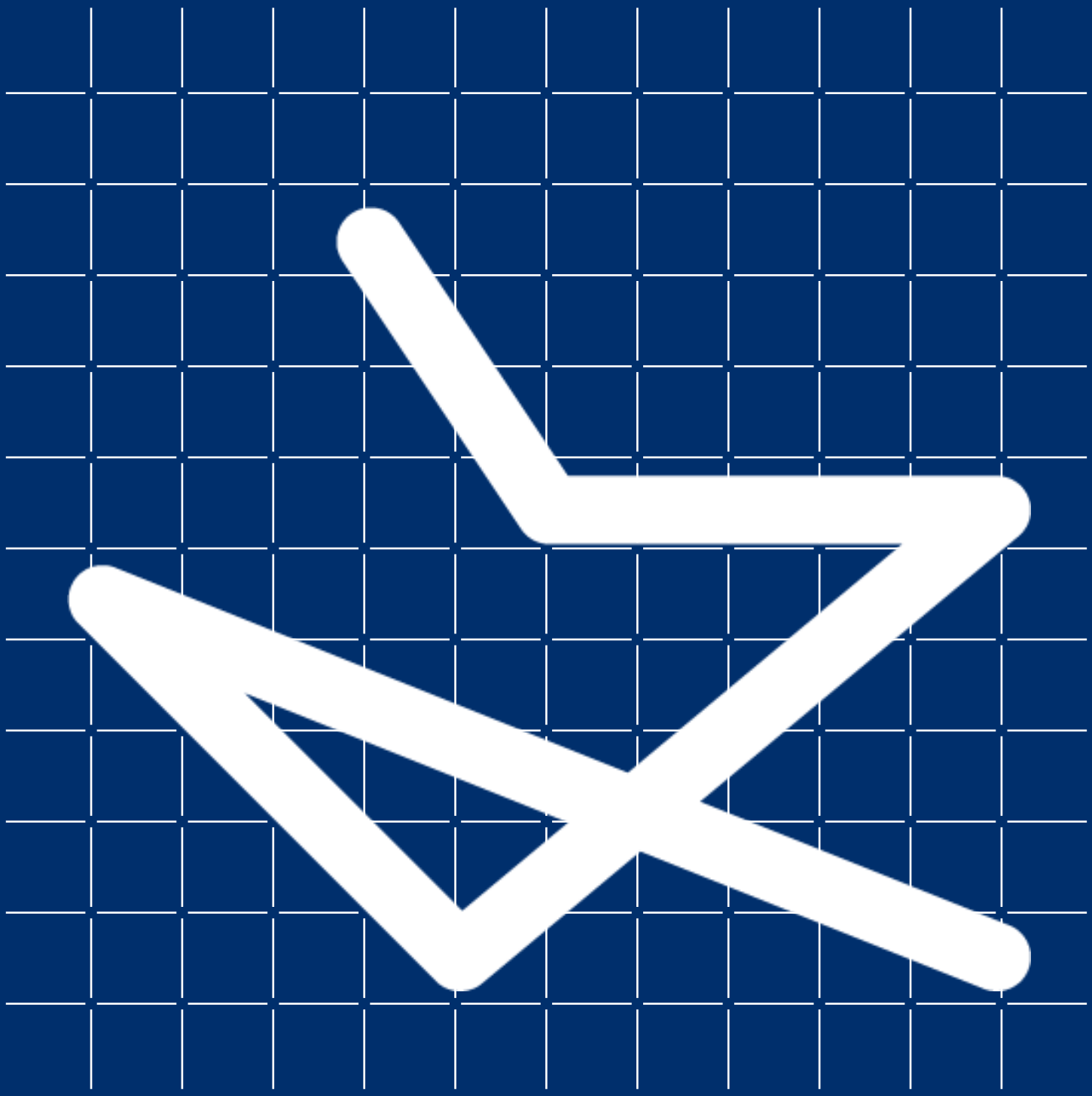
Veterans' Advisory Board
Public Appetite for a Kawenata

Final Report | 28 July 2020



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1. Executive Summary

What is the bottom line?

This research and report were commissioned by the Veterans' Advisory Board to gauge if New Zealand's public has the appetite to establish a Kawenata between the Government and New Zealanders to recognise service people and their families better. Research First found that while the public is generally unfamiliar with the lives of service people and their families, and with what a Kawenata is, New Zealanders are overall in favour of supporting and recognising service people and their families through a Kawenata.

What did we find?

This quantitative research was a follow up to qualitative research that we performed with New Zealanders on the same topic in March 2020. In this quantitative research, we were able to engage a representative cross-section of New Zealanders across various demographic characteristics.

Our quantitative findings were consistent with the qualitative in that the general public has low levels of understanding of what service people do, their lives, and what forms of support are available to them. However, despite this, most people responded positively to the idea of doing more to recognise and support current and former service people, whom the public believes are mostly engaged in overseas missions and civil defence.

The desire for more support is borne out of a sense of moral obligation to the people serving in the New Zealand Defence Force. In terms of what that support and recognition should look like, the top priorities include mental and physical health, reintegration into civilian life, support for families, support for organisations like the RSA, and overall financial support.

What about the Kawenata?

Most New Zealanders see value in having a Kawenata for New Zealand, despite their limited understanding of what the term means, and what it might include. In terms of what the Kawenata should do, the public views it as a tool to provide greater support to service people, greater certainty in life, and greater recognition of their contributions. Those supporting a Kawenata list the same priorities, with mental and physical health support remaining prominent.

What is the Research First take?

Looking at the overall findings (qualitative and quantitative), we find that achieving wider public buy-in for a Kawenata could be helped along by increasing awareness about the lives of service people and their families. We also see benefits around bringing the public along on the Kawenata journey by increasing the visibility of the military and its purpose and explaining why New Zealanders need to do more for service people. Armed with this knowledge, we think it will be easier for the general public to understand (i) what a Kawenata is/represents and (ii) what the role/responsibility of New Zealanders will be under such a Kawenata. This, in turn, should translate into more people taking a definitive and more informed stance on the question of whether or not they support a Kawenata.

2. Background

Context

The Veterans' Advisory Board (VAB) is an independent statutory board providing advice directly to the Minister for Veterans. In 2019, the VAB completed a review which assessed who qualified as a veteran and how the Government could reward an individual's service. From this and prior work around the wellbeing of current and ex-service members, the key recommendations included:

i. Stipulating a definition of a veteran as encompassing all those who have served.
ii. Establishing a Covenant/Kawenata between service people, the Government, and New Zealanders.

Subsequently, the Veterans' Advisory Board embarked on a process of hearing from a representative cross-section of New Zealanders to understand how service people, and their families, are viewed in New Zealand, to gauge the appetite for a military Kawenata in the future.

Objectives

To that end, the Veterans' Advisory Board through *Allen + Clarke* contracted Research First to engage a diverse mix of New Zealanders to address the following research objective:

To understand the public appetite for establishing a Kawenata between the Government and the people of New Zealand to recognise service people and their families better.

Method

To engage the public, Research First followed up an initial qualitative stage, with quantitative stage using computer-assisted telephone interviews (telephone surveys). We surveyed a broad cross-section of New Zealanders (n=776) based on criteria such as their gender, age, residency status (by birth/naturalisation), location, ethnicity, and proximity to current or ex-service personnel. These splits are detailed further in this report. The fieldwork commenced on 12 May 2020 and ended on 4 June 2020.

A p-value of <0.05 was considered to be statistically significant. The arrows in the tables indicate statistically significant differences between the associated group and the remainder of the population.

3. Demographics

Key points to note around demographics include:

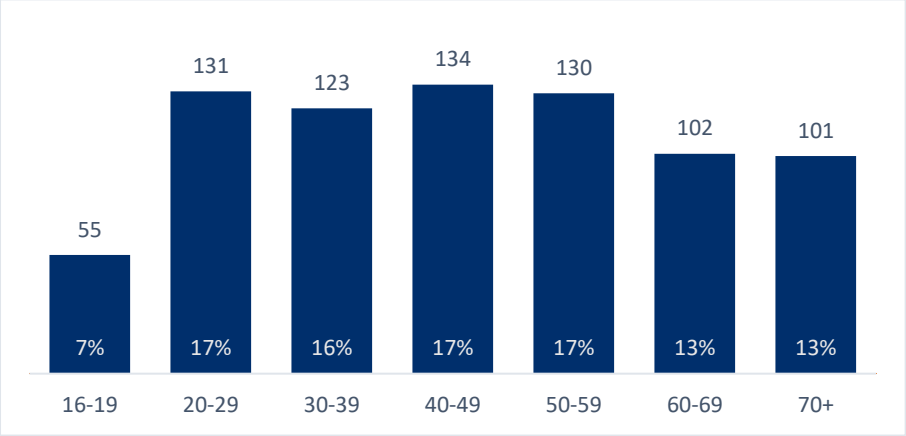
- ✓ We achieved a gender balance consistent with the 2018 census, which reflects a relatively balanced split between males and females in New Zealand.
- ✓ Across the surveyed regions, our survey sample matched the national (census) percentages of people aged 16 years and over in each region.
- ✓ There was a good mix of rural and urban respondents, noting that around 13.5%[1] of New Zealanders live in rural areas. In our survey, the sample responses had a 25% representation of rural New Zealanders, based on self-identification.
- ✓ The distribution of respondents across different ethnicities was consistent with census data.
- ✓ There was an almost even split in respondents' proximity to a service person. That is, 51% either were a current/ex-service member, had a service member in their family or knew someone (unrelated) who was a service person. Meanwhile, the other half had no proximity to service people.
- ✓ Of those people with a service person in their family, their relationship was most likely to be a parent.

