PERCEPTIONS OF CORRUPTION IN VICTORIA

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URBIS

INTRODUCTION

IBAC asked Urbis to undertake research to better understand attitudes and behaviours towards corruption.

We engaged 4 stakeholder groups to explore:

① understanding of corruption/ misconduct

② perceptions of corruption/ misconduct

③ knowledge/ attitudes toward reporting of corruption/ misconduct

④ knowledge and perceptions of IBAC

⑤ media use and trusted sources of information

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RESEARCH METHODOLOGY

Urbis utilised a mixed method approach, in three stages:

- **an online survey** to each group

- **results analysed to produce market segments,** which allowed us to investigate the similarities and differences within each group of stakeholders

- **follow up qualitative research** to gather further insight into barriers and motivators to the reporting of corruption

SURVEY FINDINGS

" IBAC'S STAKEHOLDERS KNOW WHAT CORRUPTION IS, BUT NOT WHAT TO DO ABOUT IT

Strong understanding of corruption across all groups.

Most indicated willingness to report corruption; but were unsure how and where to report.

High ratings for importance of work IBAC does;

- But low awareness of IBAC

- For some, this translated into uncertainty about quality of IBAC' s work

Segmentation analysis provided further insight into the differences and importance of attitudes towards IBAC when it comes to reporting/preventing corruption.

WHAT IS MARKET SEGMENTATION?

Market segmentation examines relationships between several variables.

Segmentation divides a population into segments based on shared characteristics...

- demographic

- attitudinal, or

- behavioural factors

...that cause people to behave in similar ways or have the same needs.

Each segment is distinctly different from the other.

SEGMENTATION RESULTS

Market segmentation analysis produced a four segment model for all groups.

Individuals in these segments differed in terms of:

PERSONAL MOTIVATION
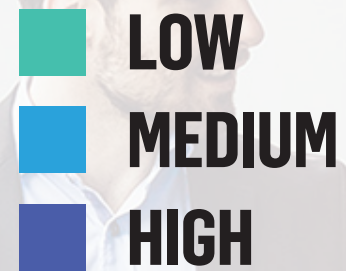motivational drivers for reporting corruption

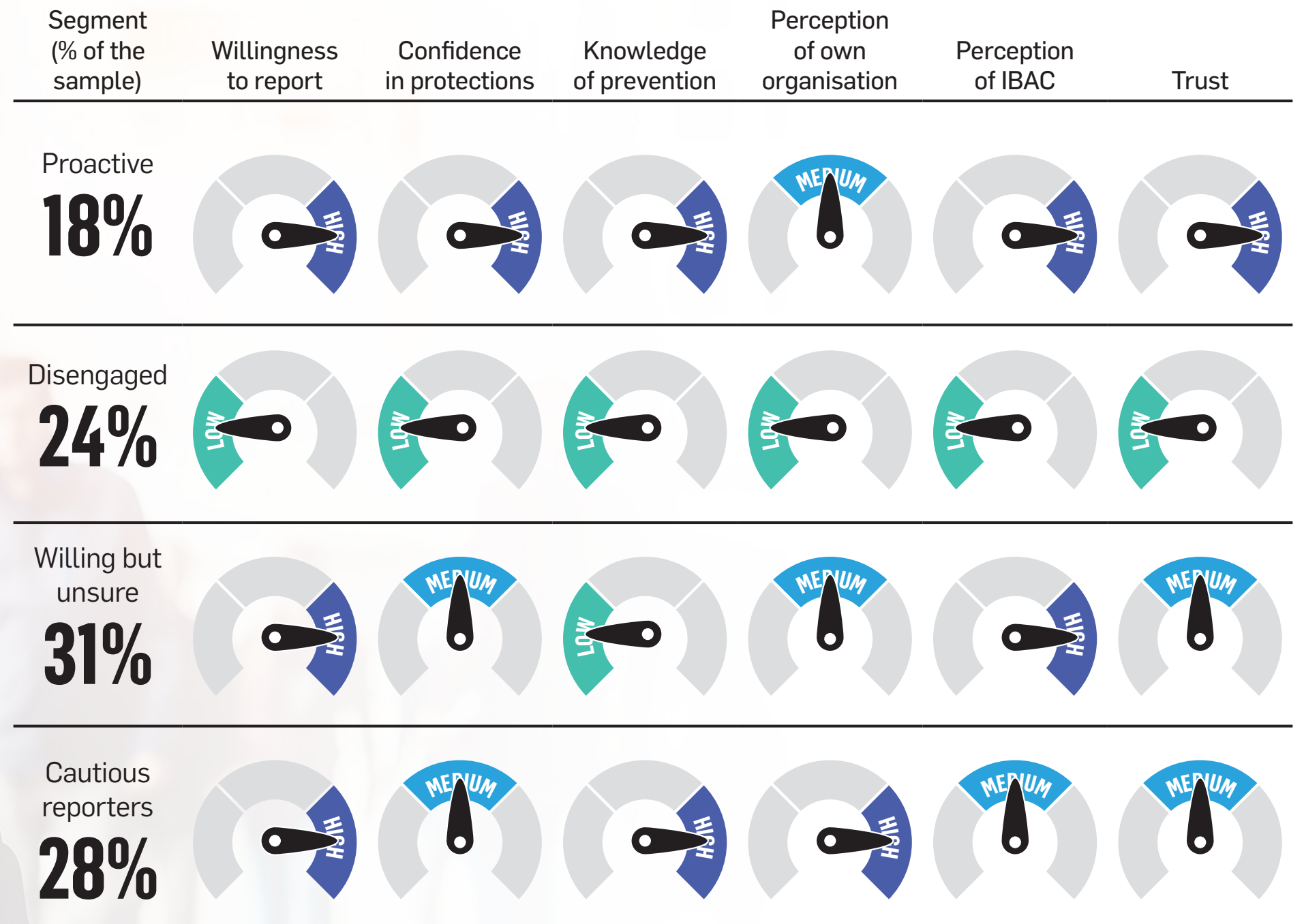## REPORTING LITERACY
knowledge of where and how to report corruption

