



CAA communications research

February 2018

Content

1.	Background and objectives	Page 3
2.	Research approach	Page 4
3.	Summary of key results and recommendations	Page 5
4.	Overall effectiveness of CAA's key communications and safety promotion channels	Page 8
5.	Most useful aspects of each communication channel and how each could be made more useful	Page 22
6.	Appetite for CAA having a social media presence	Page 45
7.	Preferred communication channels for different types of information	Page 52
8.	Stakeholders' general perceptions of CAA	Page 57
9.	Other suggestions for improving the effectiveness of CAA's communications	Page 59
10.	Appendix	Page 70

Background and objectives

The Civil Aviation Authority (CAA) of New Zealand has recently restructured its previously separate Communications and Safety Promotion units into one team.

To help assess the effectiveness of the unit's current activities and to help inform a new communications and safety promotion strategy, Colmar Brunton has been commissioned to conduct research with two of the groups that currently receive CAA communications.

These two groups are:

- 1) aviation participants (individuals and companies who pay to participate in the NZ aviation system, pay for CAA services and whose activities are regulated and audited by CAA), and
- 2) key CAA stakeholders.

Specifically, the research aims to:

1. Measure the effectiveness of CAA's key communications and safety promotion channels.

These channels include Vector, the CAA website, AvKiwi Safety seminars, GAP booklets, 'How to...' booklets, Maintenance Controller and Aviation Safety Officer courses, media statements from CAA or quoting a CAA spokesperson, the CAA Annual Report and Statement of Intent.

2. Assess participant and stakeholder appetite for CAA having a social media presence, and obtain some insight into what the optimal kind of social media presence of strategy would be.

3. Identify any other ways in which CAA communications could be enhanced to increase their effectiveness.

Research approach

A mixed method research approach was undertaken.

STAGE 1: QUANTITATIVE RESEARCH

873 online interviews were conducted with CAA participants.

Fieldwork took place from 19 September to 6 November 2017.

Sampling: Respondents were sourced from CAA's database, others received an open-link to the survey from someone (nominated by CAA) within their business or an organisation they belong to.

The maximum margin of error on the total sample size of 873 is +/- 3.3% at the 95% confidence level.

Survey data is weighted by participant type to ensure it is representative of all CAA participants.

Significance testing: Differences between sub-groups of participants are reported if they are statistically significant (at the 95% confidence level).

Chart notes: Percentages in the charts may not always add to 100%, this is either because the question was multiple response, or due to rounding. Net percentages may not always add to the sum of their individual parts displayed in the charts, this is also due to rounding. For example, the proportion shown to be 'supportive' of CAA having a social media presence may not be the sum of the percentages who are extremely supportive or very supportive or quite supportive.

STAGE 2: QUALITATIVE RESEARCH

7 in-depth interviews were conducted with key CAA stakeholders (3 face to face and 4 by telephone).

Interviewing took place from 29 January to 7 February. Interviews were 45-60 minutes long.

Recruitment: Stakeholders were recruited using a list supplied by CAA.

Stakeholder groups included:

Commercial aviation – 1

Public sector – 2

Industry representative – 4

NOTES

A demographic profile of those who took part in each stage of the research is appended to the report (see page 71).

Findings from both stages are incorporated throughout the report. Results that refer to 'participants' come from the quantitative survey, and results that refer to 'stakeholders' come from the qualitative in-depth interviews.

EFFECTIVENESS OF CAA'S KEY COMMUNICATIONS AND SAFETY PROMOTION CHANNELS

The CAA website is highly useful, but language and navigability could be improved

The CAA website is widely used by stakeholders and participants, and overall it's their preferred CAA information source.

Some participants find the technical language used on the site, particularly in relation to rules and regulations, hard to understand.

Stakeholders and participants also find it difficult to navigate the website and locate the information they require, including contact details of CAA staff members. These difficulties can cause confusion and frustration.

Vector is easy to understand, but usefulness could be improved for some

Vector is well known by stakeholders and participants but many find it irrelevant to them. Both groups feel Vector is focussed on Private Pilot Licence holders and other participants such as Engineers, Commercial Pilot Licence holders, Airline Transport Licence holders and Air Traffic Controllers want more content that applies to them.

Vector is the participants' preferred channel for information on safety issues and new safety issues, and they want more content on accidents, incidents and defects.

Channels that are both highly useful and easy to understand

AvKiwi Safety Seminars are valued by both stakeholders and participants. They are highly engaging and keep attendees up to date with current safety issues and practices using real life examples. Participants say the most useful aspect of the seminars is the opportunity to interact, network and share ideas with their peers and CAA representatives. Some feel there could be more content relevant to a wider range of aviation sectors, and in particular more content for commercial participants.

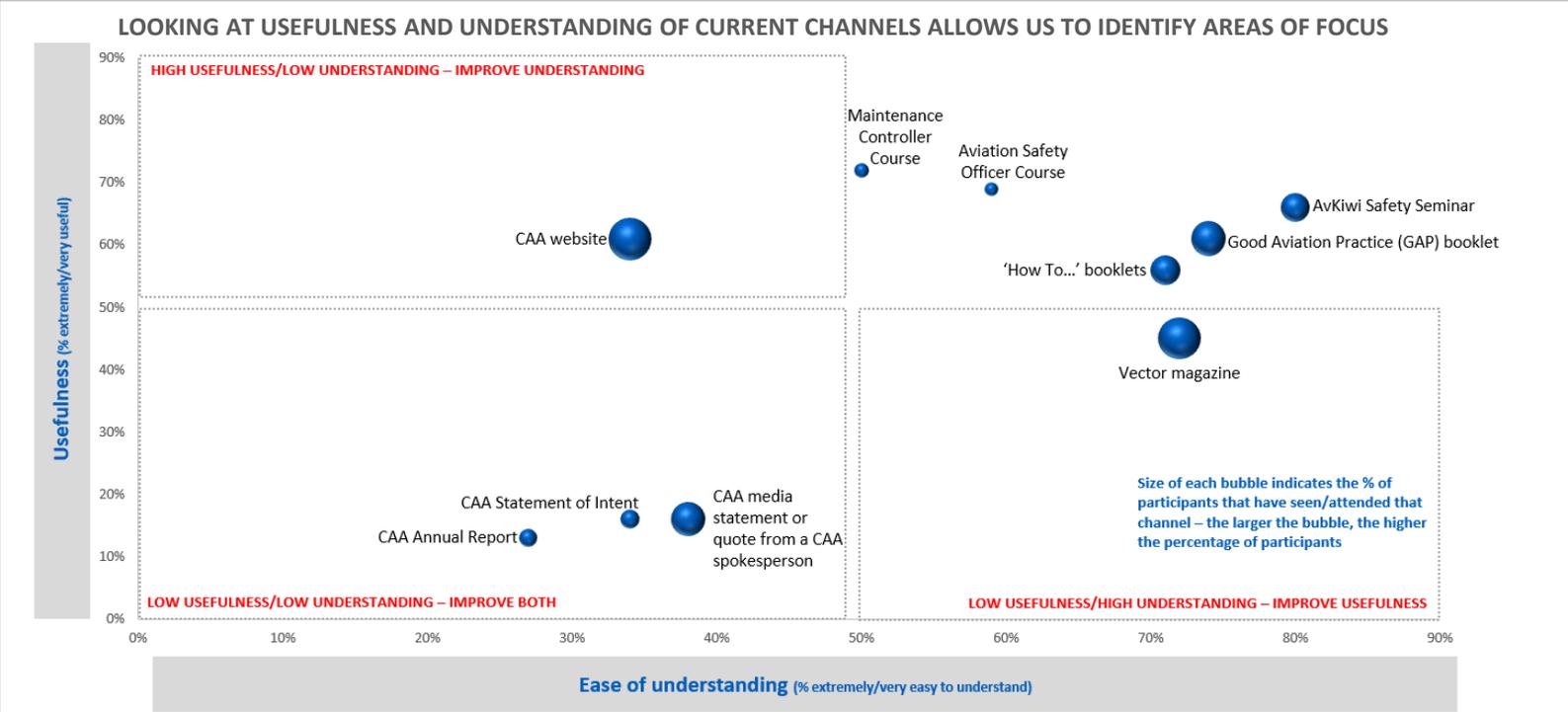
Aviation Safety Officer Courses and Maintenance Controller Courses are also highly rated by attendees, and there are no noteworthy areas for improvement. Low attendance may be due to the specialist nature of the courses, but 18 to 29 year olds are less likely than average to attend, inadequate notification of course availability may be an issue.

GAP booklets and 'How To...' booklets are praised for their clear, concise, specific and visually based information. Younger participants aged 18 to 29 years are particularly likely to have seen the booklets. More GAP booklets about engineering and maintenance would be appreciated. And a few feel both types of booklet could include more in-depth information.

Channels that are not very useful and are difficult to understand

CAA media statements or quotes from a CAA spokesperson are currently being missed by some participants aged 18 to 29 years – they're less likely than average to see them. Participants who have seen them feel the media statements could be more accurate and clearly and openly communicated. Conversely, stakeholders are satisfied with CAA's media statements.

The CAA Annual Report and Statement of Intent are seen by few participants, those who have say the Annual Report could include less jargon and technical terms, and the Statement of Intent could cover a longer time period.



APPETITE FOR CAA HAVING A SOCIAL MEDIA PRESENCE

Participants' views...

Participants are more supportive than non-supportive of CAA having a social media presence, almost 7 in 10 support the move to some degree.

Reasons for support include recognition that it's a modern form of communication that people are currently using, it's a quick and easy way to access information, it will allow CAA to reach a wider range of people – particularly younger participants, and will generally foster more interaction between CAA and participants.

Reasons participants don't support CAA being on social media include not using social media or having a general dislike of it, or having a general dislike of CAA. Others believe social media is an inappropriate form of communication for CAA and that other channels are preferable.

To start with only a small proportion of participants will follow CAA on social media, the bulk will be younger participants aged 18 to 29 years (almost 6 in 10 will follow CAA on Facebook and nearly 4 in 10 via YouTube).

Participants are most receptive to accessing aviation videos via a CAA YouTube channel or CAA Facebook page, and receiving information on training and safety courses and meetings with operators and industry via a CAA Facebook page. Younger participants are also open to receiving changes to safety rules and regulations, new safety initiatives, safety issues, and civil aviation publications through Facebook.

Stakeholders' views...

Stakeholders are not active social media users and already have established lines of communication with CAA, so do not feel social media is a relevant channel for them.

However, stakeholders do believe CAA should have some form of presence on social media primarily to reach younger people in the aviation sector.

They see value in using social media to deliver safety alerts to the public, and disseminating general safety related information to the wider aviation sector.

Both stakeholders and participants feel that...

- 1 Social media should not replace CAA's existing communications channels, but rather be another string to its bow.
- 2 The CAA website should remain the primary source for more detailed CAA information and resources.
- 3 If CAA does have a presence on platforms like Facebook and Twitter, they need to be responsive in replying and proactive in posting. The tone needs to be more conversational and less prescriptive than current communications are perceived to be, in line with the informal and interactive nature of those communications mediums.

OTHER WAYS CAA'S COMMUNICATIONS COULD BE ENHANCED

- Stakeholders want CAA to undertake more frequent engagement with sector leaders and representatives.
- Participants also want a closer relationship with CAA through more friendly, open and transparent communication and the opportunity for two-way communication. Specifically, participants want more 'in-person' communication from and with people from CAA.
- Stakeholders would like CAA to be more agile and responsive in the face of emerging aviation challenges, participants also require quick and responsive communication from CAA.

Participants would also like CAA to provide communications that...

- Use simple language.
- Are relevant, specific, and tailored to the participant.
- Are consistent.
- Are in electronic form e.g. an e-version of Vector, apps, social media presence, video content.

1

Create a CAA Facebook page and YouTube channel:

- Facebook – primarily for notification of training and safety courses, and meetings with operators and industry, but also potentially for other purposes outlined in the additional recommendations.
- YouTube – primarily for aviation videos.

2

Maintain the CAA website as the central hub for all CAA information:

- Notify participants about relevant changes or upcoming events via CAA emails, CAA Facebook page, Vector etc. but direct them to the CAA website for further information.
- Improve the search function and navigation capabilities of the CAA website so that information can be easily found.
- Include an easy to find list of CAA contacts on the website.
- As much as possible make the information available in plain-English.
- Consider using video or other visually based techniques to present information on the website (e.g. diagrams and images)

3

Build upon the success of the AvKiwi Safety Seminars:

- Hold them more frequently and offer a range of specific topics.
- Target specific groups of stakeholders and participants to inform them about the seminars that are relevant to them.

4

Build a more open and consultative relationship with stakeholders and participants:

- Provide more opportunity for face to face communication, for example field visits to participants, and continue to engage at AvKiwi Safety seminars, Maintenance Controller Courses and Aviation Safety Officer Courses.
- Provide online discussion with participants via a Facebook page and/or forum on the CAA website.
- Ensure that someone at CAA is dedicated to the role of responding and posting in a timely manner.
- Listen to and consider the views of stakeholders in the early stages of policy and regulation development process.
- Provide stakeholders with clarity around how safety rules and standards are interpreted and applied in safety-related cases.
- Use a more friendly and supportive tone in communications with participants.

5

Address the communication needs of younger participants:

- Improve the notification of 18 to 29 years olds using a CAA Facebook page, mainly for information about training and safety courses and for general media statements and quotes from CAA spokespeople, but this group is also open to receive information on changes to safety regulations and rules, new safety initiatives, safety issues, meetings with operators and industry, and civil aviation publications.
- Provide aviation videos via a CAA Facebook page and YouTube channel, and more visually based information in general.
- Offer an electronic version of Vector.

6

Address the communication needs of Engineering participants:

- Include more Engineering content in Vector and Good Aviation Practice (GAP) booklets.
- Dedicate more space in Vector for accident, incident, and defect related information.
- Offer more courses and seminars for Engineering and maintenance participants.

7

Address the communication needs of Commercial participants:

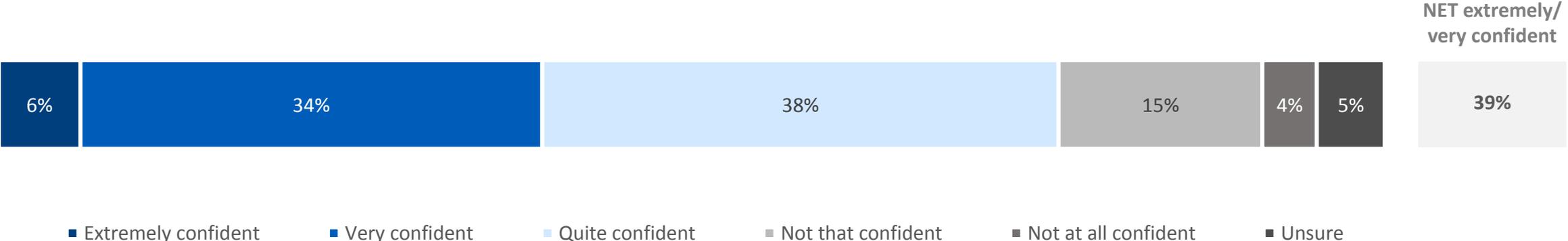
- Include more relevant content for them in Vector.

Overall effectiveness of CAA's key communications and safety promotion channels



Most participants are at least quite confident that CAA's communications effectively ensure the safety and security of New Zealanders and their property (77%), and around 4 in 10 are highly confident. However, 1 in 5 are not confident suggesting there is room for improvement.

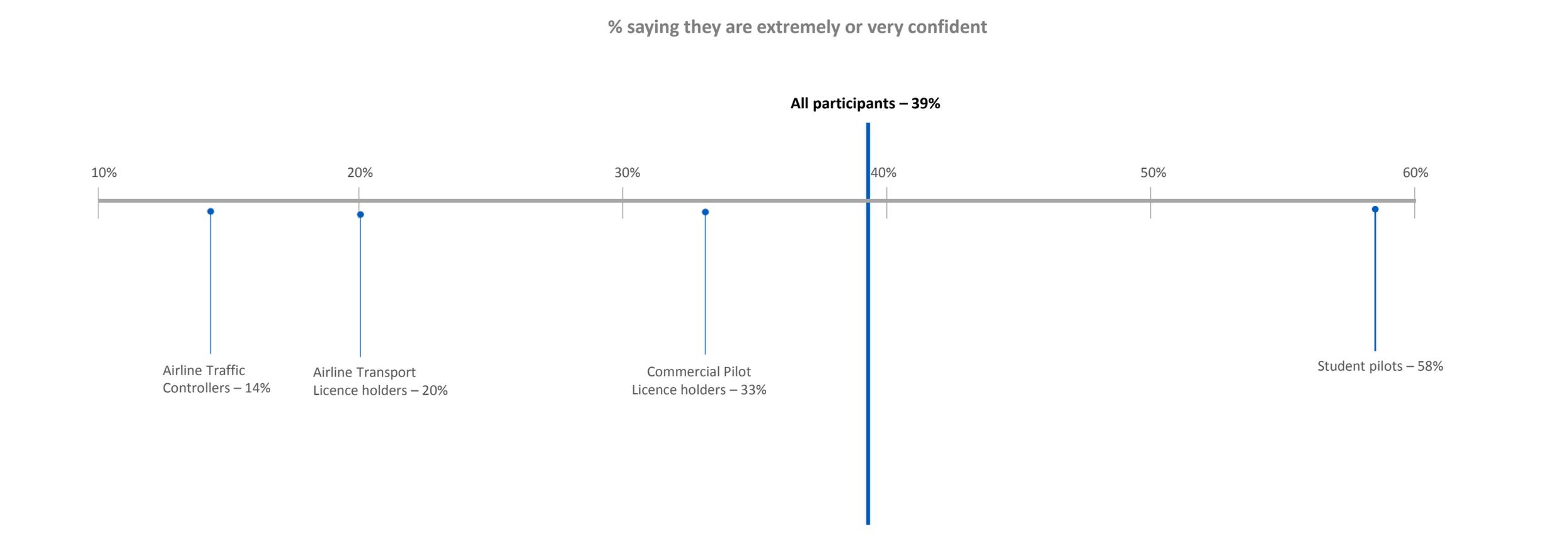
How confident are you that CAA's communications effectively ensure the safety and security of New Zealanders and their property?



Source: B8
Base: All CAA participants (n=873)

Student pilots are more likely than average to be extremely or very confident in the effectiveness of CAA's communications to ensure safety and security, whereas Commercial Pilot Licence holders, Airline Transport Licence holders and Air Traffic Controllers are less likely than average to feel this way.

How confident are you that CAA's communications effectively ensure the safety and security of New Zealanders and their property?



Source: B8
Base: All CAA participants (n=873), Student pilots (n=96), Commercial Pilot Licence holders (n=279), Airline Transport Licence holders (n=128), Air Traffic Controllers (n=43)

Some participants feel there can be inconsistency in CAA’s communications, and that CAA staff members need to be 'on the same page’.



Be consistent with the message that goes out, and be timely. *Commercial Pilot Licence holder 40 to 49 years*

Have a definitive policy that is NOT open to twenty different interpretations from 20 different CAA officials! Stop charging over the top prices for poor service. *Airline Transport Licence holder (Aeroplane) Age unspecified*

An organisation wide communications strategy that everyone buys into, understands and follows. There is too much inconsistency, too many silos and a lack of technical knowledge. Credible messages and relationships are required. There are some excellent examples of constructive relationships with industry where things happen. But there are too many examples of some CAA staff creating us and them approaches, too much arrogance - we are all in this together. *Participant type unspecified 60 years or over*

Improve internal communications, so [the] same message is sent out. *Airline Transport Licence holder and Engineer 50 to 59 years*

It would be great if they could all sing from the same song sheet. *Airline Transport Licence holder 50 to 59 years*

Work as a team. Too many staff changes meant too many times CAA's "policy" changed along with the change of staff. As it is we are not dealing with the CAA we are dealing with personal opinions of staff. The answer you get depends on who you talk to. This should not be. The policy or interpretation of rules should not change when person A leaves and person B takes over. But that is exactly what is happening. *Engineer 30 to 39 years*



Participants can also find the tone of CAA’s communications somewhat officious and adversarial at times. They recognise that CAA’s role is that of a regulator, but would prefer a more friendly and supportive tone be used in their communications.



There is a general desire for a more co-operative relationship with CAA

Be a friendly regulator, risk based and less rule based with a proportionate response. *Commercial Pilot Licence holder (Aeroplane) 60 years or over*

Get rid of the "us and them" culture and be more respectful to those in industry. Employ people who have industry experience instead of only military experience. *Engineer 60 years or over*

...As a supportive role I believe CAA could do some amazing work with individuals rather than being seen as a regulator and prosecutor. You'll achieve far more by breaking down the them and us barriers and supporting users. *Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

Heavy emphasis on looking forward, and correcting, not punishing. This helps to encourage interaction, as the fear of reprisal is reduced. *Student pilot and Private Pilot Licence holder (Aeroplane) 30 to 39 years*

And a desire for communications to reflect co-operation not regulation

Improve the tone and attitude of written communication from the medical branch - friendly conversational and helpful rather than legalistic and suspicious. *Commercial Pilot Licence holder (Aeroplane) and Commercial Pilot Licence holder (Helicopter) 50 to 59 years*

Make the communication with pilots more causal, [I] hope [they] could have the system like what CASA has. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Try and make the emails a little more friendly and personal. *Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

CAA’s style of communication seems to be very much enforcement based when culture change would see better yield. All communications seem to be based on reducing liability for CAA and increasing regulatory frameworks. *Private Pilot Licence holder (Aeroplane) 18 to 29 years*

CAA communications suffer from concerns (real or not) that regulation and blind enforcement are all that matter to the organisation. Vector is now widely seen as one dimensional and talking down to the aviation community it could [be] standing alongside. Communications could be useful and interesting for example I note that information using phone aps did not feature (immediate, low cost useful). *Private Pilot Licence holder (Aeroplane) 50 to 59 years*

Change their attitude so that the real people in the aviation industry might perhaps care to hear what they have to communicate. The CAA website and other publications are currently propaganda tools used by those who think they know best. *Engineer 50 to 59 years*

Stakeholders find CAA communications useful for keeping up-to-date on regulatory changes and emerging safety issues across the aviation sector

Stakeholders feel CAA performs well in proactively releasing information about aviation regulations and safety issues. They find CAA communications helpful for staying informed about the wider civil aviation regulatory landscape.

Most stakeholders use CAA’s website to keep up-to-date with the latest information releases. Many are aware of the Vector magazine but only use it occasionally to catch up on recent articles on civil aviation.

Stakeholders highly value CAA’s seminars as a way for disseminating safety-related resources across the aviation sector and fostering safety-conscious attitudes and culture in everyone involved in flying.



*They’re good about letting you know what’s happening. Usually by newsletter which gives a quick snapshot of the regulatory state of the aviation industry. If something needs clarifying I usually pick up the phone. **Industry representative***



Stakeholders who directly engage with CAA find it responsive and helpful, but the organisational structure can be difficult to work out.

Most stakeholders have established working relationships with CAA staff members and departments. These relationships work well in providing stakeholders with a direct line of communication with CAA (via email, phone, or face-to-face) and most feel CAA responds to their queries or needs effectively and in good time.

However there is a sense that recent staff turnover has reset some of CAA's links with the sector. Consequently without having an existing relationship some stakeholders feel CAA can be hard to engage with due to a lack of clarity around its organisational structure.

These stakeholders feel that unless you already know who to call, it can be difficult to directly contact the right person without having to go through the front desk especially if they are at a senior level.



We have a good relationship with CAA. We usually communicate directly with the relevant people via email or phone and that helps to keep the information flowing. Sometimes we'll go in for a face to face. They're usually pretty good at getting back to you if you raise a query. **Industry representative**

I do get a sense sometimes that if I didn't know [person] at CAA, I wouldn't know who to talk to. They don't have contact information anywhere for senior staff.

Commercial aviation

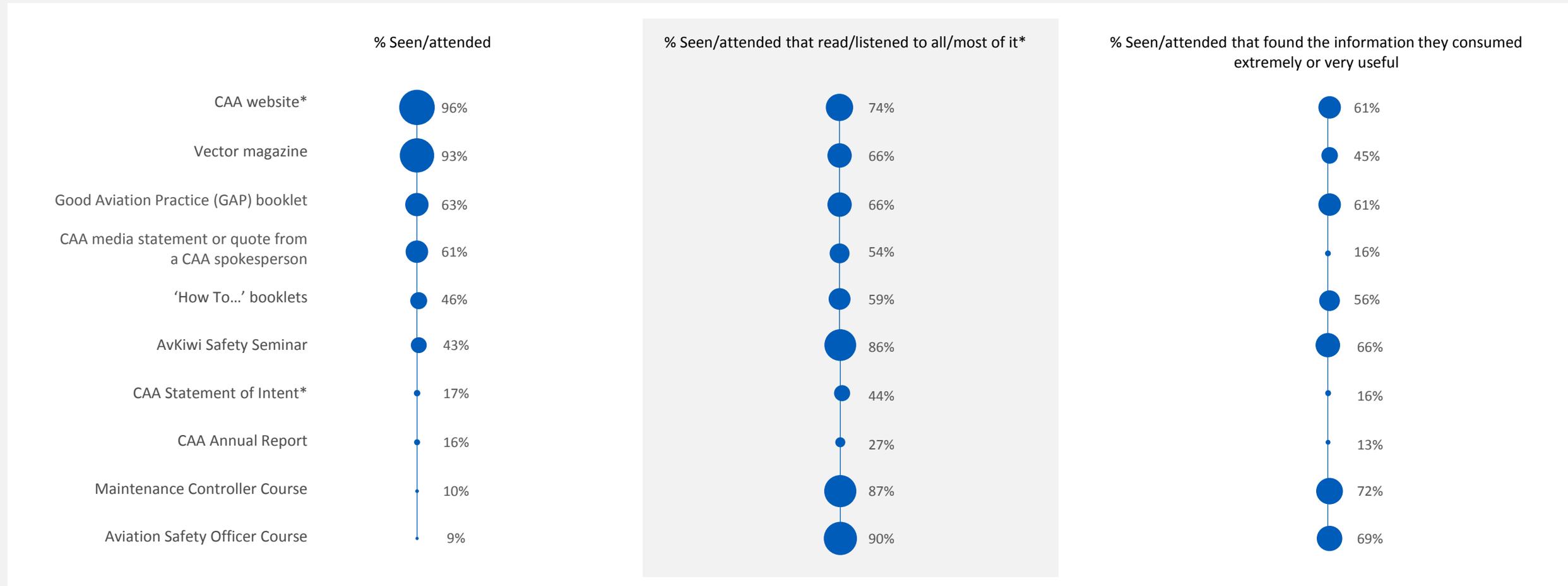
[CAA] have definitely lost a few experienced heads recently. People who had been in aviation for over 30 year and who had all that knowledge and long-term relations with the sector. It's made [CAA] a little more cautious and tentative in working with the sector but I think that should change over time.

Industry representative



For participants, the CAA website and Vector magazine have the widest reach of all the CAA communications.

While the face to face forms of communications (i.e. the AvKiwi Safety Seminars, Maintenance Controller and Aviation Safety Officer Courses) do not have the highest reach, they appear to be more effective at holding participants' attention and are considered relatively more useful than CAA's written forms of communication. Detailed results can be found on pages 72 to 75.



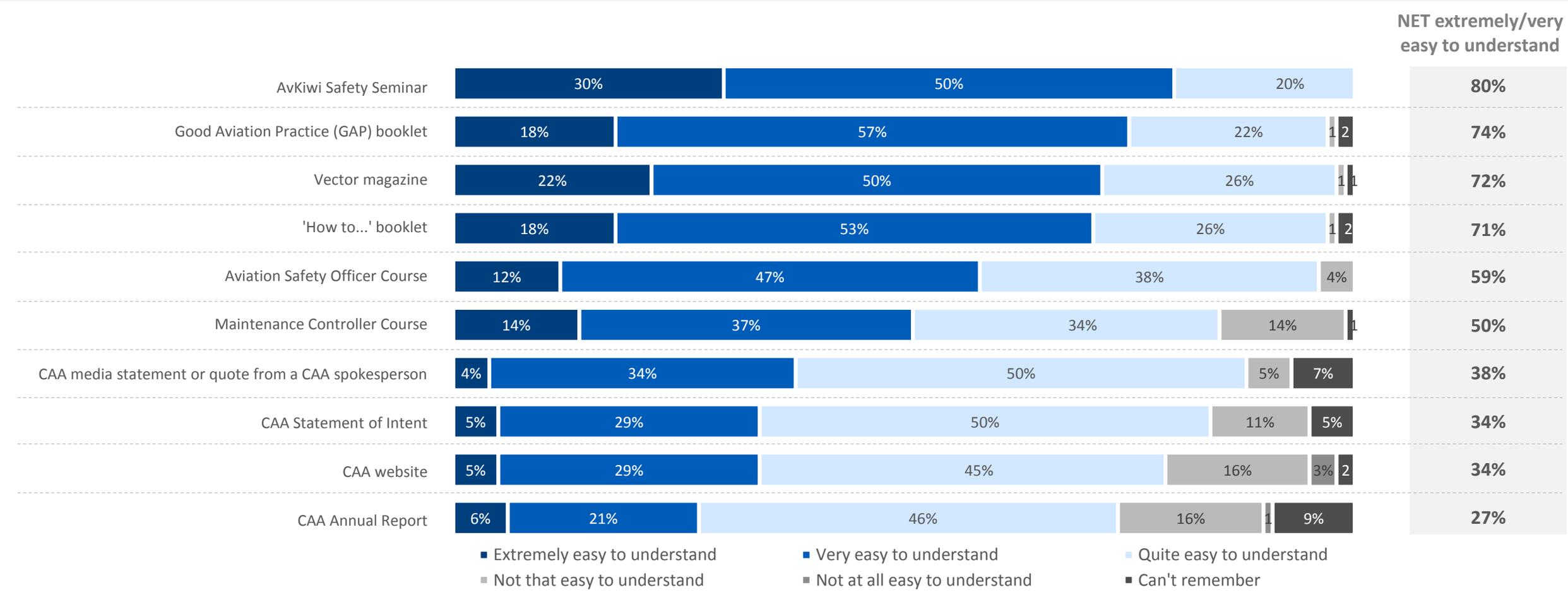
* For those who had seen the CAA website or CAA Statement of Intent, the percentages in the second column are the % who found all/most of the information they were looking for

Source: B1, B2, B3, B5
 Base: Results in the first column are based on all CAA participants (n=873), results in the second column are based on those who have seen/attended that particular communication, results in the third column are based on those who have seen/attended the communication and consumed/found at least a bit of it

The vast majority of participants find it extremely or very easy to understand information in the AvKiwi Safety Seminars they have attended, and the Vector magazines, GAP and 'How to...' booklets they have read.