Gender Distribution

Gender	Responses	Frequency
Male	379	49%
Female	394	51%
Gender Diverse	3	0%
Total	776	100%

Q1. Which of these do you identify with? Base: All respondents (n=776)

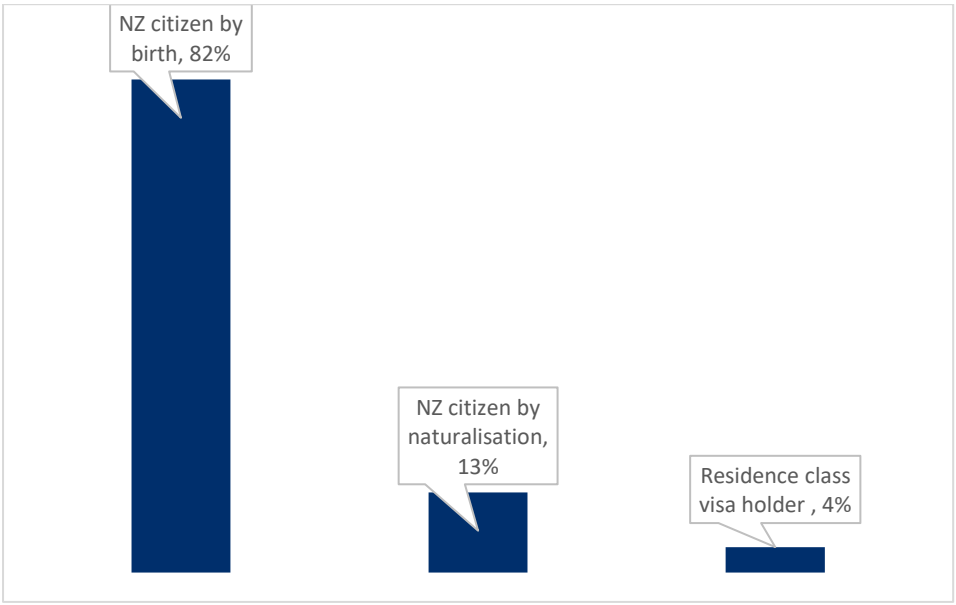
Age Spread



Q2. Which of these age groups do you fall into? Base: All respondents (n=776)

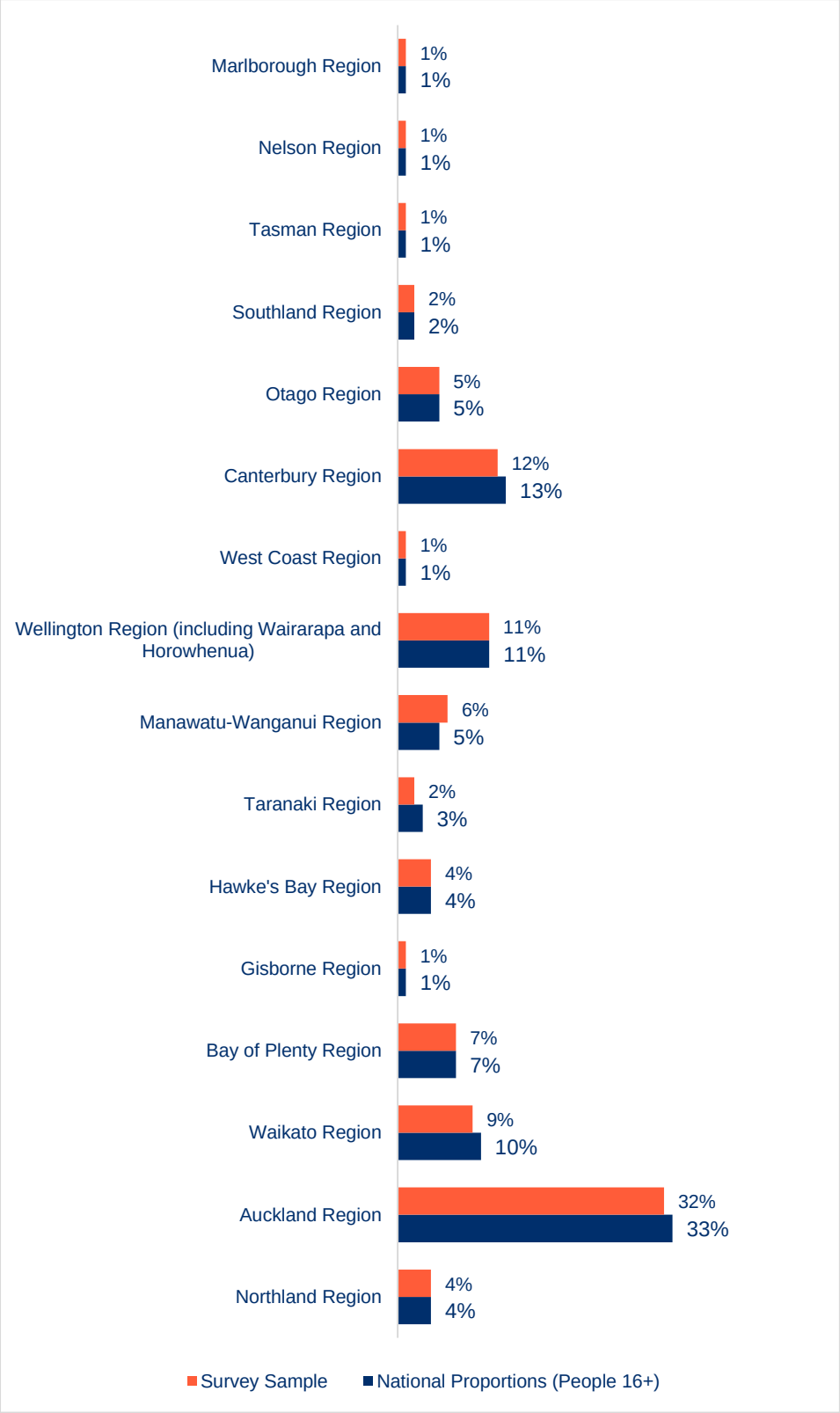
[1] World Bank staff estimates based on the United Nations Population Division's World Urbanization Prospects: 2018 Revision. (n.d.). Rural population (% of total population) - New Zealand. Retrieved from https://data.worldbank.org/indicator/SP.RUR.TOTL.ZS?locations=NZ

Residency Status



Q3. How would you describe your residency status? Base: All respondents (n=776)

Region



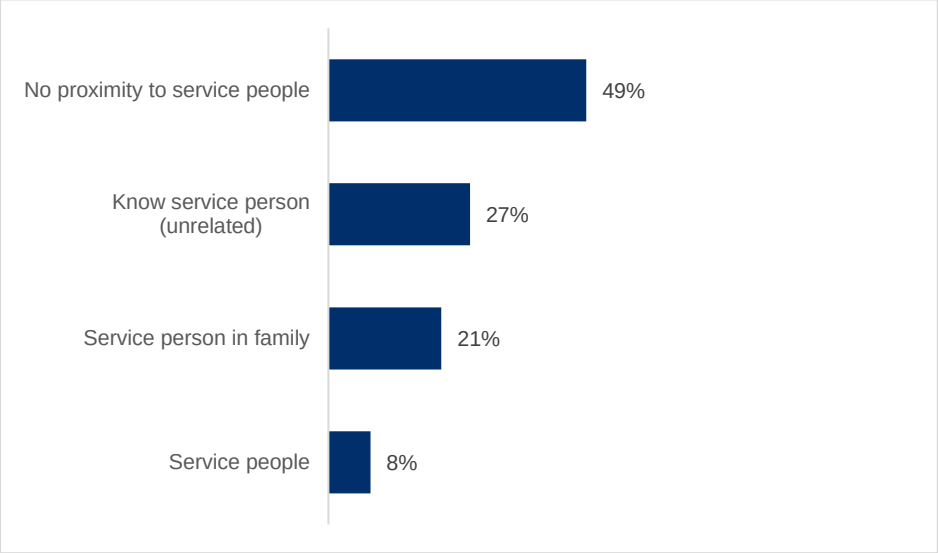
Q4. Which region of New Zealand do you live in? Base: All respondents (n=776)

Urban-Rural Profile

Profile	Responses	Frequency
Rural	188	24%
City/Town	583	75%
Other	5	1%
Total	390	100%

Q5. Do you live in a rural area, city, or town? Base: All respondents (n=776)