TRUST
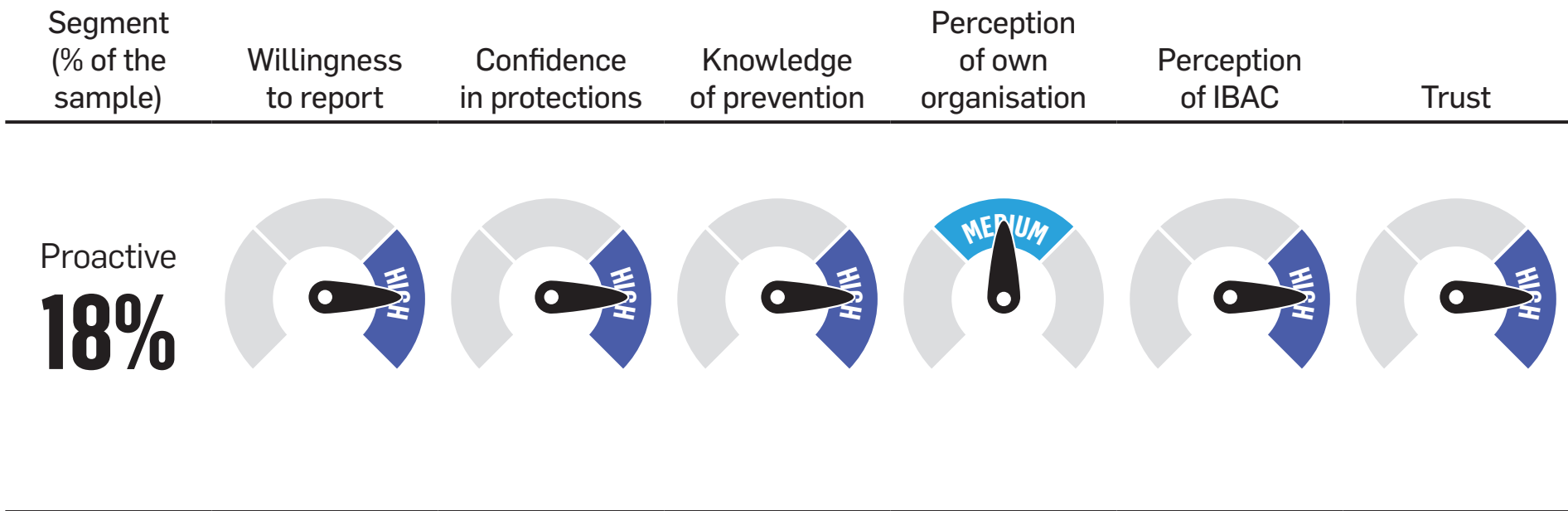attitudes towards IBAC and/ or their own organisations