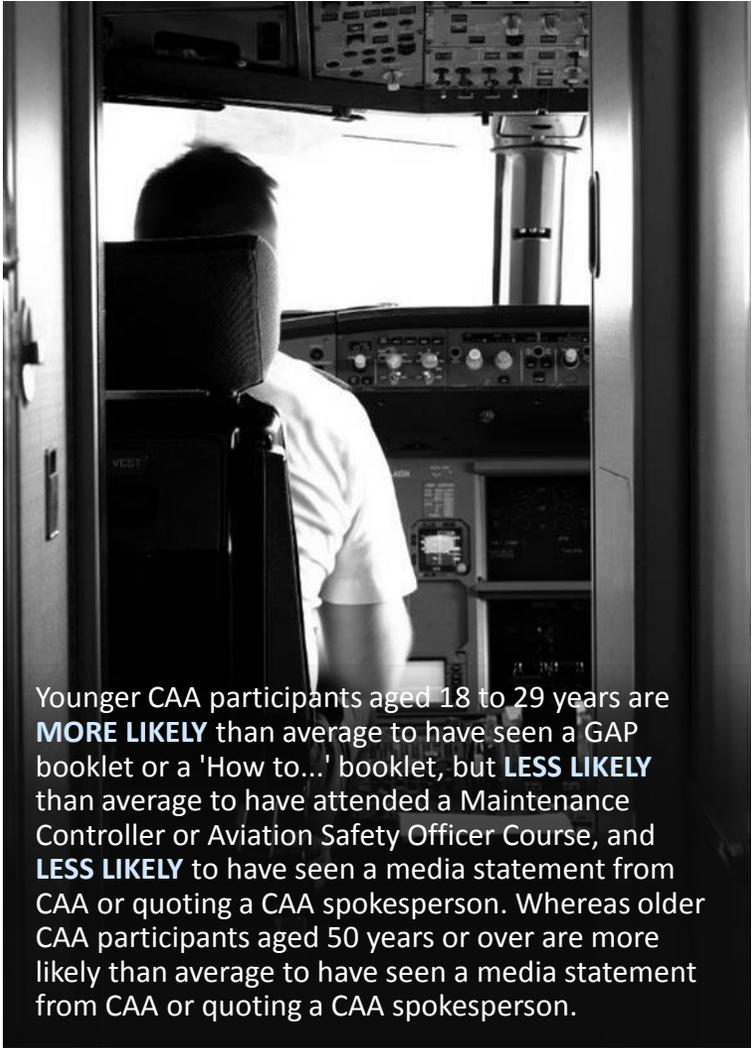
Sources of CAA information that participants have read and find most difficult to comprehend include the media statements or quotes from a CAA spokesperson, the Statement of Intent, the CAA website, and Annual Report.

To what extent was the information in each of these easy to understand?



Source: B4
 Base: Those who read or took in at least 'a bit' of that CAA communication

Which groups of participants are more or less aware of CAA's communications?



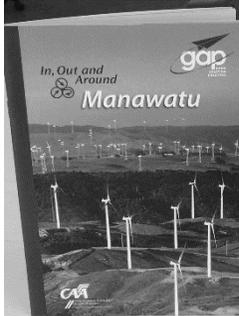
Source: B1

How does consumption differ by participant sub-group?

Older participants are more likely than younger to take in all or most of the information conveyed by the various CAA communications they have seen or attended.

50+ year olds are **MORE LIKELY** than under 50 year olds to have consumed all or most of the information in the latest...

- Vector magazine they have seen
- GAP booklet they have seen
- media statement from CAA or a spokesperson from CAA they have seen



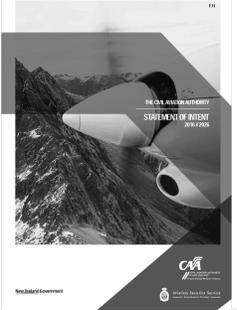
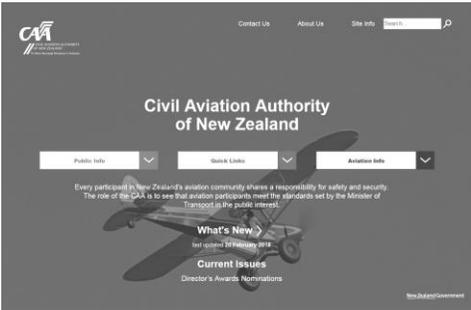
60+ year olds are **MORE LIKELY** than average to have taken in all or most of the information in the latest...

- AvKiwi Safety Seminar they attended



60+ years olds are also **MORE LIKELY** than average to find all or most of the information they are searching for in the....

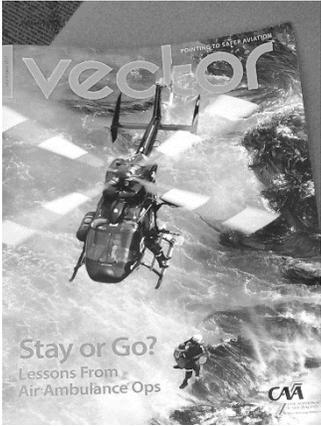
- CAA website
- Statement of Intent



How does perceived usefulness differ by participant sub-group?

Groups **MORE LIKELY** than average to say the information in Vector magazine they have read is extremely or very useful include:

- 60+ year olds
- Private Pilot Licence holders
- Commercial Pilot Licence holders



Groups **LESS LIKELY** than average to say the information in Vector magazine that they have read is extremely or very useful include:

- Air Transport Licence holders (aeroplane)
- Engineers

Groups **MORE LIKELY** than average to consider information in AvKiwi Safety Seminars to be extremely or very useful include:

- 60+ year olds
- Private Pilot Licence holders



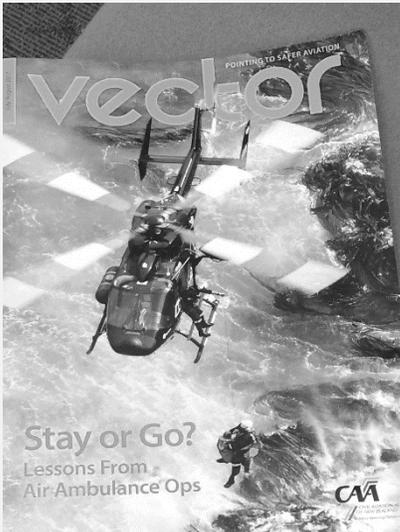
How does ease of comprehension differ by participant sub-group?

Groups **MORE LIKELY** than average to find it extremely or very easy to understand information in AvKiwi Safety Seminars, and CAA media statements or quotes from a CAA spokesperson include:

- 60+ year olds
- Private Pilot Licence holders

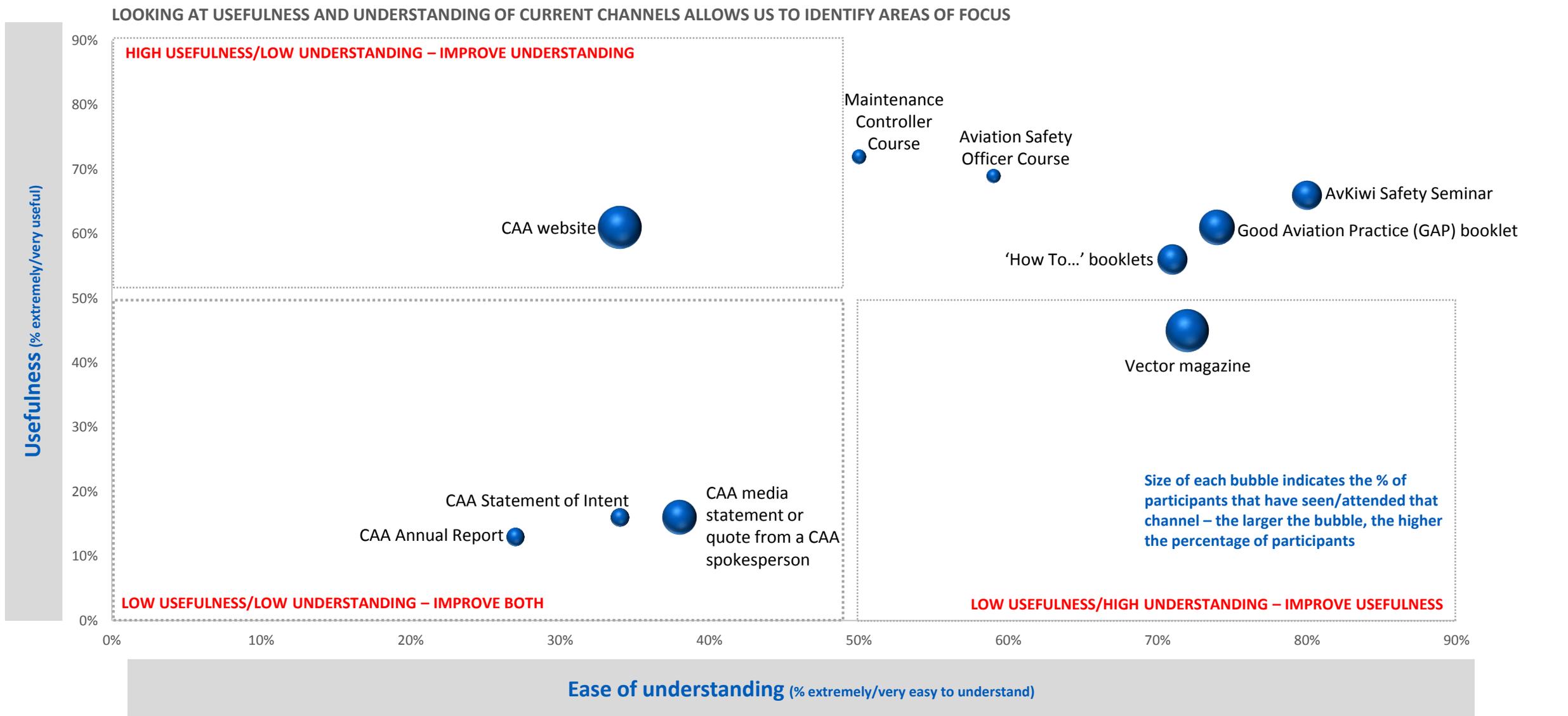


Private Pilot Licence holders are also **MORE LIKELY** than average to find information in Vector magazine extremely or very easy to understand.



Source: B3, B4

Overall, participants find the CAA website very useful but not particularly easy to understand, Vector is easy to understand but could be more useful for some, and the CAA Annual Report, Statement of Intent and media statements or quotes from CAA spokespeople are both difficult to understand and of little use to many participants. Channels that perform well in terms of usefulness and ease of understanding include the AvKiwi Safety Seminars, Maintenance Controller and Aviation Safety Officer Courses, and the GAP and 'How...To' booklets. Details about what makes each channel most useful and how each could improve are outlined in the next section.

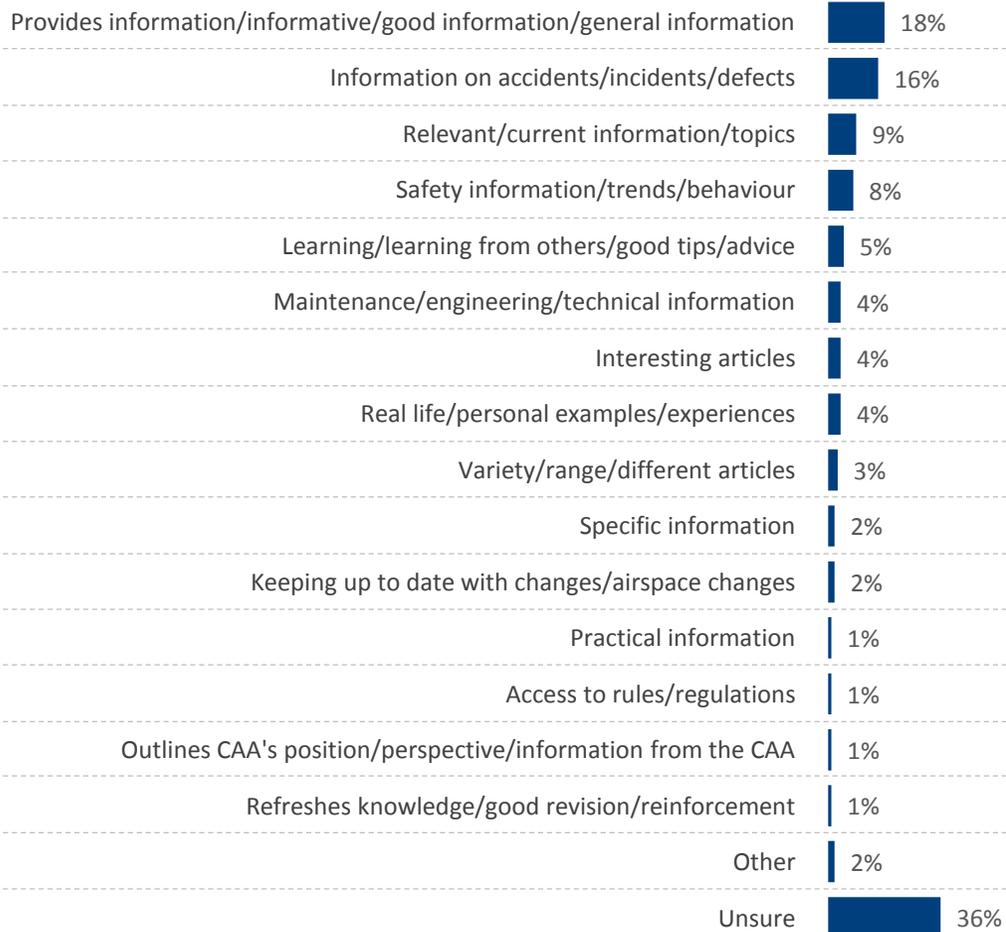


Most useful aspects of each communication channel, and how each could be made more useful



Aspects of Vector that participants find most useful include the information on accidents, incidents and defects, the provision of relevant information on current topics, and the general informativeness of the magazine.

Vector magazine – most useful aspects



It is generally informative

General information from the industry, incident reports, airspace changes, tips and some great learning stories from others in the industry. In short, great and to the point information. *Private Pilot Licence holder (Aeroplane) 40 to 49 years*

General interest articles written by experienced operators. *Private and Commercial Pilot Licence holder (Aeroplane) and Air Traffic Controller 18 to 29 years*

General updates and useful tips. *Private Pilot Licence holder (Aeroplane) 60 years or over*

It provides information on accidents/incidents/defects

About other accidents so I don't fall into [the] same trap. Happy to learn about anything that could save my life. *Private Pilot Licence holder (Aeroplane) 50 to 59 years*

Articles about pilot experiences where things have gone wrong and they have lived to tell the story, useful to learn from the mistakes of others as most of the situations could catch any one out. *Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

Defect and accident reports, and those occasional articles about aircraft maintenance. *Engineer 60 years or over*

...It also has the incident/accident section which is vastly useful but has disappeared from the CAA website. *Commercial Pilot Licence holder 30 to 39 years*

It has relevant/current information

Current maintenance issues within NZ, change notifications e.g. SMS roll out etc. *Engineer, 40 to 49 years*

It is a good topical interesting magazine, and I usually learn something when I read it. *Private Pilot Licence holder (Aeroplane) 50 to 59 years*

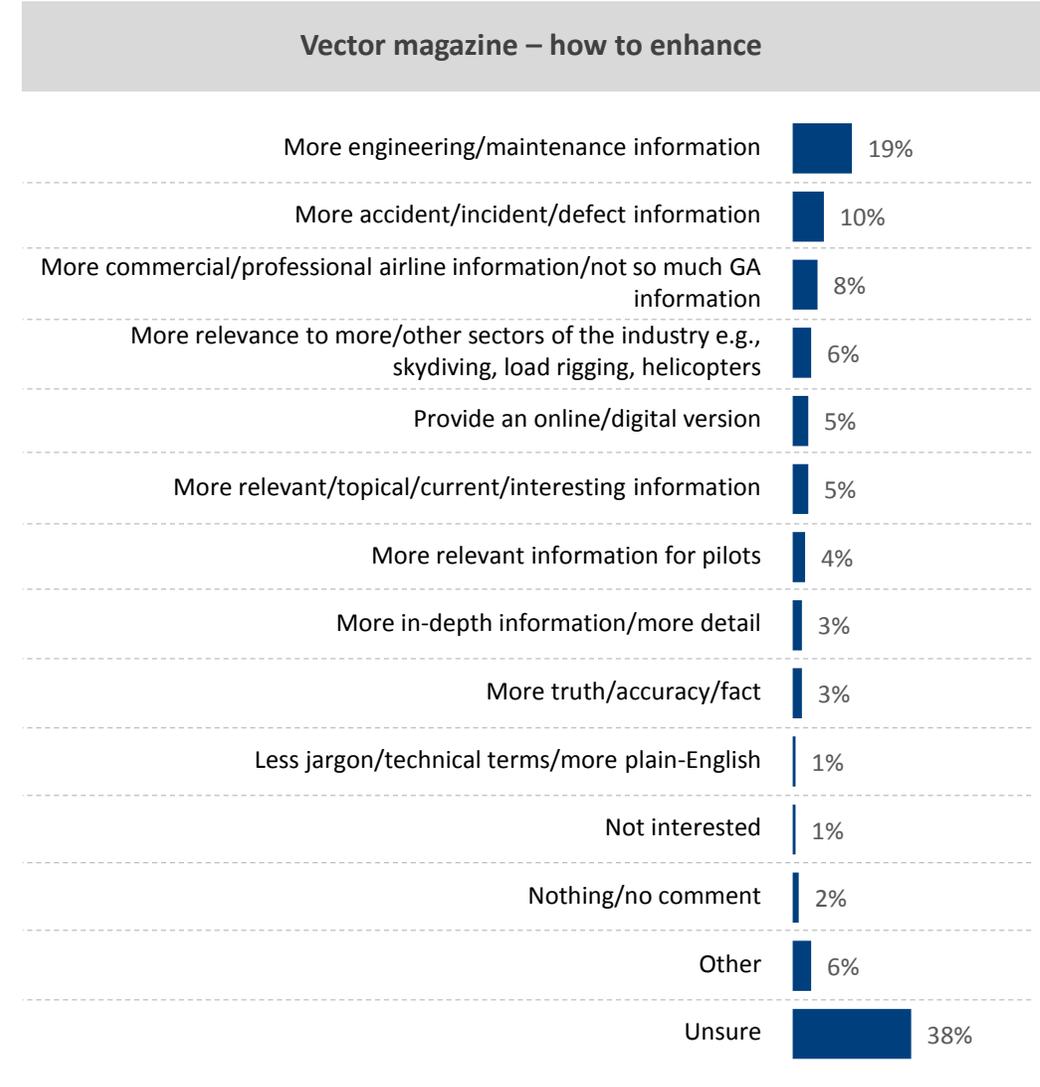
Keeping up to date with safety related practices that other operators are performing around the country. *Private Pilot Licence holder (Helicopter) 18 to 29 years*

New and current aviation information, that as a private pilot you may be unaware of. *Private Pilot Licence holder (Helicopter) 30 to 39 years*

Source: B6

Base: Participants who find Vector useful, and were randomly selected to say what is most useful (n=219)

Participants feel Vector could be enhanced by including more information on engineering, maintenance, accidents, incidents, and defects, as well as having more information for commercial participants.



Include more engineering/maintenance information

I find it very pilot oriented, more engineering content would be better. *Engineer 18 to 29 years*

It is obviously aimed at pilots and has very little of interest to me as an Engineer, often nothing. *Engineer 50 to 59 years*

It's all about pilots and very little engineering information. My office colleagues at work have also mentioned this. *Engineer 40 to 49 years*

It's mostly pilot orientated so while it's still interesting to read how pilots got themselves into these situations I often skip the pilot technical stuff as it's not relative to me, so maybe a few more engineering pieces. *Engineer 30 to 39 years*

Magazine is hugely pilot focused. As an Avionics Engineer in New Zealand there is not much info for my trade. *Engineer 30 to 39 years*

Not really any info useful to engineering and human factor failures. Mostly airways info. No use to me. *Engineer 30 to 39 years*

Include more information on accidents/incidents/defects

All the accident and incident reports seem to hold short of definite conclusions about what did or may have gone wrong or how we should apply what happened to make our flying safer. *Private Pilot Licence holder (Aeroplane) and Commercial Pilot Licence holder (Aeroplane) 40 to 49 years*

More accident and incident briefs, and GA defect reports so we can learn from others. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

More in-depth information about incidents and accidents, particularly maintenance incidents. *Engineer 30 to 39 years*

...Accident reports and defect reports are useful and informative to read and seem to be becoming an increasingly smaller part of the publication - should devote ideally at least two pages to each of these. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Include more commercial/professional airline information/not so much GA information

Great for the GA pilot however most of my flying these days is now commercial so not as relevant. *Private Pilot Licence holder (Aeroplane) and Airline Transport Licence holder (Aeroplane) 30 to 39 years*

It's a good read but feels very much like a GA magazine. I fly for an airline and a lot of the articles in Vector are just not relevant to me. *Airline Transport Licence holder (Aeroplane) 40 to 49 years*

More information relevant to professional pilots. Most seem to refer to GA related issues so less likely to attract attention of airline pilots. Also a digital version would be great. It is such a waste Sending a magazine wrapped in plastic that just goes in the bin. *Airline Transport Licence holder (Aeroplane) 18 to 29 years*

Source: B7
 Base: Those who don't find Vector useful, and were randomly selected to say how it could be improved (n=97)

Most stakeholders are aware of Vector magazine but do not use it regularly as they feel it is more relevant to general aviation participants.

Stakeholders are aware of the Vector magazine. They tend to read it in their free time only if it's available and don't specifically seek out the magazine. There is a sense that it is too focused on general aviation to be of much relevance to them.

Similar to participants, many stakeholders feel CAA should broaden Vector's relevance. This could be achieved by publishing a different version that is focused more on commercial aviation and includes topics like flight safety or engineering while keeping the original Vector focused on general aviation.



The Vector has some very topical information that most of our pilots find interesting. We have a copy in all of our common areas. It always has some very good articles on flying across NZ. **Industry representative**

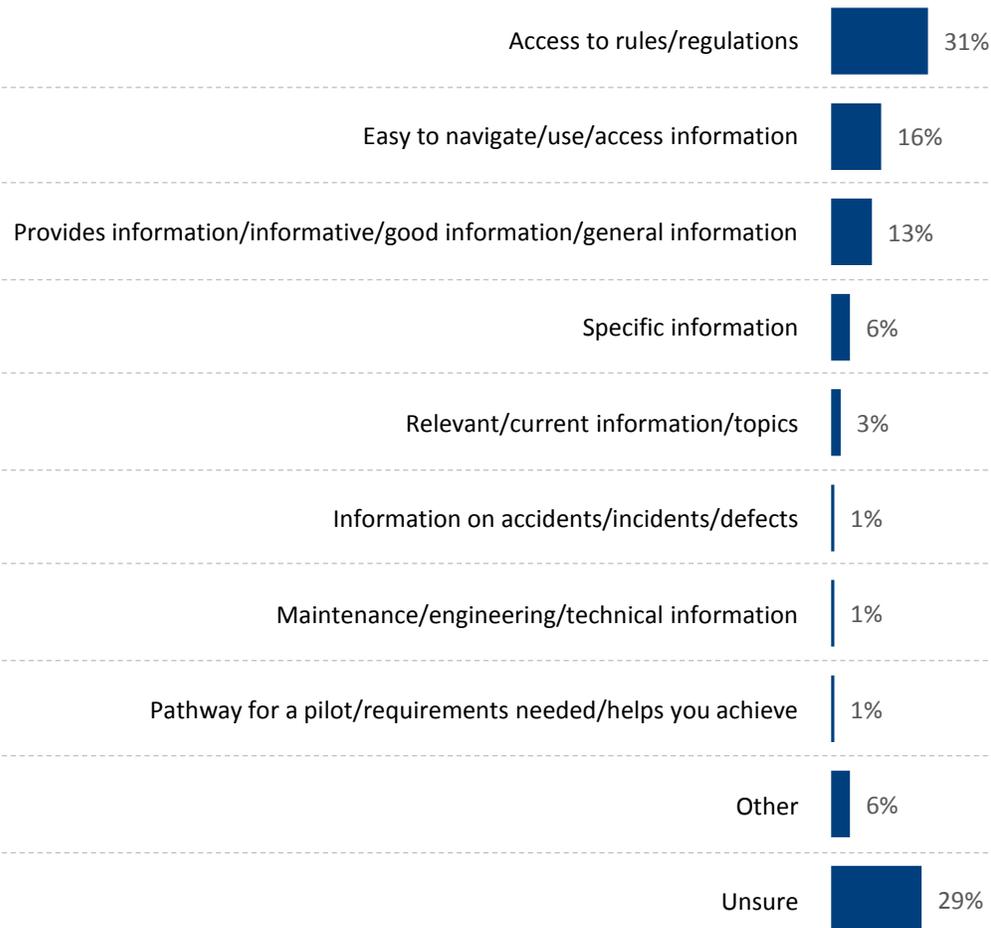
I come across [Vector] from time to time. I get the sense that it has some good info but a bit limited. There's not much about commercial flying or safety-related articles which me or my colleagues would be interested in. It can't be easy to have one magazine for the entire aviation sector which almost makes me think they need a separate version.

Commercial aviation



Participants find the CAA website most useful for its access to the rules and regulations, and some feel it is easy to navigate and access information they require.

The CAA website – most useful aspects



It provides access to the rules and regulations

Access to CAA rules and practices. *Air Traffic Controller 50 to 59 years*

Access to P145 and related rules, regulations and ACs. *Engineer 40 to 49 years*

Easy access to CAA rules, forms and ACs relevant to my job. *Engineer 30 to 39 years*

Finding rules to do with certain operations, and getting more of an understanding. *Private Pilot Licence holder (Helicopter) 18 to 29 years*

It's easy to navigate and access information

It is easy to navigate around and is by and large user friendly, from my perspective. *Engineer 40 to 49 years*

It is very easy to find the information I am looking for. *Commercial Pilot Licence holder (Helicopter) 50 to 59 years*

Pretty easy to navigate to find what you need. I use it for Rules, AC's and NSS. *Engineer 30 to 39 years*

It is generally informative

Communicates any information I am unsure of and need clarification about. *Student pilot 18 to 29 years*

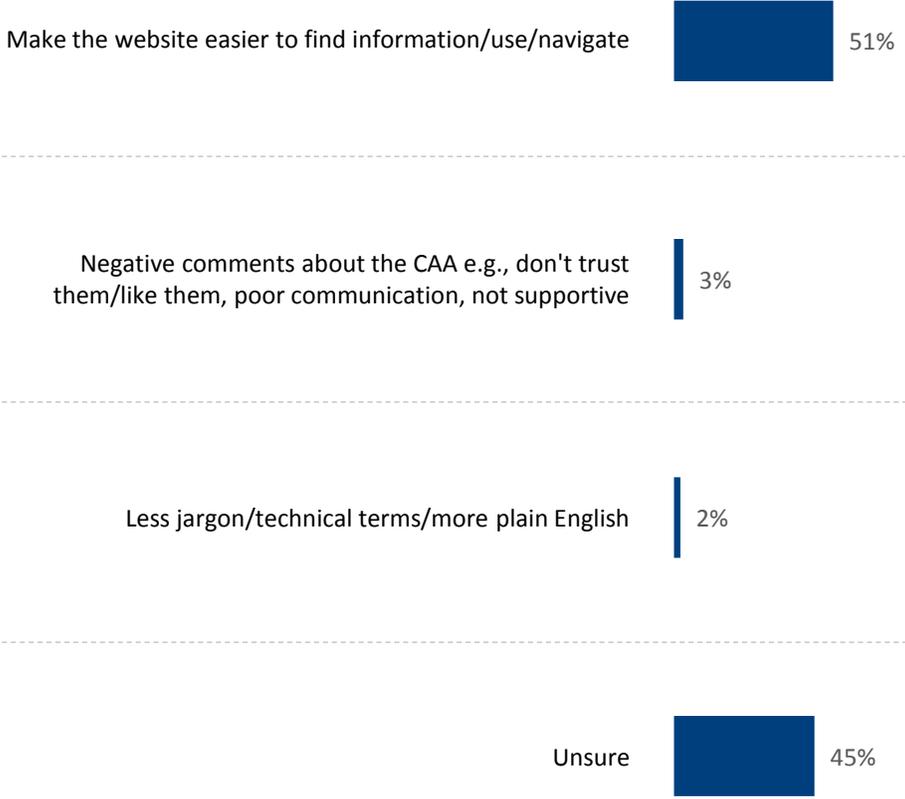
I can access all the relevant information I require. *Airline Transport Licence holder (Aeroplane) 60 years or over*

the links it has to information you need. *Private Pilot Licence holder (Aeroplane) and Commercial Pilot Licence holder (Aeroplane) 40 to 49 years*

Source: B6
 Base: Participants who find the CAA website useful, and were randomly selected to say what is most useful (n=219)

The main way participants say the CAA website can improve, however, is to make it easier to find information - through a better search function and easier navigation.

The CAA website – how to enhance



Make it easier to navigate/find information/use

- Be a lot more clear and allow better keyword searches. Also hiding information in huge pdf documents doesn't facilitate a search for a specific item. *Private Pilot Licence holder (Aeroplane) 50 to 59 years*
- Complete revamp from a competent web designer to modernise and logicalize the rubbish that exists now. The website is poorly organised, non-consistent and non-functional. *Private Pilot Licence holder (Aeroplane) 30 to 39 years*
- Difficult to locate documents, and once found, confirm it is the latest document on the topic. *Private Pilot Licence holder (Aeroplane) 30 to 39 years*
- Get rid of the drop downs, previous website was easier to use, this version you get lost. *Airline Transport Licence holder 50 to 59 years*
- It's fairly clunky to navigate. All the relevant info is generally there, but finding it tends to be the issue. *Commercial Pilot Licence holder 30 to 39 years*
- It's too complicated and the information ones after is ambiguous and hidden in the site, it's not intuitive or close to user friendly. Just like an ASL exam. It feels like people making it complicated for the sake of competition. *Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*
- Make it easier to find things such as rule parts, AC's and medical forms. Old website was better. *Airline Transport Licence holder (Aeroplane) 18 to 29 years*
- Make it navigatable and in a language that can be understand rather than over complicating it. *Private Pilot Licence holder (Helicopter) 40 to 49 years*
- Make the main home page more obvious to all users. People needing information then should only take a couple of clicks to get to the part 61 section for PPLs/CPLs etc. Website is too cryptic currently as someone who needs information on regular basis for work. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*
- More effective search functionality rather than scrolling through pages. *Airline Transport Licence holder (Aeroplane) 30 to 39 years*
- Navigating the website can be tedious, it is often difficult to find the information you are looking for. Often end up emailing with query after long time searching to no avail. Maybe improve search function and/or keywords. *Private Pilot Licence holder (Aeroplane) 18 to 29 years*
- New layout too confusing, extremely user unfriendly! Can't find information easily... *Private Pilot Licence holder (Aeroplane) 40 to 49 years*
- Too difficult to access some areas. Doesn't have clear paths to information and it appears that those closest to it don't appreciate how hard it can be. *Private Pilot Licence holder (Aeroplane) 60 years or over*
- Very frustrating especially looking for particular references in ACs and the law. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Source: B7
 Base: Participants who don't find the CAA website useful, and were randomly selected to say how it could be improved (n=46)

This perception is echoed by the stakeholders as well who find the website useful for accessing civil aviation information, but feel valuable resources are often hidden and difficult to find.

The website is stakeholders' primary source of information and resources released by CAA. While it feels modern and accessible, stakeholders say a lot of useful information is often hidden behind multiple pages and can only be accessed if you know exactly where to look.

Consequently, similar to participants, stakeholders also feel the website's search functionality needs to be improved so that users are better able to find some of the information hidden within the website's pages.

There is also a perception that the website should include CAA's organisational chart, which clearly shows key staff positions and their contact details.



