



**VICTORIA
UNIVERSITY
WELLINGTON**

TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

Name distinctiveness in the international market

PREPARED FOR:

VICTORIA UNIVERSITY OF WELLINGTON,
April 2019



COLMAR BRUNTON

A Kantar Company

Introduction

Victoria University of Wellington's Name Simplification Recommendation paper (July 2018) identified that the current name, and particularly the commonly used abbreviation (Victoria University), lacks distinctiveness in the international market and doesn't reflect the identity of the University as a capital city university.

Victoria University of Wellington commissioned Colmar Brunton to further investigate the distinctiveness of the current name and its commonly used abbreviation. The specific objectives of the research were to determine:

1. How well the current name and abbreviation convey the University's physical location.
2. The potential for confusion with similarly named universities overseas.
3. How well the current name and abbreviation convey the University's pre-eminent position in Wellington.

The research also sought to evaluate the performance of a key 'sub-brand' that uses the word 'Victoria', the 'Victoria Business School'.



Methodology

The research was conducted amongst three key audiences: international students, the influencers of international students (i.e. parents), and international academics who contribute to the Times Higher Education World University Rankings.

STUDENTS

1,850 online interviews were completed with actual and potential international students in six countries (China, India, Australia, Malaysia, the USA, and Viet Nam). At least 300 interviews were completed in each country. Interviewing was conducted between 7 and 14 March, 2019.

Actual and potential students were defined as: 'people aged 16 to 29 who are considering tertiary study, currently in tertiary study, or recently graduated and are either considering/have considered studying overseas or have actually studied overseas'. The students were sourced from Colmar Brunton's international panel partners in each country.

Results for a random sample size of 1,850 are normally subject to a maximum margin of error of +/- 2.2 percentage points at the 95% confidence level. Results for individual countries are subject to a maximum margin of error of +/-5.7 percentage points.

INFLUENCERS

605 online interviews were completed with parents of actual and potential international students ('influencers') in six countries (China, India, Australia, Malaysia, the USA, and Viet Nam). At least 100 interviews were completed in each country. Interviewing was conducted between 7 and 14 March, 2019.

The influencers were defined as: 'parents of people aged 16 to 29 who are considering tertiary study, currently in tertiary study, or recently graduated and are either considering/have considered studying overseas or have actually studied overseas'. The influencers were sourced from Colmar Brunton's international panel partners in each country.

Results for a random sample size of 605 are normally subject to a maximum margin of error of +/- 4.0 percentage points at the 95% confidence level. Results for individual countries are subject to a maximum margin of error of +/-9.8 percentage points.

ACADEMICS

249 online interviews were completed with academics and administrators whose research has been published in peer-reviewed literature in the last three years (the same definition Times Higher Education use for its university rankings survey) and who are based outside of New Zealand. Interviewing was conducted between 12 March and 14 April, 2019.



The sample of academics and administrators was sourced from a marketing database which Times Higher Education use as a supplemental source of sample for its ranking survey. The survey invitation was sent to 133,326 academics and administrators, 125,592 received it, 13,049 opened the email, and 249 completed the questionnaire. Because the response rate to the survey was very low we cannot determine the extent to which the survey is representative of the academics and administrators. Therefore, the results of the survey should only be interpreted as **indicative** of the views of academics and administrators.

Questionnaire

In the questionnaires, respondents were randomly assigned one of the three name variants for Victoria University of Wellington: Victoria University of Wellington, Victoria University, and University of Wellington. Respondents did not see the other two name variants at any point. This was to prevent perceptions of one name influencing perceptions of the others.

In each question that used the randomly selected Victoria University of Wellington name variant, respondents were also shown the names of eight (academics) or ten (students and influencers) other universities. These other universities were selected so that there were two from each country, one of which had a location in its name and one of which didn't. They were also selected on the basis of their Times Higher Education ranking, with all ranked between 200 and 600.

The other universities were:

	Australia:	University of Canberra	James Cook University
	Canada:	University of Manitoba	Laval University
	New Zealand:	University of Auckland	Massey University
	United Kingdom:	University of Bath	Heriot-Watt University
	United States of America:	University of New Mexico*	Clark University*

Similarly, respondents were randomly assigned one of two names for the Victoria University of Wellington business school: Victoria Business School or Wellington Business School.

In the question that used the randomly selected Victoria University of Wellington name variant, respondents were also shown the names of seven (academics) or nine (students and influencers) other business schools, some of which had a location in their name and some that didn't. The business schools were: Curtin Business School (Australia), Massey University College of Business (New Zealand), Beedie School of Business (Canada), Smeal College of Business* (USA), Dublin City University School of Business, Porto Business School (Portugal), Stockholm School of Economics* (Sweden), Newcastle University Business School (United Kingdom), Tuck School of Business at Dartmouth (USA).

*These two universities and business schools were not used in the academics' questionnaire in order to keep the questionnaire as short as possible (on the advice of Times Higher Education).

Summary

How well do the names for Victoria University of Wellington convey the University's physical location?

Universities with their location in their name have a stronger association with their home country than do universities without a location in their name. This effect is strongest when the location is a well-known city.

The names 'University of Wellington' (39%, 52%, and 77% amongst students, influencers, and academics respectively) and 'Victoria University of Wellington' (36%, 42%, and 60%) have a much stronger association with New Zealand than does the commonly used abbreviation, 'Victoria University' (4%, 2%, and 12%). The name 'Victoria University' is most associated with Australia and is more also more associated with both Canada and the United Kingdom than it is New Zealand.

The linkage of the university names that include Wellington in them with New Zealand suggests that Wellington is reasonably well known as a city in New Zealand. Wellington doesn't seem as well known as Auckland or Canberra but is better known than the other locations included in the names (Bath, New Mexico, and Manitoba).

What is the perceived distinctiveness of the names for Victoria University of Wellington and is there any potential for confusion?

Students and influencers are confident that the names 'Victoria University of Wellington', 'University of Wellington', and 'Victoria University' distinguish them well from other universities around the world. However, the confidence in the distinctiveness of the name 'Victoria University' does not appear to relate to the University in Wellington as most think that 'Victoria University' is based in a country other than New Zealand (most commonly Australia). Confidence in the distinctiveness of the names 'Victoria University of Wellington' and 'University of Wellington' do appear to relate to the University in Wellington as these names are most commonly associated with New Zealand.

The high levels of confidence in the distinctiveness of the names do create the potential for universities to be confused. For instance, if students or influencers see a name similar to one they are already familiar with they it may not even occur to them it is a different university.

How well do the name variants for Victoria University of Wellington convey the University's pre-eminent position in Wellington?

Generally, universities with a location in their name are more likely to be considered the pre-eminent university in their city, than universities without a location in their name. This effect is much stronger amongst academics than it is amongst students and influencers.

Each of the name variants for Victoria University of Wellington strongly convey pre-eminence in the city. The 'University of Wellington' (77%, 84%, 83% amongst students, influencers, and academics respectively) conveys pre-eminence more strongly than 'Victoria University' (71%, 73%, and 67%).

Academics were less likely to think that 'Victoria University of Wellington' conveyed pre-eminence compared to the other two names (55% compared to 67% for 'Victoria University' and 83% for 'University of Wellington').

How well do the names for the business school convey its location and prestige?

Similar to university names, business school names which include the location of the business school are much more likely to be correctly associated with the country they are based in. Consistent with this, 'Wellington Business School' (32%, 44%, and 70% amongst students, influencers, and academics respectively) is much more likely to be associated with New Zealand than 'Victoria Business School' (9%, 10%, 17%).

Four business school names were assessed for perceived prestige ('Victoria Business School', 'Wellington Business School', 'New Zealand School of Business and Government', and 'Wellington School of Business and Government'). All four names had similar levels of perceived prestige.



COLMAR BRUNTON

A Kantar Company

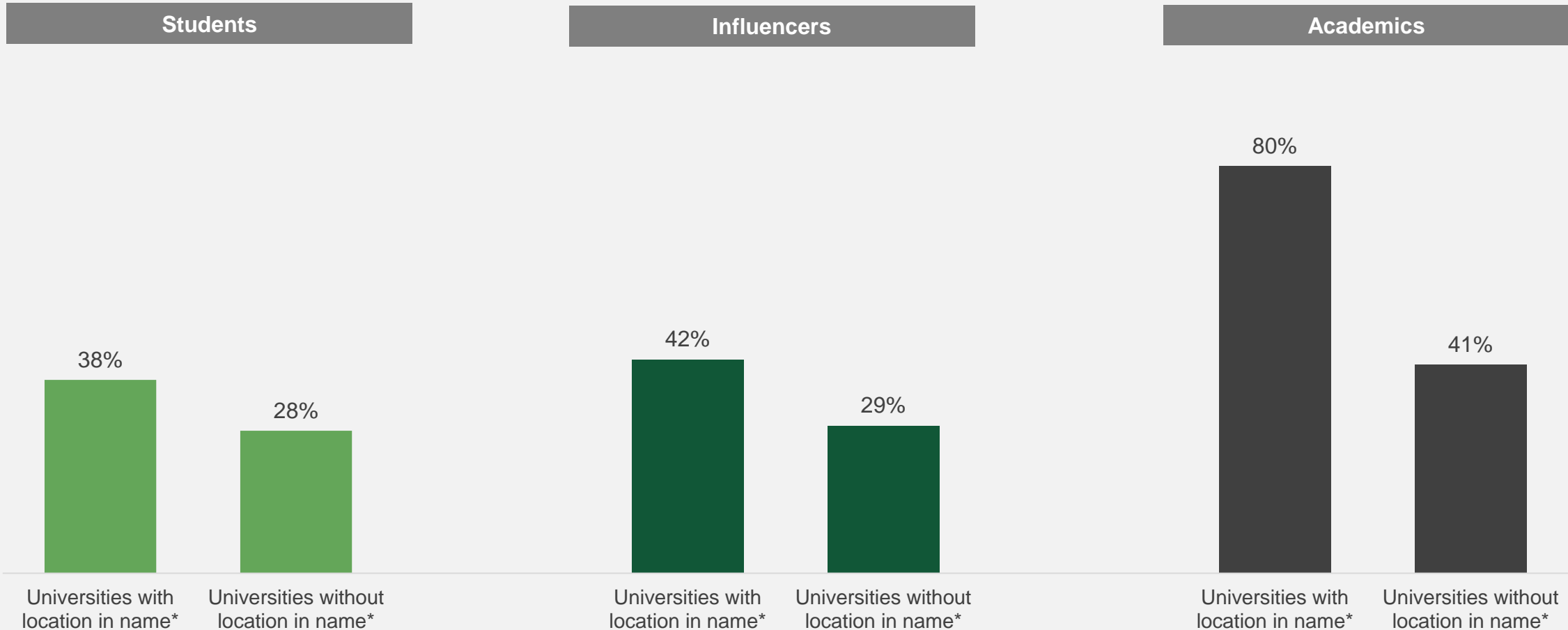


TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

The connection between university names and their physical location

Universities with a location in their name have a stronger association with their home country than those without a location in their name.