SEGMENTATION RESULTS

LOW
MEDIUM
HIGH

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STATE GOVERNMENT SEGMENTATION

Segment (% of the sample)	Willingness to report	Confidence in protections	Knowledge of prevention	Perception of own organisation	Perception of IBAC	Trust
Proactive 18%	HIGH	HIGH	HIGH	MEDIUM	HIGH	HIGH
Disengaged 24%	LOW	LOW	LOW	LOW	LOW	LOW
Willing but unsure 31%	HIGH	MEDIUM	LOW	MEDIUM	HIGH	MEDIUM
Cautious reporters 28%	HIGH	MEDIUM	HIGH	HIGH	MEDIUM	MEDIUM

STATE GOVERNMENT SEGMENTATION
PROACTIVE

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Demographics

More likely to be a manager of managers.

More likely to be a man.

More likely to earn more than $100,000.

Media use

More likely to use Twitter and LinkedIn.

More likely to visit online news.

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Quotes

Reporting is within my own value set. I have to show a role of leadership, have to model it.

I have total confidence [in knowing where and how to report corruption]. I know all the detail.

Very strong focus on integrity.

See IBAC as a resource to my role.
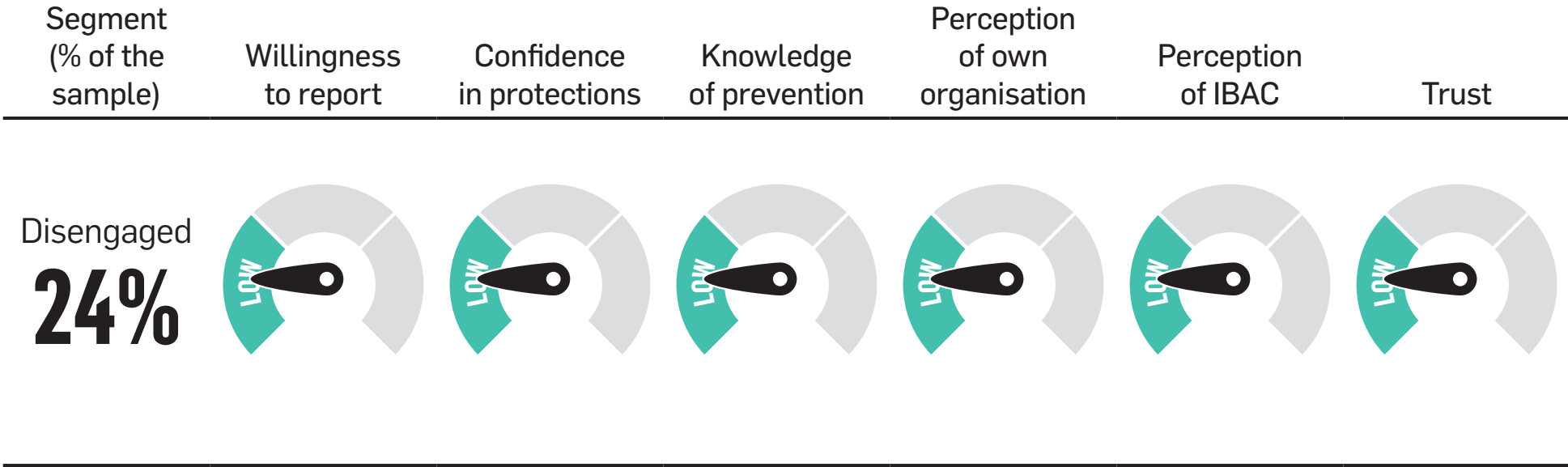
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Demographics

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More likely to be a woman.

Media use

Less likely to use social media.

Less likely to view online news.