Proximity to Service Personnel



Q6. Which of these statements describes you? Base: All respondents (n=776)[2]

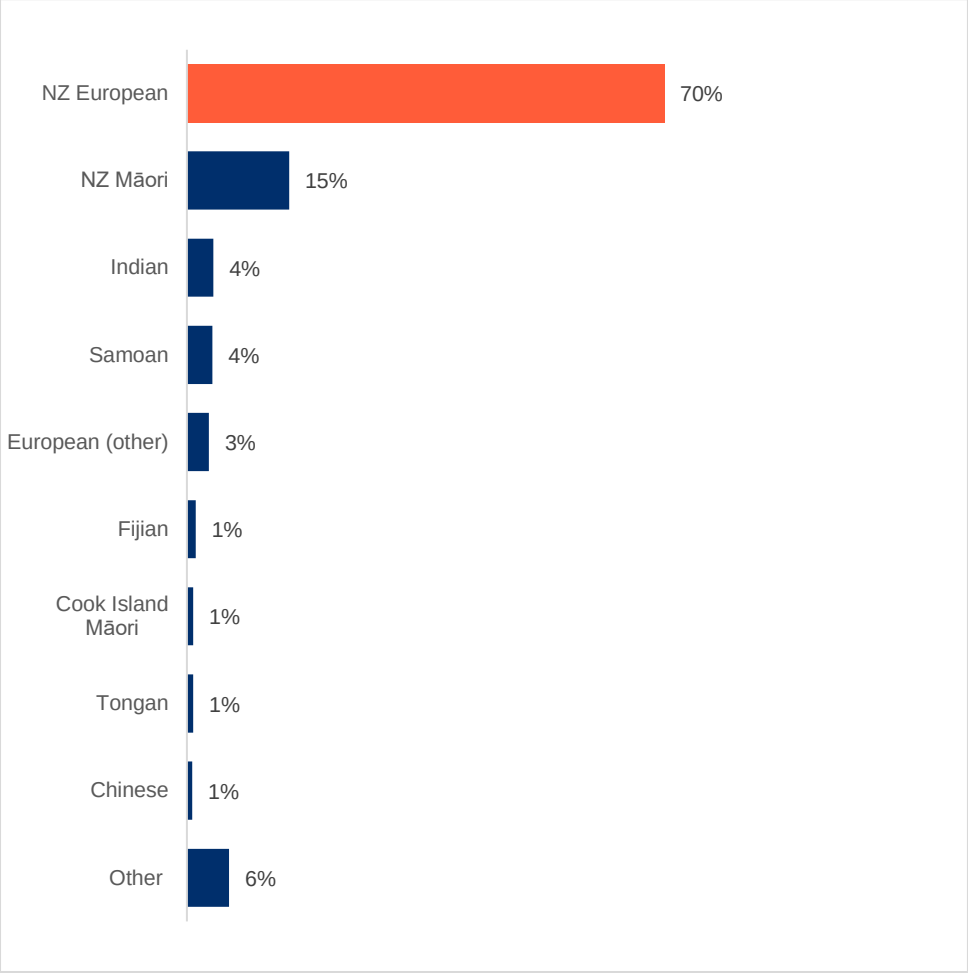
Nature of Relationship

	Frequency	Responses
Parent	20%	33
Cousin	18%	30
Sibling	17%	28
Uncle or aunty	13%	21
Son or Daughter	10%	17
Spouse or partner	8%	14
Niece or nephew	6%	10
Grandparent	4%	6
Other	18%	30
Total	100%	166

Q6a. Which of these family members is a current or former service person? Base: Family member is current or former service person (n=166)

[2] Included in Service people are 'civilian staff members of the New Zealand Defence Forces' (8 respondents; 1% of total sample). The size of this sub-group is insufficient as to be statistically meaningful.

Ethnicity Profile



Q7. Which of these ethnicities or groups do you identify with? Base: All respondents (n=776)

Ethnicity

	Frequency	Responses	2018 Census
NZ European	70%	542	64%
NZ Māori	15%	116	17%
Pasifika	7%	53	9%
Other	14%	105	10%
Total	100%	776	100%

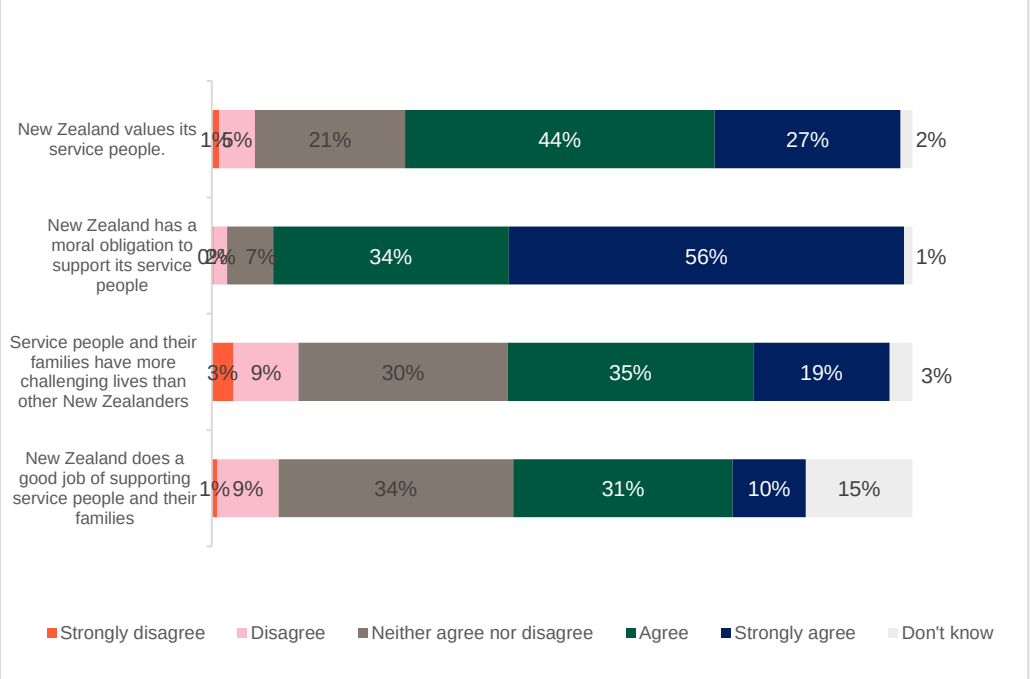
Q7. Which of these ethnicities or groups do you identify with? Base: All respondents (n=776)

4. Awareness of and attitudes towards the military

We surveyed all respondents to gauge their awareness and attitudes towards the military and service people in general.

- ✓ New Zealanders feel there is a moral obligation for the country to support service people and their families, even though the public has low levels of knowledge about service people and their lives.
- ✓ We found significant differences between young people, aged 16–29 years, and the rest of the sample.
- ✓ Other significant differences in the population between young people and other age groups were that more young people than expected agreed that New Zealand does a good job of supporting service people and their families.
- ✓ Meanwhile, there were significantly fewer respondents aged 30–59 years who agreed that New Zealand does a good job of supporting service people and their families compared to the other age groups.

Perceptions of Service People



Q8. Now, I'd like to ask a few questions about military service people and their families. That is people that have served or are currently serving in the New Zealand Defence Force, including, the Navy, Army and Airforce and their families. This does not include the Civil Defense staff. Using a scale from 1 to 5, where 1 is strongly disagree, 2 is disagree, 3 is neither agree nor disagree, 4 is agree, and 5 is strongly agree, how much do you agree or disagree with the following statements? Base: All respondents (n=776).
Note: The question included a 'don't know' response option which was not read out by the interviewer.

Perceptions of service people by demographic characteristics

By age group

Statement	Age Group	Strongly disagree + Disagree	Neither agree nor disagree	Agree + Strongly agree	Don't know
New Zealand values its service people.	16-29 years	5%	20%	74%	1%
	30-59 years	7%	23%	68%	2%
	Over 60 years	5%	20%	73%	1%
	NET	6%	21%	71%	2%
New Zealand has a moral obligation to support its service people	16-29 years	2%	13% ↑	84% ↓	1%
	30-59 years	3%	5%	91%	1%
	Over 60 years	1%	4%	93%	1%
	NET	2%	7%	90%	1%
Service people and their families have more challenging lives than other New Zealanders	16-29 years	13%	30%	53%	4%
	30-59 years	14%	32%	52%	2%
	Over 60 years	8%	27%	60%	5%
	NET	12%	30%	55%	3%
New Zealand does a good job of supporting service people and their families	16-29 years	5%	28%	55% ↑	12%
	30-59 years	11%	38%	36% ↓	14%
	Over 60 years	10%	30%	41%	19%
	NET	10%	34%	42%	15%

