

## Overview of Stakeholder Research 2008

The report provided detailed knowledge of:

- The socio-political network of the stakeholders surveyed;
- The issues important in that network; and
- The risks and opportunities relevant to engaging with these stakeholders.

### Summary of findings

- Stakeholders perceive State Trustees' overall performance positively and this result is strongly driven by perceptions of the organisation's social performance.
- Typically, stakeholders are satisfied with their relationship with State Trustees and have experienced improvements in it or see little need or room for further improvement.
- State Trustees' reputation is well-regarded with more than 60 per cent rating it as good or very good. Where stakeholders are aware of a State Trustees' service, they are likely to recommend it; however, levels of awareness could be improved.
- The issues of importance to State Trustees' stakeholders span five broad categories: Accountability, Relationships and Engagement, Service Delivery, Reputation and Fairness and Social Change.
- The research identified the most influential stakeholders in the selected stakeholder network and provided individual portraits that suggest considerations for engagement strategies.
- As a result of shared goals and trust, State Trustees enjoys good social capital with most stakeholders. In many of these high quality relationships, stakeholders are also very motivated to collaborate. Others represent opportunities for improving relations.