% correctly associating the university's name with its actual home country



Note. Results for each individual university by students' and influencers' country of origin can be found in the appendix. The results shown on this slide are an average of each individual university's result (calculated to one decimal place).
*Universities with a location in their name: University of Canberra, University of Manitoba, University of Auckland, University of Bath, University of New Mexico (students and influencers only). Universities without a location in their name: James Cook University, Laval University, Massey University, Heriot-Watt University, Clark University (students and influencers only).

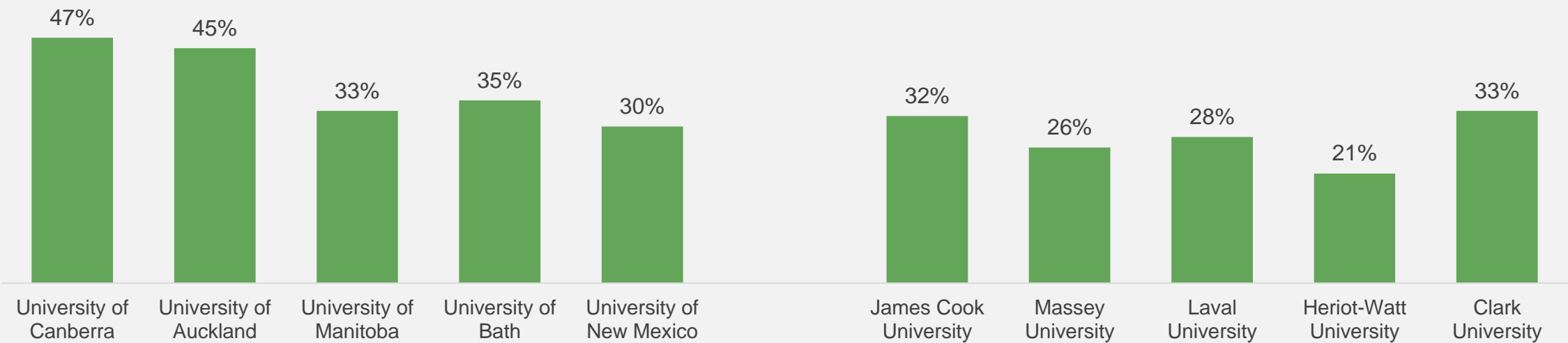
Source: Q. Below is the list of the same university names you saw in the previous question. This time please indicate the country you think each is based in.
Base: All students n=1,550 to 1,850 for each individual university name, all influencers n=505 to 605 for each individual university name, all academics n=207 to 249 for each individual university name. The sample size varies by individual university name because each university's result excludes respondents from their home country.

Amongst students, the effect of having the location in the name is strongest when the location is a well known city.

Universities with the location in the name – students

Universities without a location in the name – students

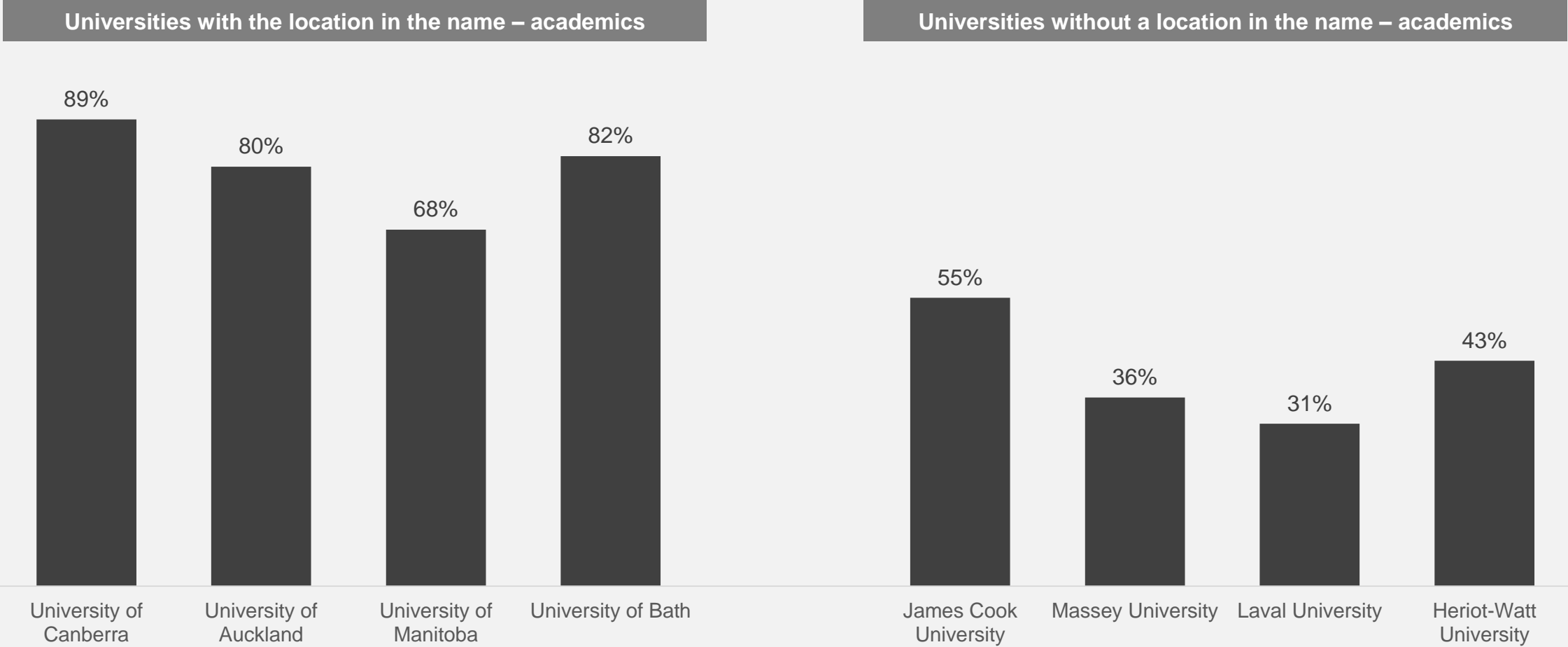
% correctly associating the university's name with its home country



Source: Q. Below is the list of the same university names you saw in the previous question. This time please indicate the country you think each is based in.
Base: All students n=1,550 to 1,850 for each individual university name. The sample size varies by individual university name because each university's result excludes respondents from their home country.

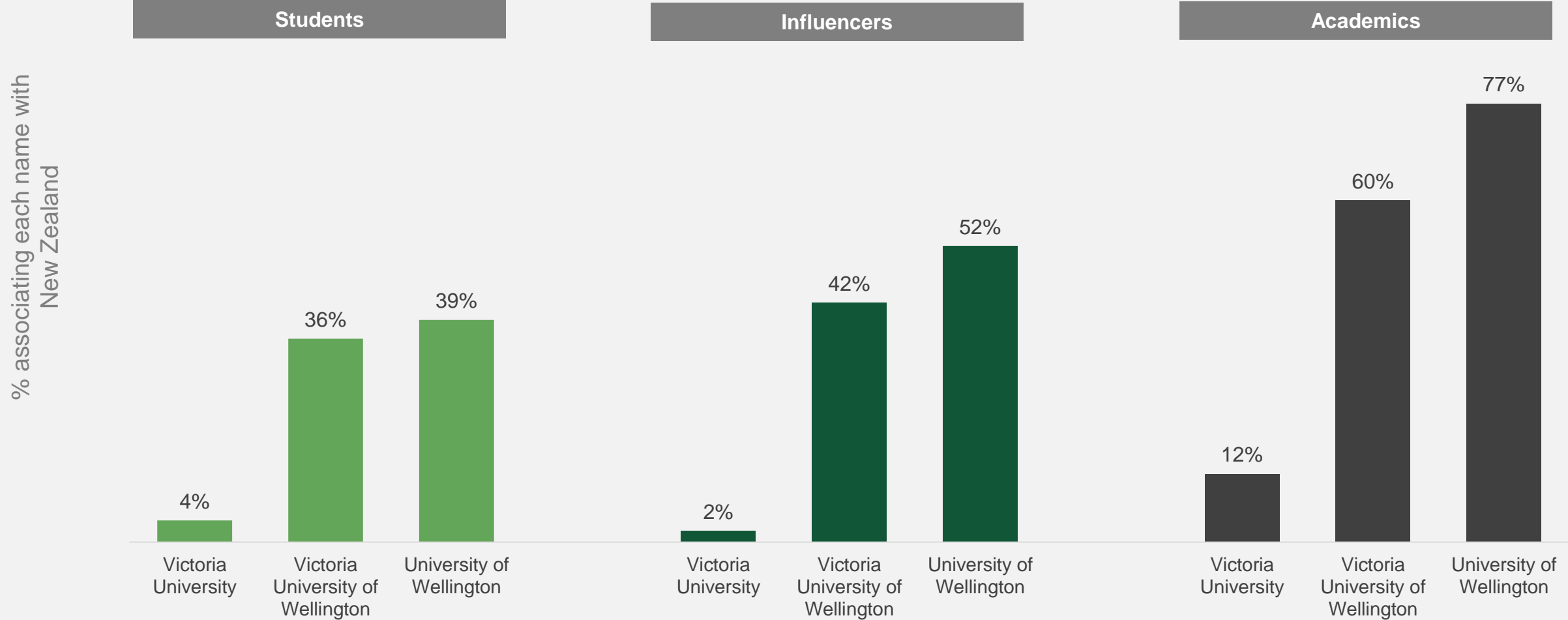
Amongst academics, having any location in the name has a much stronger association with the university’s home country than not having a location.