By Proximity

Statement	Proximity	Strongly disagree + Disagree	Neither agree nor disagree	Agree + Strongly agree	Don't know
New Zealand values its service people.	Know service person (unrelated)	5%	26%	67%	1%
	Service person in family	8%	19%	73%	1%
	Service people	10%	23%	68%	0%
	No proximity to service people	5%	20%	72%	3%
	NET	6%	21%	71%	2%
New Zealand has a moral obligation to support its service people	Know service person (unrelated)	2%	6%	91%	0%
	Service person in family	2%	4%	93%	1%
	Service people	2%	2%	97%	0%
	No proximity to service people	2%	9%	87%	2%
	NET	2%	7%	90%	1%
Service people and their families have more challenging lives than other New Zealanders	Know service person (unrelated)	14%	31%	53%	1%
	Service person in family	11%	30%	57%	2%
	Service people	11%	23%	65%	2%
	No proximity to service people	12%	30%	53%	5%
	NET	12%	30%	55%	3%
New Zealand does a good job of supporting service people and their families	Know service person (unrelated)	12%	32%	42%	14%
	Service person in family	15%	31%	42%	11%
	Service people	15%	35%	47%	3%
	No proximity to service people	7%	34%	41%	18%
	NET	10%	34%	42%	15%

By Ethnicity

Statement	Ethnicity	Strongly disagree + Disagree	Neither agree nor disagree	Agree + Strongly agree	Don't know
New Zealand values its service people.	NZ European	6%	23%	70%	1%
	NZ Maori	8%	16%	75%	1%
	Pasifika	11%	19%	68%	2%
	Other	3%	22%	72%	3%
	NET	6%	21%	71%	2%
New Zealand has a moral obligation to support its service people	NZ European	2%	5%	92%	1%
	NZ Maori	2%	11%	86%	1%
	Pasifika	2%	9%	89%	0%
	Other	2%	8%	88%	3%
	NET	2%	7%	90%	1%
Service people and their families have more challenging lives than other New Zealanders	NZ European	13%	31%	53%	3%
	NZ Maori	15%	30%	50%	5%
	Pasifika	15%	25%	57%	4%
	Other	10%	26%	61%	4%
	NET	12%	30%	55%	3%
New Zealand does a good job of supporting service people and their families	NZ European	10%	35%	38%	17%
	NZ Maori	6%	35%	50%	9%
	Pasifika	13%	28%	51%	8%
	Other	10%	30%	47%	14%
	NET	10%	34%	42%	15%

By Urban-Rural Profile

Statement	Age Group	Strongly disagree + Disagree	Neither agree nor disagree	Agree + Strongly agree	Don't know
New Zealand values its service people.	City/Town	7%	22%	69%	2%
	Rural	3%	19%	76%	2%
	Other	0%	40%	60%	0%
	NET	6%	21%	71%	2%
New Zealand has a moral obligation to support its service people	City/Town	2%	7%	90%	1%
	Rural	3%	5%	92%	1%
	Other	20%	0%	80%	0%
	NET	2%	7%	90%	1%
Service people and their families have more challenging lives than other New Zealanders	City/Town	13%	29%	55%	3%
	Rural	11%	32%	53%	4%
	Other	40%	40%	20%	0%
	NET	12%	30%	55%	3%
New Zealand does a good job of supporting service people and their families	City/Town	10%	33%	41%	16%
	Rural	8%	35%	43%	14%
	Other	0%	20%	80%	0%
	NET	10%	34%	42%	15%

Perception of Activities of Service People

New Zealanders see the primary role of service people as undertaking overseas missions and civil defence operations. There were notable differences between the different subgroups across the key demographic criteria evaluated.

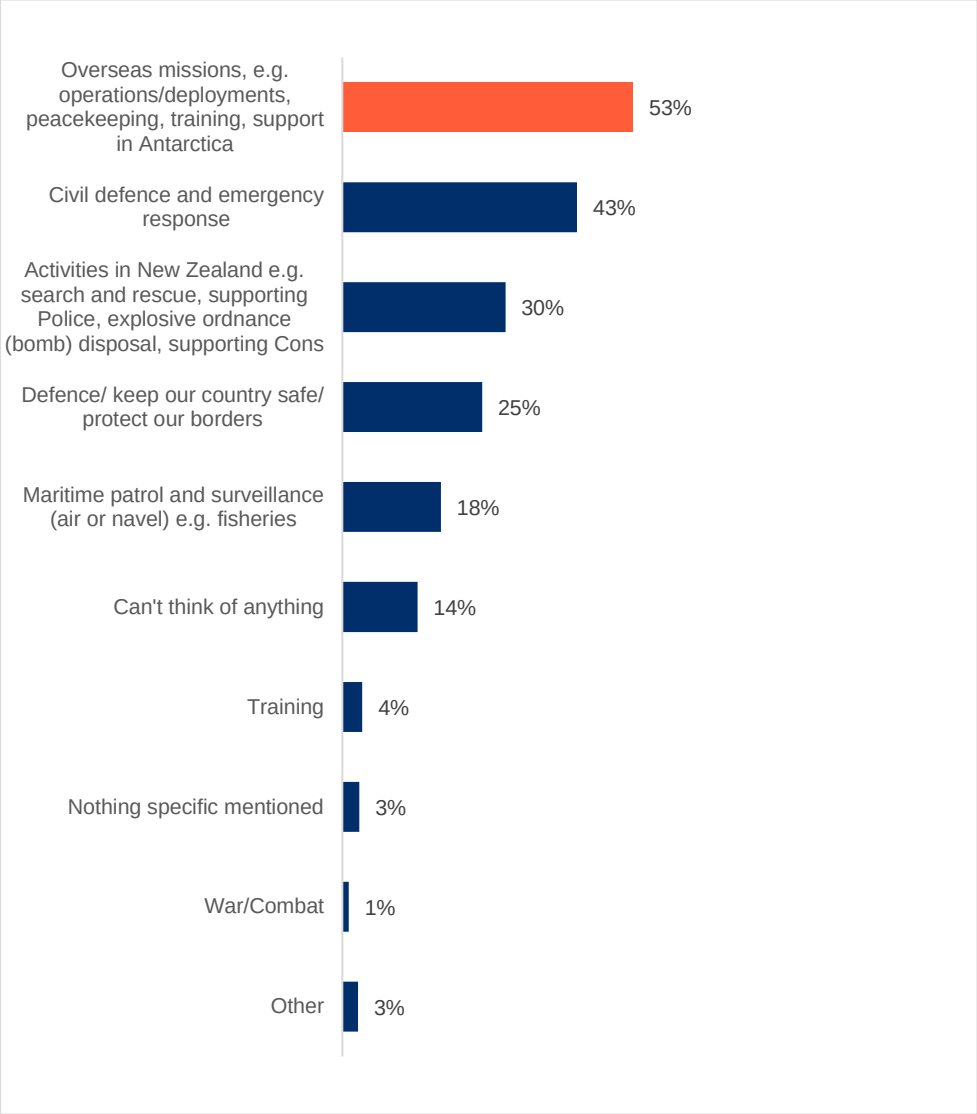
- ✓ **Proximity to a service person:** Respondents who 'knew someone that was a service person (but unrelated) were more likely than the rest of the population to view service people as being engaged in overseas missions, civil defence/emergency response, activities in New Zealand, and maritime patrol. Meanwhile, respondents with no proximity to service people were less likely to share this opinion but were more likely not to be able to identify an activity.

- ✓ **Age group:** The was a significant difference between the proportion of respondents that viewed service people as being engaged in overseas missions and civil defence/emergency response among people aged 30-59 years compared to the other age groups.

- ✓ **Ethnicity:** There were significant differences in the population between the proportion of New Zealand Europeans who viewed the role of service people as being engaged in overseas missions and civil defence/emergency response operations as compared to other ethnicities. Among New Zealand Europeans, the proportion of people who thought service people engaged in the above activities was higher than expected.

  The proportion of respondents identifying as Māori and Pasifika who could not think of anything that service people did was significantly higher than expected.

Activities of Service People



Q9. What kind of things or activities do you think service people do for New Zealand? Base: All respondents (n=776).
Note: This question did not have scripted responses which were read out. Instead, respondents were free to answer as they chose, with their comments subsequently coded into the pre-determined categories represented in the chart. 'Defence/ keep our borders safe/ protect our borders', 'Training' and 'War/Combat' were not pre-coded responses hence the figures in the chart represent completely free association on the part of respondents.