*They recently updated the website so it looks much better now. It's the first place I go to when I need to look something up from CAA. **Commercial aviation***

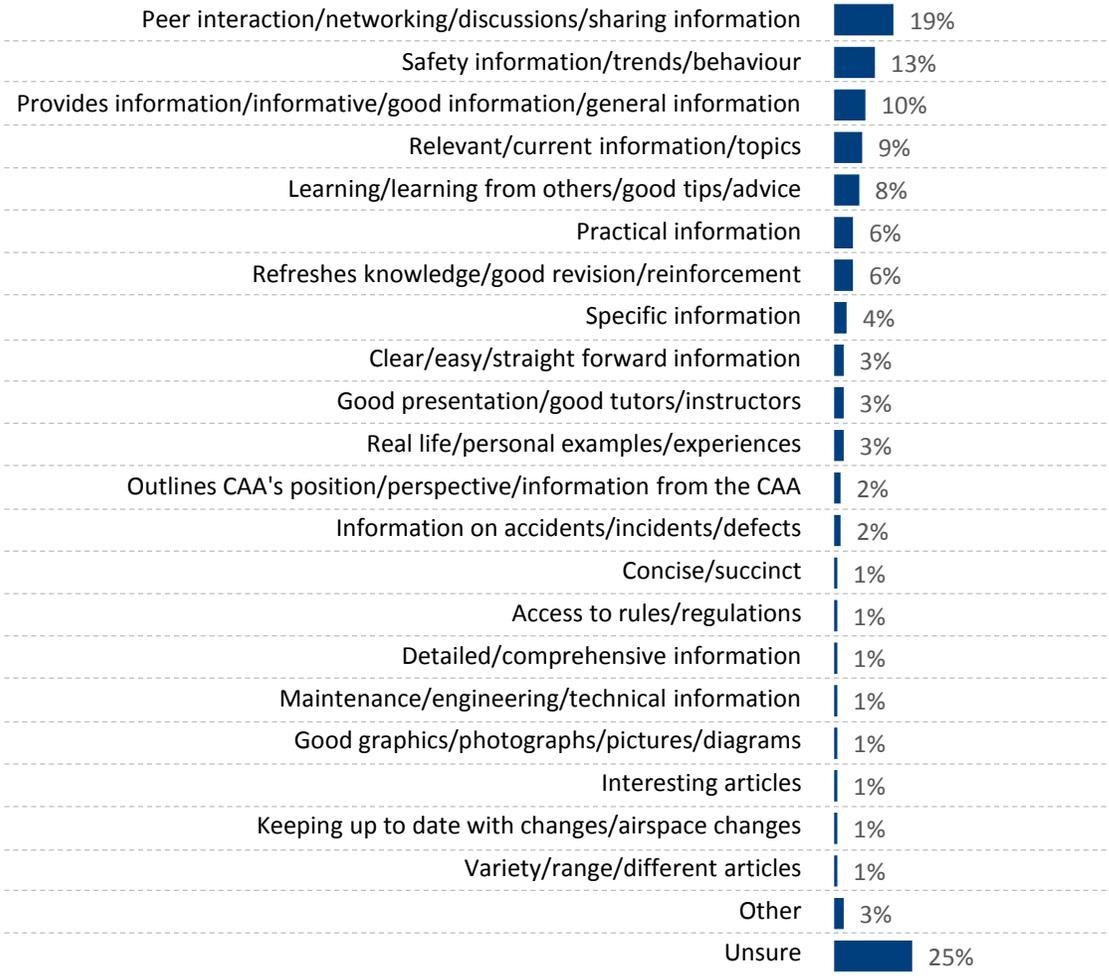
*Everything is there [on the website] if you know where to look. It can be too complex and the search engine is pretty useless so you end up spending half a day rifling through the pages to find what you need. **Industry representative***

*[CAA] need an organisational chart on the website. At the moment there's no way to find out who works where and how to contact anyone apart from the front desk. **Industry representative***



Aspects of the AvKiwi Safety Seminars that participants consider most useful include the opportunity for peer interaction, networking, discussion and knowledge sharing, as well as the safety information, trends and behaviour covered.

AvKiwi Safety Seminars – most useful aspects



They provide an opportunity for peer interaction - networking/discussions/sharing information

Good to get together with all sorts of pilots and talk about things as a group. *Commercial Pilot Licence holder (Aeroplane) 50 to 59 years*

Attending, and having experts explain certain areas of aviation that we don't otherwise have a chance to talk about with other pilots. In a nut shell, just turning up, and listening, is the key. *Private Pilot Licence holder (Helicopter) and Commercial Pilot Licence holder (Aeroplane) 60 years or over*

Being able to ask questions. Listen to other people having the same problems. Talking to other pilots. Talking to the presenters. *Private Pilot Licence holder (Aeroplane) 50 to 59 years*

Contact with CAA representatives - removing the feeling of it being just an entity, and it's actually real people who are passionate about aviation as well, and are there to help, not judge. *Student pilot and Private Pilot Licence holder (Aeroplane) 30 to 39 years*

Networking, good to see other people in industry and some of their views, ability and experience. *Airline Transport Licence holder (Aeroplane) and Airline Transport Licence holder (Helicopter) 30 to 39 years*

Questions are answered in a group environment which results in everyone being on the same page. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

The willingness of the CAA to get involved at the grass roots. *Airline Transport Licence holder (Aeroplane) 50 to 59 years*

They provide safety information/trends/behaviour

I like to keep up to date on issues of safety. It makes me think about these issues. I usually learn something new that is valuable. *Private Pilot Licence holder (Aeroplane) 60 years or over*

Keeps you up to date with what is happening in the aviation community for those of us in remote areas. Allows you to check that you are still maintaining a high level of knowledge and skill. *Commercial Pilot Licence holder (Helicopter) 40 to 49 years*

Reinforcement of important everyday safety practices. Based on real and actual occurrences. Good discussion. An opportunity to see new publications. *Private Pilot Licence holder (Aeroplane) 60 years or over*

The real life accident/incident examples. It makes for better retention of advice seeing first hand how it could have helped in each situation. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Source: B6
 Base: Participants who find AvKiwi Safety Seminars useful, and were randomly selected to say what is most useful (n=219)

Participants don't have many suggestions for how to improve the AvKiwi Safety Seminars, but a few felt they could include more in-depth information, and also information that is relevant to a wider range of aviation sectors.



Include more in-depth information

I think they need a bit more depth as they seem to be aimed at the private and recreational aviator more so than professional pilots. *Private Pilot Licence holder (Aeroplane), Private Pilot Licence holder (Helicopter), Commercial Pilot Licence holder (Helicopter), and Airline Transport Licence holder (Helicopter) 40 to 49 years*

More in-depth information, basics are fine but I'm a CPL wanting to refresh and also expand knowledge. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Include information that is relevant to a wider range of aviation sectors

AvKiwi seminars are always really professionally run and the host are always approachable for more advice. Sometimes the seminars can be more targeted to some more than others and some information can [be] irrelevant to some audiences... *Commercial Pilot Licence holder (Helicopter) 30 to 39 years*

More relevance to individual industry i.e. load rigging and slinging, mountain flying. Also maintenance education for pilots, maintenance control, what limitations etc. *Commercial Pilot Licence holder (Helicopter) 30 to 39 years*

Include more commercial/professional airline information/not so much GA information

More information pertaining to airline flying and not just general aviation. *Airline Transport Licence holder (Aeroplane) 18 to 29 years*

They always seem more focussed to PPL and trainee pilots. Should hold some for commercial pilots working in commercial environments. *Commercial Pilot Licence holder 30 to 39 years*

Source: B7
Base: Participants who don't find the AvKiwi Safety Seminars useful, and were randomly selected to say how they could be improved (n=26)

Stakeholders see CAA seminars like AvKiwi as an excellent channel for engaging discussion and fostering safety-aware attitudes in a wide range of people involved in civil aviation.

Stakeholders feel the seminars' informal setting helps encourage people to engage with the safety issues being discussed and provides a good platform to have their questions answered by subject-matter experts.

Moreover, the fact that the seminars are delivered by CAA means stakeholders consider the information and resources are of a high standard and come directly from the main civil aviation regulatory body.

The seminars also provide an opportunity for those involved to network and develop industry contacts. Stakeholders feel this is important because they believe these cross-sector relationships play an essential role to help develop and disseminate knowledge and best practices.

Most stakeholders don't have any suggestions to improve the seminars' content or delivery format, but there is a sense that more frequent seminars across a wide range of locations would be valuable.



I'd give those seminars a solid 9 out of 10. Everything time I've been to them they have been fully booked. My only suggestion is that they need to have more of them.

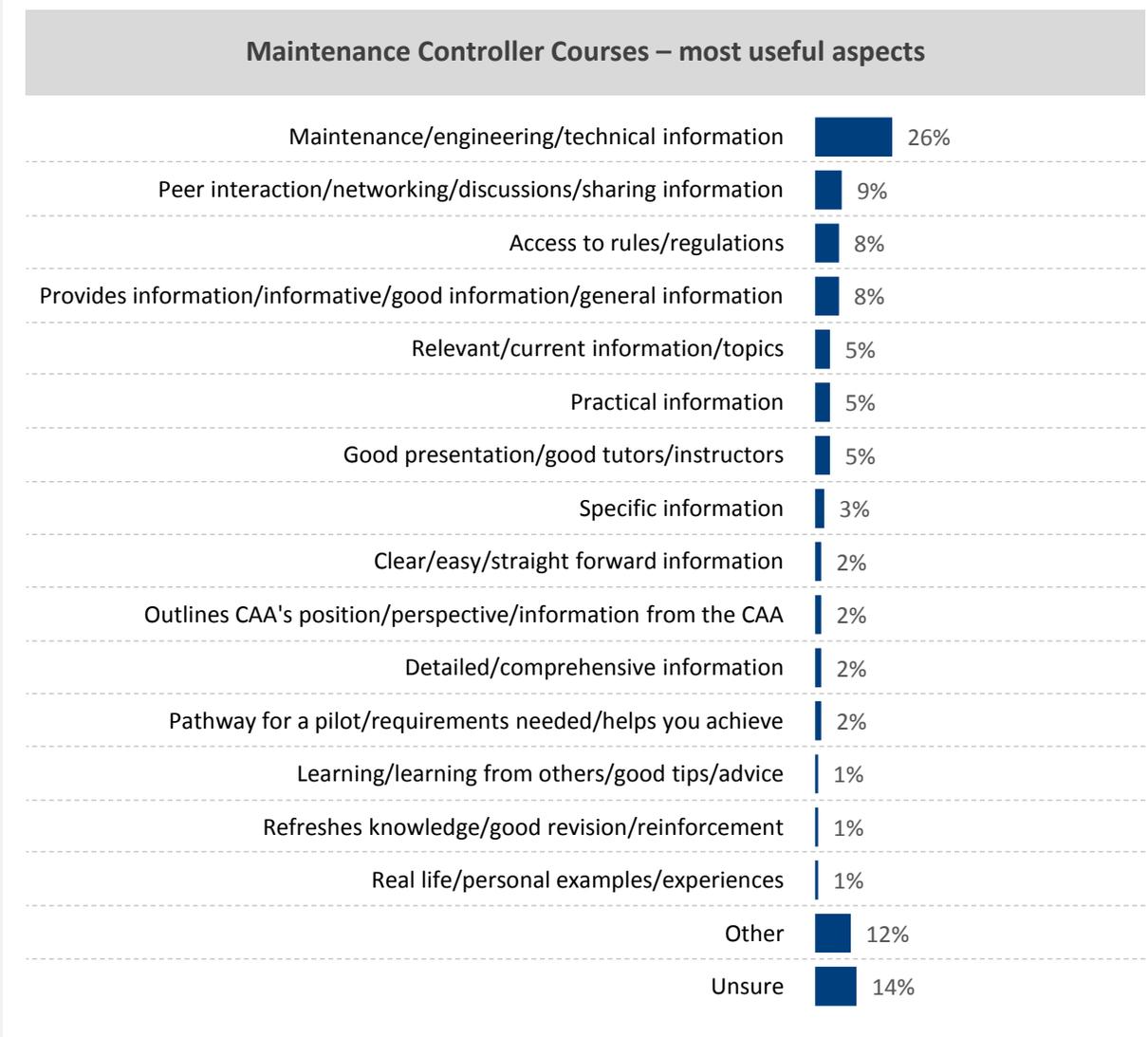
Industry representative

The AvKiwi seminars in particular are really valuable. They're not only relevant but give an excellent opportunity for networking. Some of these guys in the aviation sector never get a chance to chat and make contacts with others in the industry so the seminars are very useful for building those networks and relationships. **Industry representative**



Maintenance Controller Courses are considered most useful by participants for the technical, maintenance and engineering information that is provided, the opportunity for peer interaction, networking, discussion and knowledge sharing, and access to the rules and regulations.

There were no noteworthy suggestions for improvement.



They provide maintenance/engineering/technical information

Bits on maintenance programmes, alterations to them, how to operate as a senior person/ maintenance controller. *Engineer 40 to 49 years*

Gave me more of a understanding on helicopter maintenance and the things involved in buying a aircraft and all the bookwork involved and understanding it. *Private Pilot Licence holder (Helicopter) 18 to 29 years*

Getting to know the inner working of the aircraft. *Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

Good grounding on what's required of a maintenance controller. *Commercial Pilot Licence holder 40 to 49 years*

They provide an opportunity for peer interaction - networking/discussions/ sharing information

Different views from participants and talking about experiences. *Engineer 40 to 49 years*

I am an aircraft owner. The course helped me to understand my responsibility and provided me the confidence to engage with the maintenance company that looks after my aircraft servicing. This was, without doubt, the next best course / qualification to my PPL. *Private Pilot Licence holder (Aeroplane) 60 years or over*

It's a chance to recurrently train on rules and a chance to communicate with CAA representatives directly. *Engineer and Private Pilot Licence holder (Aeroplane) 40 to 49 years*

They provide access to the rules/regulations

A very clear understanding of the rules and responsibilities required. *Commercial Pilot Licence holder (Helicopter) 50 to 59 years*

Excellent for expanding on maintenance requirements and the owner/operator responsibilities regards airworthiness. *Engineer and Private Pilot Licence holder (Aeroplane) and Private Pilot Licence holder (Helicopter) 60 years or over*

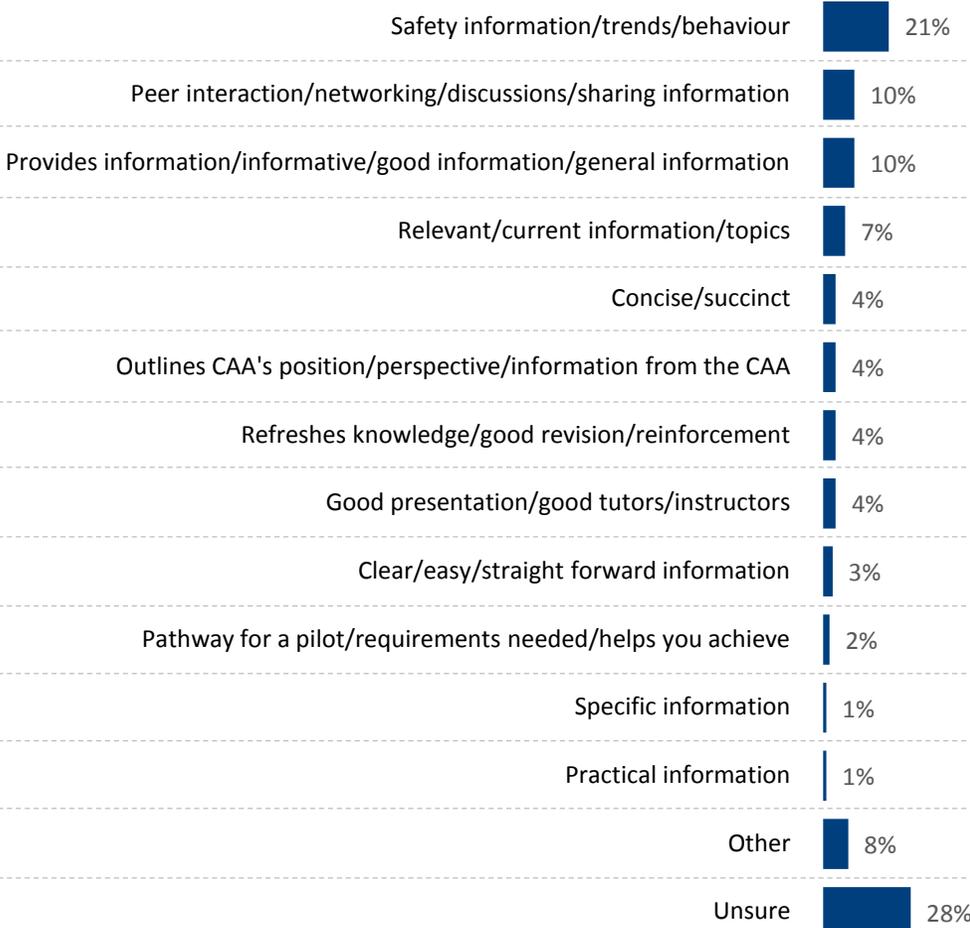
It gives you a great opportunity to review the rules. It makes the rules relevant. *Commercial Pilot Licence holder (Aeroplane) 40 to 49 years*

Source: B6
 Base: Participants who find Maintenance Controller Courses useful, and were randomly selected to say what is most useful (n=80)

Participants feel the Aviation Safety Officer Courses are most useful for the safety information, trends and behaviour covered, the opportunity for peer interaction, networking, discussion and knowledge sharing, as well as the general informativeness of the courses.

There are no noteworthy suggestions for improvement.

Aviation Safety Officer Courses – most useful aspects



They provide safety information/trends/behaviour

Receiving good, practical advice about how best to put an active safety plan into operation. *Commercial Pilot Licence holder (Aeroplane) 60 years or over*

Safety information applicable to engineering. *Engineer 40 to 49 years*

The course gave insight as to the change in the safety culture as well as useful ideas to create a SMS system. *Engineer 60 years or over*

The planning and active organisation of safety culture in an operation. *Engineer and Private Pilot Licence holder (Aeroplane) and Private Pilot Licence holder (Helicopter) 60 years or over*

They provide an opportunity for peer interaction - networking/discussions/sharing information

Connection with others within the industry. *Air Traffic Controller, Private Pilot Licence holder (Aeroplane) 60 years or over*

Gave me the opportunity to discuss aspects about my role with other like minded people in similar roles. Provided an appropriate qualification for my role. *Participant type unspecified 40 to 49 years*

Interaction with CAA and other industry participants. *Commercial Pilot Licence holder 50 to 59 years*

Person to person discussions. *Private Pilot Licence holder (Helicopter) and Airline Transport Licence holder (Aeroplane) 30 to 39 years*

Working on different scenarios with instructors and other attendees. *Engineer, Private Pilot Licence holder (Aeroplane) 40 to 49 years*

They are generally informative

Current practices and updating of my knowledge. *Commercial Pilot Licence holder (Aeroplane) 60 years or over*

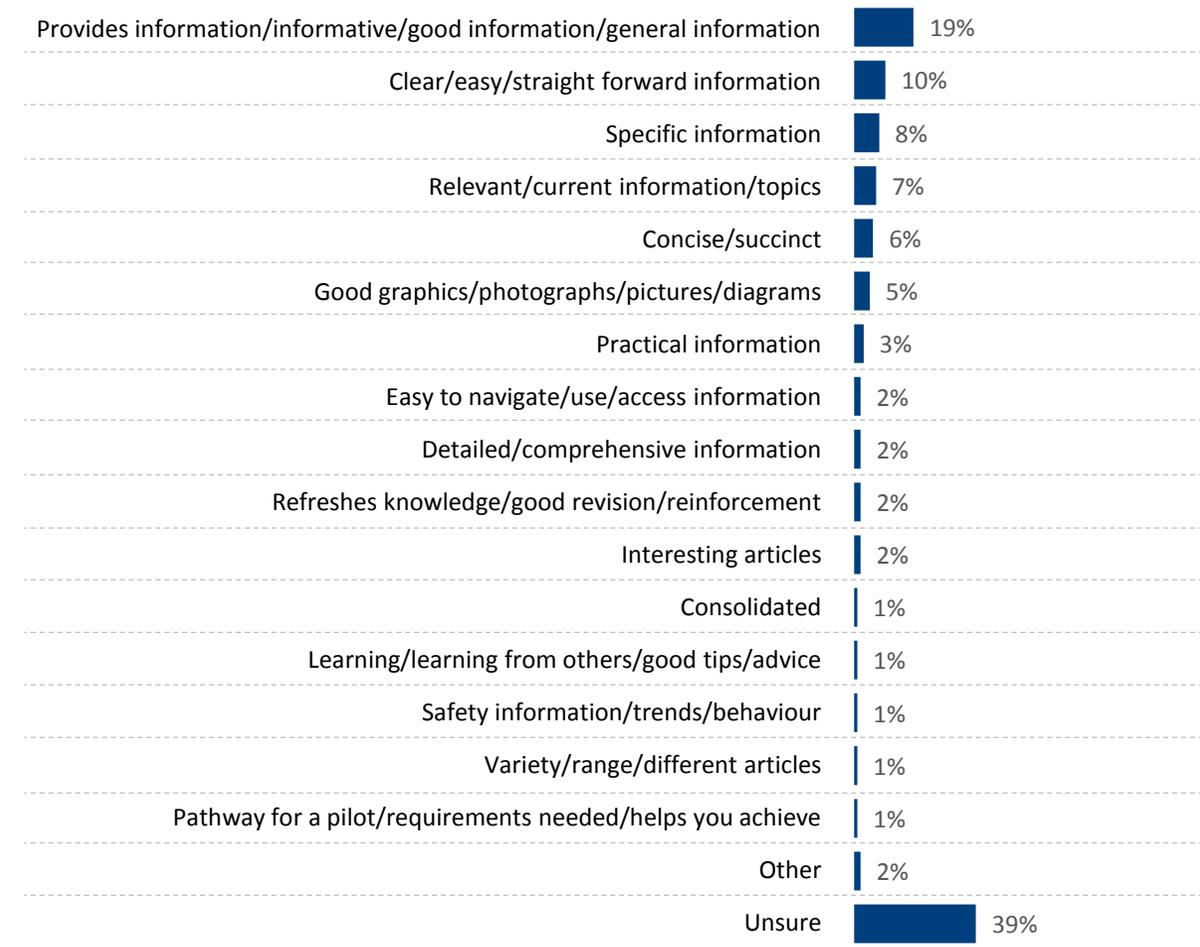
Reasonably useful information and good principles for its application. *Commercial Pilot Licence holder (Aeroplane) 40 to 49 years*

Useful information to use within your own organisation. *Commercial Pilot Licence holder 30 to 39 years*

Source: B6
 Base: Participants who find Aviation Safety Officer Courses useful, and were randomly selected to say what is most useful (n=70)

Participants consider GAP booklets most useful for being generally informative, providing clear, easy to understand and straightforward information on specific topics.

Good Aviation Practice (GAP) booklets – most useful aspects



They are generally informative

Good background knowledge. *Air Traffic Controller 40 to 49 years*

Good general information about the topic and information is brief and relevant and easy to obtain. *Private Pilot Licence holder (Aeroplane) 18 to 29 years*

Good reference for familiarising yourself with information you may be rusty on. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

They provide clear/easy to understand/straightforward information

Clearly written, relevant information. *Private Pilot Licence holder (Aeroplane) 60 years or over*

Good clear pictures and examples. *Commercial Pilot Licence holder (Aeroplane) 50 to 59 years*

Short, sharp and well illustrated. *Student pilot 60 years or over*

Simple language that is easily understandable by the most inexperienced pilot. *Commercial Pilot Licence holder (Aeroplane) 50 to 59 years*

They provide specific information

Covers more detail of local knowledge in area around airports. They are a good training aid for instructors that a student can take home on a particular subject. Helpful to all pilots. *Engineer and Commercial Pilot Licence holder (Aeroplane) 40 to 49 years*

Information all in one place about a certain topic e.g. a specific aerodrome. *Airline Transport Licence holder (Aeroplane) 30 to 39 years*

Specifics on tricky scenarios (e.g. Cook straight passage). *Student pilot 40 to 49 years*

The information about particular airports and airspace, such as Milford sound and Queenstown, handy when doing a flight the length of the country or for unfamiliar areas for getting information on the areas that could be challenging if you don't have the right information. *Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

Source: B6
 Base: Participants who find Good Aviation Practice (GAP) booklets useful, and were randomly selected to say what is most useful (n=219)

Very few participants have suggestions for how to improve the GAP booklets, the main theme that emerged is to include more engineering and maintenance booklets.



Include more engineering/maintenance information

More engineering booklets. How to deal with customers, management, tradesmen, trainees CAA etc. Because often people are good tradesmen but when promoted are often given no guidance on the new position and are expected to just know how to do it, added to this the costs of most inspections and repairs tension in the workshop can be intense. *Engineer and Commercial Pilot Licence holder (Aeroplane) 50 to 59 years*

Need more relevant to Aircraft Maintenance and Airworthiness. *Engineer 60 years or over*

Provide more in-depth information/more detail

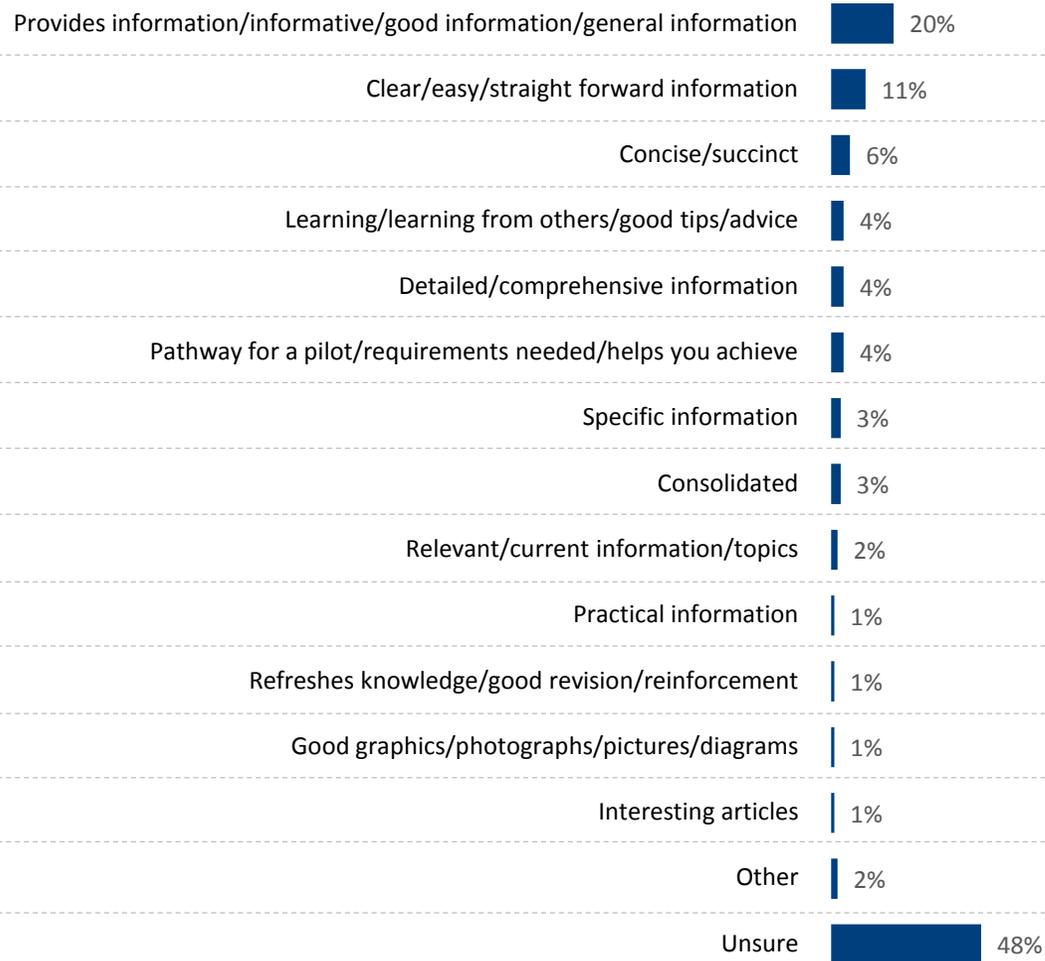
Better information on rule intention rather than compliance based. *Participant type not specified 50 to 59 years*

Make it for Industry professionals not wannabes. *Engineer 50 to 59 years*

Source: B7
Base: Participants who don't find the Good Aviation Practice (GAP) booklets useful, and were randomly selected to say how it could they improved (n=30)

Participants say the most useful aspects of the 'How to...' booklets include their general informativeness, their clear, easy to understand and straightforward information, and their conciseness.

'How to...' booklets – most useful aspects



They are generally informative

A good reference if we need to learn about a particular subject. *Private Pilot Licence holder (Aeroplane) 40 to 49 years*

Comprehensive and provide a lot of information to help with issues expected to encounter. *Private Pilot Licence holder (Aeroplane) 60 years or over*

I find them very useful because they have so much information about met and answer a lot of question I often get left with. *Student pilot 18 to 29 years*

Lots of information, well written, interesting to read. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

They provide clear/easy to understand/straightforward information

Clearly explained with good graphics/photographs. *Engineer 60 years or over*

Clearly presented information about a specific topic. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Covers the topic in a simple format. *Engineer and Airline Transport Licence holder (Aeroplane) 40 to 49 years*

Plain language around laws. *Airline Transport Licence holder (Aeroplane) 30 to 39 years*

There are user friendly diagrams and pictures to make it clearer. *Private Pilot Licence holder (Aeroplane) and Commercial Pilot Licence holder (Helicopter) 18 to 29 years*

They are clearly laid out and present the information in an easy to understand manner. *Private Pilot Licence holder (Aeroplane) 40 to 49 years*

They are concise/succinct

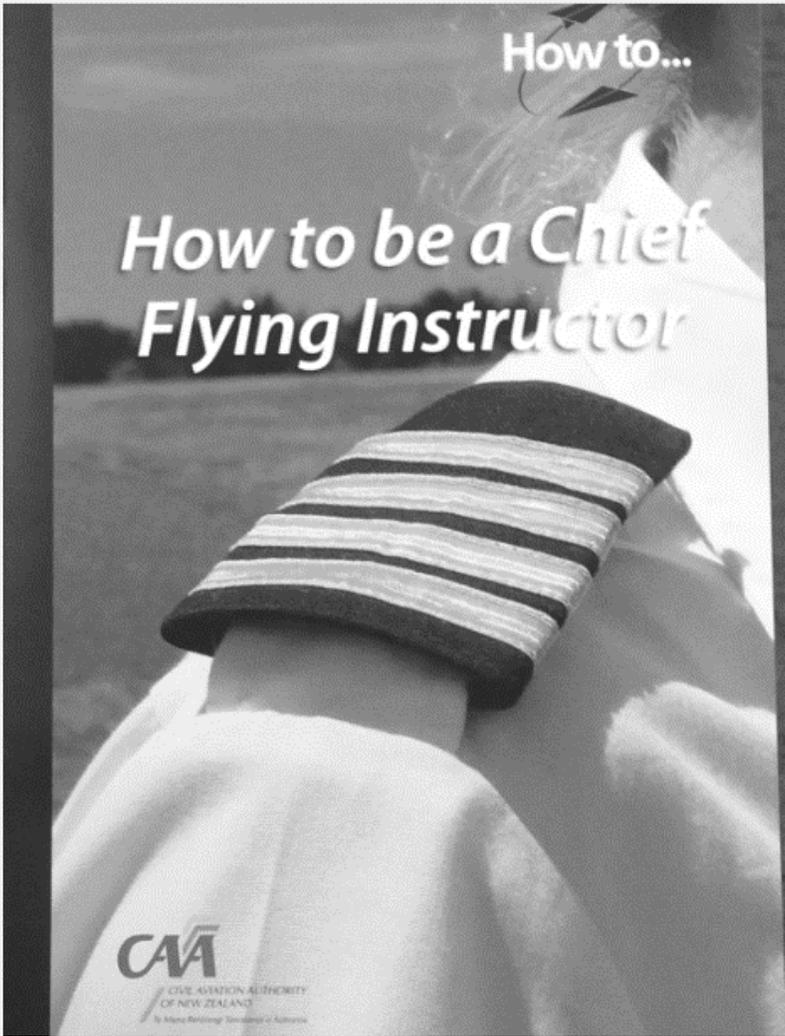
Fairly brief and to the point information. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Good advice in a compact format. I keep these and read from time to time. *Private Pilot Licence holder (Aeroplane) 60 years or over*

Quick reference information in a concise format. *Engineer and Private Pilot Licence holder (Aeroplane) 30 to 39 years*

Source: B6
 Base: Participants who find 'How to...' booklets useful, and were randomly selected to say what is most useful (n=217)

Hardly any participants gave suggestions to improve the 'How to...' booklets, but a couple of participants feel the booklets are perhaps a little too basic and could be made more in-depth.