% correctly associating the university's name with its home country



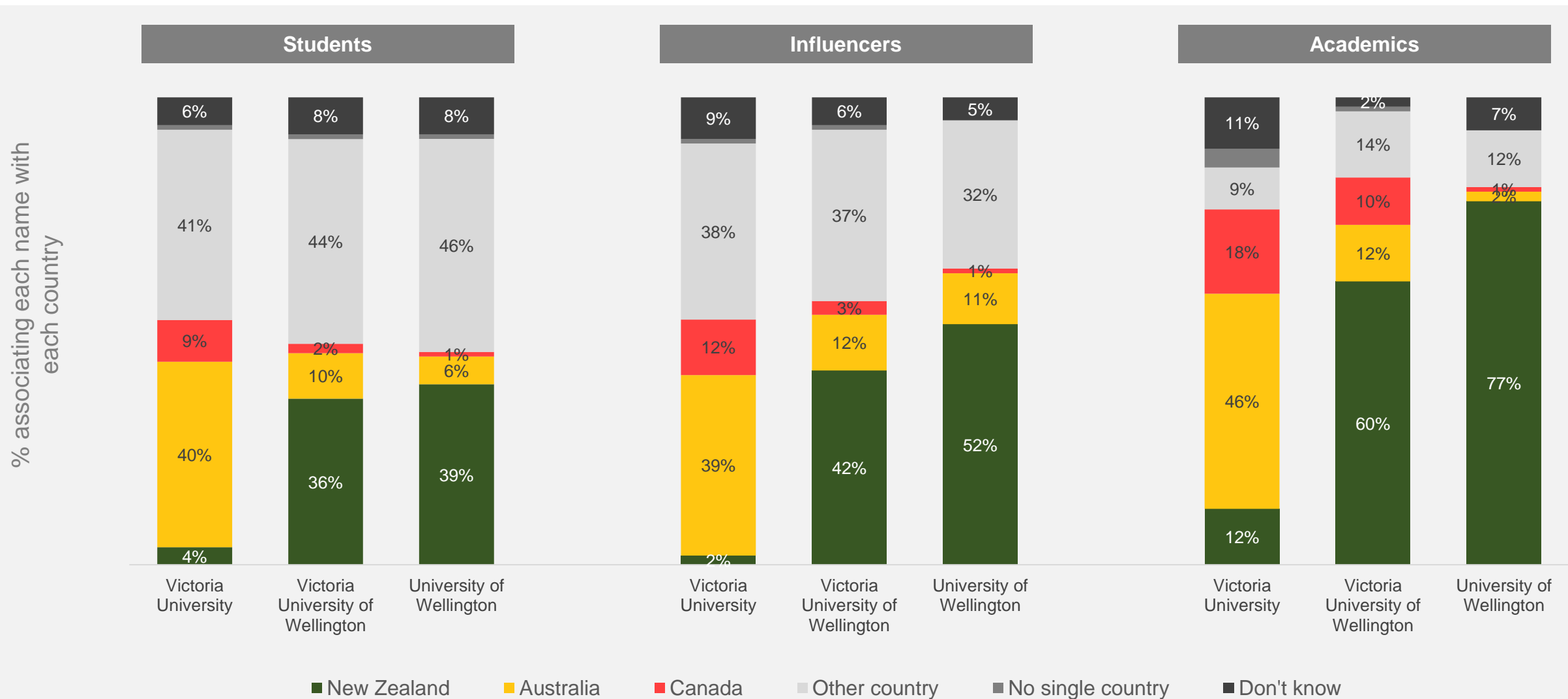
Source: Q. Below is the list of the same university names you saw in the previous question. This time please indicate the country you think each is based in.
Base: All academics n=207 to 249 for each individual university name. The sample size varies by individual university name because each university's result excludes respondents from their home country.

The same effect of the location in the name can be seen in the names for Victoria University of Wellington. The names with Wellington in them have a much stronger association with New Zealand than the common abbreviation, ‘Victoria University’.



Source: Q. Below is the list of the same university names you saw in the previous question. This time please indicate the country you think each is based in.
Base: All students randomly assigned each name n=609 to 621, all influencers randomly assigned each name n=196 to 209, all academics randomly assigned each name n=82 to 84.

The country that ‘Victoria University’ is most associated with is Australia.



Source: Q. Below is the list of the same university names you saw in the previous question. This time please indicate the country you think each is based in.
Base: All students randomly assigned each name n=609 to 621, all influencers randomly assigned each name n=196 to 209, all academics randomly assigned each name n=82 to 84.



COLMAR BRUNTON

A Kantar Company

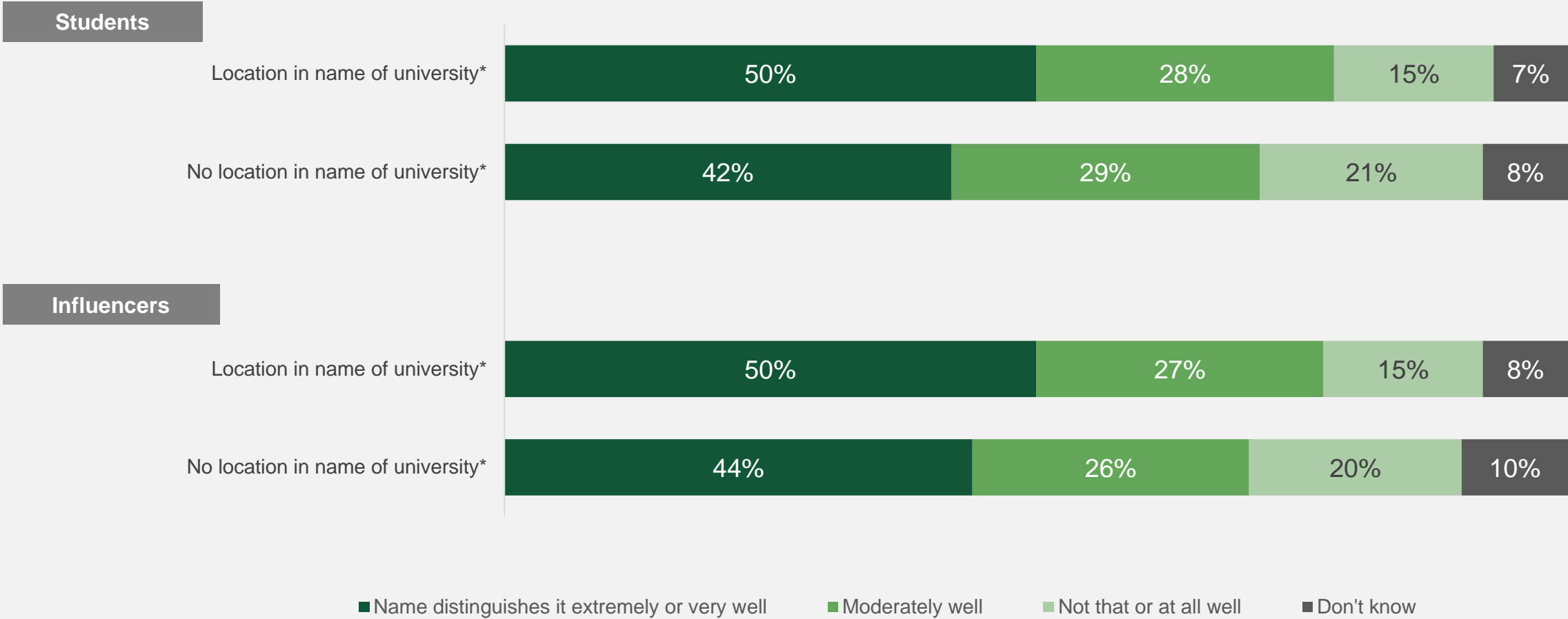


**VICTORIA
UNIVERSITY
WELLINGTON**

TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

**Perceived distinctiveness and the potential for
confusion**

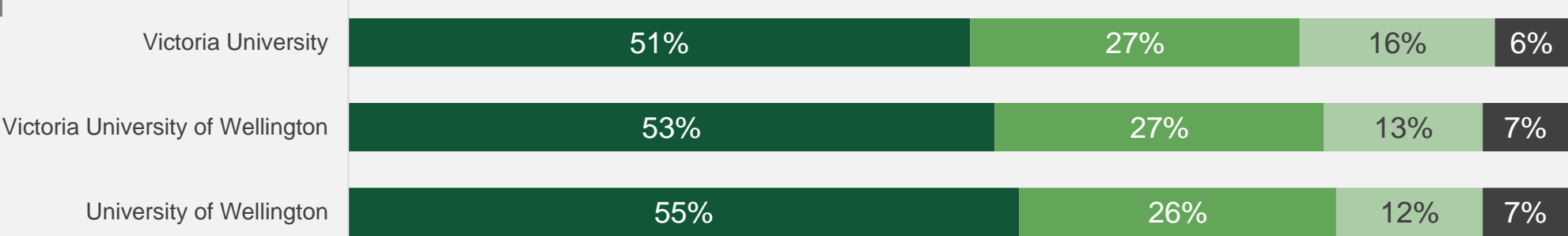
Students and influencers are generally confident that each university name they were shown distinguishes it well from other universities.



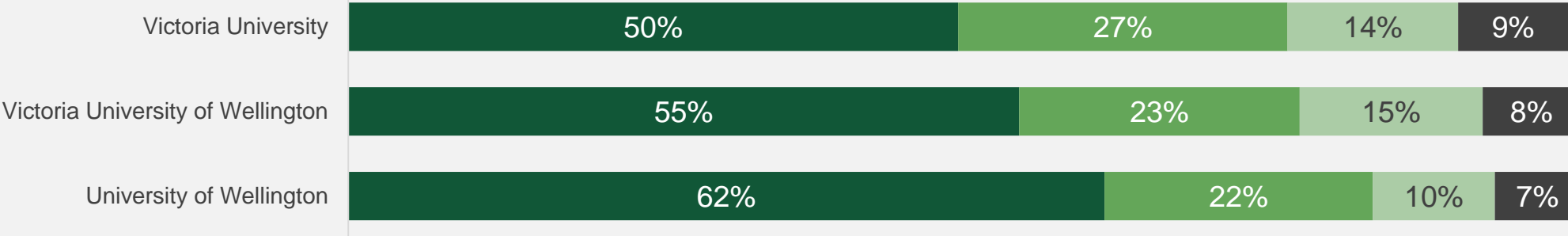
They are also confident that each name for Victoria University of Wellington distinguishes it well from other universities around the world.