Perceptions of the Activities of Service People by Age Group

Age Groups	16-29 years	30-59 years	Over 60 years
Overseas missions, e.g. operations/deployments, peacekeeping, training, support in Antarctica	31% ↓	63% ↑	53%
Civil defence and emergency response	29% ↓	48% ↑	45%
Activities in New Zealand e.g. search and rescue, supporting Police, explosive ordnance (bomb) disposal, supporting Conservation	27%	31%	29%
Defence/ keep our country safe/ protect our borders	21%	27%	27%
Maritime patrol and surveillance (air or navel) e.g. fisheries	12% ↓	20%	20%
Can't think of anything	28% ↑	10% ↓	7% ↓
Training	4%	4%	2%
Nothing specific mentioned	2%	3%	5%
War/Combat	0%	1%	2%
Other	2%	3%	3%

Perceptions of the Activities of Service People by Ethnicity

Ethnicity	NZ European	NZ Maori	Pasifika	Other
Overseas missions, e.g. operations/deployments, peacekeeping, training, support in Antarctica	59% ↑	31% ↓	32% ↓	48%
Civil defence and emergency response	49% ↑	24% ↓	26%	34%
Activities in New Zealand e.g. search and rescue, supporting Police, explosive ordnance (bomb) disposal, supporting Conservation	31%	27%	21%	28%
Defence/ keep our country safe/ protect our borders	25%	19%	34%	30%
Maritime patrol and surveillance (air or navel) e.g. fisheries	20%	14%	11%	17%
Can't think of anything	10% ↓	25% ↑	28% ↑	18%
Training	4%	4%	6%	1%
Nothing specific mentioned	2%	5%	2%	5%
War/Combat	1%	1%	0%	0%
Other	3%	3%	0%	4%

Perceptions of the Activities of Service People by Proximity

	Know service person (unrelated)	Service person in family	Service people	No proximity to service people
Overseas missions, e.g. operations/deployments, peacekeeping, training, support in Antarctica	63% ↑	58%	55%	46% ↓
Civil defence and emergency response	51% ↑	48%	50%	35% ↓
Activities in New Zealand e.g. search and rescue, supporting Police, explosive ordnance (bomb) disposal, supporting Conservation	37% ↑	33%	35%	23% ↓
Defence/ keep our country safe/ protect our borders	25%	27%	24%	26%
Maritime patrol and surveillance (air or navel) e.g. fisheries	24% ↑	21%	29%	14% ↓
Can't think of anything	8% ↓	9%	6%	19% ↑
Training	5%	3%	0%	3%
Nothing specific mentioned	2%	3%	8%	3%
War/Combat	1%	2%	2%	1%
Other	5%	2%	2%	2%

Perceptions of the Activities of Service People by Urban-Rural Profile

	City/Town	Rural	Other
Overseas missions, e.g. operations/deployments, peacekeeping, training, support in Antarctica	53%	52%	60%
Civil defence and emergency response	43%	43%	60%
Activities in New Zealand e.g. search and rescue, supporting Police, explosive ordnance (bomb) disposal, supporting Conservation	30%	30%	20%
Defence/ keep our country safe/ protect our borders	26%	25%	0%
Maritime patrol and surveillance (air or navel) e.g. fisheries	18%	18%	20%
Can't think of anything	14%	12%	20%
Training	3%	4%	0%
Nothing specific mentioned	3%	3%	0%
War/Combat	1%	2%	0%
Other	3%	3%	0%

Belief In More Recognition and Support

The survey also assayed public appetite for more to be done in support and recognition of service people and their families. We found that:

- ✓ The majority of New Zealanders (2 in 3 people) believe that service people and their families should receive more recognition and support.
- ✓ People mainly felt that the different consequences of deployment, such as separation from their families and putting their lives on the line, were some of the main reasons that service people needed more support, in addition to being inadequately recognised for their service.
- ✓ Among those who felt no additional recognition or support was required, their key reasons where that service people already had adequate support and recognition, and that they were being paid to do the job.
- ✓ Meanwhile, New Zealanders who felt the need for more support endorsed almost all forms of tangible support, specifically around mental and physical health, reintegration into civilian life, support for families, support for organisations like the RSA, and overall financial support.

Belief in More Recognition and Support

	Responses	Frequency
Yes	539	69%
No	70	9%
Not sure	167	22%
Total	776	100%

Q10. Do you believe service people and their families should receive more recognition and support?
Base: All respondents (n=776)

Reasons They Should Receive More Recognition and Support

Theme	Category	%
Committed to serving and protecting our country		33%
Consequences of service/deployment	Separation from families	13%
	Willingness to put their lives on the line	12%
	Impact on families/ family stress/family support	9%
	Personal Sacrifices	8%
	Exposure to risk/injury/death	7%
	Adverse mental health outcomes	7%
	Lack of stability/no choice when/where deployed	2%
	Unpleasant job/experience	2%
	On call	2%
	Disruptive to people's lives	1%
	Adverse physical health outcomes	1%
	Isolation	0%
	NET	45%
Inadequate recognition/appreciation	Service people not valued/recognised enough	13%
	No/inadequate support provided after service	7%
	Do a good job	5%
	Do a difficult challenging job	4%
	Unaware of what they do/where they are	4%
	NET	31%

Other		10%
	NET	100%

Q10a.Why do you think they should receive more recognition and support? Base: Believers in more support and recognition (n=538)

Some of the responses included:

"*You send them away to war and then spit on them when they come home. Which is what they did in Vietnam*"---Former service person.

"*They work in very difficult conditions, i.e., they are kept away from their families for long periods of time, and they are posted to all sorts of odd and unpredictable places, and they have to do a lot of odd and unpredictable things. They often are put in situations like they have to go underwater and up mountains and they are given the greasy end of the stick, after saying all this they actually sort of get looked after, like they get a lot of resources thrown at them. i.e., good machines top-notch machinery military and army any of the services get access to really good gear, i.e., vehicles*"---Family member is a current or former service person.

"*They see some horrible things where they go, and it can change you as a person and how they react with their families and how they view the world around them, which can deeply affect their future in work or anything that they do*"--- No proximity to a service person.

"*You're giving up your life for the military even though it's a choice. Where you live and move around the country is not your choice*"---Former service person.

"*To be honest, I feel like families in the service are not widely acknowledged. They might lose the service people when they are away on training or whatever so they should be recognised more*"--- No proximity to a service person.

"*Think they deserve it, putting themselves at risk more than others*"---No proximity to a service person.

Reasons they should not receive more recognition and support

Category	Frequency
Already have adequate support and recognition	36%
They are paid to do the job	30%
Their job is no different from everyone else's	19%
They chose to volunteer to serve	11%
NET	87%
No need for an army/service people	6%
Other	7%
NET	100%

Q10b. Why do you think they should not receive more recognition and support? Base: Respondents against more support and recognition (n=70)

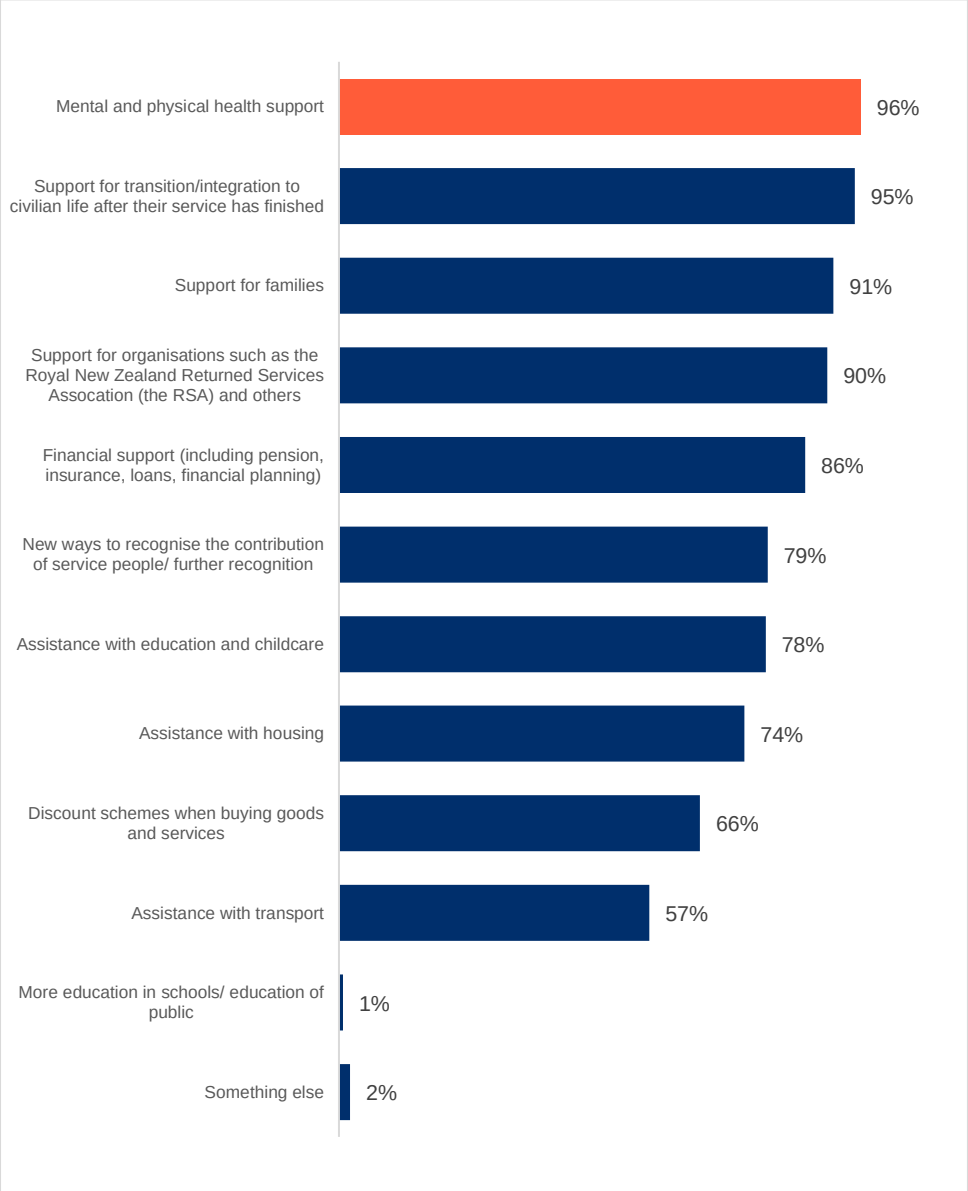
Some of the responses included:

"*I think it is a career and a paid job, just like any other job. We are more peacekeeping in NZ than actually on the front line. People know what they are signing up for, and that is probably the reason why they sign up for it. Perhaps the incentive is they are drawn by the travel, but when they pick up a gun, it is probably not quite what they thought it would be. And there are other careers that make sacrifices such as missing family life or being away from family for a long time*."--- Family member is a current or former service person.