Provide more in-depth information/more detail - too lightweight

More detailed info - for example nvfr could be more like the casa advisory circular for nvfr. *Private Pilot Licence holder (Aeroplane), Commercial Pilot Licence holder (Aeroplane), Commercial Pilot Licence holder (Helicopter), and Airline Transport Licence holder (Aeroplane) 30 to 39 years*

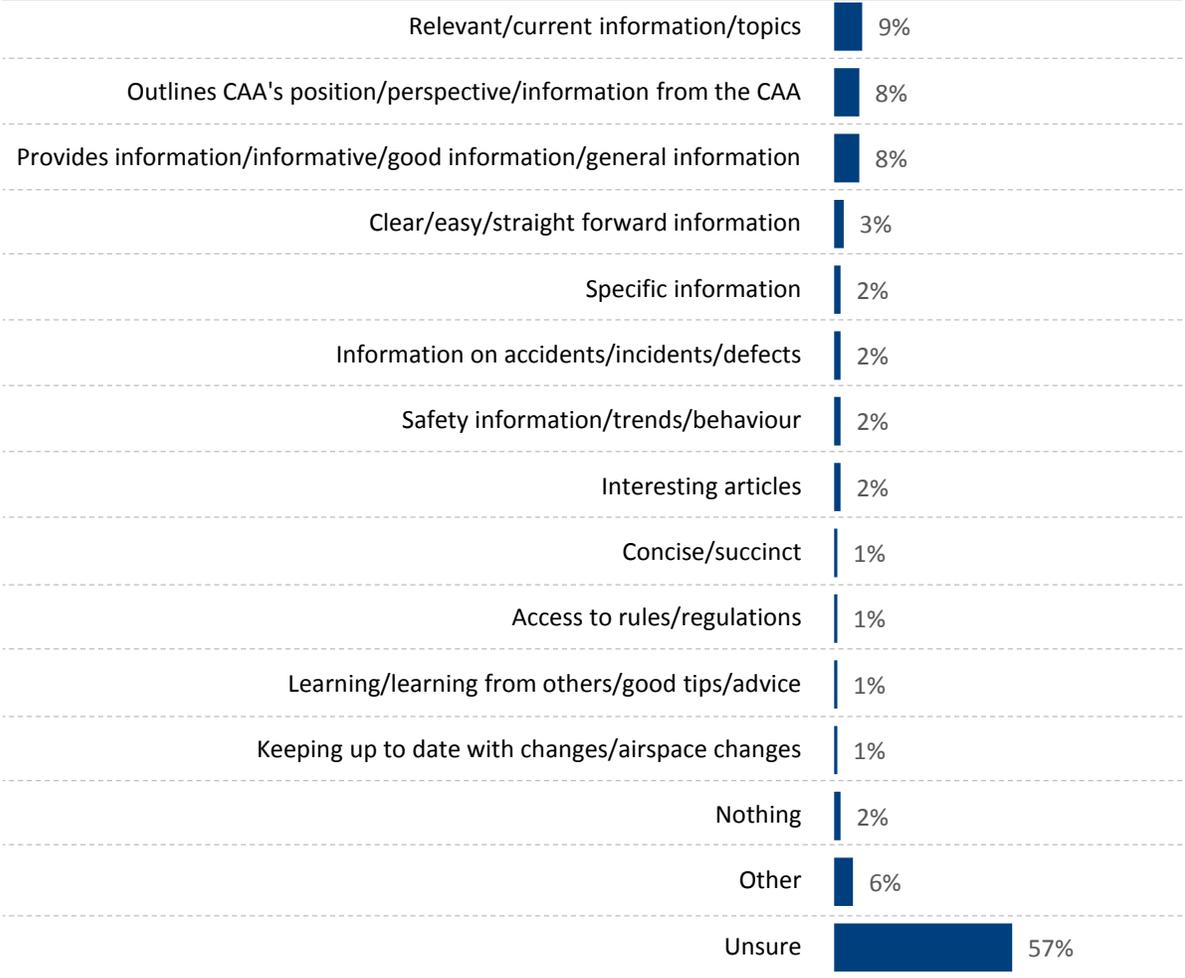
Mostly they're [not] really applicable to an experienced pilot/engineer. E.g. how to picket your airplane is probably not relevant for a pilot with 50 years flight experience. *Engineer, Commercial Pilot Licence holder (Aeroplane) and Commercial Pilot Licence holder (Helicopter) 60 years or over*

Same as GAP, most good organisations/flight schools already have this information drilled into people so they become a little superfluous. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Source: B7
Base: Participants who don't find the 'How to...' booklets useful, and were randomly selected to say how they could be improved (n=31)

Participants say CAA media statements or quotes from a CAA spokesperson are most useful for being relevant, for addressing a current topic, and providing CAA's position or perspective.

CAA media statements or quotes from a CAA spokesperson – most useful aspects



They provide relevant/current information

Timely and relevant to a current issue. *Airline Transport Licence holder (Aeroplane) 50 to 59 years*

Generally they're topical and of interest to me as a participant in the aviation system. *Private Pilot Licence holder (Aeroplane) 50 to 59 years*

They outline CAA's position/perspective/provide information from CAA

They show the CAA's position on important topics. *Private Pilot Licence holder (Aeroplane) 50 to 59 years*

Lets you understand from the regulator point of view rather than the media propaganda. Seemingly if it comes from the CAA rather than a reporter then it is more likely to be truthful. *Participant type unspecified 30 to 39 years*

Knowing CAA's official statement in regards to an issue. *Commercial Pilot Licence holder (Aeroplane) 40 to 49 years*

It's good to see the official perspective of the CAA. *Private Pilot Licence holder (Aeroplane) 40 to 49 years*

Direct information from CAA. *Engineer 50 to 59 years*

They are generally informative

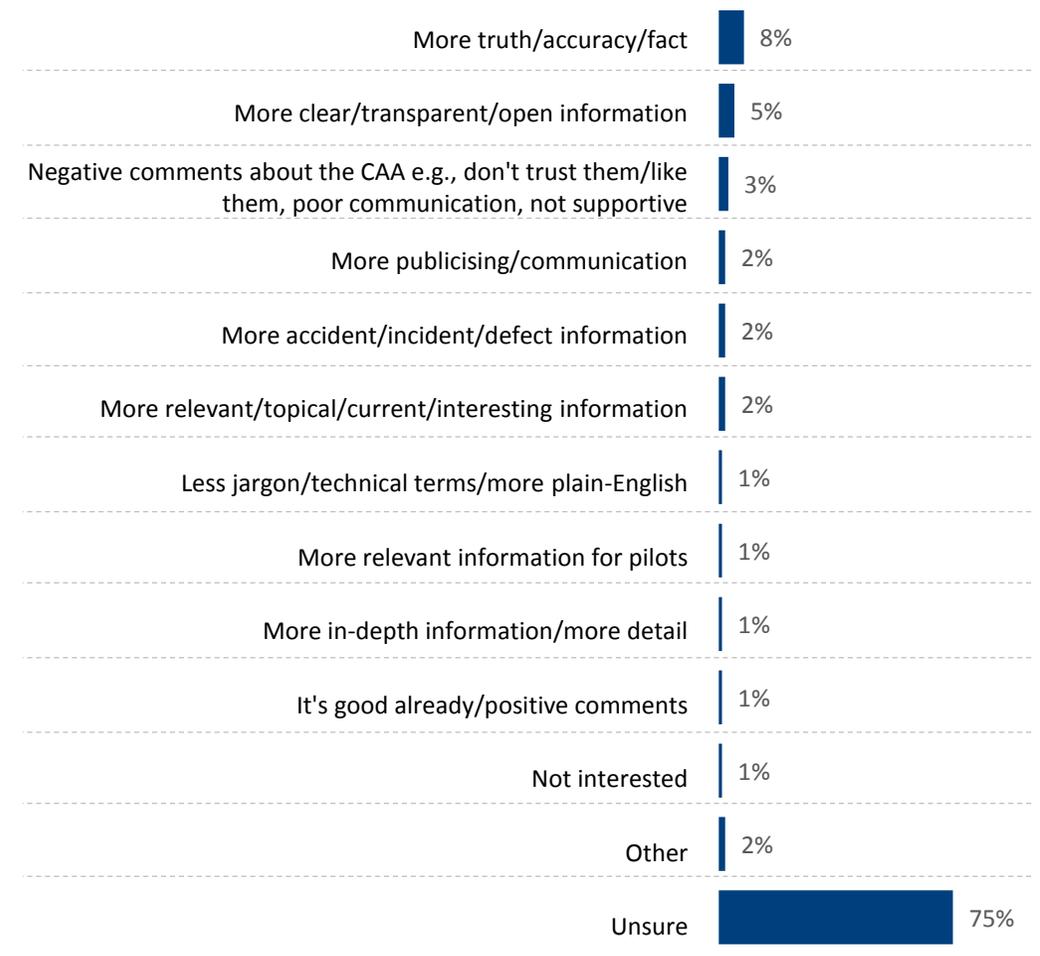
States relevant facts. *Private Pilot Licence holder (Aeroplane) 18 to 29 years*

General information about the topic. *Private Pilot Licence holder (Aeroplane) 18 to 29 years*

Source: B6
 Base: Participants who find CAA media statements or quotes from a CAA spokesperson useful, and were randomly selected to say what is most useful (n=211)

Participants who didn't find CAA media statements or quotes from a CAA spokesperson useful say they could be more accurate, and more clearly and openly communicated.

CAA media statements or quotes from a CAA spokesperson – how to enhance



Include more accurate information

- Accurate, truthfully and more responsive to the aviation industry. *Airline Transport Licence holder 50 to 59 years*
- Ensure all information relating to accidents/incidents released to media is 100% accurate. In general do more to work with the industry and businesses rather than against it. *Commercial Pilot Licence holder (Helicopter) 30 to 39 years*
- More accurate statements without 'spin'. *Airline Transport Licence holder (Aeroplane) 60 years or over*
- More honesty and less butt covering. *Commercial Pilot Licence holder (Aeroplane) 50 to 59 years*

Be more clear/transparent/open with information

- Less bureau speak, more facts in plain-English. *Private Pilot Licence holder Age not specified*
- More open and offering greater support to pilots versus being an agency for taking pilots down or to prosecute. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*
- More specific details of the issue and less reduction of facts to be PC. Tell it straight if there is an issue - most information is gained by industry talk and social media so CAA might as well front the real issue rather than try to avoid. *Private Pilot Licence holder (Aeroplane) 60 years or over*
- Needs to be clear and precise. *Commercial Pilot Licence holder (Helicopter) 40 to 49 years*
- They need to have knowledge of their own rules and be clear in their communications, at present they have their own interpretations which vary from one person to another. *Commercial Pilot Licence holder (Helicopter) 40 to 49 years*

Source: B7
 Base: Participants who don't find the CAA media statements or quotes from a CAA spokesperson useful, and were randomly selected to say how they could be improved (n=128)

From a stakeholder perspective, CAA’s media profile strikes the right balance between providing information in the case of safety-incidents or other important topics and preserving its integrity as an impartial regulator.

Most stakeholders believe CAA provides the right amount of information via mainstream media. Similar to participants, stakeholders perceive CAA’s current media communications are limited to important topics and safety issues that require comments from the sector’s primary regulator.

They consider this appropriate because they feel a more prominent media profile could open up CAA to external influences and pressures that could impact its ability to act as an objective regulatory body.



I rarely ever see [CAA] in the media unless something has gone wrong. And then you know, if they are having to make comment, that the situation is serious. But it is how it should be. They’re regulator so they need to be formal and only pass comment when they need to. **Industry representative**

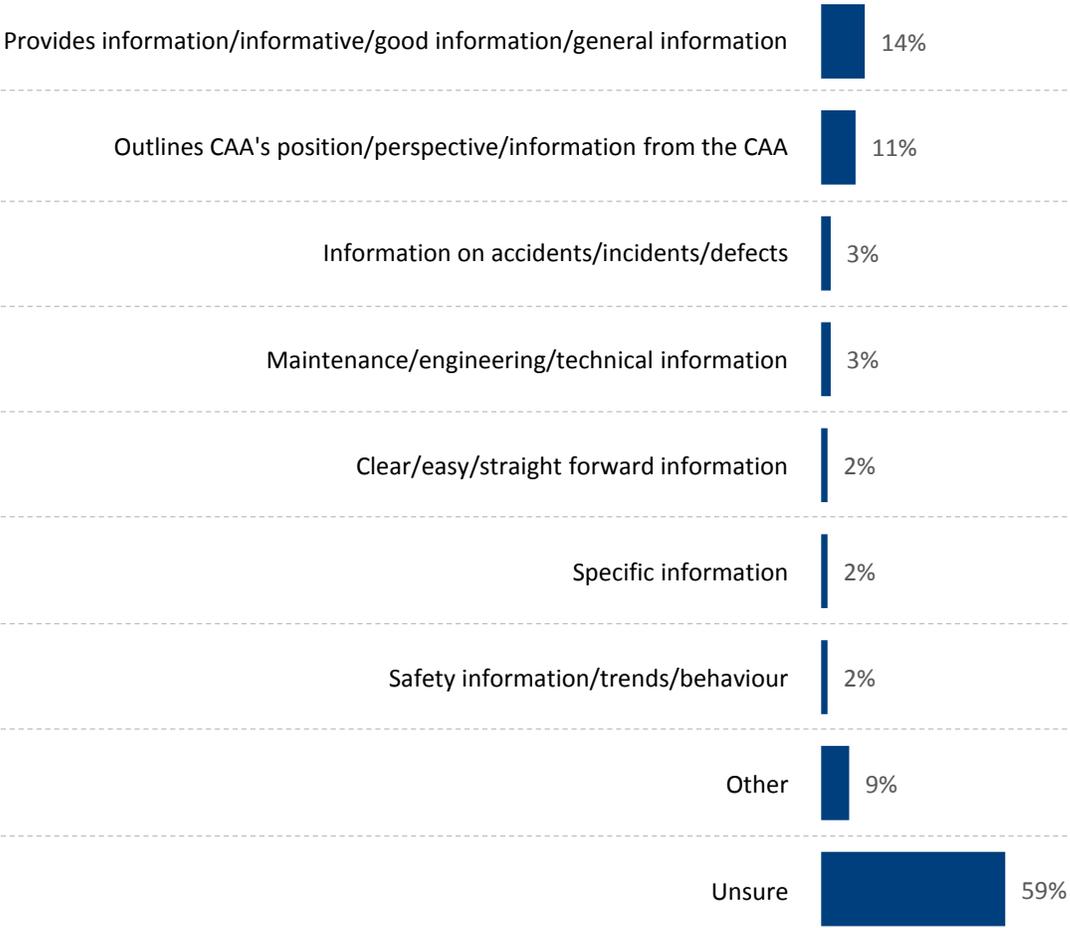
[CAA] do a good job in the media. They strike the right balance between providing information but retaining confidential information. **Public sector**

They have a well-managed media profile. They’re professional and appropriate. Sometimes they get a bad reputation but that is not their fault as they often only come into the media when there has been an accident or a serious issue. It’s their job as a regulator. **Industry representative**



Aspects of the CAA Annual report that participants find most useful include their general informativeness, the provision of CAA's position or perspective and information about CAA, as well as information about accidents, incidents and defects.

The CAA Annual Report – most useful aspects



It outlines CAA's position/perspective/provides information from CAA

General understanding of the financial and non financial aspect of CAA. *Private Pilot Licence holder (Aeroplane) 50 to 59 years*

It gives a good overview of CAA activity, and is a useful summary of outcomes for the year. *Engineer and Private Pilot Licence holder (Helicopter) and Commercial Pilot Licence holder (Aeroplane) 60 years or over*

What the CAA is thinking. *Air Traffic Controller and Private Pilot Licence holder (Aeroplane) 60 years or over*

Provides information on accidents/incidents/defects

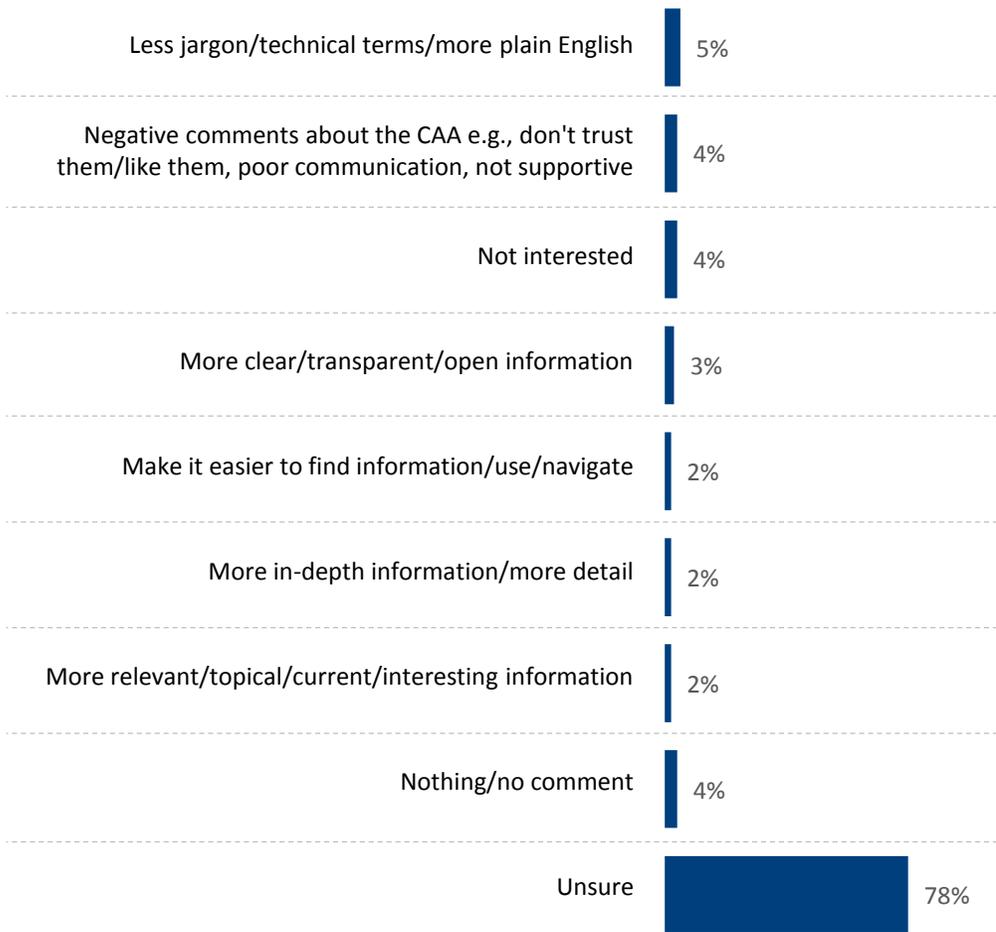
Accident and maintenance reports. *Engineer 60 years or over*

Safety trends. *Commercial Pilot Licence holder 40 to 49 years*

Source: B6
 Base: Participants who find the CAA Annual Report useful, and were randomly selected to say what is most useful (n=56)

The main way the CAA Annual Report could improve is to include less jargon and technical terms and more plain-English.

The CAA Annual Report – how to enhance



Use less jargon/technical terms/more plain-English

It needs to be much more user friendly - very inaccessible. *Commercial Pilot Licence holder 40 to 49 years*

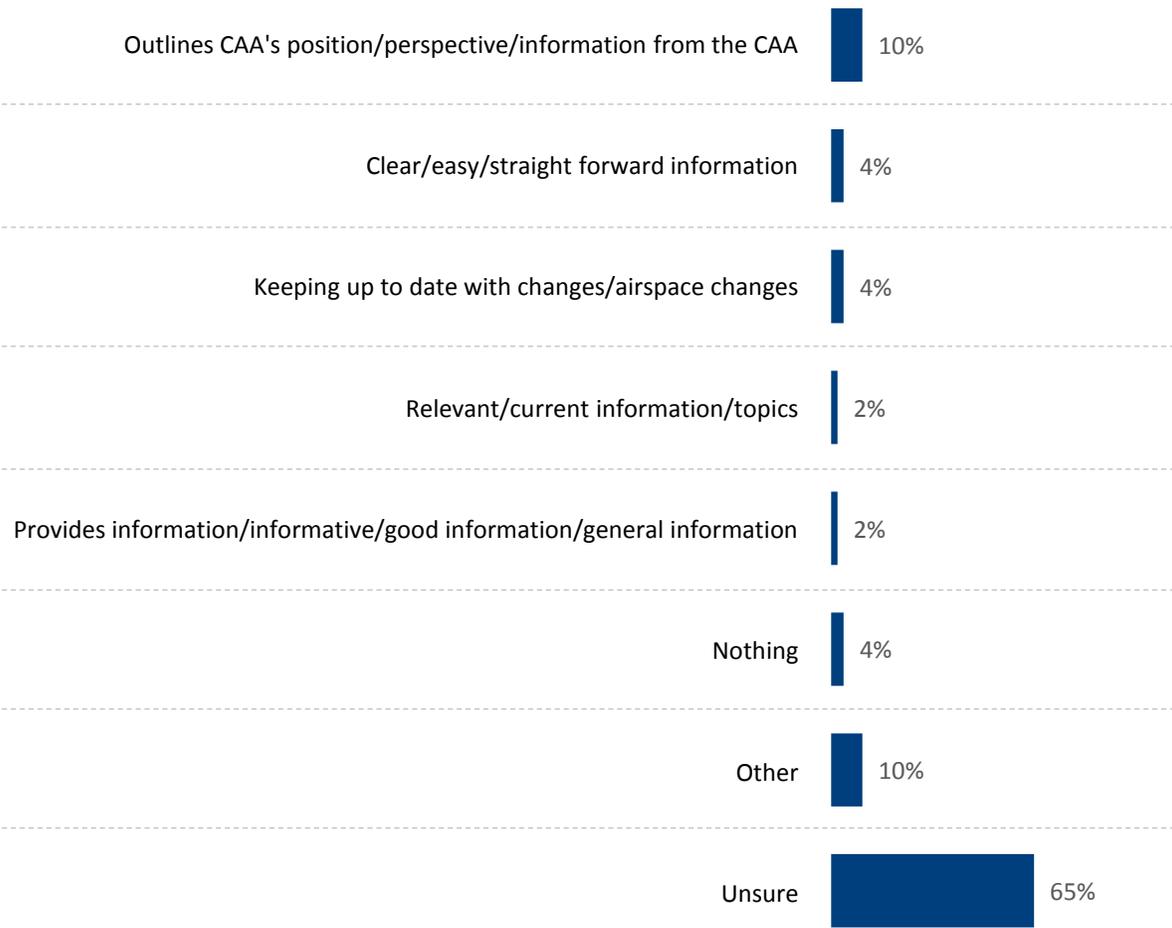
Less jargon, more clear summary and future direction. *Engineer 30 to 39 years*

The Annual Report content and language is geared to government needs. It provides very little useful information to the aviation community and what it does is set out and written in government language. Needs [to be] much less content aimed at MPs, the Minister, and Audit Office requirements and much much more aimed at the aviation industry it is supposed to be a part of. *Private Pilot Licence holder (Aeroplane) 50 to 59 years*

Source: B7
Base: Participants who don't find the CAA Annual Report useful, and were randomly selected to say how it could be improved (n=45)

The CAA Statement of Intent is considered most useful for the provision of CAA's position or perspective and information about CAA, for providing clear, easy to understand and straightforward information, and providing an update on any changes.

The CAA Statement of Intent – most useful aspects



It outlines CAA's position/perspective/provides information from CAA

Outline of what CAA intends to do. The higher level pages are of greatest interest. *Participant type unspecified 60 years or over*

The CAA Statement of Intent confirms for everyone the approach that the regulatory is taking to ensure compliance and understanding for everyone in the aviation industry. *Commercial Pilot Licence holder and Air Traffic Controller 50 to 59 years*

What the philosophy and intent of CAA is. *Engineer and Commercial Pilot Licence holder (Aeroplane) 50 to 59 years*

It provides clear/easy to understand/straightforward information

Clear statements made it easier to understand. *Participant type unspecified 60 years or over*

Helps clarify issues. *Private Pilot Licence holder (Helicopter) 40 to 49 years*

It provides an update on changes/airspace changes

Again it generally signifies that there will be more restrictions and less airspace to fly in. *Private Pilot Licence holder (Aeroplane) 60 years or over*

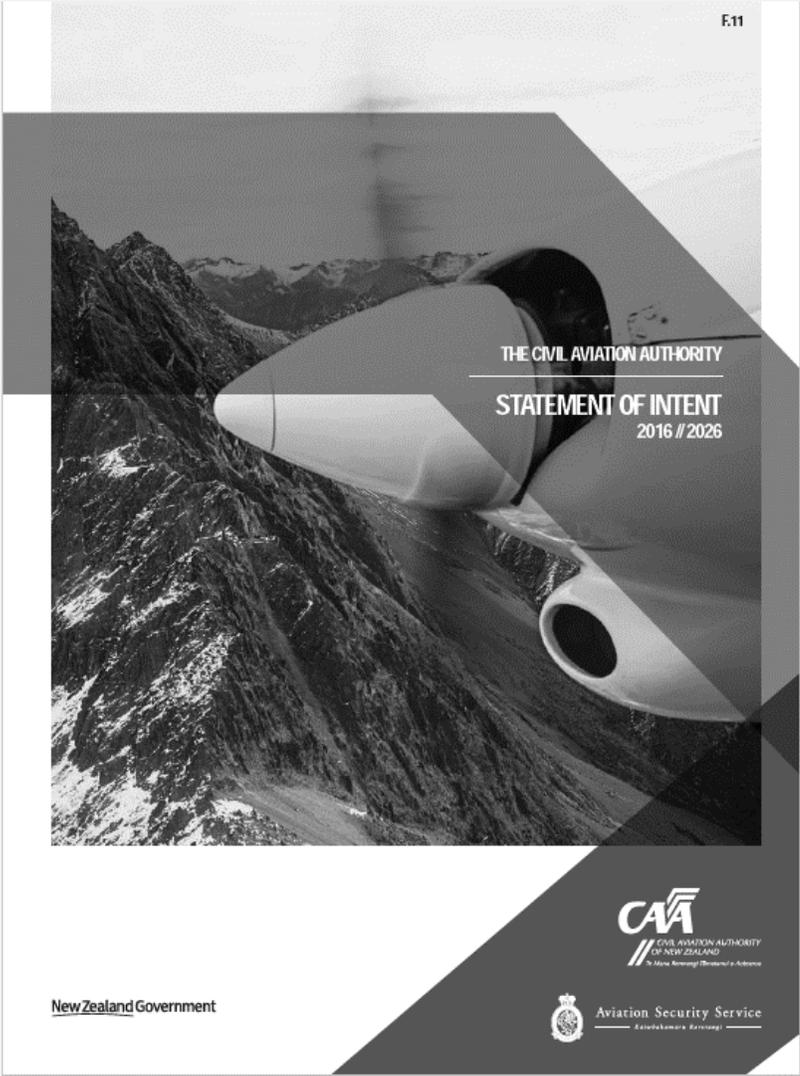
Give's user a 'heads-up'. *Private Pilot Licence holder (Aeroplane) 40 to 49 years*

Pre-informs of upcoming changes, so that plans can be put into place to meet any new requirements. *Engineer and Commercial Pilot Licence holder (Aeroplane) 50 to 59 years*

To understand what is about to be reviewed or changed. *Private Pilot Licence holder (Aeroplane) 50 to 59 years*

Source: B6
 Base: Participants who find the CAA Statement of Intent useful, and were randomly selected to say what is most useful (n=75)

Very few participants have suggestions for how to improve the CAA Statement of Intent, although a couple did feel it is somewhat short sighted and could focus on a longer time period.



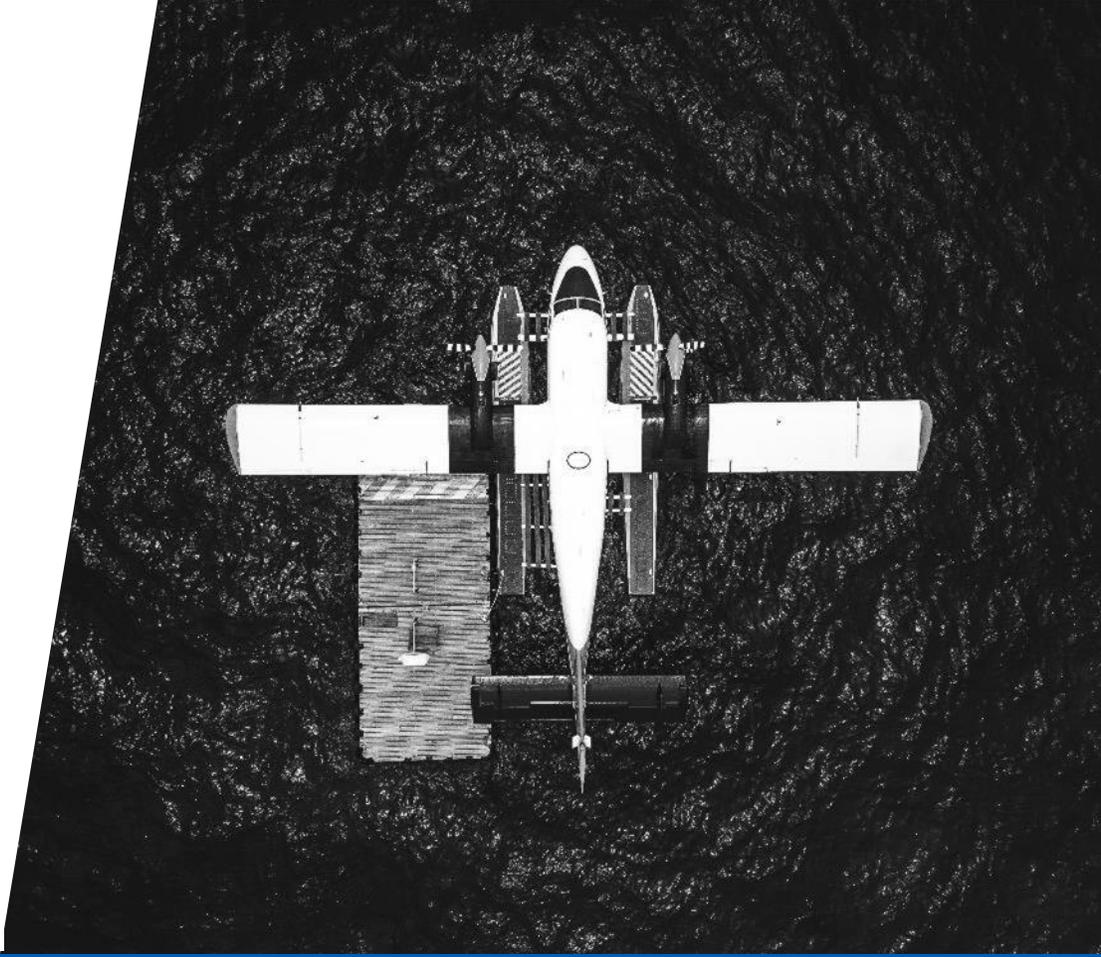
Have it cover a longer time period

Like to see how it links to previous statements of intent instead of pushing the new "flavour of the year". *Engineer and Private Pilot Licence holder (Aeroplane) 60 years or over*

...Main issue here is that the Statement of Intent is extremely short sighted. What are the CAA plans for 2030 and beyond? For example, the industry will go through a major transformation over the next decade with the advent of widespread use of new technology low cost aerial vehicles - how is the CAA going to be part of this, how will it regulate it, how will it support this? *Private Pilot Licence holder (Aeroplane) 50 to 59 years*

Source: B7
Base: Participants who don't find the CAA Statement of Intent useful, and were randomly selected to say how it could be improved (n=31)

Appetite for CAA having a social media presence



Stakeholders feel CAA could use social media as a communication channel but its relevance will be limited to a younger audience.