Students



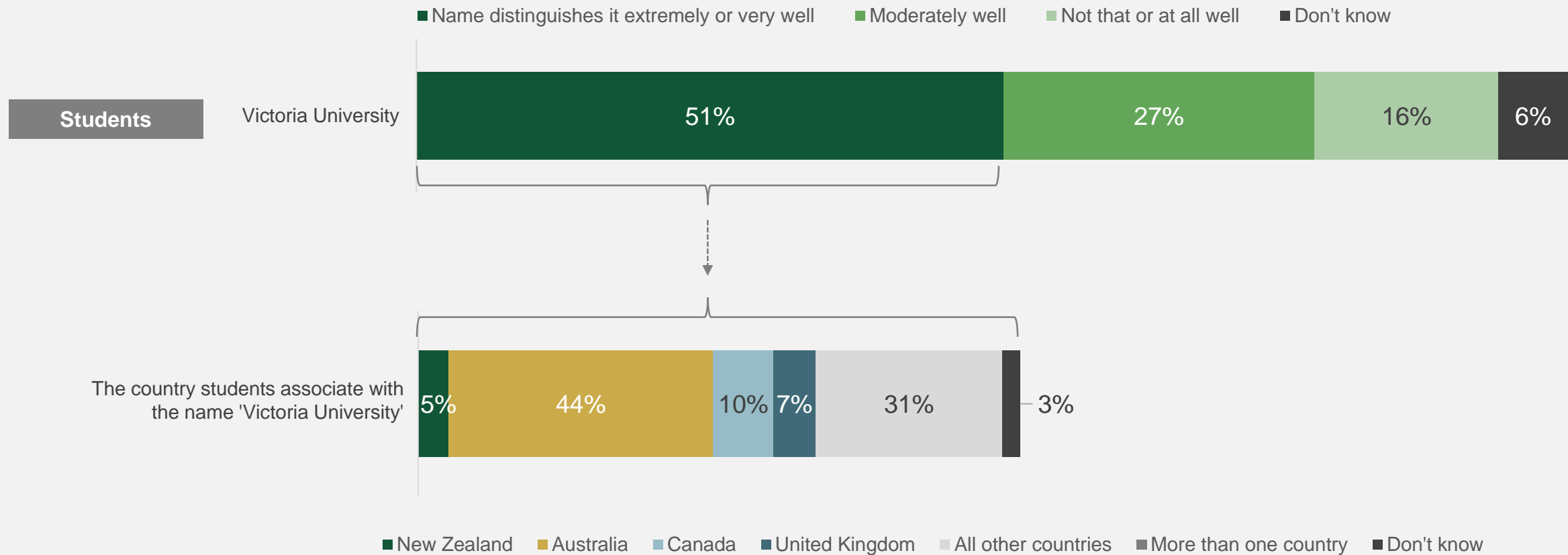
Influencers



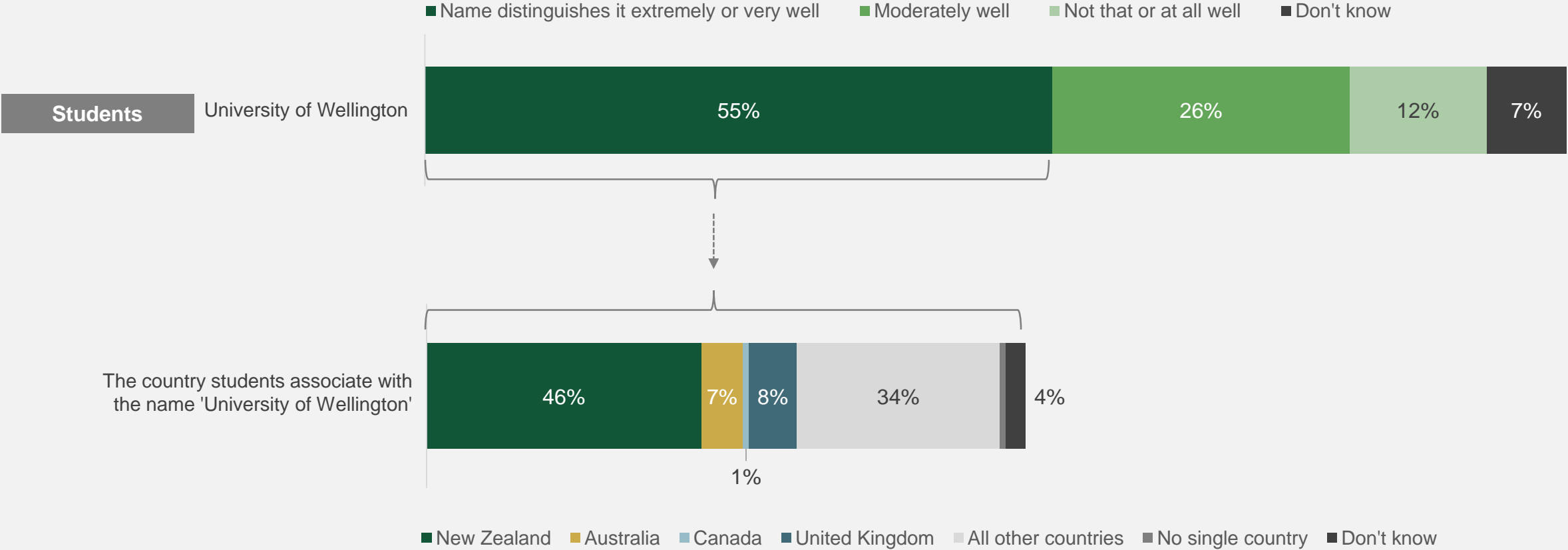
■ Name distinguishes it extremely or very well ■ Moderately well ■ Not that or at all well ■ Don't know

Note. Academics were not asked this question.

Confidence about the distinctiveness of university names isn't necessarily a positive. For example, if students see a name similar to one they are already familiar with it may not even occur to them it is a different university. The analysis below illustrates this – most of the students who think the name 'Victoria University' distinguishes it well from other universities think it is outside New Zealand and so are likely thinking of a different university to the one in Wellington.

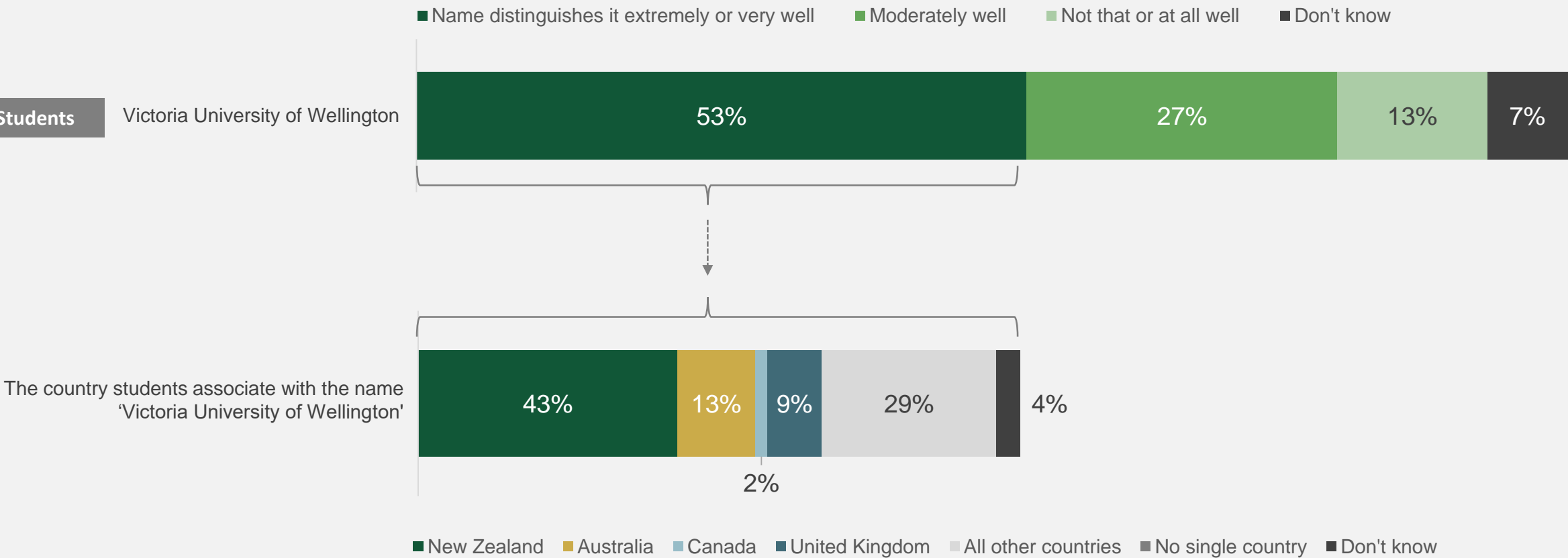


Over-confidence in the distinctiveness of university names is less of a problem for the two names that use Wellington in their names as a much higher proportion associate these names with New Zealand – here: University of Wellington.



Source: Q. How well do you think each university's name distinguishes it from other universities around the world? Q. Below is the list of the same university names you saw in the previous question. This time please indicate the country you think each is based in. Base: All students randomly assigned to the 'University of Wellington' name n=620. Students who think the name University of Wellington distinguishes it extremely or very well from other universities n=342.

Over-confidence in the distinctiveness of university names is less of a problem for the two names that use Wellington in their names as a much higher proportion associate these names with New Zealand – here: Victoria University of Wellington.



Source: Q. How well do you think each university's name distinguishes it from other universities around the world? Q. Below is the list of the same university names you saw in the previous question. This time please indicate the country you think each is based in. Base: All students randomly assigned to the 'Victoria University of Wellington' name n=621. Students who think the name Victoria University of Wellington distinguishes it extremely or very well from other universities n=325.