STATE GOVERNMENT SEGMENTATION
DISENGAGED

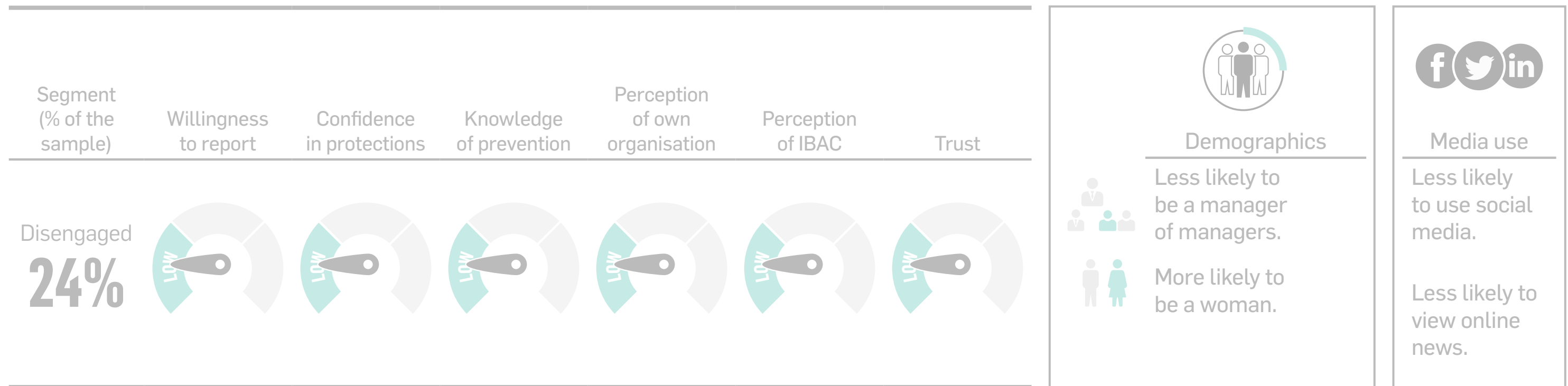| Segment (% of the sample)	Willingness to report	Confidence in protections	Knowledge of prevention	Perception of own organisation	Perception of IBAC	Trust
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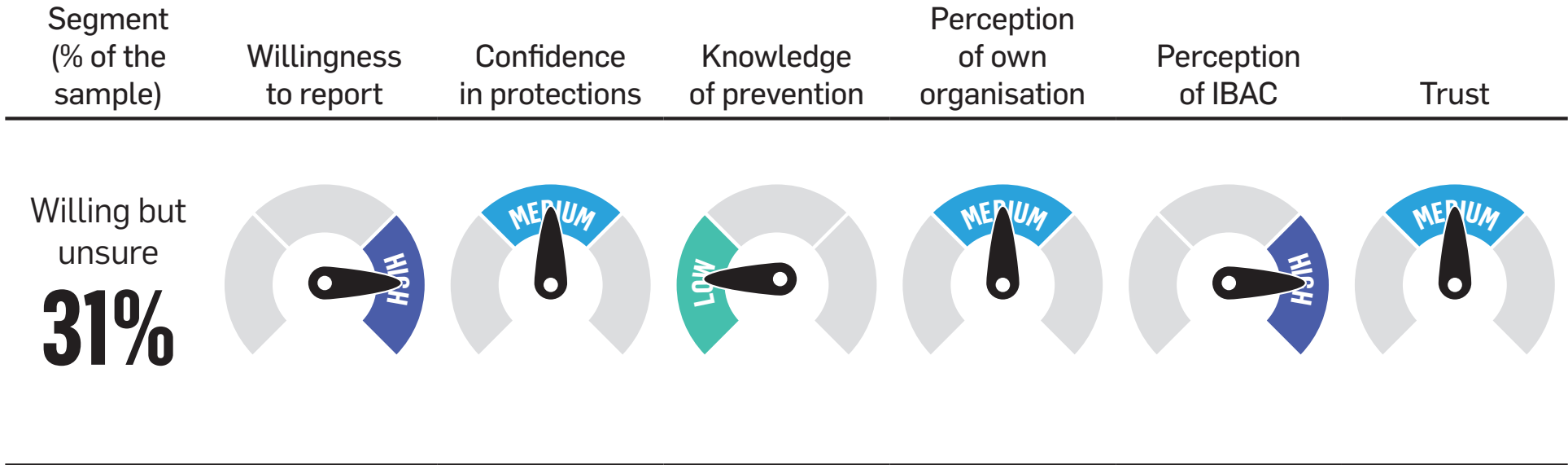Less likely to use social media.