Stakeholders do not perceive social media to be a relevant channel for stakeholder communications because many are not active on social media and stakeholders already have established lines of communications with CAA.

However there is a sense that CAA should have some form of presence on social media primarily to reach younger people in the aviation sector.

Some see value in using social media to deliver general safety-related information to the wider aviation sector. There is a sense that after accessing this information on social media, people can go to the CAA website where more detailed resources are available.

Stakeholders also feel that unlike other communication channels, social media requires active interaction and engagement with audiences. Hence if is to successfully use social media as a communication channel, stakeholders feel it needs to articulate a clear social media strategy so that it's presence on platforms like Facebook and Twitter is responsive and proactive.



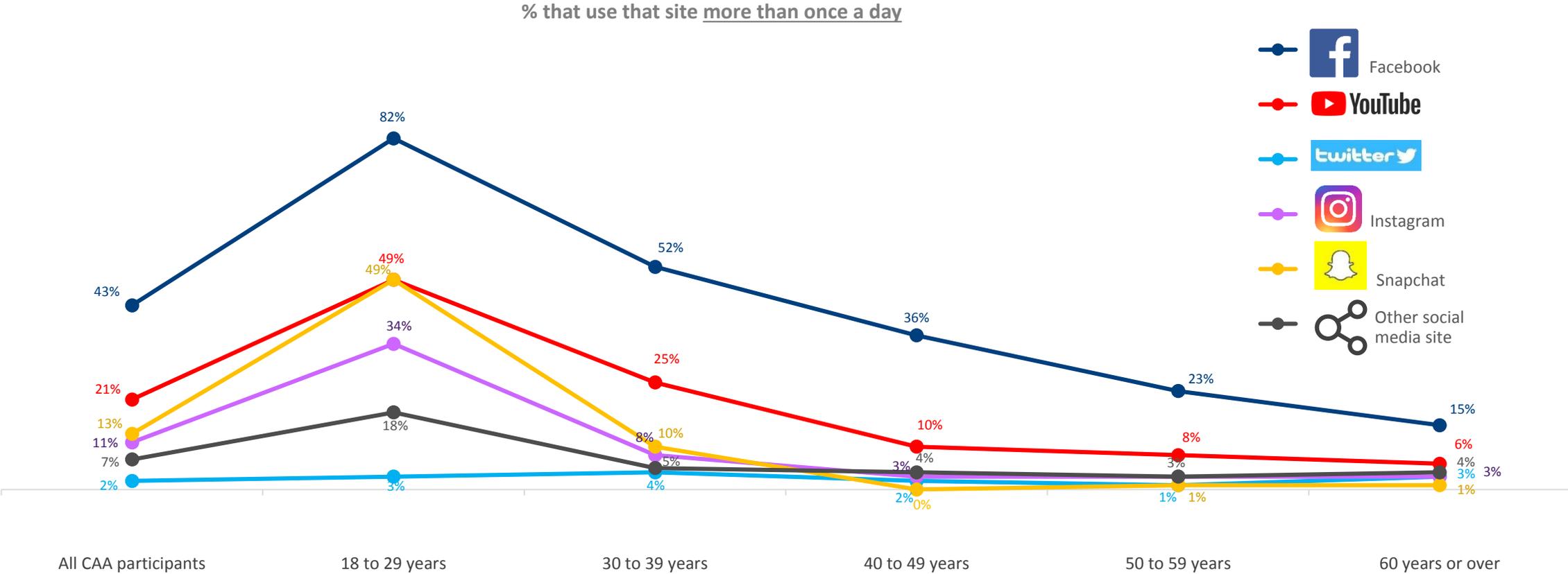
*I don't use any social media but I can definitely see its appeal to young people. CAA can definitely use some social medial like Twitter to put out alerts and get people to look at its website for more info. **Industry representative***

*It's all well and good wanting to be on social media as an organisation but [CAA] will need a strategy. They will need someone to be running their social media so they can engage with people and answer their questions if needed and drive them to the website or the CAA helpdesk. It's a lot more than just opening a Twitter account and putting out a few tweets. **Industry representative***



As predicted by the CAA stakeholders, there is a clear relationship between age group and frequency of social media consumption. The youngest CAA participants are the most frequent users, and the eldest tend to be the least frequent users.

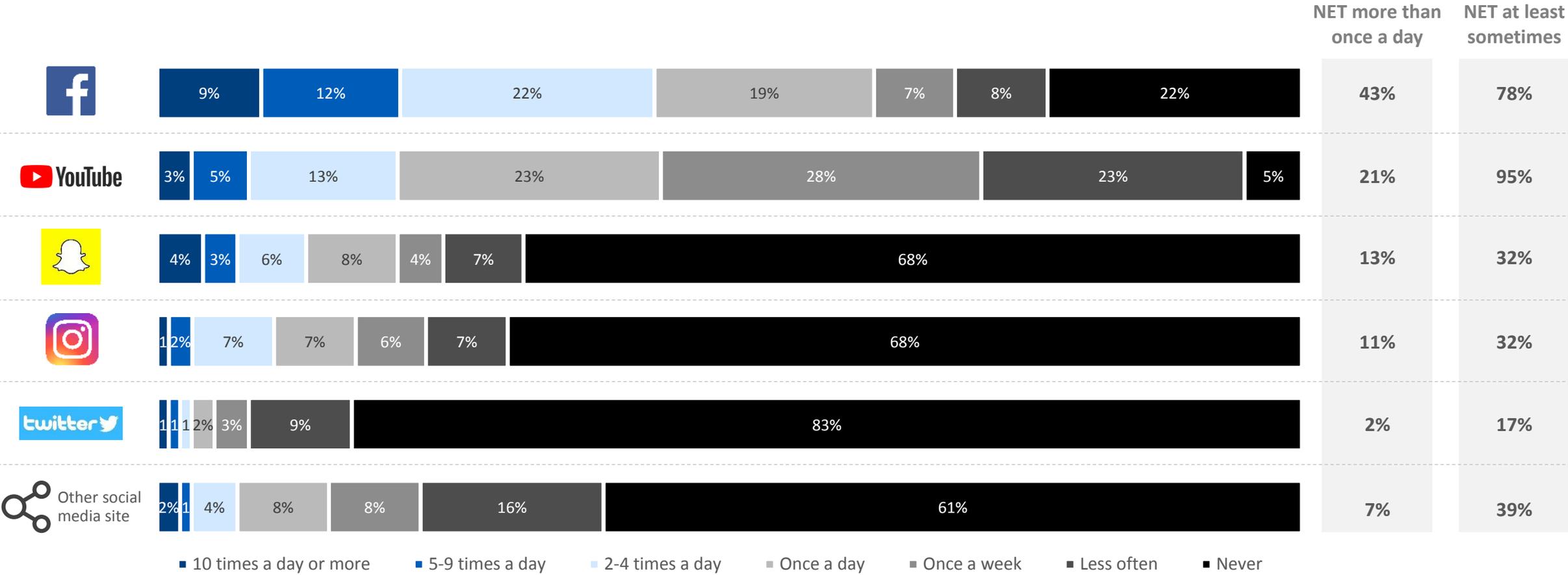
How frequently do you use these social media sites?



Source: C2
 Base: All CAA participants (n=873), 18 to 29 years (n=158), 30 to 39 years (n=178), 40 to 49 years (n=167), 50 to 59 years (n=207), 60 years or over (n=152)

Facebook and YouTube are by far the most frequently used social media sites among CAA participants.

How frequently do you use these social media sites?

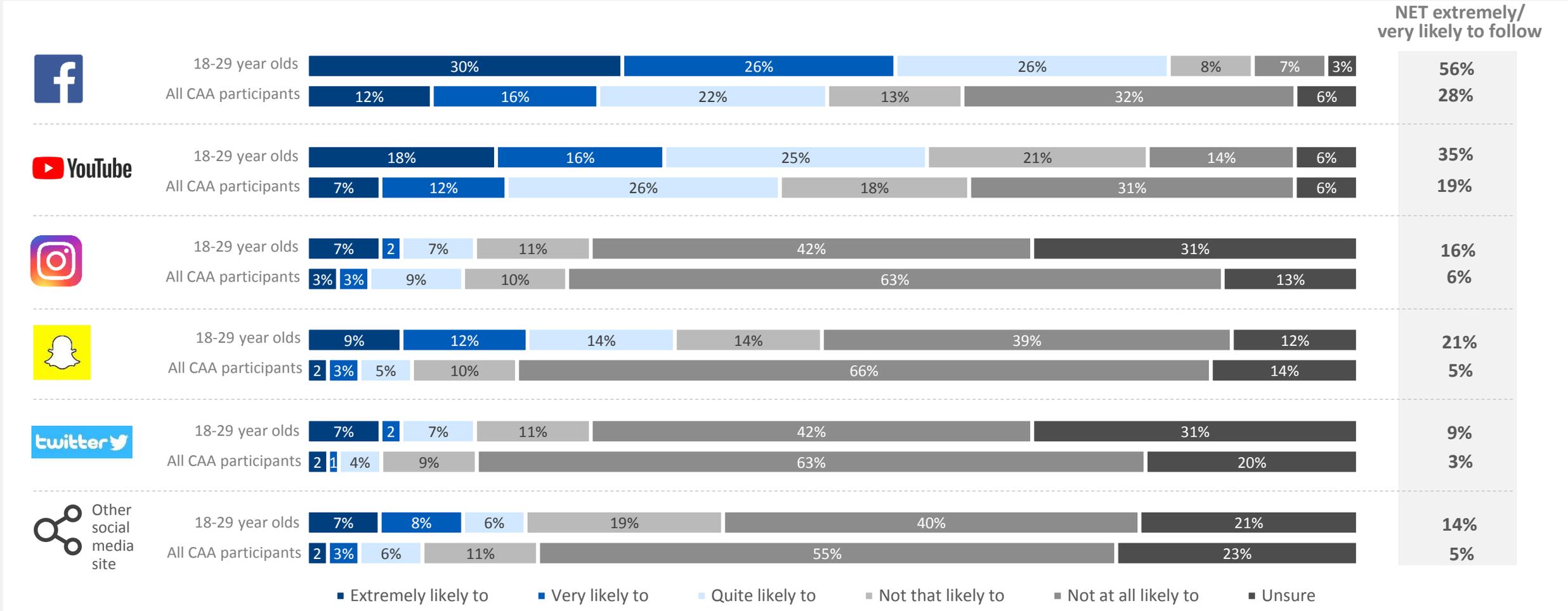


Source: C2
Base: All CAA participants (n=873)

Facebook and YouTube are the social media sites that participants are most likely to follow CAA on, although few are highly likely to do so, just 3 in 10 for Facebook, and 2 in 10 for YouTube.

Younger participants aged 18 to 29 years are more likely than average to be extremely or very likely to follow CAA on each of the social media sites.

How likely are you to follow CAA if it had a presence on each of these sites?

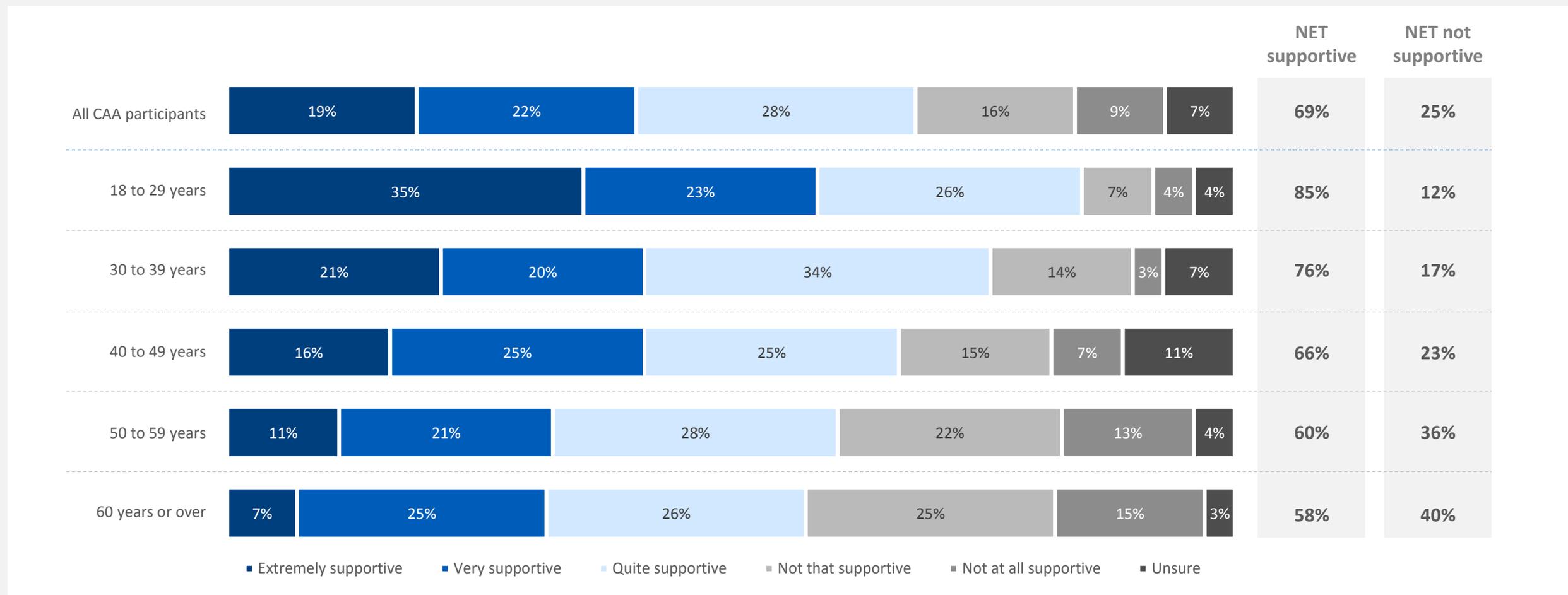


Source: C3
 Base: All CAA participants (n=873), 18 to 29 years olds (n=158)

CAA participants are far more supportive than non-supportive of CAA having a social media presence, almost 7 in 10 support this move to some degree.

The level of support is highest among younger participants and lowest among the oldest participants, to some extent this reflects their general levels of social media use. However, as more than half of the members of each age group are supportive, this means that some older participants see CAA venturing into social media as a positive not necessarily for themselves, but for others.

To what extent do you support CAA having a social media presence?

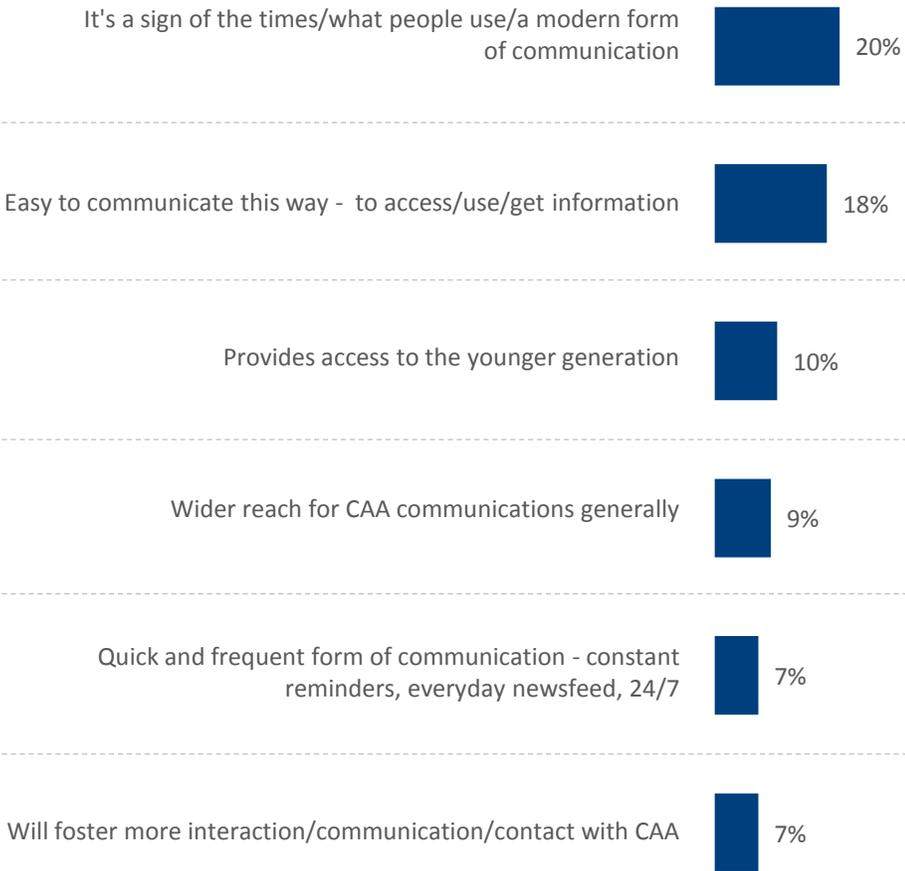


Source: C6
 Base: All CAA participants (n=873), 18 to 29 years (n=158), 30 to 39 years (n=178), 40 to 49 years (n=167), 50 to 59 years (n=207), 60 years or over (n=152)

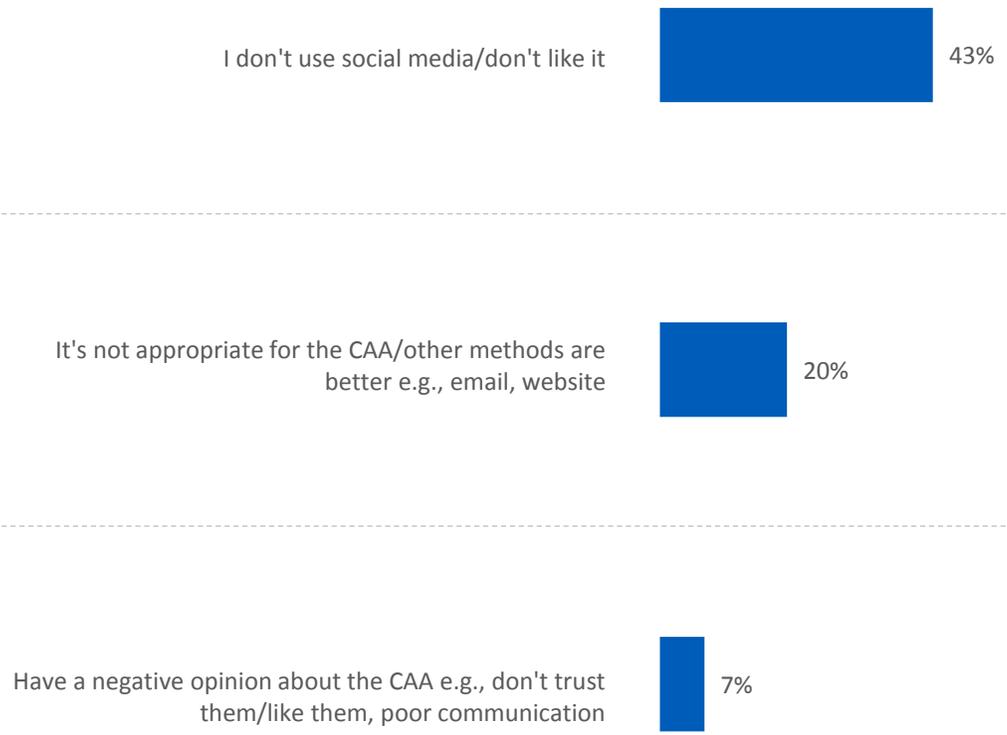
The main reasons participants support CAA having a social media presence are that it's a modern form of communication that people are currently using, it's a quick and easy way to access information, it will allow CAA to reach a wider range of people - particularly younger participants, and will generally foster more interaction between CAA and participants.

Reasons for not supporting CAA having a social media presence include not using social media or having a general dislike of it, or a general dislike of CAA, and the belief that social media is an inappropriate form of communication for CAA and that other channels are preferable. Examples comments are on pages 76 to 85.

 Supportive of CAA having a social media presence



 Not supportive of CAA having a social media presence



Preferred communication channels for different types of information



What channels would participants like each type of information made available through?

Participants were shown twelve different types of information and were asked to indicate the ways in which they would like to receive that information from CAA. The delivery options they were given include CAA's ten key communication channels, CAA emails and text messages, as well as five social media sites.

Results are presented in a table on the following page. The table displays the top five sources selected for each type of information and are shown based on all participants, and also based on the 18 to 29 year old participants (to highlight the different preferences of younger participants).

The CAA website and Vector are the most popular channels overall (even for 18 to 29 year olds), followed by AvKiwi Safety Seminars, CAA emails, GAP booklets and 'How to...' booklets.

Vector is seen as most appropriate for discussing and describing safety issues and alerting people to changes. The CAA website is seen as the most appropriate for detailed rules and policies, and a place where people can get more detail on safety issues and new safety initiatives after Vector. The website is also the preferred source for information on training and safety courses and meetings with operators and industry.

Facebook features in participants' top 5 sources for information on training and safety courses, and meetings with operators and industry, this suggests it could be an appropriate channel to notify participants of upcoming events. Social media is also a particularly desirable source for civil aviation videos, with YouTube and Facebook being the second and third most popular sources selected by participants.

For younger participants, Facebook is a top 5 source for 7 of the 12 information types. Not only do younger participants feel Facebook is an appropriate source for gaining information about training and safety courses, meetings with operators and industry, and civil aviation videos, but they also believe Facebook is a good way to notify them about changes to safety regulations and rules, new safety initiatives, safety issues, and civil aviation publications.

Detailed results are shown on the following page.

Summary of the 5 most popular ways participants want to receive each type of information (ranked by % that selected that source).

	Safety issues	New safety initiatives	Changes to safety regulations and rules	Training and safety courses	Meetings with operators and industry	The unique safety issues associated with a particular airspace	Civil Aviation rules	Civil Aviation policies	Civil Aviation directives	Civil Aviation publications	Civil Aviation videos	Civil Aviation licensing and certification information
Top 5 Sources	ALL CAA PARTICIPANTS (n=873)											
1st	Vector Magazine (75%)	Vector Magazine (68%)	CAA's Website (73%)	CAA's Website (59%)	CAA's Website (38%)	CAA's Website (48%)	CAA's Website (73%)	CAA's Website (51%)	CAA's Website (55%)	CAA's Website (55%)	CAA's Website (48%)	CAA's Website (61%)
2nd	CAA's Website (72%)	CAA's Website (59%)	Vector Magazine (68%)	Vector Magazine (55%)	Vector Magazine (35%)	Vector Magazine (48%)	Vector Magazine (35%)	Vector Magazine (23%)	CAA emails (27%)	Vector Magazine (26%)	YouTube (33%)	Vector Magazine (33%)
3rd	AvKiwi Safety Seminars (51%)	AvKiwi Safety Seminars (48%)	CAA emails (51%)	AvKiwi Safety Seminars (40%)	AvKiwi Safety Seminars (20%)	GAP booklets (36%)	GAP booklets (34%)	GAP booklets (20%)	Vector Magazine (24%)	CAA emails (18%)	Facebook (28%)	CAA emails (24%)
4th	CAA emails (44%)	CAA emails (41%)	AvKiwi Safety Seminars (41%)	CAA emails (34%)	CAA's emails (20%)	AvKiwi Safety Seminars (31%)	'How to...' booklets (28%)	CAA emails (19%)	GAP booklets (16%)	GAP booklets (17%)	AvKiwi Safety Seminars (24%)	How To booklets (20%)
5th	GAP booklets (42%)	GAP booklets (32%)	GAP booklets (32%)	Facebook (28%)	Facebook (19%)	CAA emails (25%)	CAA emails (24%)	'How to...' booklets (17%) Media statements (17%)	Media Statements (16%)	AvKiwi Safety Seminars (14%)	CAA emails (20%)	GAP booklets (17%)
Top 5 Sources	18 TO 29 YEAR OLD PARTICIPANTS (n=158)											
1st	CAA's Website (69%)	Vector Magazine (67%)	CAA's Website (70%)	CAA's Website (61%)	CAA's Website (42%)	CAA's Website (43%)	CAA's Website (75%)	CAA's Website (52%)	CAA's Website (49%)	CAA's Website (55%)	CAA's Website (55%)	CAA's Website (61%)
2nd	Vector Magazine (67%)	CAA's Website (58%)	Vector Magazine (64%)	Vector Magazine (50%)	Vector Magazine (36%)	Vector Magazine (42%)	Vector Magazine (37%)	GAP booklets (26%)	GAP booklets (19%)	Vector Magazine (24%)	Facebook (51%)	Vector Magazine (29%)
3rd	AvKiwi Safety Seminars (50%)	AvKiwi Safety Seminars (49%)	Facebook (45%)	Facebook (50%)	Facebook (33%)	GAP booklets (33%)	GAP booklets (37%)	Vector Magazine (22%)	CAA's Annual Report (19%)	GAP booklets (20%)	YouTube (46%)	How To booklets (27%)
4th	Facebook (39%)	Facebook (45%)	AvKiwi Safety Seminars (42%)	AvKiwi Safety Seminars (45%)	AvKiwi Safety Seminars (24%)	AvKiwi Safety Seminars (32%)	AvKiwi Safety Seminars (31%)	'How to...' booklets (22%)	CAA emails (19%)	Facebook (20%)	AvKiwi Safety Seminars (32%)	GAP booklets (24%)
5th	GAP booklets (38%)	CAA emails (38%)	CAA emails (40%)	CAA emails (32%)	CAA emails (19%)	'How to...' booklets (26%)	'How to...' booklets (30%)	AvKiwi Safety Seminars (21%)	AvKiwi Safety Seminars (18%)	CAA emails (19%)	CAA emails (26%)	CAA's Annual Report (20%)

Source: C1, C4
Base: Shown in the table

Percentages in green are significantly higher than that of all participants, and percentages in red are significantly lower.

What channels are participants highly likely to use for each type of information?

Participants were asked to indicate the extent to which they are likely to consume each of the twelve information types through each source. The delivery options given include CAA's ten key communication channels, CAA emails and text messages, and five social media sites.

Results are largely consistent with those shown on the previous page, with the CAA website and Vector being the sources that participants are most likely to consume each type of information through. The one exception is civil aviation videos which are most likely to be viewed on YouTube.

Facebook is among the top 5 sources participants are highly likely to use to get information about training and safety courses, meetings with operators and industry, changes to safety regulations and rules, new safety initiatives, civil aviation directives, civil aviation publications, civil aviation licensing and certification information, and civil aviation videos.

Younger participants aged 18 to 29 will be more likely than average to use social media for each kind of information.

Detailed results for all participants are shown on pages 86 to 91.

Stakeholders' general perceptions of CAA



Stakeholders see CAA as a thorough and effective regulator of civil aviation in New Zealand.

Stakeholders feel CAA performs its regulatory function well. There is a sense that CAA tends to take a ‘no-nonsense’ approach to developing and implementing its regulatory standards.

This approach is valued by most stakeholders because they feel it ensures the aviation sector consistently operates safely and to a high standard in New Zealand.

However some stakeholders also feel CAA focuses too much on the application of rules rather than looking at the attendant risks when responding to requests from the aviation sector or dealing with specific safety concerns.

In this regard, some stakeholders feel CAA often implements a literal interpretation of aviation rules without taking into consideration the aviation sector’s perspective or operational implications.

This lack of flexibility is seen to limit the practicality of CAA’s response, which means some stakeholders see it as bureaucratic and slow in keeping pace with the aviation sector.



They are a pretty diligent regulator. Almost pedantic but that’s a good thing when you have to regulate an entire industry. **Commercial aviation**

We have some good exchanges [with CAA] when they are preparing rule amendments or advisory circulars, or discussing issues where they’ve clearly sat down with an open mind and there has been a to’ing and fro’ing on the evidence and they’ve been prepared to shift their view. We appreciate that and think it is really important. But it does contrast with other experiences where they have come to the table with a position that has already been formed and [CAA] almost don’t know what to do with feedback that they get from the industry. **Industry representative**



However CAA’s decision-making process is seen as lacking adequate transparency.

Stakeholders recognise that as a regulator CAA needs to maintain objectivity and that there will always be some tension between CAA and those it regulates.

Most stakeholders are also cognisant that CAA often has to strike a balance between providing enough information to give context around its decision without undermining its work.

However, there is a perception that regulatory decisions made by CAA are sometimes not based on a consistent interpretation of current rules and standards. Some stakeholders feel CAA can reach two different decisions for very similar cases, which creates confusion and uncertainty for aviation operators.

Consequently, stakeholders feel that CAA should be clearer and more transparent about how it interprets the rules and reaches regulatory decisions. This would provide aviation operators with more certainty about what they need to do to remain compliant with the CAA’s rules and decisions and the reasons they need to be compliant.



[CAA] have to balance between putting sufficient information out there to provide sufficient context for the decisions that they are taking but without putting information out there which is likely to undermine what they are doing or exacerbate the problem. So, there is a fine line there and I think in my view they manage that balance pretty well. **Public Sector**

You often feel like they have personal interpretations coming into some of their decisions. I’ve seen cases that were as same as could be but CAA’s response to each one was completely different. And I understand that they may have had their reasons but it’s very difficult to know what those reasons were. They don’t involve the sector in their decision making which makes it hard for us to judge what will happen in the future if something similar crops up. **Industry representative**



Other suggestions for improving CAA
engagement and communications



Stakeholders feel CAA could undertake more frequent engagement with sector leaders and representatives.

Most stakeholders feel that CAA needs to undertake more meaningful and frequent engagement with sector leaders and representatives when formulating regulations or responding to safety issues.

Moreover this engagement needs to happen with a range of relevant stakeholders and early enough in the process for stakeholders to be able to provide meaningful input.

There is a sense that this would not only enable CAA to develop more pragmatic regulatory positions but it would also bring transparency to the process and give confidence to the aviation sector in CAA's ability to work as a collaborative regulator.



When things work it's because there has been an open minded exchange on the important stuff. When we are really pissed off it's usually when we've been surprised and weren't part of the process early enough. **Industry representative**



Participants also want to foster a closer relationship with CAA through more open and transparent communication and an opportunity for two-way communication.