COLMAR BRUNTON
A Kantar Company

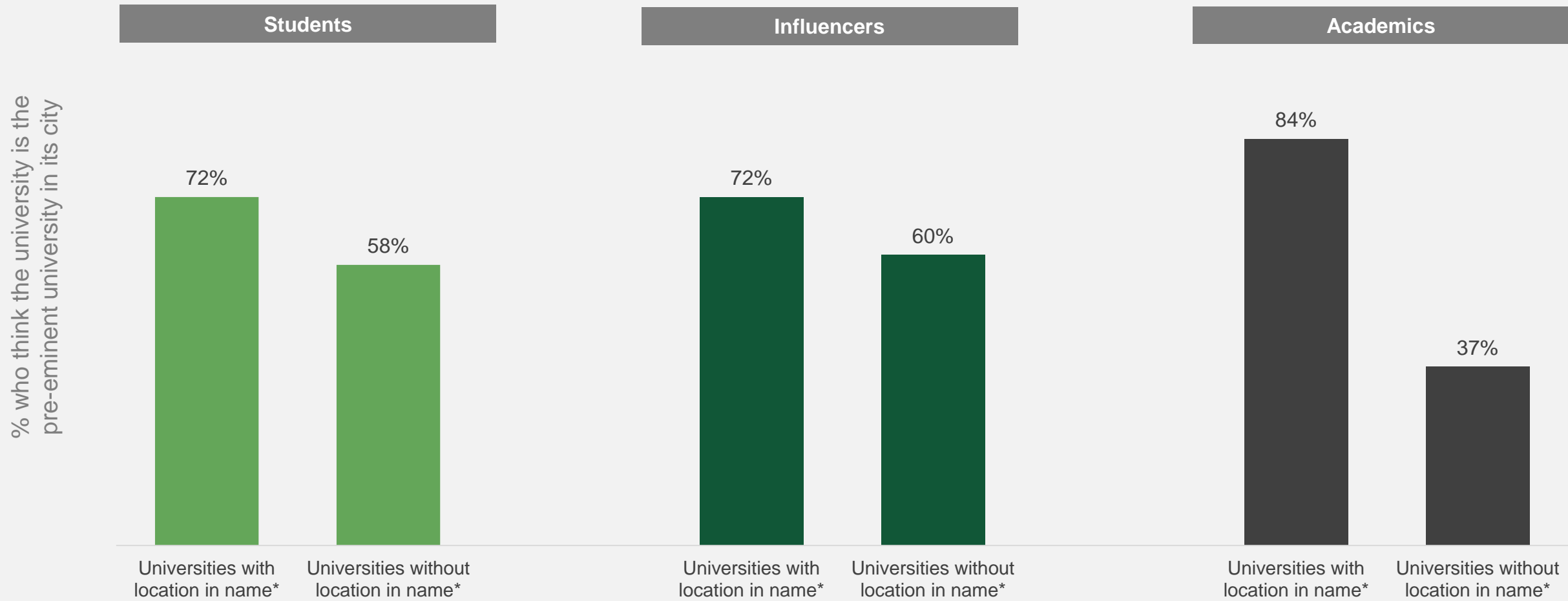


**VICTORIA
UNIVERSITY
WELLINGTON**

TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

**How well do names convey
pre-eminence?**

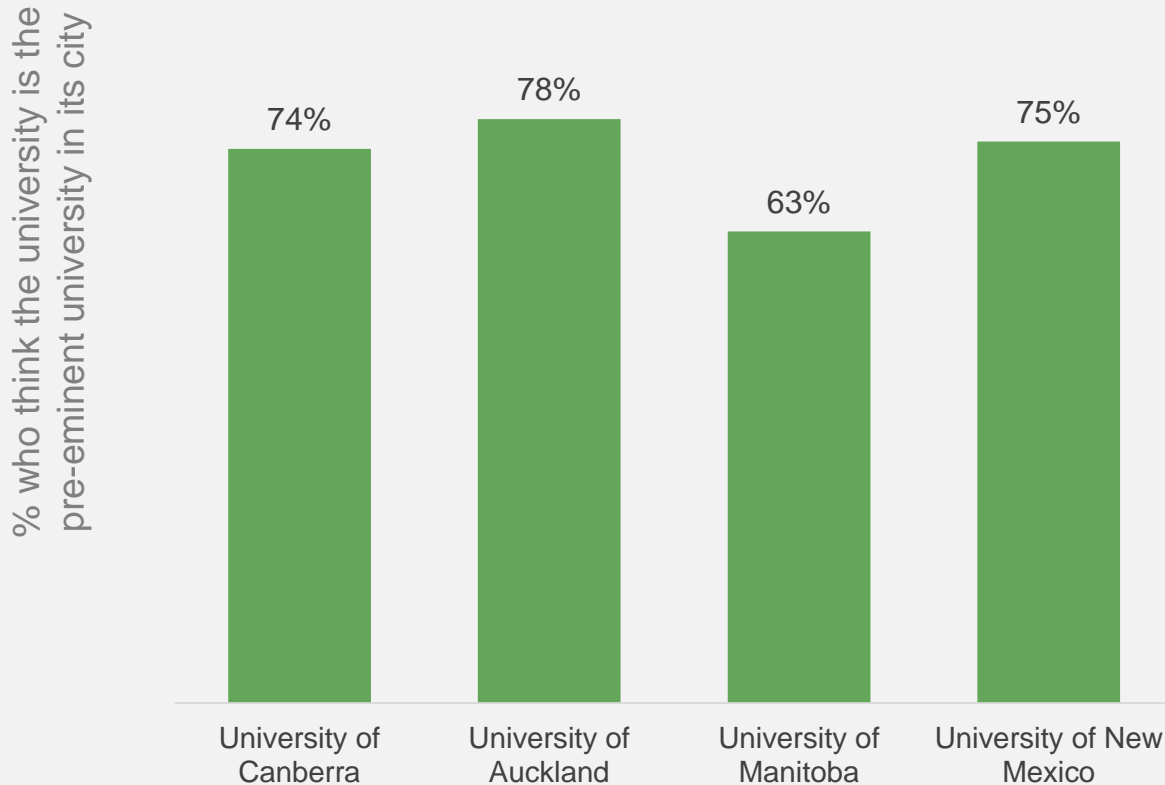
University names with a location are more likely to be thought of as the pre-eminent university in their city than those names without a location. This effect is strongest amongst academics.



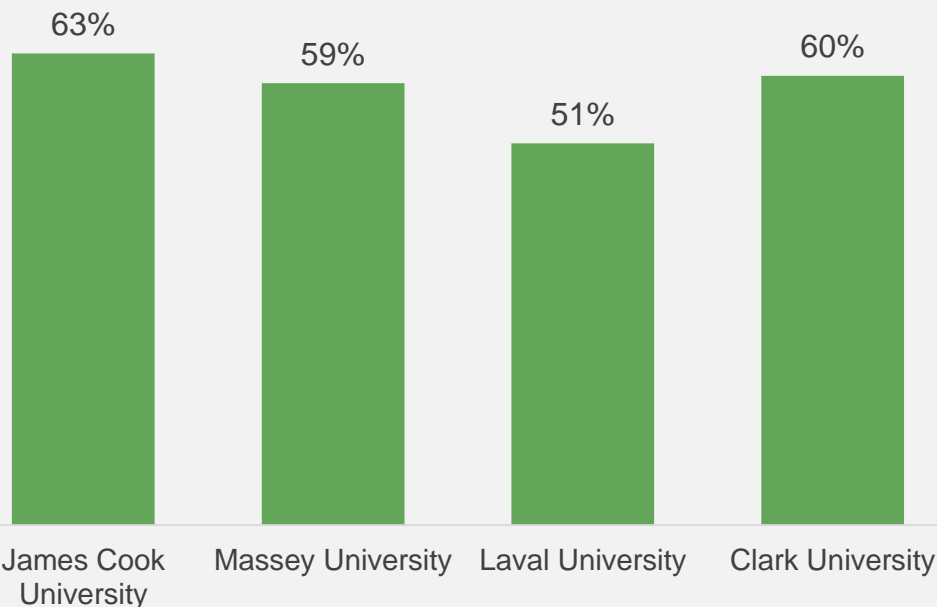
Note. Results for each individual university by students' and influencers' country of origin can be found in the appendix. The results shown on this slide are an average of each individual university's result (calculated to one decimal place).
*Universities with a location in their name: University of Canberra, University of Manitoba, University of Auckland, University of New Mexico (students and influencers only). Universities without a location in their name: James Cook University, Laval University, Massey University, Clark University (students and influencers only). The two UK universities are not included in the analysis as Heriot-Watt University is not the pre-eminent university in its city.

Amongst students, the effect of location on perceptions of pre-eminence is evident across all university names.

Universities with the location in the name – students



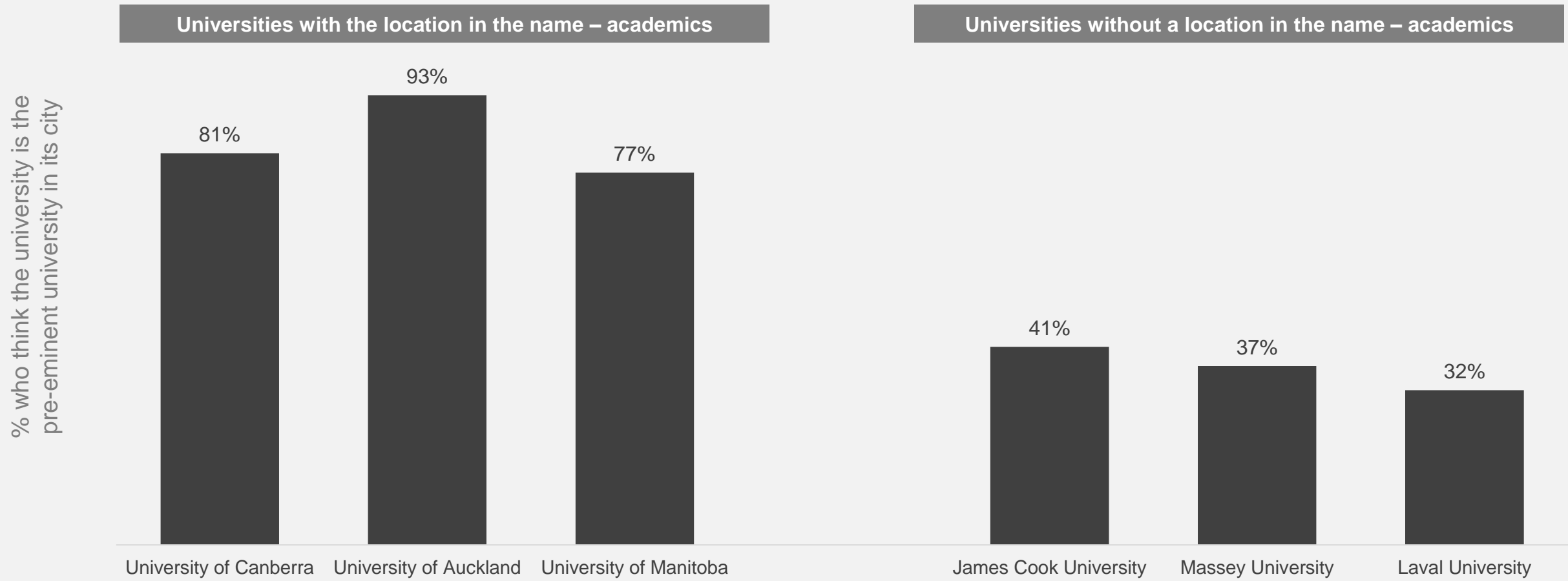
Universities without a location in the name – students



Note. The two UK universities are not included in the analysis as Heriot-Watt University is not the pre-eminent university in its city.