"*They are public servants and should receive no more or no less recognition than any other public servants. Which includes other groups of public servants such as police or nurses*."--- Knows someone who is a current or former service person (unrelated).

"*I think they choose to do a job, and it's a job or career they've chosen, so why should they get more recognition than anybody else. It's all voluntary*."---No proximity to a service person

Types of Additional Support and Recognition



Q11. What kinds of recognition and support do you think service people need more of? Base: Supporters of more recognition and support (n=539).
Note: All response options in the above chart were read out by the interviewer except for 'More education in schools/ education of public' and 'Something else' which were coded from open answer responses.

Support for Committing to Service People and their Families

Of the n=539 people (who believe in more support and recognition) that were asked if there should be “something in place” that commits to recognise and support service people and their families, the majority (82%) said yes. This effectively equates to support of 57% when considering the entire survey sample of n=776.

	Responses	Frequency
Yes	440	82%
No	4	1%
Maybe	87	16%
Don't know	8	1%
Total	539	100%

Q12. Given your interest in supporting military people and their families, I would like to ask you whether New Zealand should have something in place that commits to recognising and supporting service people and their families? Base: Supporters of more recognition and support (n=539). Note: The question included a don’t know option.

5. Introducing the Kawenata

After we had described the outline of the Kawenata to respondents, we explored whether there is a public appetite for establishing a Kawenata between the Government and the people of New Zealand to recognise service people and their families better. Key findings include:

- ✓ More than half of respondents showed support for a Kawenata.
- ✓ At a subgroup level, there were differences in the proportion of 'yes' responses among respondents who had no proximity to a service person compared to respondents with some level of proximity. Among respondents with no proximity, the proportion of 'yes' responses was significantly lower than expected.
- ✓ Moreover, among people with no proximity to a service person, the proportion of people that did not know whether they supported a Kawenata was significantly higher than the average.
- ✓ Interestingly, the proportion of service people that did not support a Kawenata was significantly higher than expected compared to other respondents who responded 'no'.
- ✓ There was a similar level of support for the Kawenata between urban and rural populations.
- ✓ Generally, there was broad consensus around what the benefits of a Kawenata should be, with support, minimising uncertainty, and recognition attaining high levels of importance.
- ✓ However, there were significant differences between respondents aged 30-59 years and the other age groups around the Kawenata creating clarity around the responsibility of New Zealanders.

Support for a Kawenata

	Responses	Frequency
Yes	421	54%
Maybe	169	22%
No	72	9%
Don't know	114	15%
Total	776	100%

Q13. Do you think there is value in having such a Kawenata for New Zealand? Base: All respondents (n=776).
Note: The question included a don't know option.

Support for Kawenata by Proximity

	Know service person (unrelated)	Service person in family	Service people	No proximity to service people
Yes	60%	60%	63%	49% ↓
Maybe	19%	22%	18%	23%
No	10%	7%	19% ↑	8%
Don't know	12%	11%	0% ↓	19% ↑
Total	100%	100%	100%	100%

Support for Kawenata by Ethnicity

	NZ European	NZ Maori	Pasifika	Other
Yes	53%	62%	62%	45%
Maybe	23%	19%	17%	27%
No	10%	9%	6%	9%
Don't know	14%	10%	15%	20%
Total	100%	100%	100%	100%

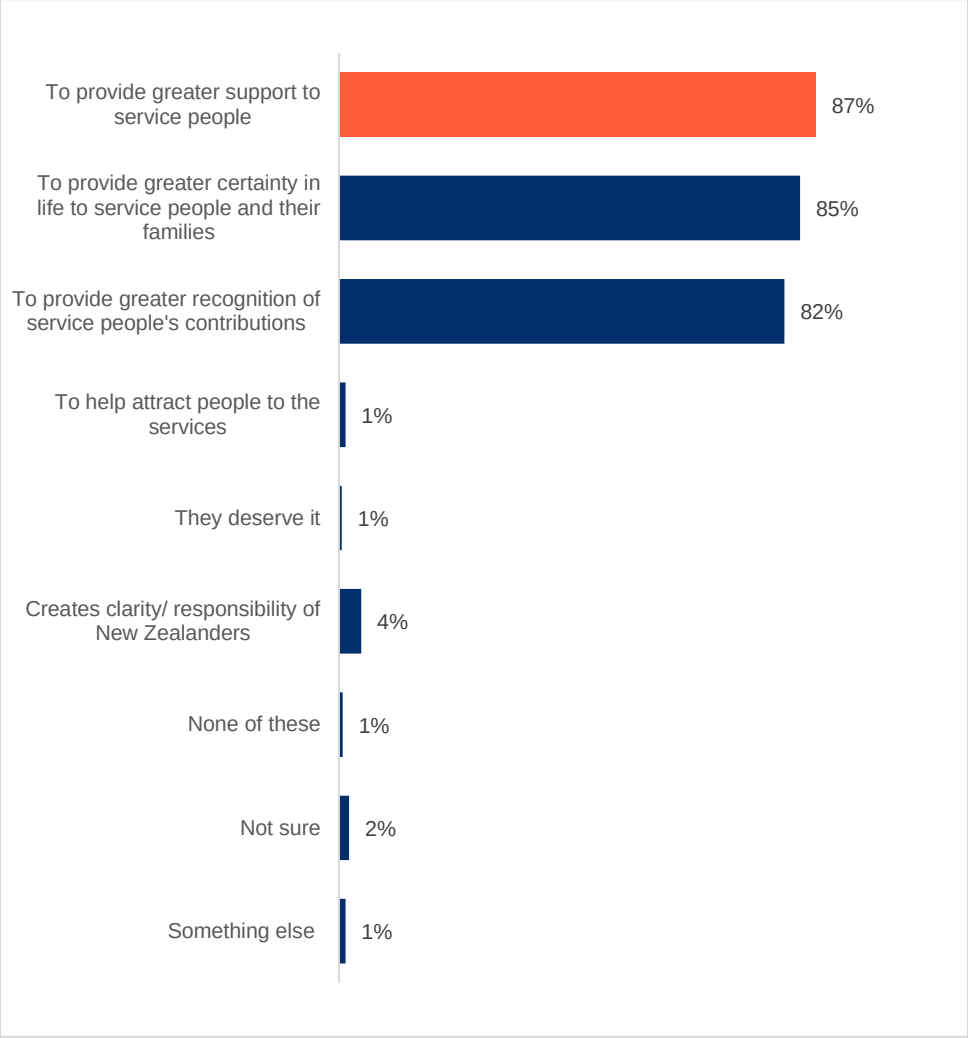
Support for Kawenata by Age Group

	16-29 years	30-59 years	Over 60 years
Yes	59%	55%	48%
Maybe	24%	20%	23%
No	3%	10%	13%
Don't know	15%	14%	16%
Total	100%	100%	100%

Support for Kawenata by Urban-Rural Profile

	City/Town	Rural	Other
Yes	54%	55%	80%
Maybe	23%	19%	0%
No	10%	6%	0%
Don't know	13%	20%	20%
Total	100%	100%	100%

Benefits of a Kawenata



Q14. What do you think the overall benefits of a Kawenata could be? Base: n=590.

Some of the responses included:

"*They should be entitled to government-funded healthcare and rehabilitation for injuries sustained in combat, not just physical injuries but mental injuries as well*"---Former service person.

"*To provide greater support for the families, especially when someone returns home*"---No proximity to a service person.

"*To ensure adequate financial support for service people that have been disadvantaged, whether that be mental, financial, or socially*"---No proximity to a service person.

"*They should make sure they don't fall through the cracks like they do in the United States, where veterans come home, and they are homeless. We should not have that*"---No proximity to a service person.

"*Just being able to plan ahead for things and know that you can always have support, and it can't be encroached upon because it's a contract, so it will be there forever*"---No proximity to a service person.

"*Knowing that New Zealand supports them and gives them the recognition that they deserve. Knowing that New Zealand is behind them*."---Family member is a current or former service person.