A forum-style part of the CAA website (with moderators), where opinions can be checked and discussed, questions can be asked from all levels and sectors of aviation. This portal, once established, could reduce call volume to CAA and free up resources, whilst providing interaction and transparency around common topics. *Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

Make the lines of communication open both ways. I feel there's quite a lot of negative feeling towards the CAA, due largely to a certain employee of CAA being fraudulent. And seeing as the response to industry criticism was by and large ignored by CAA, a large portion of the industry feels that communications with the regulator are a bit of a farce. Provide a site to provide genuine feedback, and accept that the feedback may be negative AND positive, that way we can all get moving in the right direction. *Commercial Pilot Licence holder 30 to 39 years*

Change their management structure, put in place managers that have experience in civilian aviation that can listen and take constructive criticism and advice, ask the hard questions on why such a large turnover [of] staff? Hire/attract competent staff. Be more open, honest, transparent on the direction they are headed and is this what industry needs and wants. Good communication comes from listening. *Engineer and Private Pilot Licence holder (Aeroplane) 40 to 49 years*

Engage more- make a culture, where it's encouraged to ask questions, post help videos, appear to grow and encourage the industry. *Airline Transport Licence holder (Aeroplane) and Airline Transport Licence holder (Helicopter) 30 to 39 years*

More often meet with industry, and consult with industry more often before any changes. *Engineer 50 to 59 years*

Stop claiming & acting as an authority and start listening to people in the industry who have many decades of experience at the coal face. To gain traction CAA need to get truly involved in coaching the various sectors of industry by also using industry individuals with the experience on short term sabbatical contracts. Aircraft Engineering is the poor cousin of the aviation industry when it comes to training. *Engineer and Commercial Pilot Licence holder (Aeroplane) 50 to 59 years*

The CAA should look at online forums or comments on videos, these are sources with a lot of untapped information as they are overshadowed by useless garbage posted by other people. Hence, having an online presence would help CAA get more suggestions and comments from online users. *Student pilot. Age unspecified*

Specifically participants want more ‘in person’ communication from and with people from CAA.



Field staff out and about more talking and giving us up to date [information] on CAA stuff. *Commercial Pilot Licence holder (Helicopter) 50 to 59 years*

Bit more face to face with industry. Making sure all CAA staff are using the same rules. *Participant type unspecified 50 to 59 years*

Cooperating with airlines and flying schools and having a visit to them more frequently so the needs of or difficulties that the pilots or students are facing can be understood more easily. *Student pilot 18 to 29 years*

Face time with real-world operators. More common sense, less theory and dreamy ivory tower idealism. Remove all front line staff that have no aviation background. *Engineer and Private Pilot Licence holder (Aeroplane) 40 to 49 years*

Face to face time with people within the regulator that KNOW what it is like at the commercial end of the industry. *Engineer 50 to 59 years*

Follow up on their philosophy to move to risk based rather than just rules. Visit aviation organisations on more of a social level. *Commercial Pilot Licence holder 60 years or over*

Having more hands on staff with real world experience and knowledge who would go out and visit and make themselves known to operators and pilots and to work with companies to achieve good work practices and common sense rules that will help everyone get the job done safely and effectively. *Commercial Pilot Licence holder (Helicopter) 40 to 49 years*

More contact face to face in hangars etc, less formal, more of a what can we do to help, what needs to change to make things more straight forward. Only see you guys when there's an audit on. *Engineer and Private Pilot Licence holder (Aeroplane) 40 to 49 years*

More face to face meetings visits to businesses. Having a CAA point of contact for each company would help build trust and information flow. *Commercial Pilot Licence holder (Helicopter) 30 to 39 years*

More human contact. *Commercial Pilot Licence holder (Helicopter) and Airline Transport Licence holder (Aeroplane) 60 years or over*

Personal communication is very effective - the AvKiwi seminars are superb. Educational videos made available through the website and YouTube would be well received. *Private Pilot Licence holder (Aeroplane) 50 to 59 years*

Personal contact which we used to have from the local CAA Representatives. Improve local geographic personnel to have personal contact and develop a rapport with. *Private Pilot Licence holder (Aeroplane) 60 years or over*

Pick up the phone and communicate with the industry in a positive way instead of hiding behind grey lines. *Commercial Pilot Licence holder. 40 to 49 years*

Put faces to names and create more video content. *Private Pilot Licence holder (Aeroplane) 40 to 49 years*

Simply continue to interact with the aviation community in different ways all of the time to ensure that communication is always constructive and effective as well as being professional with high degree of efficiency...As an example, given that AvKiwi Safety Seminars result in many people interacting with each other as opposed to only being able to have solo interaction with the internet. *Commercial Pilot Licence holder and Air Traffic Controller 50 to 59 years*

Utilise safety adviser to do personal calls, face to face stuff, this is very effective in passing information and getting a feel for SG that the industry is thinking. *Commercial Pilot Licence holder (Aeroplane) and Commercial Pilot Licence holder (Helicopter) 60 years or over*

Visiting the aviation community in person. *Private Pilot Licence holder (Aeroplane) and Commercial Pilot Licence holder (Aeroplane) 50 to 59 years*

From stakeholders' perspective, CAA needs to be more agile and responsive in the face of emerging aviation safety challenges.

Stakeholders feel CAA can be a bit slow in responding to unique or new safety challenges due to its tendency to adopt an inflexible approach to interpreting existing regulations and/or developing new ones.

There is a sense that as new technologies emerge that cross boundaries between air, sea and land, the CAA will need to adopt a more risk-based approach that also leverages the experience and knowledge of the wider aviation sector in formulating its regulatory positions.



In terms of their response to different safety situations, they tend to actually fall back to a purely rule driven approach and the bureaucracy and letter of the law get applied. Going forward they need to think about taking an approach that looks at and assesses risks because there will be situations that aren't covered by the rules. And it's not ideal to ask the sector to wait while the new rules are put in place because that takes some time.

Commercial aviation



For participants, quicker and more responsive communication from CAA is important.



Bring out reports on accidents out a lot quicker. *Private Pilot Licence holder (Aeroplane) 60 years or over*

Faster response to licensing/certifications following the individual matter. 'YouTube' is a great tool for quick info spreading. *Private Pilot Licence holder (Aeroplane) 40 to 49 years*

Answer phones, call people back. Respond to emails - simple stuff really. *Commercial Pilot Licence holder. 30 to 39 years*

Personal communications need to improve. I have been dealing with CAA Medical recently, and each email I send it takes over a week to get any response. *Airline Transport Licence holder (Aeroplane) 30 to 39 years*

Release videos that summarise anything related so that people with not much time can stay up to date. *Student pilot and Private Pilot Licence holder (Aeroplane) 18 to 29 years*

Social media presence. Faster, more responsive, more active. *Airline Transport Licence holder (Aeroplane) 40 to 49 years*

Social media would be very fast way to announce new info. *Student pilot. 18 to 29 years*

Streamline their communication process. Direct and responsible streams of communication with guaranteed closure of loops. Improve timeliness of communication. A week is too long to respond to an email... *Air Traffic Controller and Private Pilot Licence holder (Aeroplane) 30 to 39 years*

Summarize large rule changes and documents to make them easier and more convenient to consume. More people will consume it if it is easier to digest. *Engineer 40 to 49 years*

They seem very bogged down at the moment, everything is followed up briefly with not much thought and a very poor response time usually toping 90 days not sure how you improve it but doesn't feel like they have a big enough presence. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Timely replies and ease of communication and being treated like a human this applies mostly to the medical unit, frontline staff like Carlton are great for public relations. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

When I request information they [should] be more forthcoming rather than beating around the bush. Do the job in one email so one doesn't have to drag the info out. Bit like pulling teeth at times. *Engineer 60 years or over*

Participants would like CAA to use simple language, avoid jargon and technical terms and use plain-English instead.



Explain things in plain-English (less legal jargon). Maybe have it in plain-English first, with all the legal terms at the bottom? As a student pilot, I have enough to take in and remember without needing a law degree as well just to know if I'm reading the communication correctly. *Student pilot 30 to 39 years*

I would like to see the "legal stuff" less legalistically phrased (in line with plain-English initiatives) because it requires less intense study to assimilate and understand the communication and its intent. *Private Pilot Licence holder (Aeroplane) 60 years or over*

Make all aviation information explained in pure English rather than aviation jargon. *Commercial Pilot Licence holder (Helicopter) 40 to 49 years*

Make their website simple! There is a need to access notams and weather etc without having to figure out area with uncommon names and almost written in code. *Private Pilot Licence holder (Aeroplane) 60 years or over*

More frequent but each time keep it more simple and less detail orientated - provide a link to web page for more detail if people require it. *Airline Transport Licence holder (Aeroplane) 30 to 39 years*

Plain-English and email alerts. *Student pilot 60 years or over*

Plain-English and perhaps have a memo box on home page. A indicator to show which memos we have already opened would help. *Engineer, Private Pilot Licence holder (Aeroplane) 50 to 59 years*

The website could be more "plain language" or provide simple language on issues for GA pilots so that misunderstanding is minimised. It is very challenging to navigate the CAA rules and procedures for new people joining the sector as private individuals rather than commercial. *Private Pilot Licence holder (Aeroplane) 60 years or over*

Use plain-English and not send out letters or emails that come off as very officious. *Air Traffic Controller and Airline Transport Licence holder (Aeroplane) 50 to 59 years*

Use plain-English and provide same information in different forms to support different learning styles. *Engineer 40 to 49 years*

Participants want more specific, tailored and relevant communications.



Have a data base of every users' license type, and equipment type use, and provide support specific to that individual. This should allow a private user to be more compliant with respect to AD's, service bulletins etc, reminders for BFRs, rating renewals, medical renewals etc etc... *Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

Have mailing lists for certain information. For example, being able to sign up to "safety" related emails, or "CAA news" emails, or whatever. I am much more likely to read specific emails than one email full of information of which only some of it I am interested in. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

More targeted approach, Vector is good for the GA level of the industry, but those working in Airlines have no specific form of communication directly from the CAA outside that of company doc's. *Airline Transport Licence holder (Aeroplane) 30 to 39 years*

Perhaps they could target their audience with relevant information. For example in my trade of Avionics I want to know about new technology and [be] kept up-to-date with latest developments so I can perform my job to the best of my ability. New technologies such as ADS-B, PBN are soon to be implemented, yet as an Avionics Engineer I feel there is room for professional development. *Engineer 30 to 39 years*

Tailor information towards a particular user based on region and operation type. Reorganise the website for easier navigation. *Air Traffic Controller, Private Pilot Licence holder (Aeroplane) and Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Target specific audience, i.e. private pilot versus commercial etc. By mixing it, the relevance gets lost. *Private Pilot Licence holder (Aeroplane) 50 to 59 years*

Use links with useful headings rather than scattergun information that deserves immediate deletion. Let the viewer decide what information is of interest to them. *Private Pilot Licence holder (Aeroplane) 60 years or over*

Vector magazine has little to no useful information for engineering staff. Most of the time I flick through then throw it out. I would much rather have important or useful information sent to my work email, e.g. major changes to rules etc that effect me. *Engineer 30 to 39 years*

Participants want easier access to information - improve the navigation capabilities and user-friendliness of the website.



Better search tool on the website, I rarely have success finding what I want with the current tool.
Commercial Pilot Licence holder (Helicopter) and Airline Transport Licence holder (Aeroplane) 40 to 49 years

Change their website back to the way it used to be - the new design is extremely difficult to navigate!
Commercial Pilot Licence holder (Aeroplane) 30 to 39 years

For me the issue is knowing what is available. The new website makes it incredibly hard to find things because there is no structured contents page. The little front page boxes are hopeless. Separately from the website I would find a weekly? email highlighting what has been changed/published together with the web link very useful. Suggest you look on the website as the ultimate truth and more or less everything else is just bringing items on the website to the target's attention.
Private Pilot Licence holder (Aeroplane) 60 years or over

Make the CAA website easier to navigate. It can take ages to find what you're looking for sometimes. While those at CAA live and breathe this information, some pilots use the website only rarely and they give up if they can't find what they're looking for quickly.
Commercial Pilot Licence holder (Aeroplane) 50 to 59 years

Better indexing of the website and less use of acronyms. Smart access of navigation information and weather information so that if a proposed departure and destination is entered then all relevant information (including terminal plates) is flagged up for consideration. Smart indexing of regulations such that if say "VFR" is input, then all the regulations for that subject are presented as a heads-up list for the next stage.
Private Pilot Licence holder (Aeroplane) 60 years or over

Put the CAA employees names and their CAA phone numbers back on the CAA website, other than just the managers and team leaders!
Engineer, Private Pilot Licence holder (Aeroplane) and Private Pilot Licence holder (Helicopter) 60 years or over

Put their phone listings back on the website so you can figure out who in the department you need to ring and the number to get them on when you need them.
Engineer 40 to 49 years

Sort the website out. Aesthetically it looks good but is a nightmare to negotiate. Probably the biggest users of the web site would be people associated with aviation, pilots, engineers, decision makers looking for rules guidance or information. All of the preceding aren't easy to find.
Airline Transport Licence holder (Aeroplane) 50 to 59 years

The most important part of information is easy human interface. Ensure the information is in one place (website) and simple to search, with an easy to use interface. All other sources are supporting the website with different but easy style to encourage readers to read the initial article but then want to find out more if needed from the website. But the website must be simple to use and encourage readers to find what they are looking for without getting frustrated (quite the case at the moment).
Student pilot 30 to 39 years

The 'search' function on their website rarely gives the content requested, then lists much other data that is not relevant to the requested information. PLEASE KEEP IT SIMPLE!!!!
Commercial Pilot Licence holder (Aeroplane) 60 years or over

When I was trying to find a contact number to CAA (via phone or email) as I had a question about licensing regarding to EASA license, it was really really hard to find a correct page for it on [the] CAA website. I hope you guys will make a list of contacts on CAA web site and so we can find it easily.
Commercial Pilot Licence holder (Aeroplane) 30 to 39 years

Use more electronic forms of communications e.g. an e-version of Vector.



Communicate by email. Send soft copy of Vector, GAP, How to ... and other magazine/ booklet by email. Send an email with a link to all updated regulation/ directives. *Engineer 30 to 39 years*

Digital format Vector magazine. *Airline Transport Licence holder (Aeroplane) 30 to 39 years*

I personally would prefer email newsletters with lots of titles and links I could click on and read articles. The magazines I get in the post, no matter how good my intentions are don't get looked at properly. But when I'm at work, on my lunch break an email/newsletter I can read through over a few days would be the way to go. *Private Pilot Licence holder (Aeroplane) 40 to 49 years*

I would like to get the Vector on email rather than a paper copy. However would be nice to get the rule matrix as paper copy. And safety posters from time to time. *Engineer 40 to 49 years*

Increase their digital presence and removing traditional reliance on paper based information sharing. *Private Pilot Licence holder (Aeroplane) 40 to 49 years*

It would be great to access CAA publications digitally. I certainly enjoy reading "Vector" in my time. *Private Pilot Licence holder (Aeroplane) 60 years or over*

Quite happy with the events I attend, and make every effort to attend. Perhaps an online library of past Vector articles would be a valuable resource to have access to. *Private Pilot Licence holder (Aeroplane) 60 years or over*

Stop producing a paper copy of Vector. Make it electronic. *Airline Transport Licence holder (Aeroplane) 30 to 39 years*

The magazine is great and I do read it from cover to cover. Maybe an e-magazine would save costs and engage more people, however there is a need to be cognisant of the older demographic to ensure they are not lost in the world of social media. *Airline Transport Licence holder (Aeroplane) 50 to 59 years*

...The Vector mag could be delivered in e- copy as well as hard copy. CAA could back up statements and policy announcements with Facebook and other social media posts. I would like assurance that any social media feeds would be closely monitored by CAA for correct information. *Air Traffic Controller 50 to 59 years*

Utilise email, text and social media - these are the services most likely to reach me and grab my attention. *Private Pilot Licence holder (Aeroplane) 30 to 39 years*

We have three people in our household all receiving Vector mag. Maybe you could correlate addresses in your database and send just one copy per household. In ours only one copy only gets opened. Bit of a waste. *Engineer and Airline Transport Licence holder (Aeroplane) 60 years or over*

Use more electronic forms of communications e.g. apps, social media, and video content.



1) An app. 2) Configured alerts e.g. for new rules/licensing info etc. 3) text messages
Engineer 30 to 39 years

Facebook page. *Private Pilot Licence holder (Helicopter) 30 to 39 years*

Get a twitter handle guys...it's not hard and I will follow you. *Airline Transport Licence holder (Aeroplane) 30 to 39 years*

Have a greater social media presence and more direct correspondence (text/email) about upcoming changes to airspace and rules/regulations. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Higher social media profile. Do not be put off by the vociferous minority who have something to say about everything! *Private Pilot Licence holder (Aeroplane) 60 years or over*

I am satisfied with present online access to rules, AC's, etc, etc. However, I would like to see app or other web access available for filing statistics, changing personal contact details, etc. *Engineer, Commercial Pilot Licence holder (Aeroplane) and Commercial Pilot Licence holder (Helicopter) 60 years or over*

I think being on Facebook would help a lot. *Airline Transport Licence holder (Aeroplane) 50 to 59 years*

I think a CAA YouTube channel would be extremely effective, as many people are on the platform. An example I would direct you to is the Air Safety Institute (<https://www.youtube.com/user/AirSafetyInstitute>). They occasionally (in their Accident Case Studies series) go through an accident, giving the events leading up to the crash, the most probable cause, and what we can do as pilots to stop it from happening to us. *Student pilot 18 to 29 years*

...Aviation can be intimidating. A social media presence can help humanise the authority, so it appears less as an enforcement agency, and more of an organisation to help pilots. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Not really a communication issue but I'd like to see the fuel system app available for download on smartphones, not just tablets. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Personally, for me videos are great. A YouTube channel is a great idea and I would certainly support it if they could focus on safety videos and training videos. I learn a lot from watching the "Mayday" and "Air Crash Disaster" programme's on TV. *Student pilot 50 to 59 years*

Send links to YouTube on new topics/videos. *Air Traffic Controller 50 to 59 years*

The CAA can choose to disseminate information in video form which will be easier for viewers to grasp and retain. Also, maybe provide a small test at the end of the article at times to let the consumers know how much information they have grasped and it might also keep the audience interested. *Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

This survey with an intent on moving towards the realm of social media is the most logical step in its next evolutionary expansion. *Commercial Pilot Licence holder (Aeroplane) 40 to 49 years*

Videos are very easy to use and engage with. *Private Pilot Licence holder (Aeroplane) 30 to 39 years*

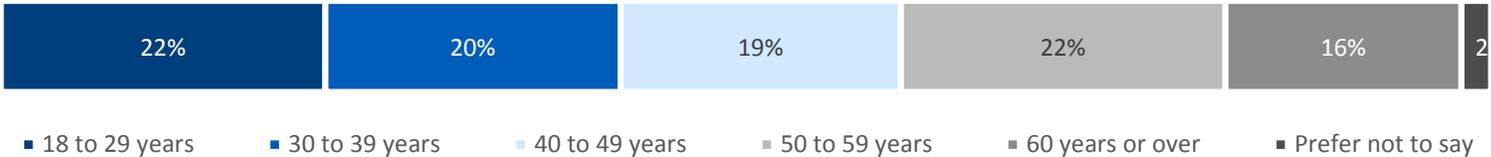
Visualise your information and use Social Media and iOS and Android apps. *Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

Appendix

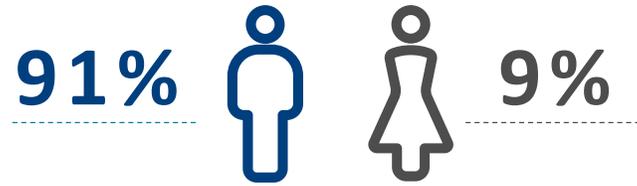


CAA participants are predominantly men and pilots. They're located throughout New Zealand, and have a broadly similar age profile to that of the New Zealand 18+ population.

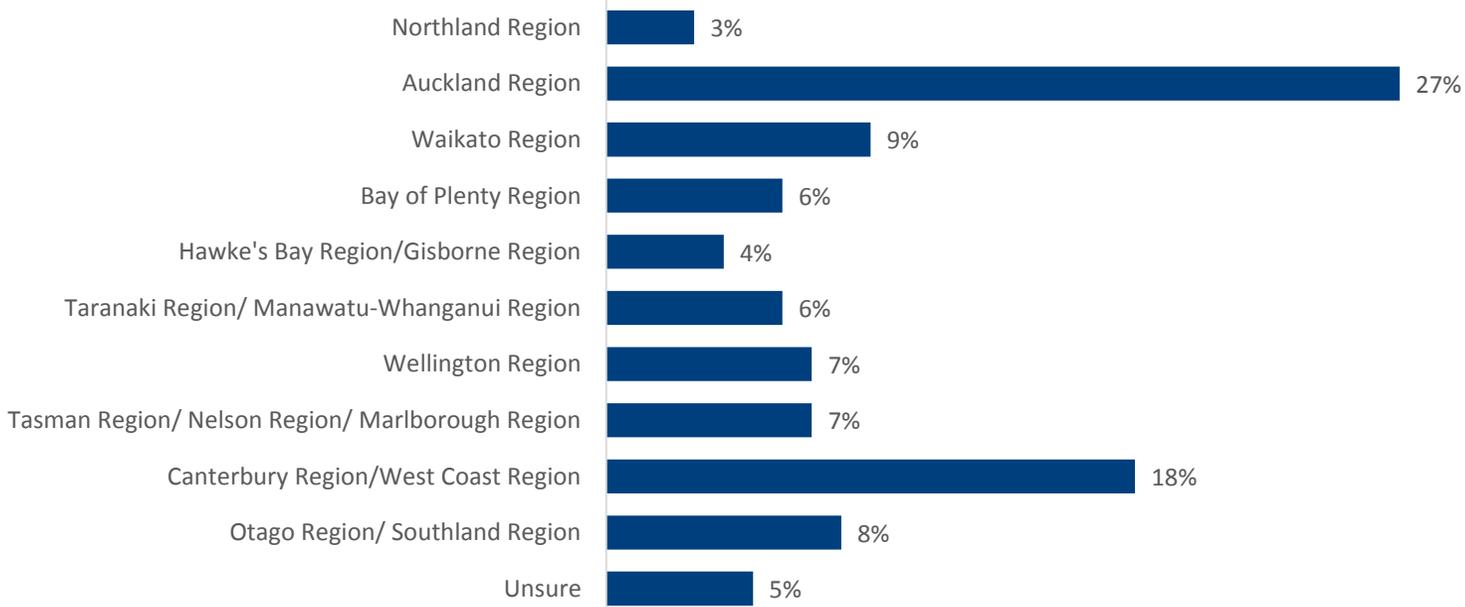
AGE



GENDER



REGION LIVE IN



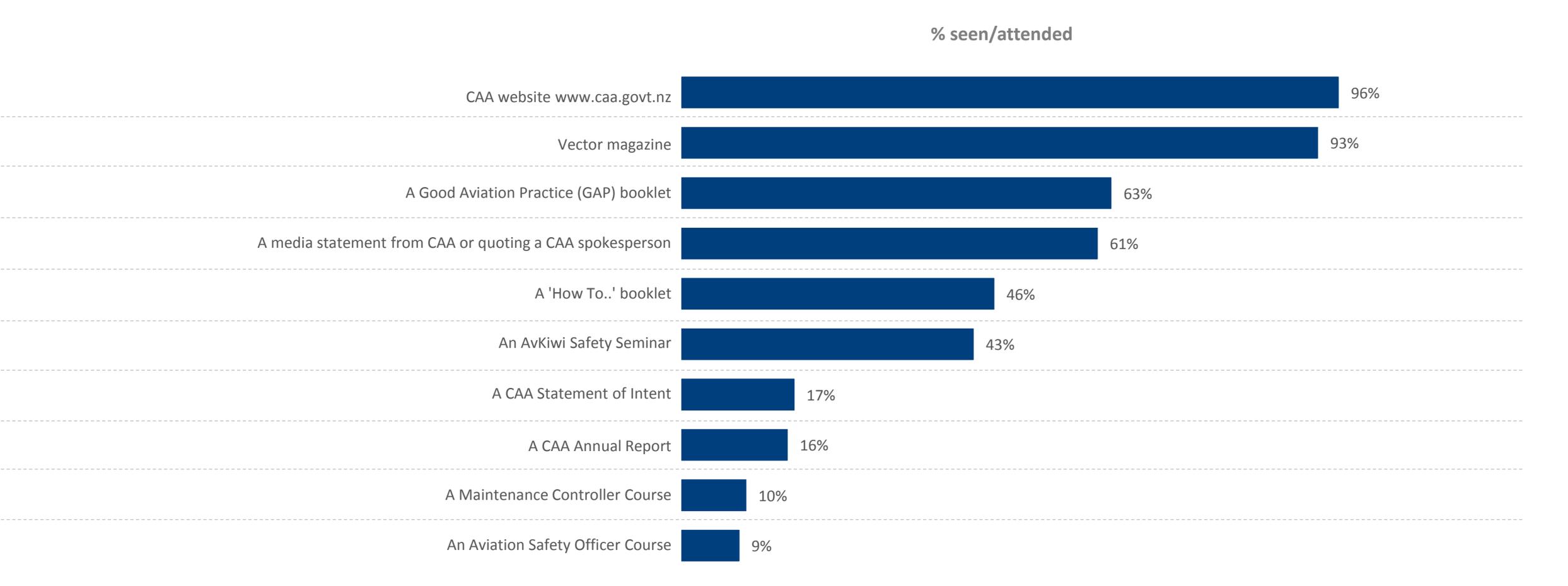
PARTICIPATION TYPE

Student pilot	24%
Commercial pilot licence holder	21%
Private pilot licence holder	20%
Engineer	19%
Airline transport licence holder	13%
Air traffic controller	4%
None of these groups	2%

Source: A1, D1, D2, D3
 Base: All CAA participants (n=873)

By far, the most well known CAA communications are the CAA website and Vector magazine, almost all participants have seen these before.

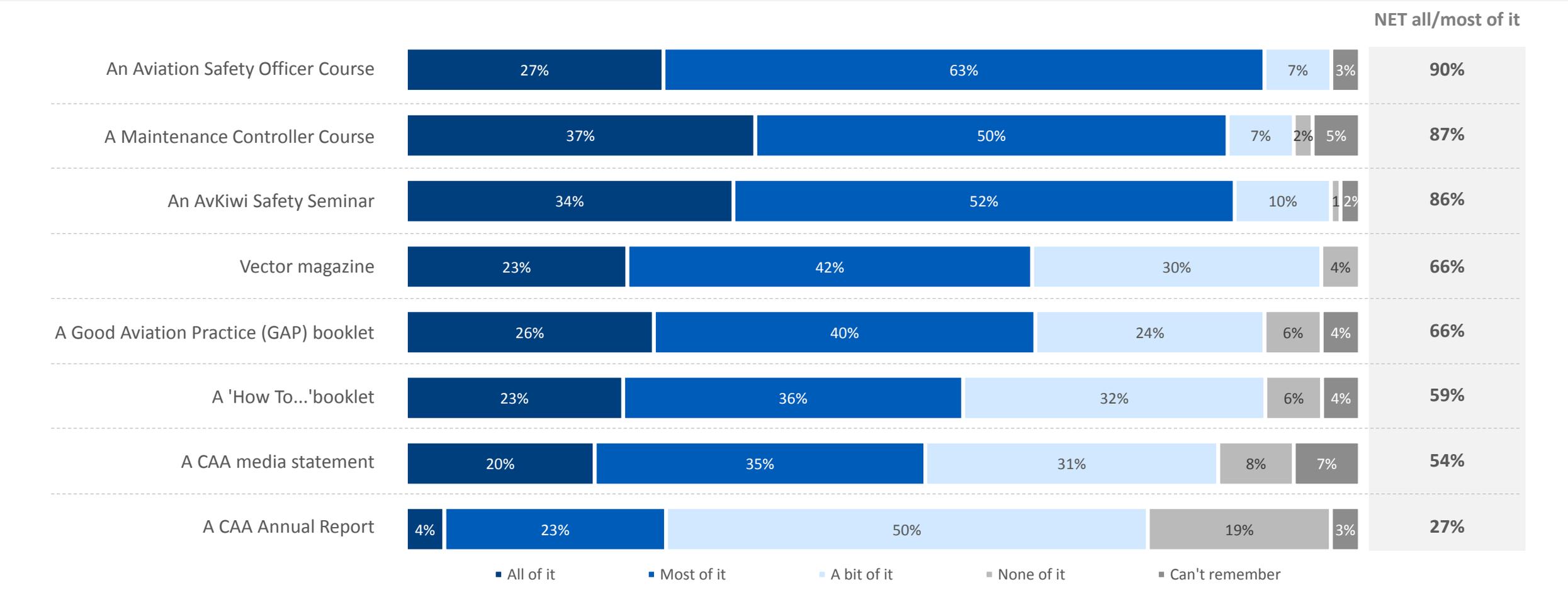
Please indicate whether or not you have ever seen or attended each of the following.



Source: B1
Base: All CAA participants (n=873)

The face to face forms of communication including Aviation Safety Officer and Maintenance Controller Courses and the AvKiwi Safety Seminars appear to be more effective at holding participants' attention than CAA's written forms of communication.

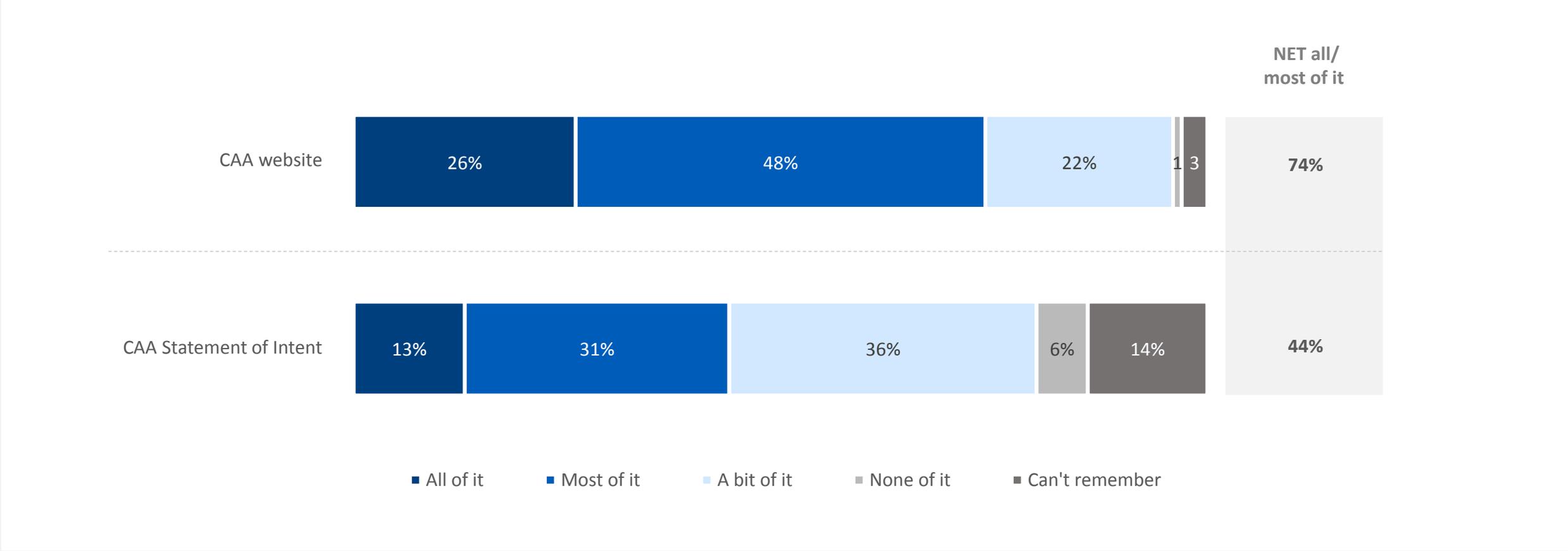
Thinking about the last time you saw/attended each of the following, how much of the information in it did you read/take in?



Source: B2
 Base: Those who have seen or attended that CAA communication before

Three quarters of participants who have seen the CAA website can find all or most of the information they are after, while just 4 in 10 of those who have seen CAA's Statement of Intent are able to locate all or most of the information they require.