Source: Q. Now think about the city the universities are based in rather than the country. Please indicate whether you think the university is the pre-eminent one in its city.
Base: All students n=1,550 to 1,850 for each individual university name. The sample size varies by individual university name because each university's result excludes respondents from their home country.

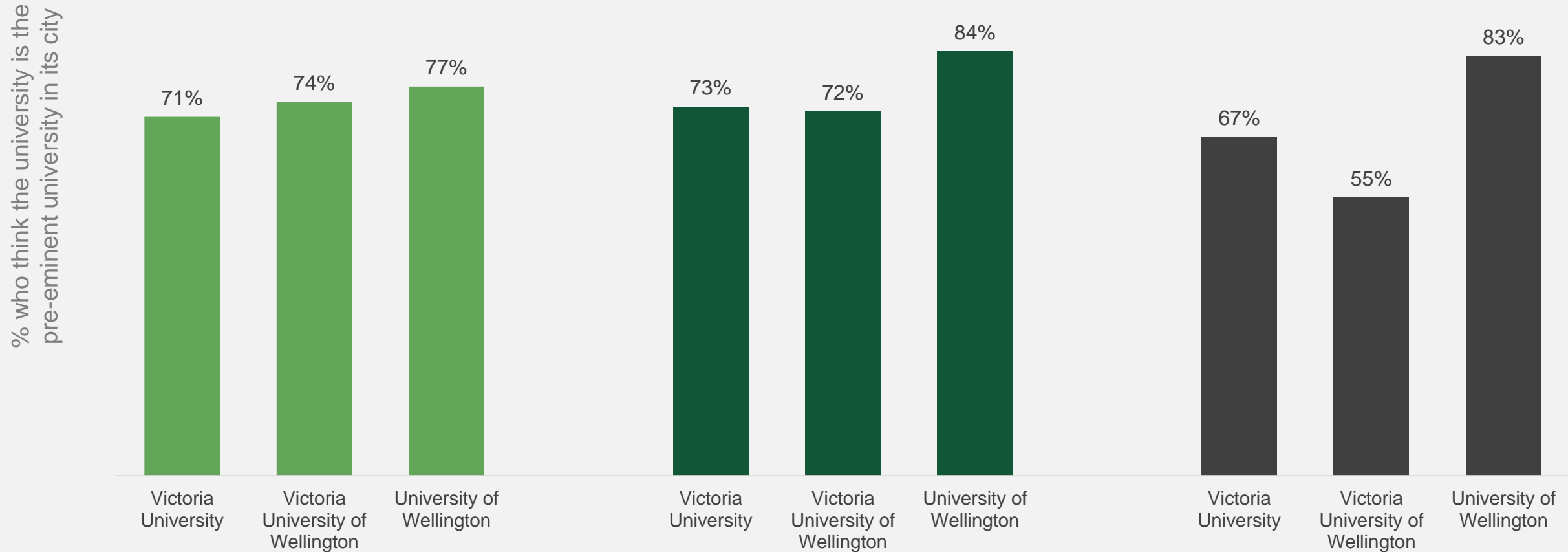
Amongst academics, the effect of location on perceptions of pre-eminence is much stronger for each university name.



Note. The two UK universities are not included in the analysis as Heriot-Watt University is not the pre-eminent university in its city.

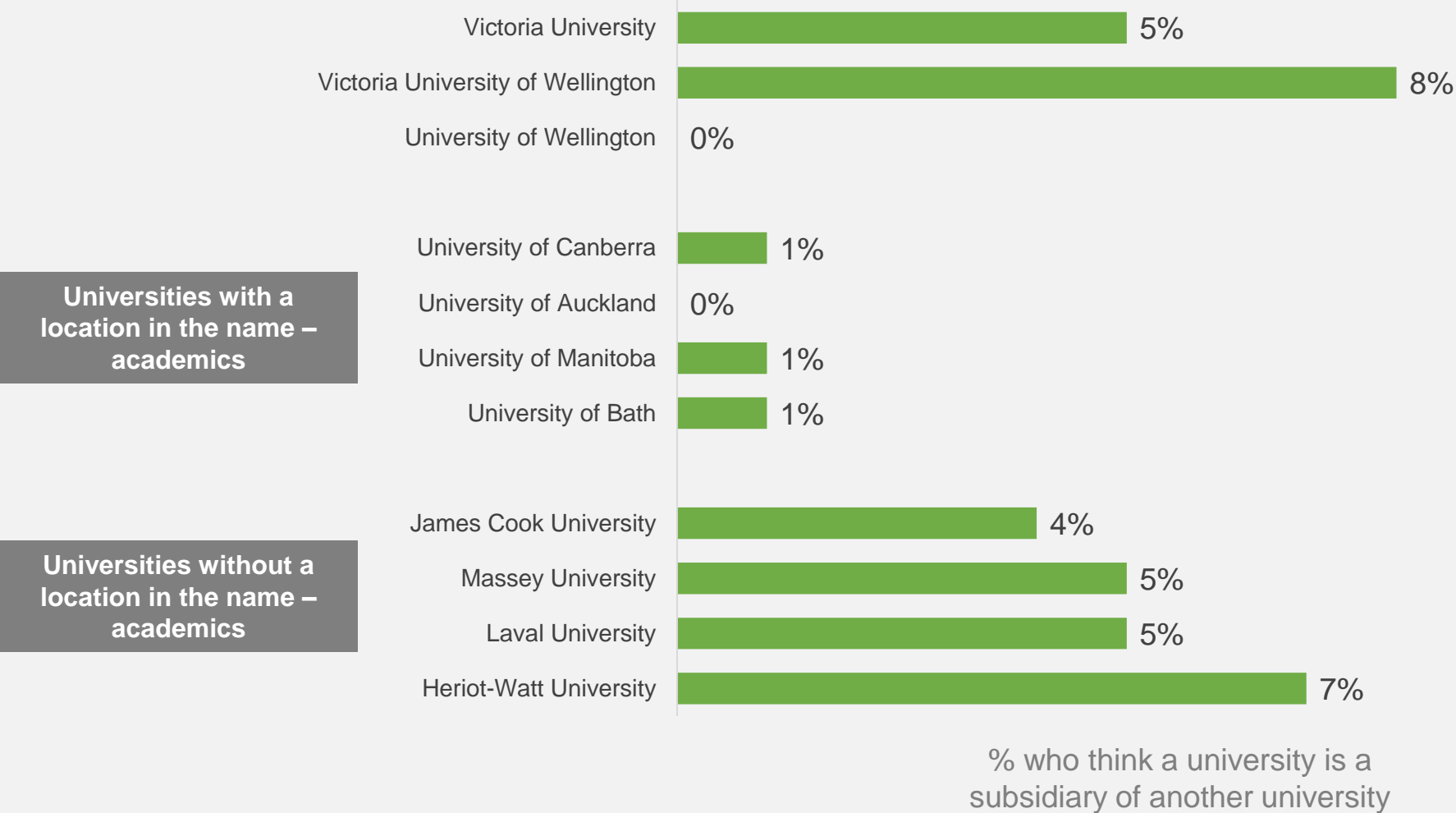
Source: Q. Below is the list of the same university names you saw in the previous question. This time please indicate the country you think each is based in.
Base: All academics n=207 to 249 for each individual university name. The sample size varies by individual university name because each university's result excludes respondents from their home country.

Each of the names for Victoria University of Wellington strongly convey pre-eminence in the city. The ‘University of Wellington’ conveys pre-eminence more strongly than ‘Victoria University’ across all three respondent types.