Benefits of a Kawenata by Proximity

Proximity	Know service person (unrelated)	Service person in family	Service people	No proximity to service people
To provide greater support to service people	90%	92%	88%	84%
To provide greater certainty in life to service people and their families	89%	88%	82%	82%
To provide greater recognition of service people's contributions	86%	83%	84%	79%
To help attract people to the services	1%	1%	0%	1%
They deserve it	1%	0%	2%	0%
Creates clarity/ responsibility of New Zealanders	4%	5%	2%	4%
None of these	1%	1%	0%	1%
Not sure	2%	2%	2%	2%
Something else	1%	1%	2%	1%

Benefits of a Kawenata by Age Group

Age Group	16-29 years	30-59 years	Over 60 years
To provide greater support to service people	89%	88%	84%
To provide greater certainty in life to service people and their families	87%	85%	81%
To provide greater recognition of service people's contributions	85%	83%	76%
To help attract people to the services	1%	2%	0%
They deserve it	0%	1%	1%
Creates clarity/ responsibility of New Zealanders	1%	7% ↑	1%
None of these	0%	0%	2%
Not sure	1%	2%	3%
Something else	0%	2%	1%

6. Components of a Kawenata

Building on the narrative of public support for establishing a Kawenata, we also looked at what the Kawenata should include or do for the families of service people, in the eyes of the public. Consistent with the qualitative findings, many of the responses revolved around explicit forms of support. Specifically, we note that:

- ✓ Overwhelmingly people want the Kawenata to 'have teeth', with the majority of respondents expressing that there should be explicit forms of support and recognition in place for the families of service people.
- ✓ In terms of what the Kawenata should provide the families, supporters of the Kawenata prioritised the provision of tangible support primarily around support for families, mental health support, financial support, and support in general.

  However, one in four respondents, although they supported the Kawenata, did not know what the Kawenata should include for the families of service people.

It should also be noted that although the question was explicitly asked about what a Kawenata should include for families, responses indicated that respondents interpreted the question more generally about what a Kawenata should include for service people and their families.

Components of a Kawenata

Theme	Category	Frequency
Raising awareness	More recognition/ acknowledgement	8%
Provide tangible support	Provide support to families	16%
	Providing mental health support	12%
	Providing financial support	11%
	Providing support to reintegrate back into society (jobs, housing)	6%
	Providing physical support	2%
	Providing education/career support	1%
	Providing support networks	1%
	Ensuring they are not disadvantaged	1%
	Provide good healthcare	1%
	Provide insurance	1%
	NET	37%
	Look after them/ general help and support	18%
	Provide certainty for future/ reassurance/ guarantee	5%
	NET	55%
Make it enduring and consistent	Have an agreement so everyone knows what to expect	3%
	Covered already/ what you have already said	2%
	Other	10%
	Don't Know	26%

NET	100%

Q15. What do you think a Kawenata should include or do for the families of service people? Base: Supporters of a Kawenata (n=590).
Note: The question included a don't know option.

Some of the responses specific to families included:

"*You could have a get-together or a gathering or a suggestion box about more assistance and real-life feedback - you can't get any better than that - it allows the families the opportunity to be heard - financial, family support and the mental side of things - what that journey is like - employing more staff for mental health*"---Family member is a current or former service person.

"*To make sure that they are not at a loss if they lose the person in their family that is a service person, so they are insured for their loss. And to cover any mental and health issues to do with their work for the service person and the family. And to make sure there is a proper pension plan in place after time served, something to go on to afterward*"--- Knows someone who is a current or former service person (unrelated).

"*To help the families. To give education to the kids. To help them go through life and study, then they can find work*"---No proximity to a service person.

"*To ensure that families and individuals are looked after in case of need, be it physical or mental*"---No proximity to a service person.

"*Support the families in case something happens. Some other services go on Defence are single and some married. Something in place to help the families*"---No proximity to a service person.

"*Provide them with support for their families and themselves. For during their service, and transitioning back into society*"---Family member is a current or former service person.

"*It must also include the children of servicemen even when they age. My parents split up, and so my mother and the other kids were left almost homeless. Even though we were affected by the military, we did not get any compensation or support. Even though my father was a good soldier, he ended up messed up because of his experiences serving in Malaya, which affected me and the rest of the family*"--- Family member is a current or former service person.

Components of a Uniquely New Zealand Kawenata

- ✓ One in two respondents did not know what a uniquely New Zealand Kawenata should look like.
- ✓ Among New Zealanders of ethnicities other than New Zealand European, the proportion of people who valued cultural aspects was higher.
- ✓ The majority of the population remains unclear on what other issues should be addressed around the Kawenata. Meanwhile, of those who gave a response, most thought that the Kawenata was a good idea

Theme	Category	Frequency
Fairness	Cultural aspects	7%
	Reflect a diverse multicultural society	6%
	Embody values and beliefs of NZ as a country	5%
	Acknowledge gender diversity	1%
	Promote equality/minimise discrimination	1%
	Should be inclusive of everyone	1%
	NET	16%
Māori/Pasifika world view	Acknowledge Treaty of Waitangi	5%
	Acknowledgment of Māori/Pasifika service	1%
	Should have specific Māori consultation	1%
	Contain both Māori and European views/language	1%
	Promote concept of whanau/military as a family	0%
	Include Māori /Pacific values/culture	4%
	NET	12%
Raising public awareness of service people/life	More opportunities to recognise their service	5%
	Explicit acknowledgement of service members	4%
	Clarity and understanding	1%
	Public awareness	1%
	Communicate that it is a partnership (public/govt./NZDF)	0%
	Should be accessible	0%
	General support/assistance	7%
	Support for mental/medical health	2%
	NET	18%
	Don't know/ can't think of anything	49%
	Other	10%
	NET	100%

Q16. Given that this would be a uniquely New Zealand Kawenata, what would be important to reflect or include? Base: Supporters of a Kawenata (n=590).
Note: The question included a don't know / can't think of anything option.

Components of a Uniquely New Zealand Kawenata **by Ethnicity**

Theme	Category	NZ European	NZ Maori	Pasifika	Other
Fairness	Cultural aspects	6%	3%	10%	16% ↑
	Reflect a diverse multicultural society	7%	3%	2%	4%
	Embody values and beliefs of NZ as a country	4%	7%	5%	7%
	Acknowledge gender diversity	0%	0%	0%	3%
	Promote equality/minimise discrimination	1%	0%	0%	3%
	Should be inclusive of everyone	1%	0%	2%	0%
	NET	15%	12%	17%	21%
Māori/Pasifika world view	Acknowledge Treaty of Waitangi	6%	3%	7%	4%
	Acknowledgment of Māori/Pasifika service	2%	0%	2%	0%
	Should have specific Māori consultation	1%	2%	0%	0%
	Contain both Māori and European views/language	1%	2%	0%	3%
	Promote concept of whanau/military as a family	0%	0%	0%	0%
	Include Māori /Pacific values/culture	4%	3%	7%	5%
	NET	13%	10%	17%	9%
Raising public awareness of service people/life	More opportunities to recognise their service	5%	6%	2%	4%
	Explicit acknowledgement of service members	4%	3%	7%	3%
	Clarity and understanding	1%	1%	0%	0%
	Public awareness	1%	0%	0%	0%
	Communicate that it is a partnership (public/govt./NZDF)	0%	1%	0%	0%
	Should be accessible	0%	0%	0%	0%
	General support/assistance	7%	11%	5%	7%
	Support for mental/medical health	2%	3%	0%	3%
	NET	18%	26%	12%	15%
	Don't know/ can't think of anything	48%	44%	52%	49%
	Other	10%	11%	10%	11%
	NET	100%	100%	100%	100%

Q16. Given that this would be a uniquely New Zealand Kawenata, what would be important to reflect or include? Base: Supporters of a Kawenata (n=590).
Note:The question included a don't know / can't think of anything option.

Some of the responses included:

"*You'd need to include Iwi, Pasifika, European so it would have to have enough diversity to make it fit all cultures. I think the education of the general public is the other key*"---No proximity to a service person.

"*We have different ethnic groups in NZ. We are a multicultural land. Our experience as a country in that denying people's culture has been stupid in the past, so we must recognise cultures by the powers that be*"---Family member is a current or former service person.

"*Values of NZ as a whole, e.g., Treaty of Waitangi values like respect and support. I think of mana and other Māori values*"---Family member is a current or former service person.

"*Treaty of Waitangi, New Zealand's multicultural makeup, New Zealand's peacekeeping role*"---Knows someone who is a current or former service person (unrelated).

"*The notion of Kawenata or covenant seems to be based on the treaty of Waitangi. So I don't think it applies to people that have served in the services because they come from all different groups and ethnicities. I think the New Zealand state has an obligation to all of its members*"---No proximity to a service person.

"*Recognition of cultural sensitivities. Appropriate cultural variations*"---No proximity to a service person.

"*It would be a group inclusive idea. Consultancy based where everybody in their respective role can come in and express their wants and needs and put out the agreement together*"---No proximity to a service person.

"If it's written properly, it will be all-inclusive anyway, whether or not they have Māori heritage or anything else is irrelevant…"--- No proximity to a service person.