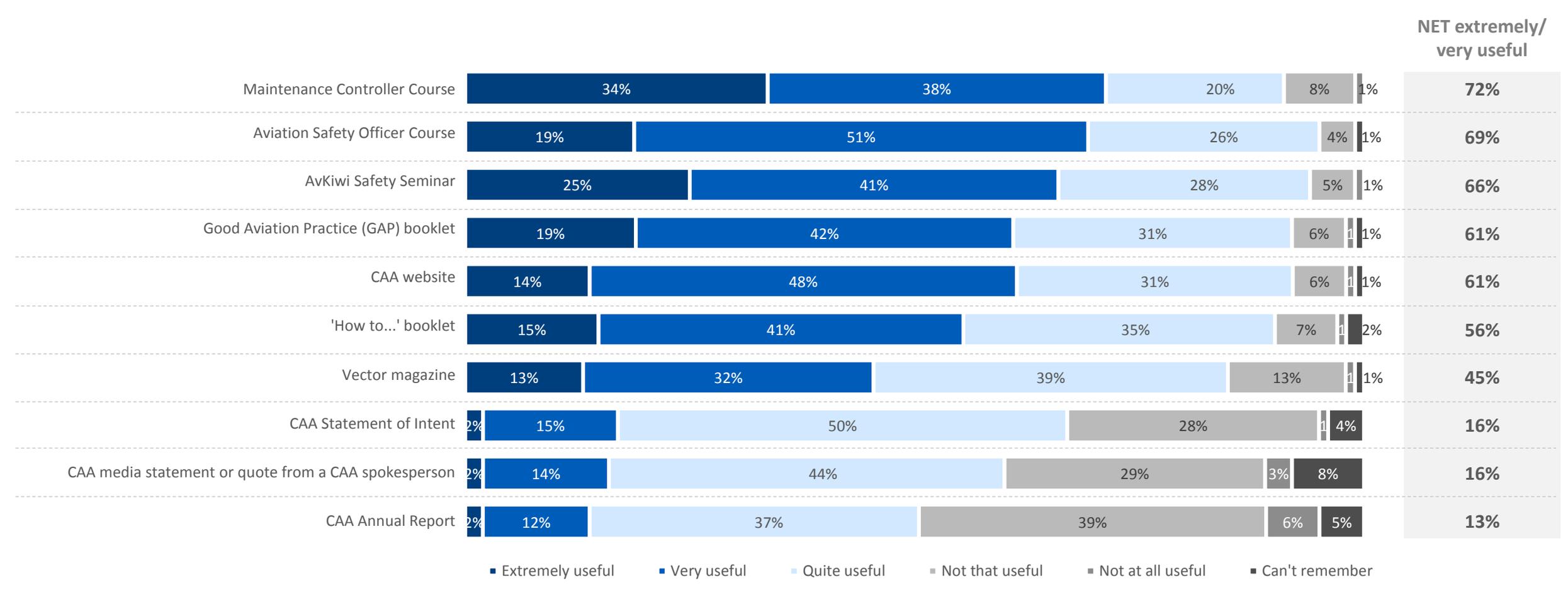
Thinking about the last time you saw this, how much of the information that you were looking for did you find?



Source: B3
 Base: Those who have seen that CAA communication before

CAA's face to face forms of communication including the Maintenance Controller and Aviation Safety Officer courses and the AvKiwi Safety Seminars are considered more useful by participants who have experienced them, than CAA's written forms of communication are by those who have consumed them.

And to what extent was the information in each of the following useful to you?



Source: B5
 Base: Those who read or took in at least 'a bit' of that CAA communication

Participant comments about social media being a modern form of communication that people are currently using



Because we are in the 21st century! *Extremely supportive. Commercial Pilot Licence holder (Helicopter) 30 to 39 years*

It is a modern and quick way of both getting information to users and getting their feedback. *Extremely supportive. Commercial Pilot Licence holder 40 to 49 years*

It is the way a lot of people keep up to date on what is going on in the world and an easy way to keep up to date with changes in the industry. *Extremely supportive. Commercial Pilot Licence holder 30 to 39 years*

The way that people everywhere in the world operate now means that the regulator has to interact with literally everyone in different ways to the past in order to ensure that safety and security is maintained and promoted in a constructive manner to help everyone to be on board with compliance and monitoring of activity. *Extremely supportive. Commercial Pilot Licence holder and Air Traffic Controller 50 to 59 years*

It is important as this day an age more and more people are using this type of medium to get information. *Very supportive. Airline Transport Licence holder 50 to 59 years*

It's the way of the future and in time may be the primary information vehicle. *Very supportive. Private Pilot Licence holder (Aeroplane) 50 to 59 years*

This modern way of communicating across a wide range media types. Great form of communicating to the new generation of people in aviation. *Very supportive. Engineer 60 years or over*



Participant comments about social media being a quick form of communication



Connects with pilots faster and allows questions to be answered quickly. Don't go all Trumpy on it. *Extremely supportive. Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Information is pushed to me and the probability of successful and timely knowledge transfer is increased. *Extremely supportive. Private Pilot Licence holder (Aeroplane) 40 to 49 years*

It is an effective way to promulgate information. It's all on the website but you need to know something has changed to look in the first place. *Extremely supportive. Private Pilot Licence holder (Aeroplane) 60 years or over*

It would allow us to stay informed on changes to things (such as rules) a lot faster, and in general, make communication a lot faster between the CAA and pilots, which could save lives if there is a safety flaw in a certain procedure, for example. *Extremely supportive. Student pilot 18 to 29 years*

Most people have some sort of social media contact, and most people are too busy to sit down and read their entire emails or entire Vector magazine, social media is just another avenue to promulgate information. *Extremely supportive. Engineer 40 to 49 years*

Social media channel is a good method to have more interaction with the general public. We, as a public, can also get access to the information easily and faster as we often use Facebook or YouTube. *Extremely supportive. Student pilot 18 to 29 years*

Speed of access to information. Speed of dissemination of information to pilots/interested parties. *Very supportive. Private Pilot Licence holder (Helicopter) and Commercial Pilot Licence holder (Aeroplane) 40 to 49 years*

I'm more likely to see relevant information during my day to day life. Right now I don't really keep pace with changes and current affairs, just using Vector / random visits to the website. *Quite supportive. Private Pilot Licence holder (Aeroplane) 30 to 39 years*

The speed at which any changes that have been made to rules/law etc can be disseminated to people across a Facebook feed or YouTube channel is better than checking the AC's to see if any revisions have been made. Even a reference to changes and where to find that they have in fact been made is a good idea. *Very supportive. Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

Participant comments about social media being an easy form of communication to use



Ease of access on a daily basis, so instant response possible, a bit like reading NOTAMS before a flight.

Extremely supportive. Private Pilot Licence holder (Aeroplane) 60 years or over

Easier access as long as someone answers the questions asked, plus with social media you can communicate to the wider aviation community who isn't receiving the email alerts and can't be bothered dealing with the now non user friendly website. *Extremely supportive. Commercial Pilot Licence holder (Aeroplane) 40 to 49 years*

Easier access to CAA and pilots. More up to date way of keeping in contact. *Extremely supportive. Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Easier to read and follow as a greater time is spent on social media than sitting in front of a computer checking emails. *Extremely supportive. Student pilot 30 to 39 years*

Easy access to information and a greater reach to the non-aviation public for issues like drone regulations. *Extremely supportive. Private Pilot Licence holder (Aeroplane) 40 to 49 years*

Easy access to new safety information and changes to CAAs rules, procedures etc. *Extremely supportive. Engineer 30 to 39 years*

Easy and quick to access. More likely to find out the information and use it. I am based in the UK and do not receive any NZ CAA paper publications as they aren't send overseas. Social media would be the answer. *Extremely supportive. Student pilot 30 to 39 years*

It's easy to reach to aviators. Kiwi pilots is a page with around 4000 members posting information in there can be super useful. Best way to reach people is through social media, I have IATA and ICAO pages liked on Facebook and information from them pops up on top of my page so I can read before anything else. It would be very helpful with CAA's presence on social media. *Extremely supportive. Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

YouTube is an easy and practical way for people to access and understand the concepts. Most aviation people are visual people. *Extremely supportive. Air Traffic Controller 50 to 59 years*

Easier medium to get information through, force them to be more direct and concise with communication. *Very supportive. Private Pilot Licence holder (Aeroplane) 18 to 29 years*

Just makes that content that much easier to reach. People are much more likely to be mulling around on YouTube/Facebook in their spare time than to be standing beside a GAP booklet stand. *Very supportive. Engineer and Student pilot 18 to 29 years*

An easy way to communicate with the community, quick to update and absorb. The young audience is tech savvy and well connected. the only concern would be that the messages would not be able to be delivered in the required level of detail via Instagram/ snapchat profiles. *Quite supportive. Air Traffic Controller 50 to 59 years*

Participant comments about social media enabling CAA to reach a wider range of participants



If it can be done properly, it can be utilised to engage directly with participants within aviation who might not engage with CAA otherwise. *Very supportive. Commercial Pilot Licence holder 40 to 49 years*

It will reach a lot more people who wouldn't necessarily go looking for the information on the CAA website. *Very supportive. Engineer and Airline Transport Licence holder (Aeroplane) 40 to 49 years*

Most organisations at the forefront of their industry should have a social media presence if they want to connect with the new generation. *Very supportive. Engineer 30 to 39 years*

One issue that is a problem now is use of RPAS/ Drones. For a non-aviation person trying to navigate the CAA website they are going to find it very difficult. CAA has not been as proactive as I would like [in] informing the public about RPAS rules /safety issues. Social media will open this area up. *Very supportive. Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

Personal exposure to daily social media is 100% assured. *Very supportive. Commercial Pilot Licence holder (Aeroplane) 40 to 49 years*

So we can ACTUALLY get the information that affects us detrimentally when we need it. Was not informed of changes to exam validity dates and so must now repeat at my expense. NOT happy!!! *Very supportive. Commercial Pilot Licence holder (Aeroplane) 40 to 49 years*

Wider audience reached over traditional websites which would be useful for issues such as drones. *Very supportive. Air Traffic Controller 30 to 39 years*

If they are genuine about being proactive about the changes happening within the industry, and getting the information to the coalface, social media is the best step. It worries me somewhat that they will use their access to social media to police and penalise, as had happened before. Which in turn makes the general idea a negative one. *Quite supportive. Commercial Pilot Licence holder 30 to 39 years*

Social media is a good way to get information out to a wide audience. *Quite supportive. Air Traffic Controller 30 to 39 years*

The younger generation are active in seeking information through these sources. *Quite supportive. Commercial Pilot Licence holder 50 to 59 years*

Because the current methods of communication are not reaching all the industry participants. *Extremely supportive. Airline Transport Licence holder 50 to 59 years*

Gets the information out to the people of the industry far better than any other sites. Time for CAA to move forward. *Extremely supportive. Commercial Pilot Licence holder (Helicopter) 30 to 39 years*

Information has changed. If the CAA continues to publicise using only traditional media they will miss the new generation. *Extremely supportive. Engineer 30 to 39 years*

It's a no brainer, this should have been implemented long ago as social media is an almost addictive media channel, especially for the younger generation of aviation users. Information presented will be seen and absorbed. The problem at the moment is that you don't go looking for information or rule changes that you don't know exist. Social media will allow users to be shown information they wouldn't have looked for unprompted. *Extremely supportive. Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

Most effective way to get information across to operators. But must be backed up with updates on the CAA website. *Extremely supportive. Private Pilot Licence holder (Helicopter) 18 to 29 years*

Best method to engage with the majority of pilots and prepare for an influx of Generation-Y savvy pilots. *Very supportive. Airline Transport Licence holder (Aeroplane) 18 to 29 years*

Pushing information out via social media is a lot more effective than a notice on a website and more likely to have a greater audience. *Extremely supportive. Private Pilot Licence holder (Aeroplane) and Commercial Pilot Licence holder (Helicopter) 18 to 29 years*

Participant comments about social media fostering more interaction between CAA and participants



Being on social media would require qualified and timely responses. It removes the barriers and anonymity I feel [are] currently existing to some extent. *Extremely supportive. Private Pilot Licence holder (Aeroplane) 50 to 59 years*

CAANZ need to be out there having a presence in society more. Also CAANZ need to visit the very large airlines running in NZ to have a walk around the hangars and chat with the maintainers. *Extremely supportive. Engineer. 30 to 39 years*

...It also strengthens the bond between pilots and the CAA, rather than the relationship being between an association and a person, a more interpersonal relationship would be fostered brought about by the communications or the postings on a social media account. *Extremely supportive. Student pilot. Age unspecified*

It'll be good to hear a little more from the CAA in our everyday lives. *Extremely supportive. Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Like most professional organisations that use Facebook, it gives more direct and open communication with its audience. It's also a great way to keep an organisation transparent and honest. Any organisation communicating through a social media needs to be able to take the negative responses and be proactive and turn them into a positive one. Something that the CAA will struggle with. Most people view the CAA as a reactive based organisation and I don't believe they are brave enough to be social. *Extremely supportive. Commercial Pilot Licence holder 30 to 39 years*

Open communication helps bring industry and regulator together. *Extremely supportive. Private Pilot Licence holder and Engineer 60 years or over*

Other people may want to connect better through social media. They should have this option available. *Extremely supportive. Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

Social media is a great way to increase the communication between any organisation and it's members. Anything that helps in that respect I feel should be supported. *Extremely supportive. Private Pilot Licence holder (Aeroplane) 40 to 49 years*

I think it will build rapport with the public as well as keep all in the industry up to date. *Very supportive. Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Industry engagement becomes more likely and gives a more immediate (not always a good thing, potentially) way for people to get feedback. Also serves as a public and open platform for topics to be debated and clarified. *Very supportive. Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

It is a good way of disseminating information to the newer generation and will have an overall impact on improving both safety and also enhancing the presence of the CAA. It will also allow for two-way communication which can help clarify things and also encourage group discussion. It also has the ability for people to share with their friends, so the message will get out there and spread. *Very supportive. Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Giving a human face to a powerful authority will help to connect with aviation participants. Aviation is a small community and to improve safety needs an open communication channel. *Quite supportive. Private Pilot Licence holder (Aeroplane) 50 to 59 years*

It will allow the CAA to be more open and transparent in regards to the direction they are going, it's another tool to reach out to everyone. *Quite supportive. Engineer and Private Pilot Licence holder (Aeroplane) 40 to 49 years*

The majority of pilots have social media. Good way for people to voice the many concerns there are in the industry. *Quite supportive. Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Participant comments about not using social media



I am not linked in to any social media at all so I would not receive any information that way. I have found through experience that people/organisations who start a social media presence tend to then neglect other forms of communication which results in a percentage (albeit quite a small percentage) of the population missing out altogether. *Not that supportive. Commercial Pilot Licence holder (Aeroplane) 50 to 59 years*

Because personally I don't like using (or spending time) so much on checking these social medias. It will be less likely I will check them if CAA has it. *Not that supportive. Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

I do not use social media. You do not have to be my friend to allow us to work together Email is fine. *Not that supportive. Engineer 50 to 59 years*

I don't use social media although given there are a lot of people who do its a good method of communication just not for me personally. *Not that supportive. Student pilot 50 to 59 years*

I don't use social media much, certainly not for a source of safety information. *Not that supportive. Private Pilot Licence holder (Aeroplane) 50 to 59 years*

Not really one for social media, so wouldn't be a follower. *Not that supportive. Engineer 40 to 49 years*

One of the few people (aged in 30's) to not take up social media. I don't care about a photo of your lunch! 🙄 *Not that supportive. Airline Transport Licence holder (Aeroplane) 30 to 39 years*

Personally I do not utilise social media, however I do understand I am perhaps a minority. *Not that supportive. Engineer 50 to 59 years*



Participant comments about disliking social media



Generally find social media to be superficial, trivial and annoying to use. *Not that supportive. Private Pilot Licence holder (Aeroplane) 50 to 59 years*

I like target based information. I am not a big social media fan. Got a message, send it to me. I can read it and file for future reference. *Not that supportive. Private Pilot Licence holder (Aeroplane) 50 to 59 years*

I dislike Facebook, Twitter etc, despite my children being more likely to use it. *Not that supportive. Private Pilot Licence holder (Aeroplane) 60 years or over*

If you wish to communicate with me send me an email or letter. I do not enjoy using social media as I find it all a cluttered mess. *Not that supportive. Airline Transport Licence holder (Aeroplane) 60 years or over*

Social media is not my thing. I despise it. *Not that supportive. Air Traffic Controller 60 years or over*

I don't use social media at all. It invades my privacy! If I want to talk to somebody I don't tell the whole world. I talk to them individually. *Not at all supportive. Private Pilot Licence holder (Aeroplane) 50 to 59 years*

Personally hate and don't use social media, and CAA use this against pilots and operators. *Not at all supportive. Commercial Pilot Licence holder 50 to 59 years*

Social Media is for morons. *Not at all supportive. Private Pilot Licence holder (Helicopter) and Airline Transport Licence holder (Aeroplane) 50 to 59 years*



Participant comments about not liking CAA



I don't actually respect the operation as much these days (CAA) as in years gone by. I see the fees have increased, the auditing and legal requirements have increased, but the level of hands-on skill and knowledge appears to have decreased. *Not that supportive. Air Traffic Controller 60 years or over*

I don't like them, and think they are adversarial and not the friends of aviators, more interested in punitive and petty punishment for minor or non-existent offences. *Not that supportive. Private Pilot Licence holder (Aeroplane) Age unspecified*

Most aviation system users hate CAA with a vengeance - their social media will be bombarded with negative feedback and would be a further waste of funds and resources in an already highly inefficient organisation. *Not that supportive. Engineer and Private Pilot Licence holder (Aeroplane) 40 to 49 years*

Because they will (and already are) using it to troll pilots personal lives and trying to find reasons to prosecute people. They should not be on social media at all, ever. *Not at all supportive. Commercial Pilot Licence holder (Helicopter) 30 to 39 years*

CAA currently have very little credibility within the industry. Once they start doing a good job then maybe people within the industry will be interested in their comments. *Not at all supportive. Commercial Pilot Licence holder (Helicopter) 50 to 59 years*

CAA have proven themselves to be petty and vindictive when dealing with pilots. Zero trust. *Not at all supportive. Airline Transport Licence holder (Aeroplane) 60 years or over*

Not interested in anything CAA at all. *Not at all supportive. Commercial Pilot Licence holder (Helicopter) and Airline Transport Licence holder (Aeroplane) 60 years or over*



Participant comments about social media being an inappropriate form of communication for CAA



CAA is for information, not entertainment. *Not that supportive. Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Not everyone is able to monitor or spend time on social media, and it can be open to divisive and unhelpful comment and also misleading argument. *Not that supportive. Engineer, Private Pilot Licence holder (Helicopter) and Commercial Pilot Licence holder (Aeroplane) 60 years or over*

Not their remit to provide a social media presence. *Not that supportive. Engineer 50 to 59 years*

Social media is a platform people use to connect with people and recreational things. Not regulatory bodies. *Not that supportive. Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

Don't think it's an appropriate channel for meaningful information. *Not that supportive. Engineer 40 to 49 years*

I don't believe social media is the right forum for the dissemination of CAA material. *Not that supportive. Engineer 40 to 49 years*

Social media is unreliable for content and accuracy. CAA must be totally reliable and secure. *Not that supportive. Private Pilot Licence holder (Aeroplane) 60 years or over*

They are a formal Government Department. Most of their communication should be done through formal communication channels, not whimsical social media. *Not that supportive. Engineer 50 to 59 years*

CAA are a regulatory organisation, social media is for gossip and rubbish. *Not at all supportive. Commercial Pilot Licence holder (Aeroplane) 30 to 39 years*

Don't want you spying on other people's social media accounts. *Not at all supportive. Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

For various reasons, I don't like the social media like Facebook at all. Further, I don't think that social media is the right media to communicate important information like aviation safety issues. I would think that it might get lost between all the other unimportant information communicated via social media. *Not at all supportive. Private Pilot Licence holder (Helicopter) 50 to 59 years*

I don't believe this is a forum for promulgation of regulation and safety info. I would not use it as I strictly regulate use of such sites as to what info I will use or allow in such an unregulated environment. *Not at all supportive. Engineer 60 years or over*

It's social media "social", not the environment for a Government department to communicate highly important matters to industry. *Not at all supportive. Private Pilot Licence holder (Helicopter) 40 to 49 years*

It's a professional organisation, not a teenage girl. *Not at all supportive. Airline Transport Licence holder (Aeroplane) 40 to 49 years*

Not appropriate channel for safety/professional information. *Not at all supportive. Airline Transport Licence holder (Aeroplane) 40 to 49 years*

Social media is for social occasions not communicating important content to a professional audience. *Not at all supportive. Airline Transport Licence holder 50 to 59 years*

Social media is full of misinformation and is easily manipulated by inappropriate parties. Aviation is too safety critical to use social media for operational purposes. *Not at all supportive. Private Pilot Licence holder (Aeroplane) 50 to 59 years*

The CAA should concentrate on fulfilling their role as safety regulator rather than tweeting pretty pictures. *Not at all supportive. Air Traffic Controller 40 to 49 years*

The problem with social media is there is no certainty or structure. Compounding this it is full of manipulated information and advertising. Any real information is constrained to a tiny portion of the screen. Flying is a serious business that deserves/requires the best presentation and formality. *Not at all supportive. Private Pilot Licence holder (Aeroplane) 60 years or over*

There's got to be better things for the staff to do other than 'play' on their devices doing social media stuff. REALLY. Their wages comes from our hard work so stick to doing a good honest days work and that doesn't include Facebook or the likes. *Not at all supportive. Commercial Pilot Licence holder 60 years or over*

Too easy to miss something important. Keep social media for social activities. I find it unprofessional. *Not at all supportive. Engineer 50 to 59 years*

What's the point? They're a licensor and regulator. Social media is not the right avenue for CAA to target the aviation community. What would they post? A plane crash photo a day to remind us why safety is important? They can barely manage their current business with out adding more rubbish. *Not at all supportive. Air Traffic Controller and Private Pilot Licence holder (Aeroplane) 30 to 39 years*

Participant comments about preferring other communication channels



Not into it plus prefer book type updates, they can be left lying around for months for all the crew to read. *Not that supportive. Commercial Pilot Licence holder (Aeroplane) and Commercial Pilot Licence holder (Helicopter) 60 years or over*

Prefer email or CAA Website. CAA and social media doesn't seem to go 'hand in hand'. *Not that supportive. Air Traffic Controller and Commercial Pilot Licence holder (Aeroplane) 50 to 59 years*

So long as the website is easy to navigate (which so far it has been for me), I don't see a need to use social media. Even if there was a presence, I would be somewhat unlikely to follow it. *Not that supportive. Student pilot and Private Pilot Licence holder (Aeroplane) 18 to 29 years*

Be better putting effort into streamlining their website. As an operator, be great if could get all flight info, weather, ad charts, through website without needing all different external sites as presently do. *Not at all supportive. Commercial Pilot Licence holder (Helicopter) 30 to 39 years*

I don't use it, the website is by far the best medium for me. *Not at all supportive. Engineer 60 years or over*

I have NO interest in social media as the email notification system and website have all of the information I need in a timely fashion. *Not at all supportive. Engineer 60 years or over*

Why would we want to look at that. Anything imperative should be through email or letter or Vector etc. *Not at all supportive. Commercial Pilot Licence holder (Aeroplane) 18 to 29 years*

You should only have to go to one place to get the facts. *Not at all supportive. Commercial Pilot Licence holder 50 to 59 years*

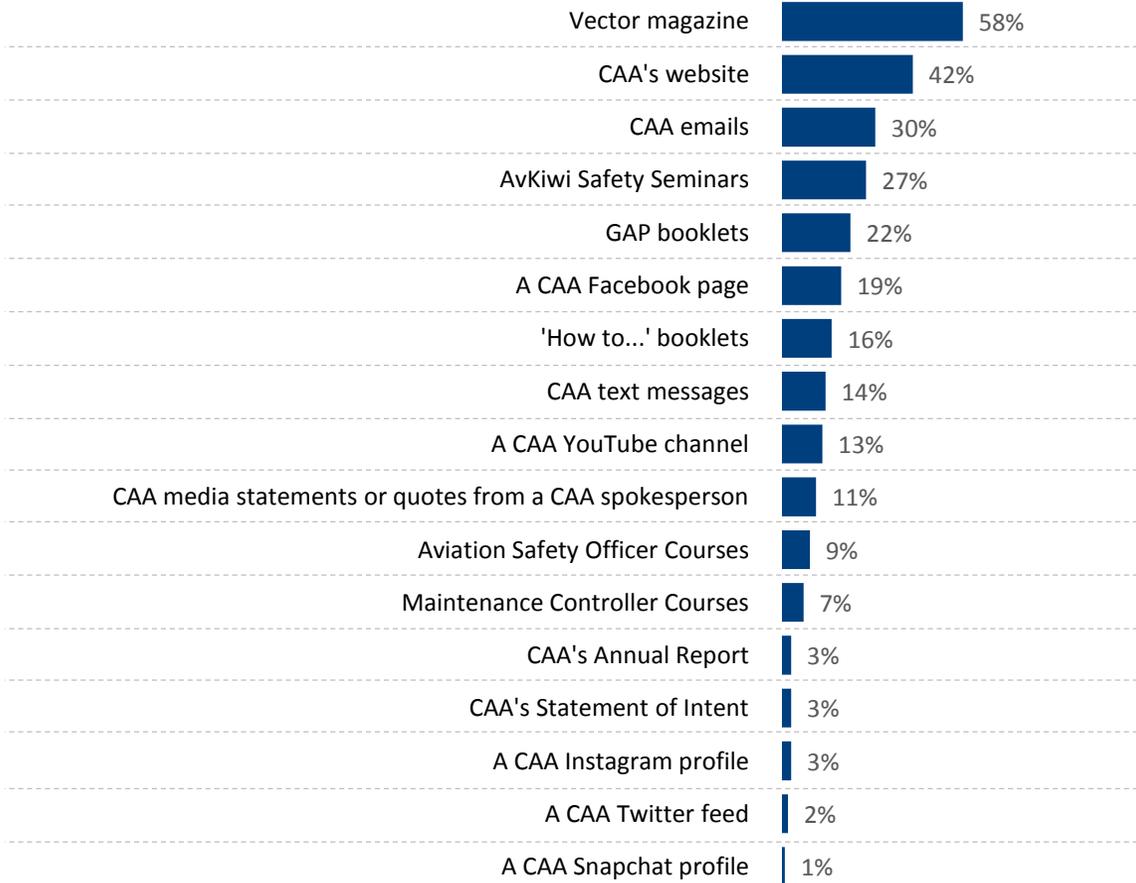


Likelihood of consuming each type of information through each source

How likely are you to consume each type of information through each of these sources?

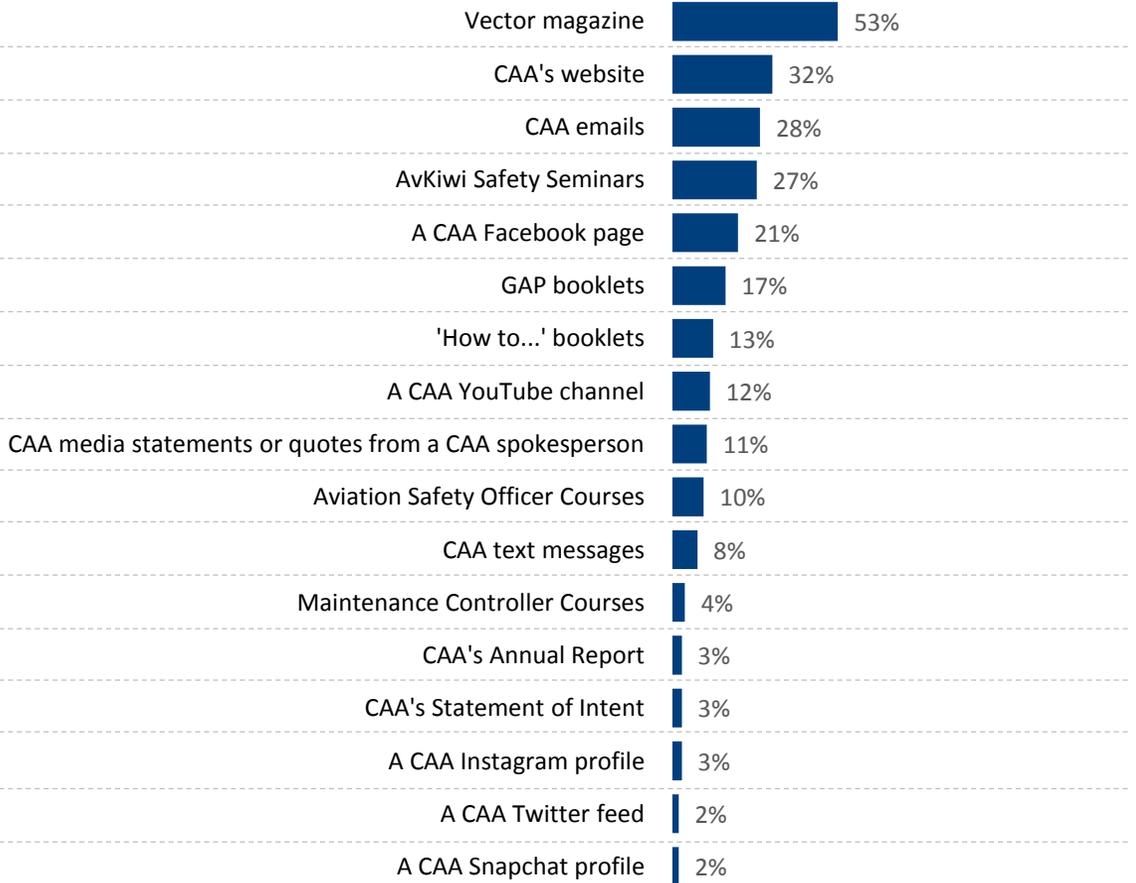
Safety issues

NET extremely/very likely to consume that information via that source



New safety initiatives

NET extremely/very likely to consume that information via that source

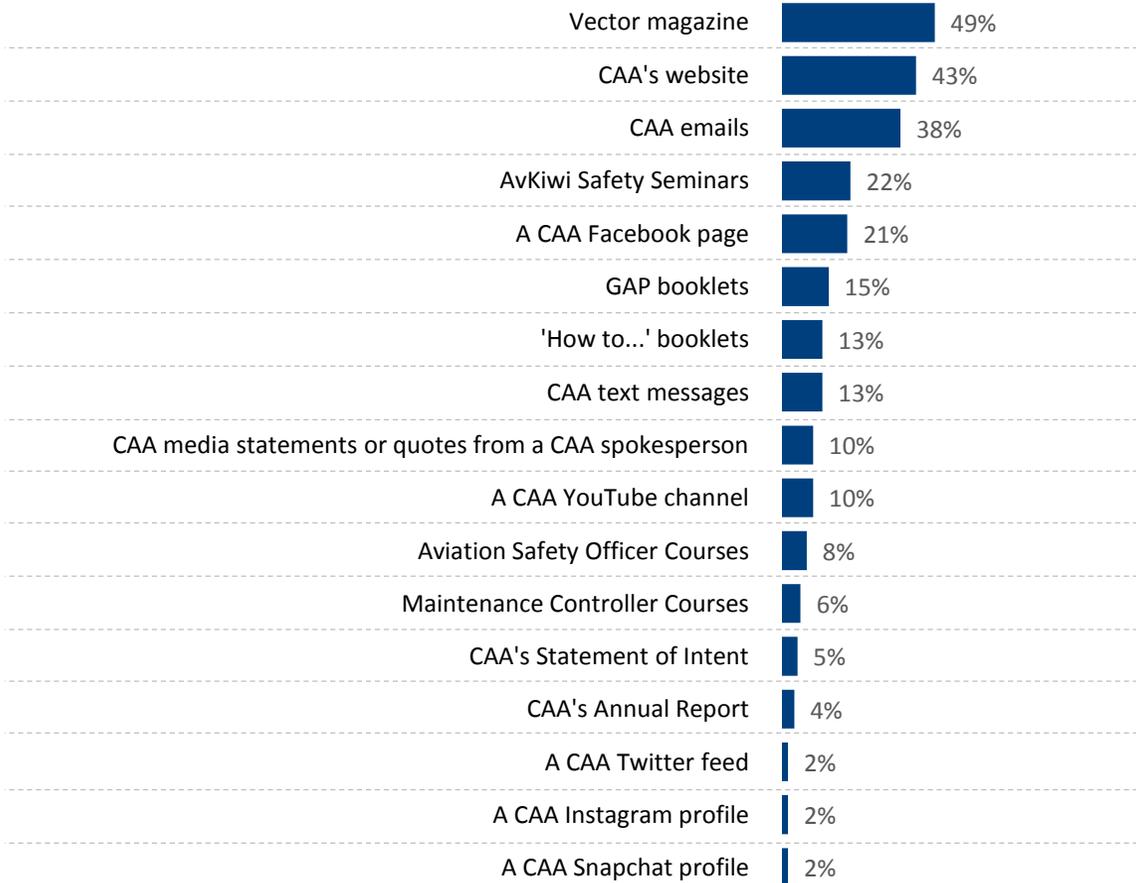


Source: C5
Base: All CAA participants (n=873)

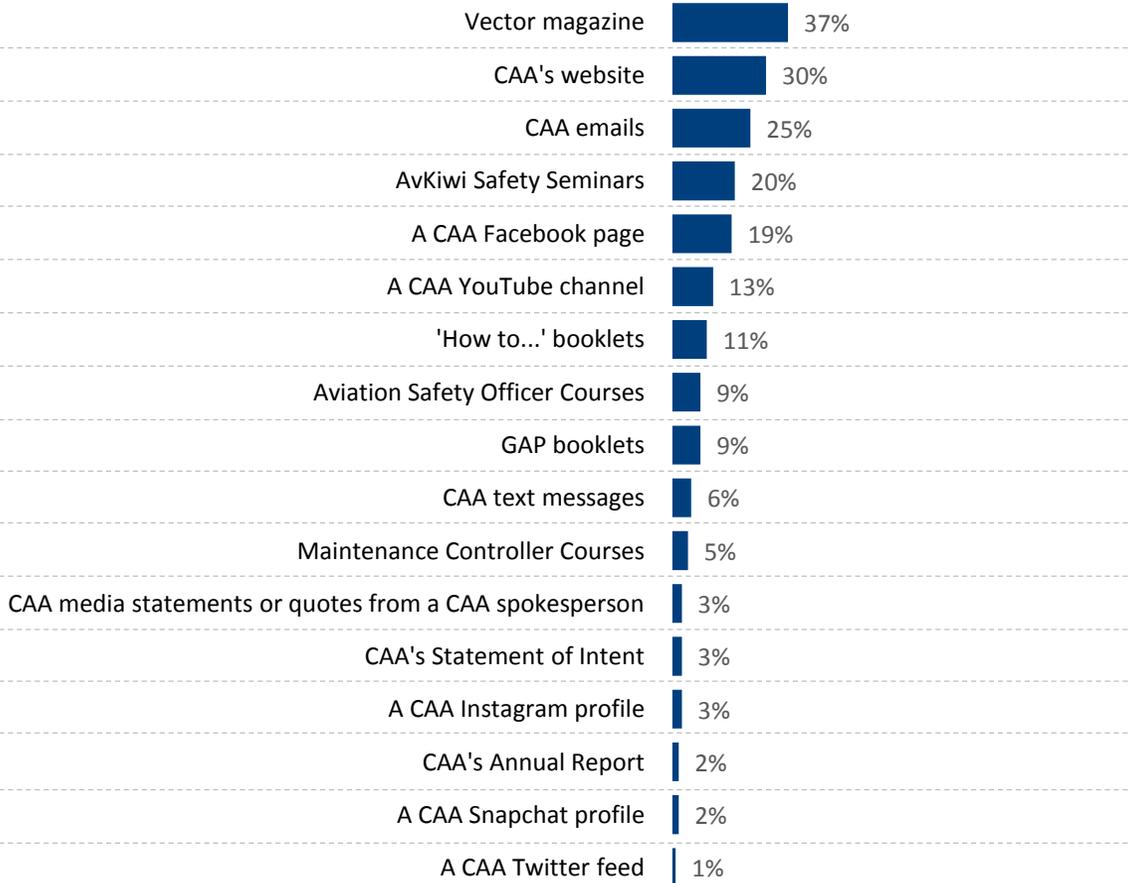
Likelihood of consuming each type of information through each source

How likely are you to consume each type of information through each of these sources?