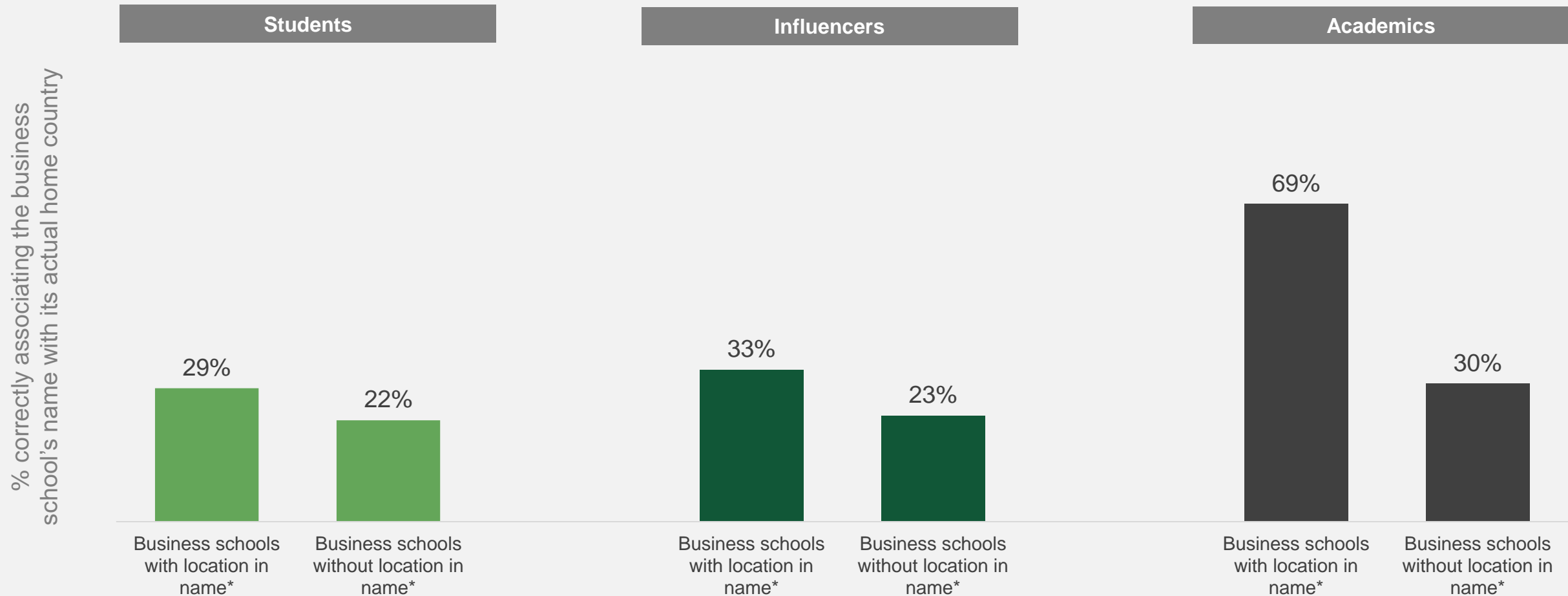
Source: Q. Now think about the city the universities are based in rather than the country. Please indicate whether you think the university is the pre-eminent one in its city.
Base: All students randomly assigned each name n=609 to 621, all influencers randomly assigned each name n=196 to 209, all academics randomly assigned each name n=82 to 84.

Few academics thought the universities they were asked about were subsidiaries of other universities. The universities without a location in their name (or had more than just the location in their name) were more likely to be considered subsidiaries.



Business school names

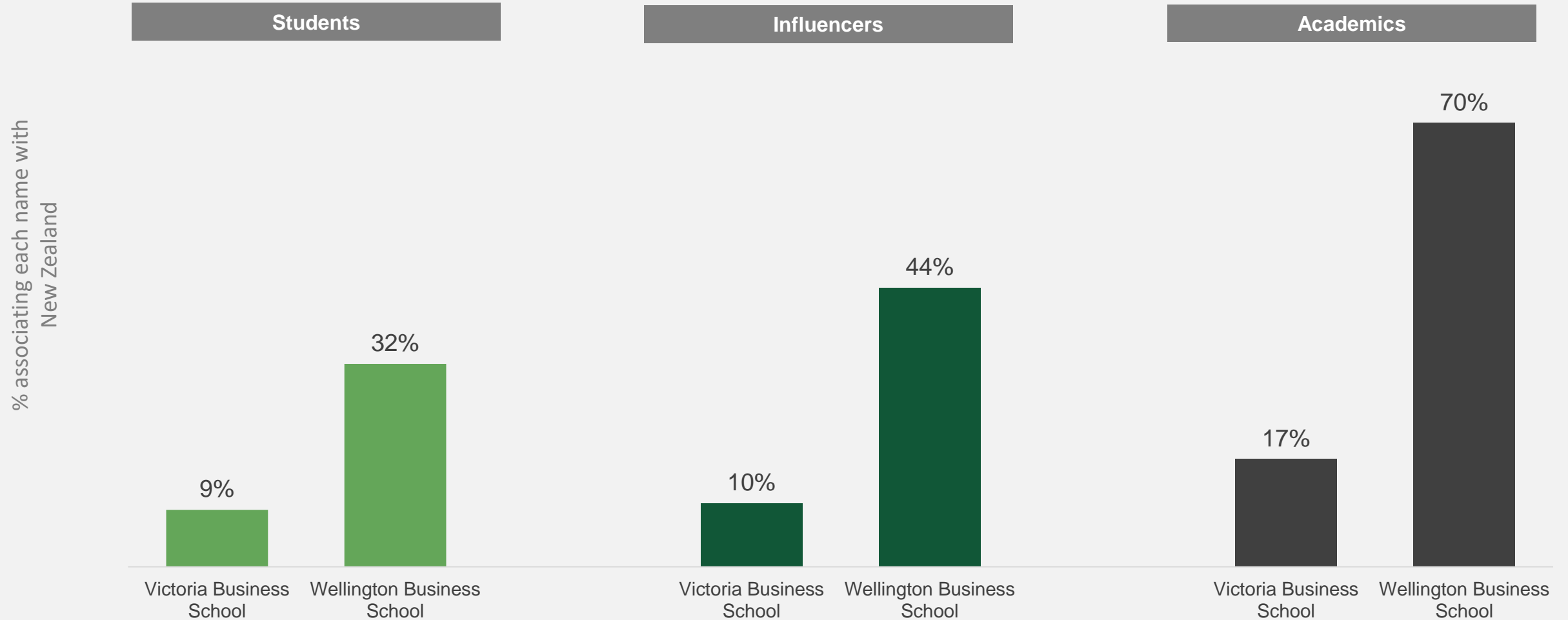
Business schools with a location in their name have a stronger association with their home country than those without a location in their name.



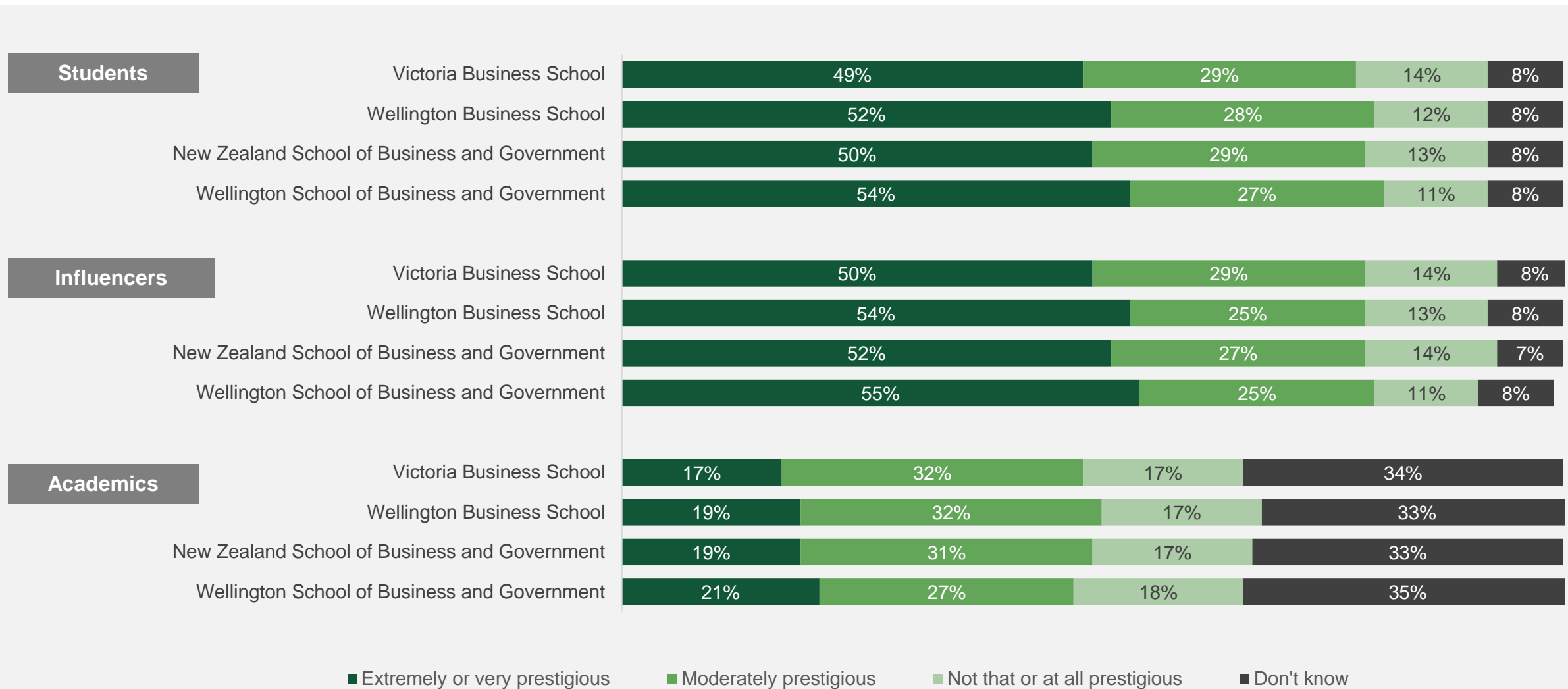
Note. Results for each individual business school by students' and influencers' country of origin can be found in the appendix. The results shown on this slide are an average of each individual business school's result (calculated to one decimal place).
*Business schools with a location in the name: Dublin City University School of Business, Porto Business School, Stockholm School of Economics (students and influencers only), Newcastle University Business School. Business schools without a location in their name: Curtin Business School, Massey University College of Business, Beedie School of Business, Smeal College of Business (students and influencers only), Tuck School of Business at Dartmouth.

Source: Q. Below is a list of business schools, please indicate which country you think the school is based in.
Base: All students n=1,550 to 1,850 for each individual university name, all influencers n=505 to 605 for each individual university name, all academics n=207 to 249 for each individual university name. The sample size varies by individual university name because each university's result excludes respondents from their home country.

The name 'Wellington Business School' was much more likely to be associated with New Zealand than the name 'Victoria Business School'.



There was little difference in the perceived prestige of the four business school names tested.





COLMAR BRUNTON
A Kantar Company



Appendix – Results by student/influencer country

Proportion of students associating a university's name with New Zealand (in the case of Victoria University of Wellington, Victoria University, University of Wellington, University of Auckland, and Massey University) or its home country (in the case of the other universities).