Other concerns/comments around the Kawenata

	Frequency	Responses
No/Don't know/ lack of info to comment	74%	577
Good idea	6%	46
Not a good idea/no need for it	3%	25
Clarity and understanding of Kawenata contents and their meaning	3%	22
Support/recognition/value	3%	21
Should be fair and inclusive deal to all parties	2%	14
Minimise incentives/opportunities for abuse/misuse by beneficiaries	1%	5
Employment agreement already in place	1%	5
Should have teeth (avoid an empty promise)	1%	4
Consultations with current/ex-service members	1%	4

Q17. Do you have any other comments OR concerns about a Kawenata for New Zealand? Base: All Respondents (n=776).
Note: The question included a don't know option.

APPENDIX 1: QUESTIONNAIRE

Introduction

Good morning, my name is <<name>> from an independent market research company called Research First. I'm calling about research we're currently conducting for the Veterans Advisory Board, which provides advice to the Government on the wellbeing of people that serve or have served in New Zealand's Defence Forces and their families.

Is now a good time to talk? *If no, find a time to call back.*

We don't expect you to have prior knowledge of this topic but want you to have your say as a New Zealander.

The Veteran's Advisory Board wants to understand your views and expectations around recognising people in the military and their families by inviting you to a short 15-minute survey.

Would you like to participate in this survey?

Refusal – thank all people who refuse to take the time to talk to you and tell them to have a nice day/afternoon.

If necessary:
Please know that Research First is a professional market research company, so we abide by a Code of Practice. This means we treat everything you tell us as totally confidential. You have the right to decline or withdraw from the research at any time. Our Freephone number is 0800101275.

Screener/Demographics

Firstly, just a few questions about you:

Q1. Which of these do you identify with? SINGLE SELECT

Male	
Female	
Gender diverse	
Prefer not to say Don't read out	

CHECK QUOTAS

Q2. Which of these age groups do you fall into? SINGLE SELECT

Under 16 – SCREEN OUT	
16-19	
20-29	
30-39	
40-49	
50-59	
60-69	
70+	
Prefer not to say – SCREEN OUT	

CHECK QUOTAS

Q3. How would you describe your residency status? SINGLE SELECT

NZ citizen by birth	
NZ citizen by naturalisation	
Residence class visa holder (including refugee/asylum seekers)	
Australian citizen	SCREEN OUT
Other (e.g., work visa, student visa)	SCREEN OUT
Declined to say Do not read out	SCREEN OUT

Q4. Which region of New Zealand do you live in? SINGLE CODE

Northland Region – SKIP TO Q5
Auckland Region – SKIP TO Q5
Waikato Region – SKIP TO Q5
Bay of Plenty Region – SKIP TO Q5
Gisborne Region – SKIP TO Q5
Hawke's Bay Region – SKIP TO Q5
Taranaki Region – SKIP TO Q5
Manawatu-Wanganui Region – SKIP TO Q5
Wellington Region (including Wairarapa and Horowhenua) – SKIP TO Q5
West Coast Region – SKIP TO Q5
Canterbury Region – SKIP TO Q5
Otago Region – SKIP TO Q5
Southland Region – SKIP TO Q5
Tasman Region – SKIP TO Q5
Nelson Region – SKIP TO Q5
Marlborough Region – SKIP TO Q5
Elsewhere in New Zealand – SKIP TO Q5
Outside New Zealand – SCREEN OUT
Not sure

CHECK QUOTAS

Q4a. That's OK, can you tell me the name of the nearest city or town to where you live? Enter answer in text box. Check spelling.

Q5. Do you live in a rural area, city, or town?

Rural
City/Town
Other

Q6. Which of these statements describes you? MULTIPLE SELECT

I am a current service person
I am a former service person
I am a current or former civilian staff member of the New Zealand Defence Forces
I have a family member who is a current or former service person (Interviewers: must be a living family member)
I know someone, not in my family, who is a current or former service person (Interviewers: must be a living person)
None of the above UNIQUE ITEM

ONLY ASK IF Q6=4

Q6A. Which of these family members is a current or former service person? MULTIPLE SELECT

A parent
A spouse or partner
Another family member (Please specify ____) --- (Instruction for interviewers: this can include relatives)

Q7. Which of these ethnicities or groups do you identify with? *Please select all that apply* MULTIPLE SELECT

NZ European
NZ Māori
Australian
European (other)
Samoan
Cook Island Māori
Tongan
Niuean
Fijian
Chinese
Indian
Other Please specify_____

Awareness and attitudes towards the military

Now, I'd like to ask a few questions about military service people and their families. That is people that have served or are currently serving in the New Zealand Defence Force, including, the Navy, Army and Airforce and their families. This does not include the Civil Defence staff.

Q8. Using a scale from 1 to 5, where 1 is strongly disagree, 2 is disagree, 3 is neither agree nor disagree, 4 is agree, and 5 is strongly agree, how much do you agree or disagree with the following statements? SINGLE SELECT PER ROW

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know (Do not read out)
a) New Zealand values its service people.						
b) New Zealand has a moral obligation to support its service people						
c) Service people and their families have more challenging lives than other New Zealanders						
d) New Zealand does a good job of supporting service people and their families						

Q9 What kind of things or activities do you think service people do for New Zealand? MULTIPLE SELECT

OPEN ANSWER WITH CODE FRAME (note: people will not be given prompts so the below options are for coding purposes only)

Overseas missions, e.g. operations/deployments, peacekeeping, training, support in Antarctica
Maritime patrol and surveillance (air or naval), e.g. fisheries
Civil defence and emergency response
Activities in New Zealand, e.g. search and rescue, supporting Police, explosive ordnance (bomb) disposal, supporting Conservation.
Other (specify)
Can't think of anything UNIQUE ITEM

Q10. Do you believe service people and their families should receive more recognition and support? SINGLE SELECT

Yes
No
Not sure SKIP TO Q13

ONLY ASK IF Q10=1

Q10a. Why do you think they should receive more recognition and support? OPEN ANSWER

ONLY ASK IF Q10=2

Q10b. Why do you think they should not receive more recognition and support? OPEN ANSWER

- Can't think of anything UNIQUE ITEM
- Just don't like the idea UNIQUE ITEM

ASK IF Q10=1

Q11. What kinds of recognition and support do you think service people need more of? MULTIPLE SELECT

Mental and physical health support (including counselling)
Financial support (including pensions, insurance, loans, financial planning)
Support for transition/integration to civilian life after their service has finished
Support for organisations such as the Royal New Zealand Returned Services Association (the RSA) and others
Discount schemes when buying goods and services
Assistance with education and childcare
Assistance with transport
Assistance with housing
Support for families
New ways to recognise the contribution of service people
None of these UNIQUE ITEM
No extra recognition and support necessary UNIQUE ITEM
Don’t know UNIQUE ITEM
Something else (Please specify)

ASK IF Q10=1

Q12. Given your interest in supporting military people and their families, I would like to ask you whether New Zealand should have something in place that commits to recognising and supporting service people and their families?

Yes
No
Maybe
Don’t know

Introducing a Kawenata

Introduction to the concept of a Kawenata.

One way that New Zealand could express its support and recognition of service people and their families is through an agreement or 'Kawenata' between service people and their families, the Government, and the people of New Zealand. That way we can better recognise service people's contributions to our country and make sure their service does not disadvantage them.

This Kawenata would mean a written promise or agreement that binds the parties in a permanent relationship, like a pact.

Q13. Do you think there is value in having such a Kawenata for New Zealand?

SINGLE SELECT

	Yes
	Maybe
	No SKIP TO Q17
	Don't know SKIP TO Q17

ONLY ASK IF Q13=1=2

Q14. What do you think the overall benefits of a Kawenata could be? MULTIPLE SELECT

	To provide greater support to service people
	To provide greater recognition of service people's contributions
	To provide greater certainty in life to service people and their families
	Something else (specify)
	None of these UNIQUE ITEM
	Don't know UNIQUE ITEM

ONLY ASK IF Q13=1=2

Q15. What do you think a Kawenata should include or do for the families of service people?

OPEN ANSWER

- Can't think of anything

ONLY ASK IF Q13=1=2

Q16. Given that this would be a uniquely New Zealand Kawenata, what would be important to reflect or include?

OPEN ANSWER

- Can’t think of anything

ASK ALL

Q17. Do you have any other comments about a Kawenata for New Zealand?

OPEN ANSWER

- Can’t think of anything

Outro Statements

Completed Survey

Thank you for taking the time to answer this survey. All responses will be collated with others to provide information in a report to the Minister for Veterans. The report will describe the approach taken to seeking New Zealanders' views on a Kawenata and what we found out. It will also recommend possible next steps.

Just to remind you my name is *** from Research First. Thank you very much for speaking to us today.

If necessary: Our website is www.researchfirst.co.nz or you can call 0800 101 275 if you have more questions about the survey.

Screen Out

I’m sorry, this survey is only open to New Zealand citizens, and New Zealand residents, aged 16 and over.

Quota Full

Unfortunately, we can't include you in the phone survey this time. We have to ensure we speak to a representative cross-section of the population, and we have already spoken to many people that match your profile.