

**TRUST '08**

**NEW ZEALAND**

# WHO DO YOU TRUST

We had a feeling this year's trust poll would create a few surprises. After all, in January the nation lost last year's winner, the legendary Sir Edmund Hillary. But New Zealanders' choice for the top spot in 2008 makes perfect sense

REPORTING BY SARAH ETCHELLS

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## WILLIE APIATA'S GOT OUR TRUST

OVER THE PAST three years we have conducted our Most Trusted people poll, Sir Edmund Hillary owned the top position – in the hearts and minds of New Zealanders, he was the embodiment of trust.

In his absence, this year was an open field. Of course no-one can replace him, but someone new certainly would be taking his place as New Zealand's Most Trusted person. The main question in our minds was what sort of person would this be, and to what degree he or she would embody Sir Edmund's values.

This year, New Zealanders voted Corporal Bill (Willie) Apiata to the top of the list. For social commentator Harry Mills, this makes perfect sense. "Apiata is remarkably like Hillary – he's self-effacing, humble and has that underlying courage people want in someone they trust."

In April 2004, while in Afghanistan with his SAS combat troop, Apiata risked his life by carrying a seriously wounded comrade 70m through heavy enemy fire to shelter. He then returned to continue the counterattack with the rest of the troop. Last July the 36-year-old father-of-one was awarded

the Commonwealth's highest military honour, the Victoria Cross, for his bravery.

Apiata recently gave his VC medal to the nation, handing it to the New Zealand Special Air Service Trust. "His actions in Afghanistan were selfless; donating his medal was selfless; he hasn't done any of it for personal gain," says Mills.

"People who we best rely on are transparent," says Vanessa Hall, business consultant and author of *The Truth About Trust*. "They're very open about themselves and what they do. They're not hiding anything and have no reason for hiding anything."

Willie Apiata seems to fit this bill nicely. Since gaining public attention, he has remained a dedicated soldier and hasn't cashed in on his newfound popularity. As one survey respondent put it, "He was very humbled by the attention given to him when he received the VC."

As a working SAS soldier, out of necessity Apiata will keep a low

profile, so it's impossible to predict how long his status in the trust stakes will last – at least, that is, until next year's poll.

**"He's self-effacing, humble and has that underlying courage"**

Harry Mills



Willie Apiata at a ceremony to honour his bravery, held at the Waitangi Treaty Grounds in May

TO CONDUCT OUR TRUST POLL WE COMMISSIONED AN INDEPENDENT RESEARCH FIRM, THE LEADING EDGE, TO SURVEY A REPRESENTATIVE SAMPLE OF 500 NEW ZEALAND ADULTS. THEY WERE ASKED TO RATE HOW MUCH THEY TRUSTED 85 WELL-KNOWN PEOPLE ON A SCALE OF ONE TO TEN. THEY WERE ALSO ASKED TO RATE PROFESSIONS AND BRANDS IN THE SAME WAY.

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## NEW ZEALAND'S TOP 10: IT'S ALL TO DO WITH HONESTY

OLYMPIC GOLD MEDALLIST and scientist Peter Snell this year jumped one spot to be voted our second most trusted person.

Veteran rugby players outranked current ones in the list. Colin Meads had a huge year, moving up 12 places to third, perhaps taking over Sir Edmund Hillary's role as the list's elder statesman. John Kirwan debuted at equal sixth place with netballer Irene Van Dyk.

The rest of our Top 10 is filled with familiar faces. So what is it about this particular group that gets them our

vote time and time again? Is there a common thread between Margaret Mahy, Caroline and Georgina Evers-Swindell, Barbara Kendall, Sir Richard Hadlee and Alison Holst?

"Margaret Mahy is not in the Top 10 simply because she is a gifted children's author - we have many of those in New Zealand," says Mills. "She's there because she does hundreds of public readings each year. Like all of those at the top of the list, she is constantly giving back to the community."

The comments from poll respondents make this theme clear.



Colin Meads

### What you said

New Zealanders' comments about the others in the Top 10:

#### 2. Peter Snell

"He has never put a foot wrong."

#### 3. Colin Meads

"He is a hard worker who does things for others in a quiet, positive way."

#### 4. Margaret Mahy

"She does a lot of work with kids, and they can tell if someone is lying."

#### 5. Caroline & Georgina Evers-Swindell

"They give 100% to their sport and New Zealand."

#### 6=. Irene Van Dyk

"She speaks naturally from her heart and smiles in the face of adversity, both on and off the court."

#### 6=. John Kirwan

"He has been open and honest about his own mental health issues and brought a dark subject out into the light."



Barbara Kendall

#### 8. Barbara Kendall

"She comes across as honest, hard-working and family orientated."

#### 9. Sir Richard Hadlee

"He is always straightforward and to the point in what he says and does."

#### 10=. Alison Holst

"I've used her recipes since I was a kid and they've never steered me wrong."

#### 10=. Dame Susan Devoy

"She comes across as a 'real' Kiwi, and I think the good she does she does quietly, unlike other 'celebrities'."



Margaret Mahy



Solid performer  
Robbie Deans

**WE'D TRUST  
A WALLABY  
MORE THAN  
AN ALL BLACK?**

ONE OF THE BIGGEST SHOCKS to come out of this year's survey is that New Zealanders trust the future coach of the Australian rugby team more than the current All Blacks coach.

In December, former All Black Robbie Deans announced he was taking on the job as coach of our sporting arch-rivals – the Wallabies. Despite this, New Zealanders ranked Deans 35th in the trust stakes – 11 places higher than current All Blacks coach Graham Henry.