Location in name										Location not in name				
Country	Victoria University of Wellington	Victoria University	University of Wellington		University of Canberra	University of Auckland	University of Manitoba	University of Bath	University of New Mexico	James Cook University	Massey University	Laval University	Heriot-Watt University	Clark University
Chinese students	28%	0%	30%		42%	30%	30%	20%	22%	30%	31%	32%	17%	28%
Vietnamese students	47%	10%	43%		68%	40%	43%	33%	50%	43%	44%	42%	27%	44%
Malaysian students	54%	6%	52%		65%	58%	49%	53%	32%	47%	49%	48%	32%	48%
Indian students	14%	1%	23%		35%	23%	23%	16%	7%	25%	9%	21%	11%	17%
Australian students	58%	1%	70%		*	90%	19%	48%	38%	*	12%	11%	22%	29%
US students	12%	4%	15%		27%	28%	34%	37%	*	15%	12%	15%	17%	*

*Result not shown because the university is in the students' home country.
 Source: Q. Below is the list of the same university names you saw in the previous question. This time please indicate the country you think each is based in.
 Base: Students from each country, Victoria University of Wellington names n=84 to n=122, other university names n=300 to 339.

Proportion of influencers associating a university's name with New Zealand (in the case of Victoria University of Wellington, Victoria University, University of Wellington, University of Auckland, and Massey University) or its home country (in the case of the other universities).



Location in name										Location not in name				
Country	Victoria University of Wellington	Victoria University	University of Wellington		University of Canberra	University of Auckland	University of Manitoba	University of Bath	University of New Mexico	James Cook University	Massey University	Laval University	Heriot-Watt University	Clark University
Chinese influencers	39%	0%	53%		57%	46%	37%	28%	22%	34%	47%	33%	25%	42%
Vietnamese influencers	31%	3%	27%		51%	28%	27%	24%	50%	33%	28%	28%	18%	27%
Malaysian influencers	58%	12%	62%		72%	63%	52%	55%	32%	51%	46%	46%	44%	48%
Indian influencers	33%	0%	49%		58%	37%	37%	29%	7%	34%	15%	33%	20%	28%
Australian influencers	75%	0%	89%		*	87%	34%	55%	38%	*	14%	9%	12%	26%
US influencers	22%	0%	24%		38%	33%	52%	35%	*	22%	13%	21%	14%	*

*Result not shown because the university is in the influencers' home country.
 Source: Q. Below is the list of the same university names you saw in the previous question. This time please indicate the country you think each is based in.
 Base: Influencers from each country, Victoria University of Wellington names n=28 to n=37, other university names n=100 to 103.

Proportion of students who think that a university is the pre-eminent one its city.



					Location in name				Location not in name			
Country	Victoria University of Wellington	Victoria University	University of Wellington		University of Canberra	University of Auckland	University of Manitoba	University of New Mexico	James Cook University	Massey University	Laval University	Clark University
Chinese students	75%	81%	71%		73%	76%	64%	71%	60%	72%	64%	65%
Vietnamese students	93%	85%	92%		87%	85%	79%	89%	81%	83%	78%	81%
Malaysian students	86%	85%	88%		81%	91%	67%	79%	72%	70%	62%	70%
Indian students	67%	64%	68%		68%	63%	54%	64%	60%	53%	48%	56%
Australian students	55%	55%	73%		*	85%	49%	72%	*	32%	22%	28%
US students	66%	54%	73%		61%	68%	64%	*	43%	41%	33%	*

Note. The two UK universities are not included in the analysis as Heriot-Watt University is not the pre-eminent university in its city.

*Result not shown because the university is in the students' home country.
Source: Q. Now think about the city the universities are based in rather than the country. Please indicate whether you think the university is the pre-eminent one in its city.
Base: Students from each country, Victoria University of Wellington names n=84 to n=122, other university names n=300 to 339.

Proportion of influencers who think that a university is the pre-eminent one its city.

					Location in name				Location not in name			
Country	Victoria University of Wellington	Victoria University	University of Wellington		University of Canberra	University of Auckland	University of Manitoba	University of New Mexico	James Cook University	Massey University	Laval University	Clark University
Chinese influencers	67%	74%	90%		78%	78%	55%	74%	55%	70%	59%	65%
Vietnamese influencers	88%	79%	88%		82%	81%	81%	81%	78%	76%	78%	77%
Malaysian influencers	84%	91%	95%		88%	91%	75%	70%	78%	69%	53%	71%
Indian influencers	73%	76%	79%		71%	75%	53%	62%	62%	52%	53%	60%
Australian influencers	68%	54%	76%		*	79%	49%	65%	*	41%	42%	34%
US influencers	58%	66%	72%		61%	62%	63%	*	48%	41%	42%	*

Note. The two UK universities are not included in the analysis as Heriot-Watt University is not the pre-eminent university in its city.

*Result not shown because the university is in the influencers' home country.
Source: Q. Now think about the city the universities are based in rather than the country. Please indicate whether you think the university is the pre-eminent one in its city.
Base: Influencers from each country, Victoria University of Wellington names n=28 to n=37, other university names n=100 to 103.

Proportion of students associating a business school’s name with New Zealand (in the case of Victoria Business School, Wellington Business School, and Massey University School of Business) or its home country (in the case of the other business schools).



Location in name								Location not in name				
Country	Victoria Business School	Wellington Business School		Dublin City University School of Business	Porto Business School	Stockholm School of Economics	Newcastle University Business School	Curtin Business School	Massey University College of Business	Beedie School of Business	Smeal College of Business	Tuck School of Business at Dartmouth
Chinese students	1%	17%		10%	17%	19%	13%	20%	22%	20%	16%	15%
Vietnamese students	12%	38%		19%	31%	36%	18%	42%	36%	36%	32%	34%
Malaysian students	30%	39%		42%	49%	47%	56%	48%	42%	40%	41%	37%
Indian students	9%	19%		13%	14%	16%	16%	14%	13%	2%	5%	11%
Australian students	0%	62%		48%	19%	42%	23%	*	9%	6%	12%	25%
US students	2%	15%		53%	19%	38%	42%	8%	7%	7%	*	*

*Result not shown because the university is in the students' home country.
Source: Q. Below is a list of business schools, please indicate which country you think the school is based in.
Base: Students from each country, Victoria University of Wellington business school names n=136 to n=180, other business school names n=300 to 339.

Proportion of influencers associating a business school’s name with New Zealand (in the case of Victoria Business School, Wellington Business School, and Massey University School of Business) or its home country (in the case of the other business schools).



Location in name								Location not in name				
Country	Victoria Business School	Wellington Business School		Dublin City University School of Business	Porto Business School	Stockholm School of Economics	Newcastle University Business School	Curtin Business School	Massey University College of Business	Beedie School of Business	Smeal College of Business	Tuck School of Business at Dartmouth
Chinese influencers	2%	41%		20%	26%	32%	29%	28%	36%	29%	22%	22%
Vietnamese influencers	2%	26%		17%	27%	35%	17%	32%	23%	22%	21%	23%
Malaysian influencers	29%	57%		35%	49%	45%	61%	55%	45%	39%	39%	41%
Indian influencers	15%	40%		26%	19%	32%	22%	33%	17%	6%	11%	18%
Australian influencers	4%	81%		60%	30%	53%	21%	*	11%	6%	14%	9%
US influencers	4%	30%		46%	11%	42%	34%	10%	9%	11%	*	*

*Result not shown because the university is in the influencers’ home country.
 Source: Q. Below is a list of business schools, please indicate which country you think the school is based in.
 Base: Influencers from each country, Victoria University of Wellington business school names n=43 to n=580, other business school names n=100 to 103.

Proportion of students and influencers who think each name is extremely or very prestigious.



Students					Influencers			
Country	Victoria Business School	Wellington Business School	New Zealand School of Business and Government	Wellington School of Business and Government	Victoria Business School	Wellington Business School	New Zealand School of Business and Government	Wellington School of Business and Government
Chinese students / influencers	52%	56%	44%	48%	50%	59%	48%	57%
Vietnamese students / influencers	67%	68%	69%	68%	63%	67%	65%	66%
Malaysian students / influencers	65%	69%	68%	69%	64%	67%	64%	63%
Indian students / influencers	58%	62%	58%	58%	64%	73%	65%	69%
Australian students / influencers	17%	23%	32%	37%	15%	20%	34%	29%
US students / influencers	33%	37%	31%	44%	41%	39%	36%	47%



FOR FURTHER INFORMATION, PLEASE CONTACT:

Michael Dunne and Ellen Parkhouse

Colmar Brunton, a Kantar Company
Level 9, Legal House,
101 Lambton Quay
Wellington 6011
Phone (04) 913 3000
www.colmarbrunton.co.nz



IMPORTANT INFORMATION

RESEARCH ASSOCIATION NZ CODE OF PRACTICE



Colmar Brunton practitioners are members of the Research Association NZ and are obliged to comply with the Research Association NZ Code of Practice. A copy of the Code is available from the Executive Secretary or the Complaints Officer of the Society.

Confidentiality

Reports and other records relevant to a Market Research project and provided by the Researcher shall normally be for use solely by the Client and the Client's consultants or advisers.

Research Information

Article 25 of the Research Association NZ Code states:

- The research technique and methods used in a Marketing Research project do not become the property of the Client, who has no exclusive right to their use.
- Marketing research proposals, discussion papers and quotations, unless these have been paid for by the client, remain the property of the Researcher.
- They must not be disclosed by the Client to any third party, other than to a consultant working for a Client on that project. In particular, they must not be used by the Client to influence proposals or cost quotations from other researchers.

Publication of a Research Project

Article 31 of the Research Association NZ Code states:

Where a client publishes any of the findings of a research project the client has a responsibility to ensure these are not misleading. The Researcher must be consulted and agree in advance to the form and content for publication. Where this does not happen the Researcher is entitled to:

- Refuse permission for their name to be quoted in connection with the published findings
- Publish the appropriate details of the project
- Correct any misleading aspects of the published presentation of the findings

Electronic Copies

Electronic copies of reports, presentations, proposals and other documents must not be altered or amended if that document is still identified as a Colmar Brunton document. The authorised original of all electronic copies and hard copies derived from these are to be retained by Colmar Brunton.

Colmar Brunton TM New Zealand is certified to International Standard ISO 20252 (2012). This project will be/has been completed in compliance with this International Standard.