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Quotes

It's a career-limiting move.

No, not every time. The cost to the individual (myself) would be too much.

I have seen these concerns happen - have seen dozens of people bullied, having nervous breakdowns for calling people to account.

But we don't change our culture, we are not willing to expose the wound, look at what caused that to occur, and change it. We do the opposite; we excise that diseased flesh and move on.

There are whistle blower protections... legal protections, but there are not work place [culture] protections.

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Media use

More likely to use Facebook.

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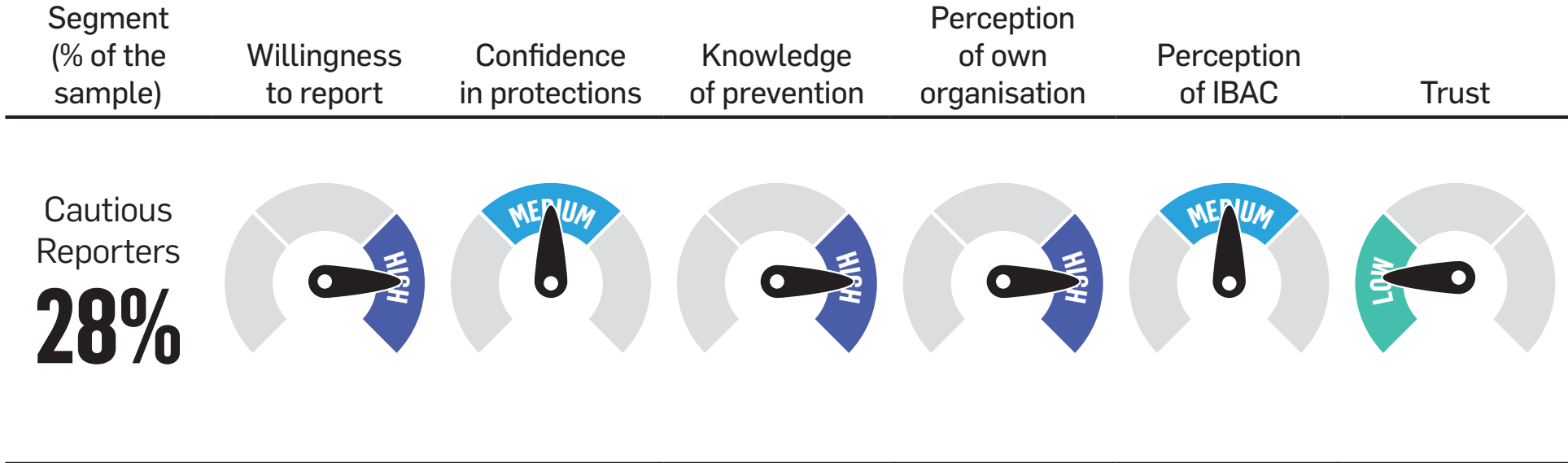**Media use**
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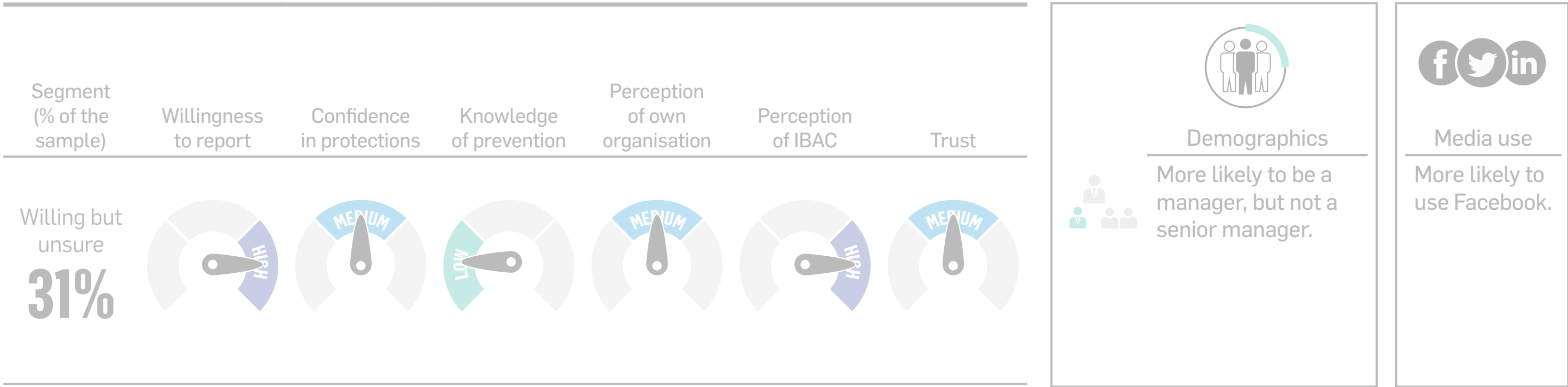
Quotes