Changes to safety regulations and rules NET extremely/very likely to consume that information via that source



Training and safety courses NET extremely/very likely to consume that information via that source

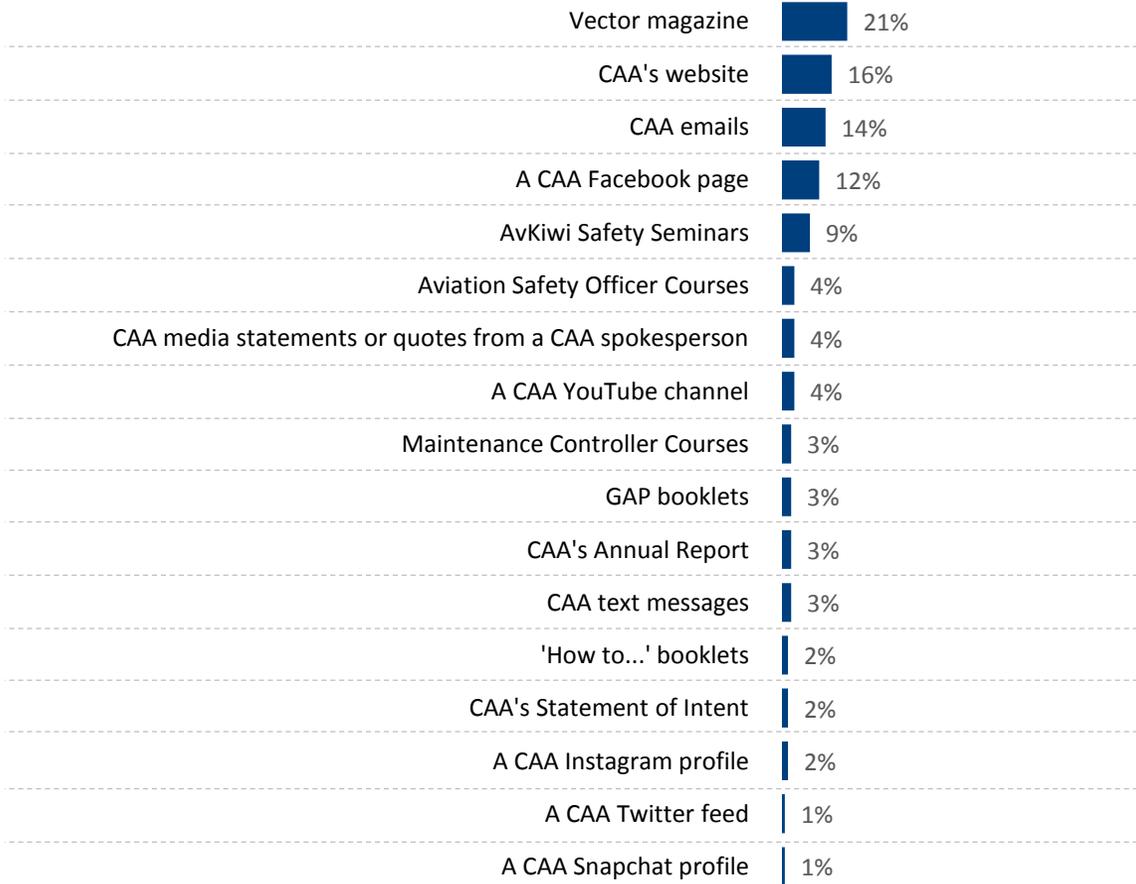


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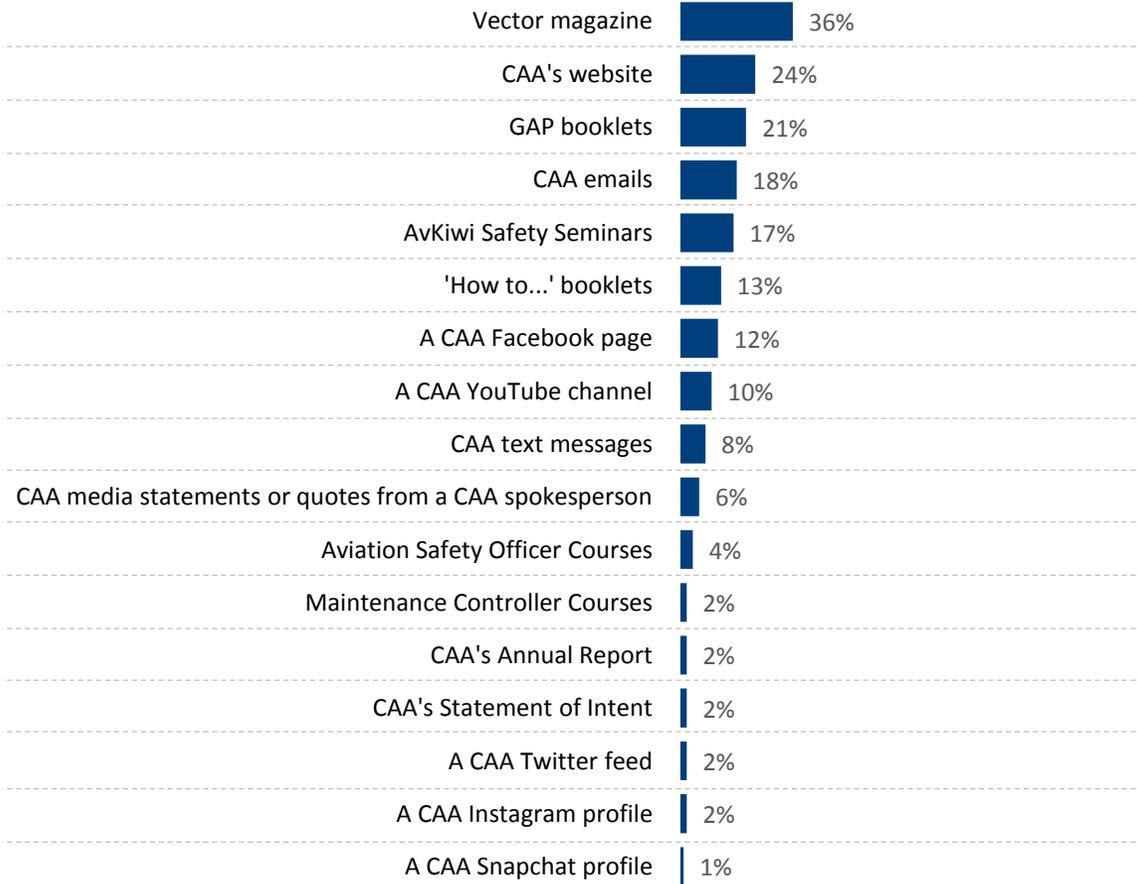
Likelihood of consuming each type of information through each source

How likely are you to consume each type of information through each of these sources?

Meetings with operators and industry NET extremely/very likely to consume that information via that source



The unique safety issues associated with a particular airspace NET extremely/very likely to consume that information via that source



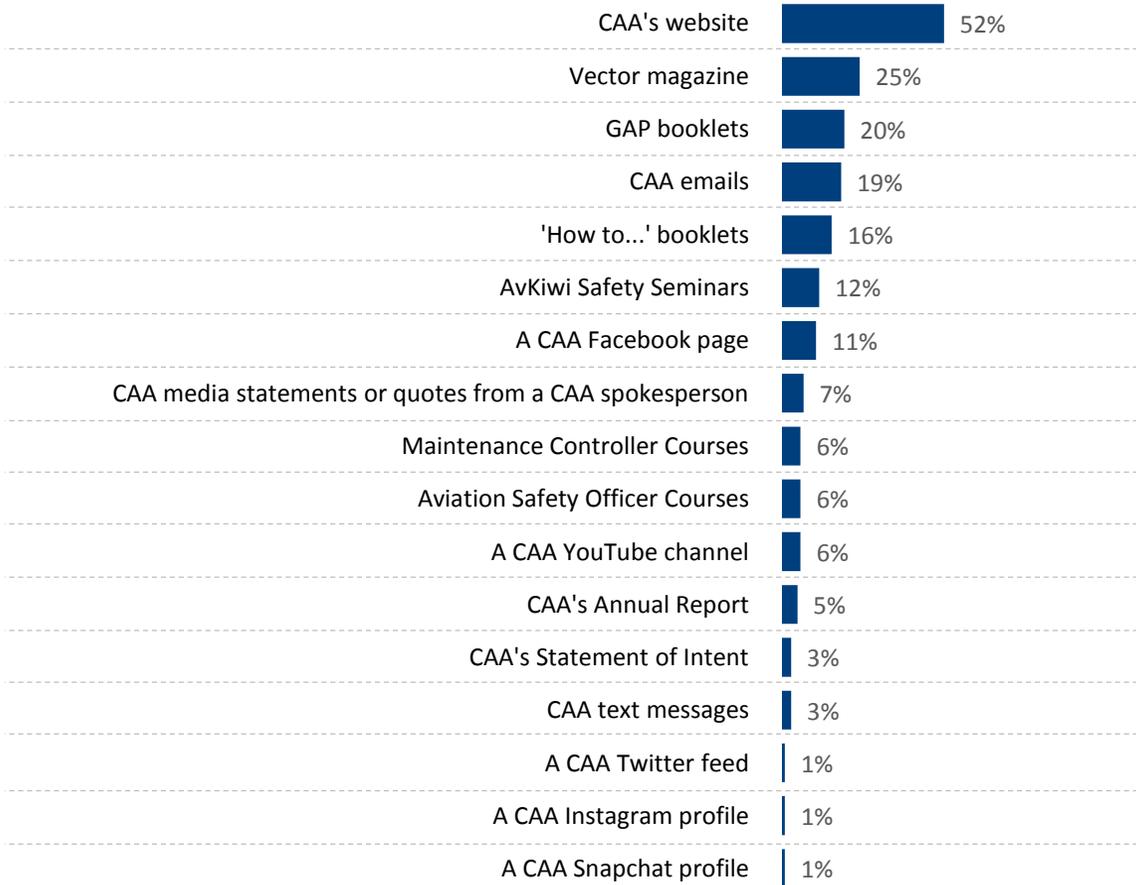
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Likelihood of consuming each type of information through each source

How likely are you to consume each type of information through each of these sources?

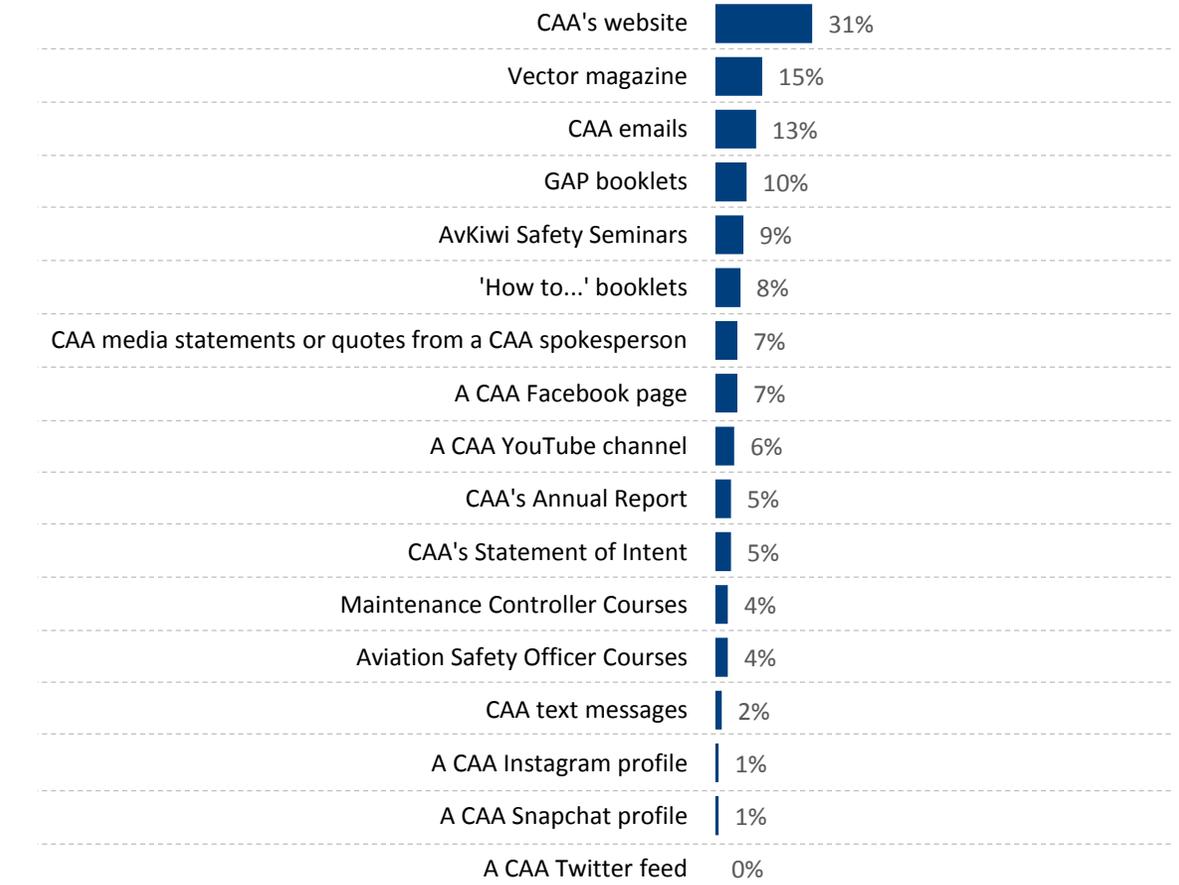
Civil Aviation rules

NET extremely/very likely to consume that information via that source



The unique safety issues associated with a particular airspace

NET extremely/very likely to consume that information via that source



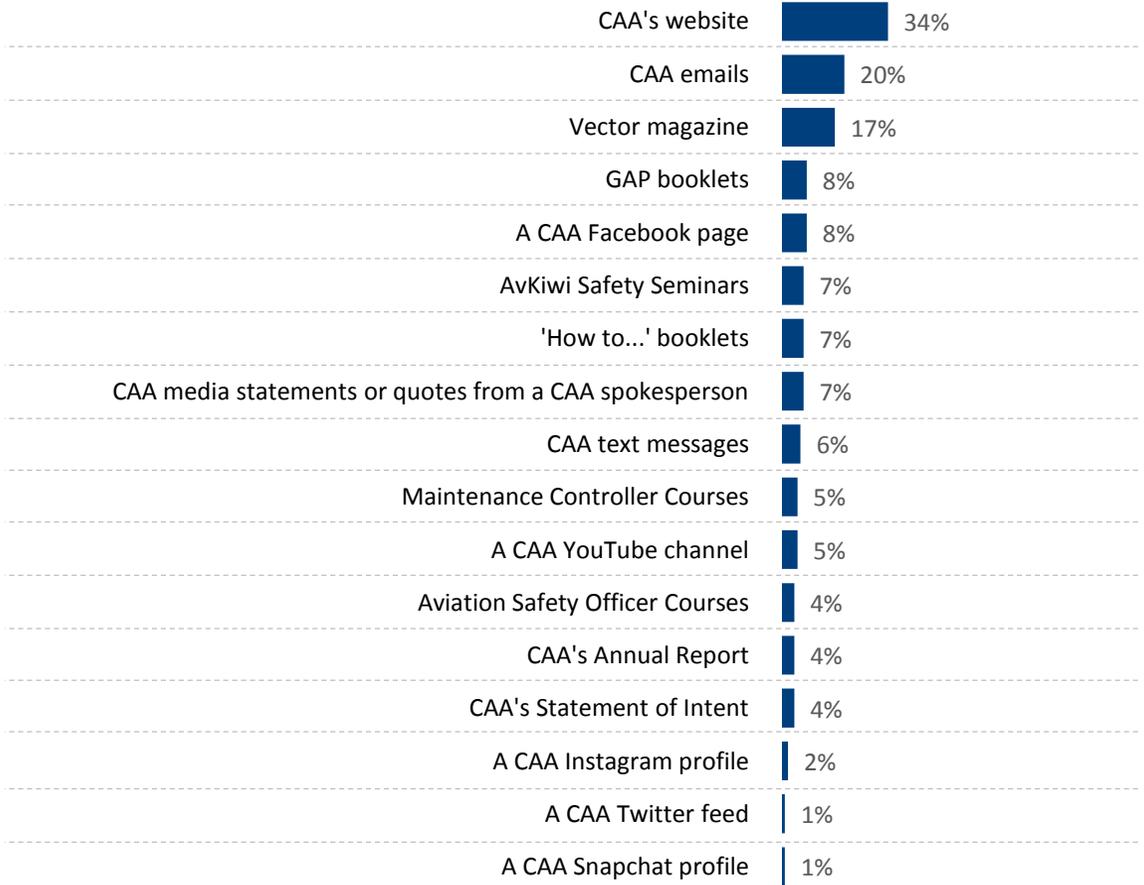
Source: C5
Base: All CAA participants (n=873)

Likelihood of consuming each type of information through each source

How likely are you to consume each type of information through each of these sources?

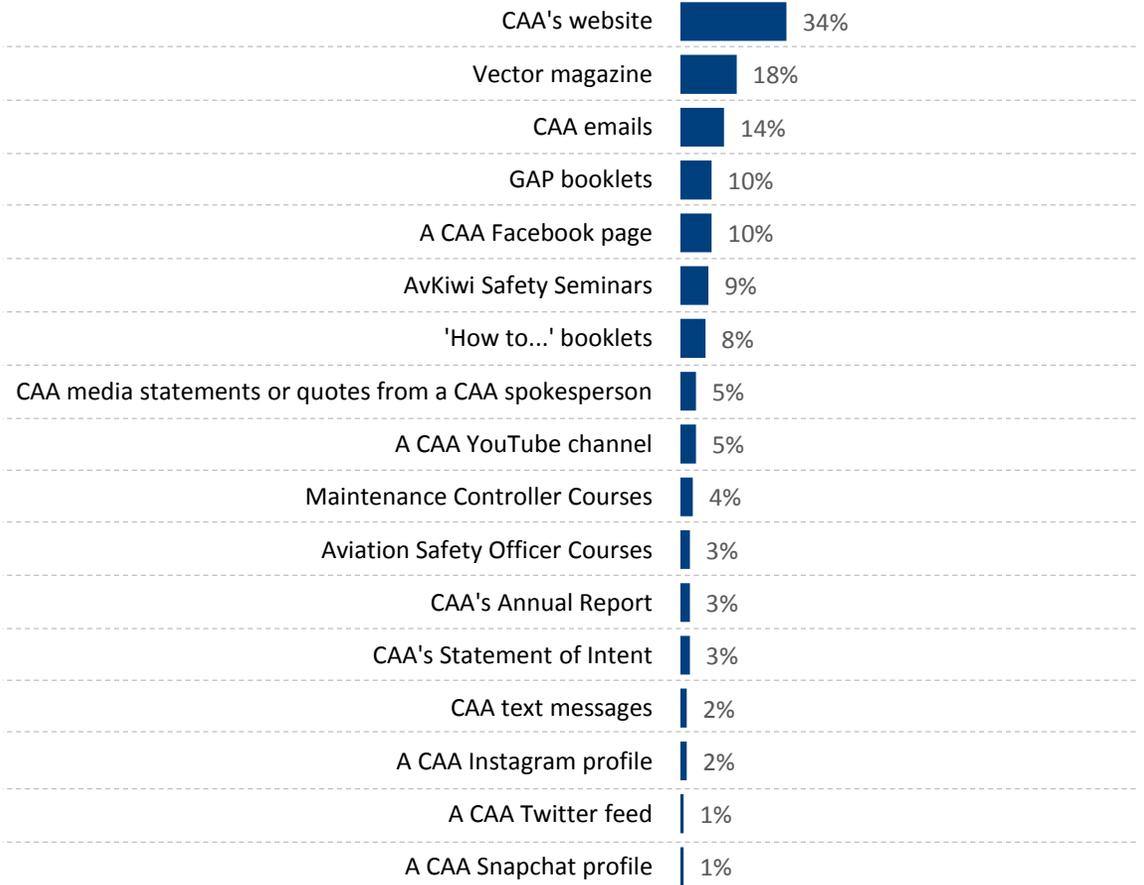
Civil Aviation directives

NET extremely/very likely to consume that information via that source



Civil Aviation publications

NET extremely/very likely to consume that information via that source



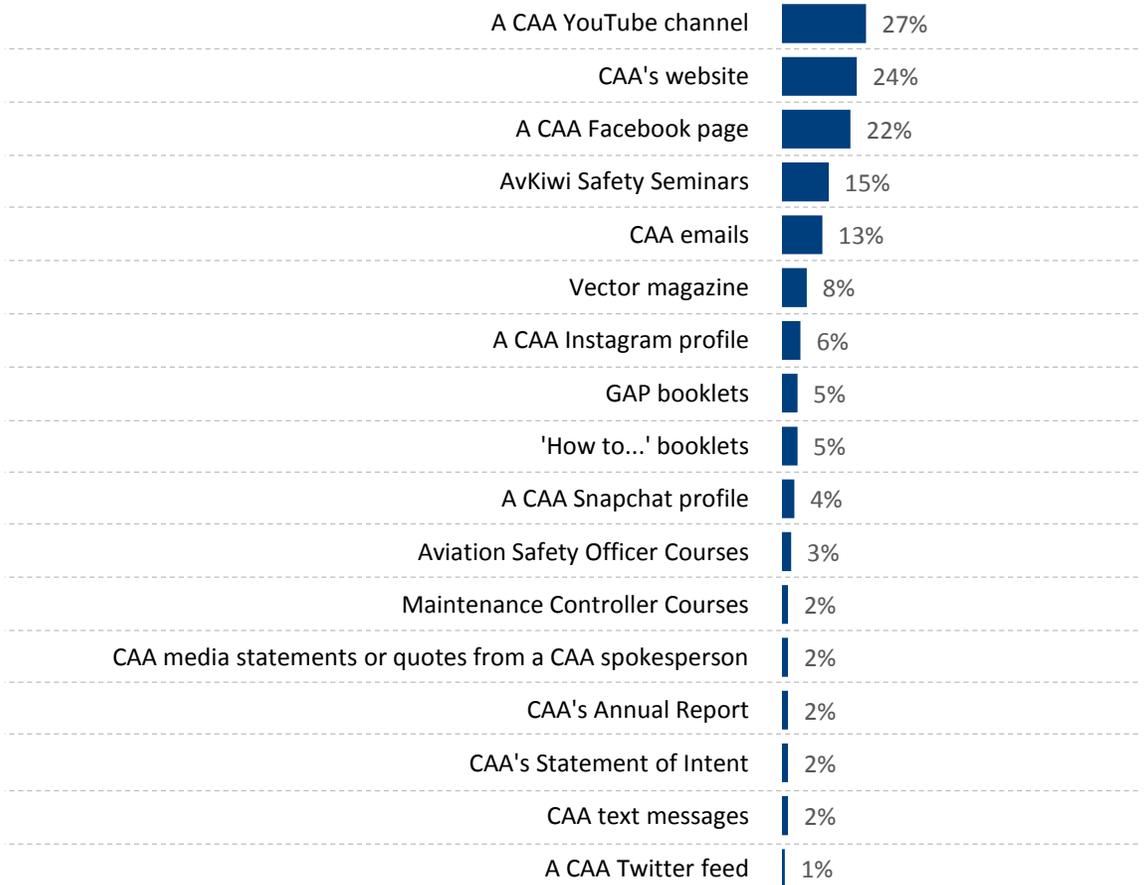
Source: C5
Base: All CAA participants (n=873)

Likelihood of consuming each type of information through each source

How likely are you to consume each type of information through each of these sources?

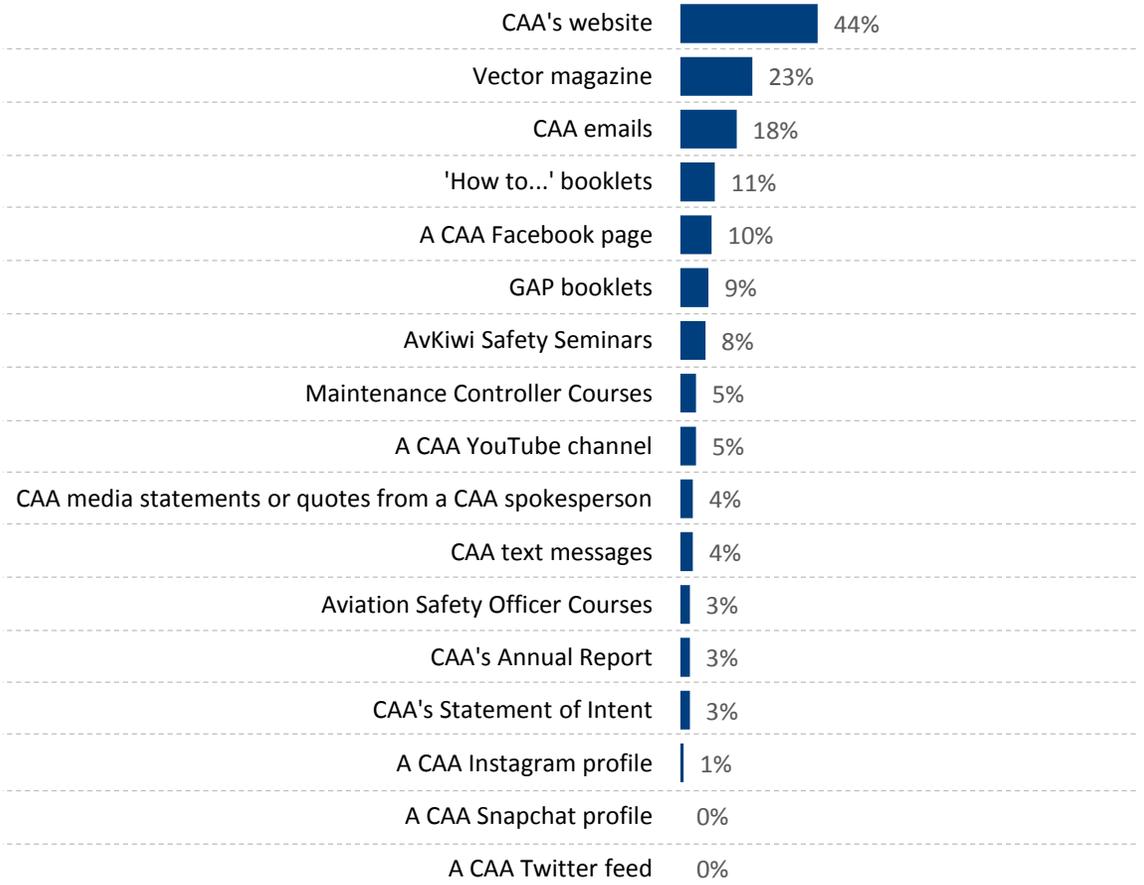
Civil Aviation videos

NET extremely/very likely to consume that information via that source



Civil Aviation licensing and certification information

NET extremely/very likely to consume that information via that source



Source: C5
Base: All CAA participants (n=873)



FOR MORE INFORMATION, PLEASE CONTACT:

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