Well, the most prominent driver as a public servant is the VPS code of conduct - integrity, professionalism, respect — professional responsibility. We have signed up for that. It's a professional commitment we have made.

I have never heard it discussed in any workplace. There should be an open discussion (about corruption).

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STATE GOVERNMENT SEGMENTATION
CAUTIOUS REPORTERS

Segment (% of the sample)	Willingness to report	Confidence in protections	Knowledge of prevention	Perception of own organisation	Perception of IBAC	Trust
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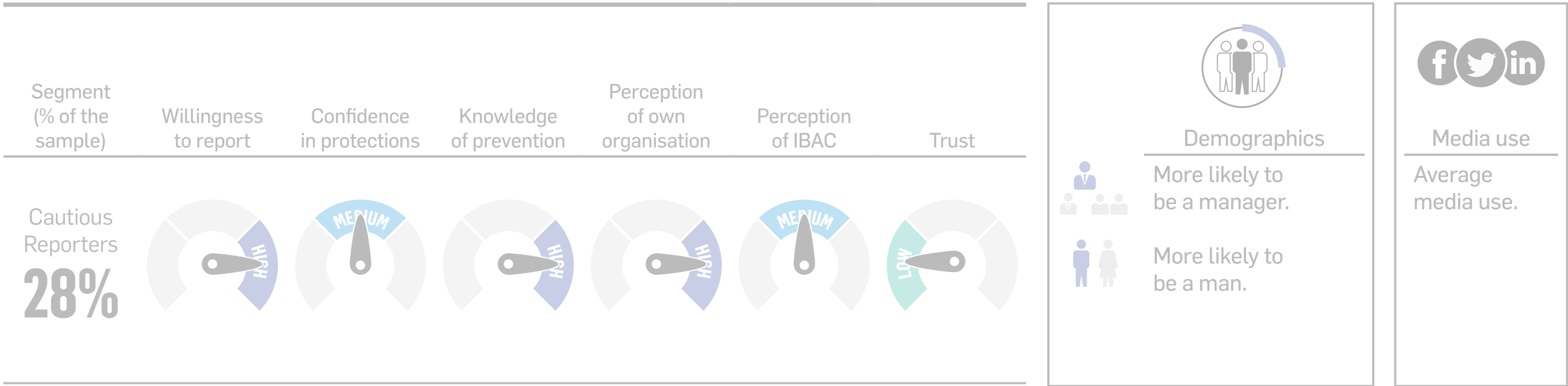
Quotes

Would need to know I was anonymous. I need to know it wouldn't come out in another workplace — I don't ever want it exposed. No-one will give you a reference, or an undercurrent.

[if I saw corruption] I would still probably report it. But I would report up-line first. It depends on where it was, and who it was, and the severity of what they had done.

CONCLUSIONS

IBAC's stakeholders are well versed on what public sector corruption entails.

Variances in knowledge about how and where to report corruption, and IBAC itself.

Public sector corruption is complex;

- different motivators and barriers
- variation across different segments

Market segmentation allowed IBAC to break down those complexities to better understand their core stakeholder groups.

THANK
YOU

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