Not only did Henry rank below Deans, he fell 14 places from last year. It seems that the public have not

forgiven him for the All Blacks performance in last year's Rugby World Cup – their worst ever. His controversial tactics were widely blamed for the loss.

“People have forgiven Deans for going to Australia because he delivered for us [as an All Black],” says Mills. “Henry led us to a loss in the World Cup but refuses to step down. For that, we are less forgiving.”

According to Vanessa Hall, once trust is broken it's very hard to regain. Until Henry publicly

acknowledges his part in the demise of the All Blacks at the World Cup or redeems himself with great success, it's unlikely he will win back New Zealand's trust any time soon.

### THE BIGGEST FALLS OF 2008

- John Campbell, down 20 places
- Graham Henry, down 14 places
- Michael Campbell, down 10 places
- Hamish Carter, down 8 places
- Helen Clark, down 8 places
- Dr Pita Sharples, down 8 places
- Michael Cullen, down 8 places
- Trevor Mallard, down 8 places

PHOTO: (DEANS) PRESSPIX/APN

## DID POLITICIANS GET OUR VOTES?

THIS BEING an election year, they've been trying hard to make a good impression. And they need to: you ranked politicians lower this year than you have in any other year, in a cluster between Helen Clark at 66 and Sue Bradford at 82. “The fact that they all came in so close together – that far down the list – says a lot about what the public think of them,” says Mills.

Helen Clark's ranking is eight places lower than last year. “She's had a good run,” says Mills. “But people have stopped believing in her; they have started to suspect motives behind everything she does.”

Clark's deputy, Michael Cullen, also dropped eight places to 76.

How did our other possible future PMs fare? John Key was not far behind Clark at 68, followed by Rodney Hide (73), Peter Dunne (77), Winston Peters (77) and Trevor Mallard (80).

According to Mills, the results suggest we see our politicians as self-serving. What we want is someone with inspiration and a plan to take the country forward. “We have no Kevin Rudd or Barack Obama,” explains Mills. “We don't seem all that excited about our political future.”

At a local council level, however, things are more positive, with Timothy Shadbolt, the popular mayor of Invercargill, moving up 11 places to 41.

PHOTO: (CLARK) PRESSPIX/APN



Helen Clark  
drops to 66

### POLITICIANS' POLL STANDINGS

- Helen Clark – 66, down 8 places
- John Key – 68, down 2 places
- Jeanette Fitzsimmons – 69
- Bill English – 70
- Rodney Hide – 73, down 4 places
- Dr Pita Sharples – 75, down 8 places
- Michael Cullen – 76, down 8 places
- Peter Dunne – 77
- Winston Peters – 77, down 7 places
- Tariana Turia – 80
- Trevor Mallard – 80, down 8 places
- Sue Bradford – 82, new entry

### Mayors:

- Tim Shadbolt – 41, up 11 places
- John Banks – 72

Shadbolt is known for his honest approach and last year won his fifth term by a huge margin.

**“We dont seem all that excited by our political future”**

Harry Mills

And he appeared on *Dancing With the Stars*, which meant the public saw him in an entirely different light. Says Mills, “He is a bit tongue-in-cheek, which is appealing.”

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## WOODEN SPOONS

Former Assistant Police Commissioner Clint Rickards took last place in this year's poll. It's simply not a place anyone wants to see a police officer occupy. Rickards was brought to trial for two sexual assault cases and, although admitting to things he was "not proud of", was acquitted in both. He was suspended from the police in 2004 but was on full pay until he resigned in November last year.

Rickards actually ranked one place lower than convicted murderer Scott Watson. Also at the bottom were Maori activist Tame Iti (83), Greens MP Sue Bradford (82) and cabinet minister Trevor Mallard (sharing 80th spot with Tariana Turia). Iti was a new entry to our list. "It's not so surprising that he's not trusted," says Mills. "The public knows him for shooting firearms without warning, baring his buttocks at protests and changing his appearance a lot. It's hard to trust someone when



Clint Rickards

you don't know what they'll do next."

Sue Bradford had a high-profile year with the passing of her controversial anti-smacking law. "There are a lot of angry parents out there," says Mills. But was that really so bad? "People who push new ideas are usually not valued," says Catherine Healey of the New Zealand Prostitutes Collective. "Bradford is just a politician with different ideas, and ranked only two places above a convicted murderer. It's shocking."

Is there a common thread among the bottom-ranked? Barry King, professor of communications studies at the University of Auckland, says, "It seems these individuals in their various ways constitute threats to what are held to be the central values of Kiwidadom: honesty, middle-of-road values, national unity as opposed to separatism, conflict rather than agreement."

### OUR 10 MOST TRUSTED ENTERTAINERS

1. Peter Jackson (14)
2. Dame Malvina Major (19)
3. Hayley Westenra (22)
4. Neil Finn (25)
5. Tim Finn (27)
6. Dame Kate Harcourt (37)
7. Dame Kiri Te Kanawa (38)
8. Sir Howard Morrison (40)
9. Keisha Castle-Hughes (53)
10. Russell Crowe (63)

## NEW ZEALAND'S 40 MOST TRUSTED PROFESSIONS

WE'RE NOTHING if not consistent when it comes to the professions we trust: our Top 4 were exactly the same as last year. Firefighters are the most trusted, followed by ambulance officers, pilots and nurses.

"The professions that ranked highly are the ones where life and death come into play," says Catherine Healey. "When it comes to trusting someone to save your life or even your house, you want to believe 100% that they can do it."

The same professions that occupied the bottom of the list last year are still there: real estate agents, sex workers, car salesmen and politicians. "It's

interesting that sex workers rank so low," says Healey, "because a lot of them also work in some of the professions that are listed higher. But sex workers don't normally speak about their profession - it's unknown. What people don't know, they don't trust."

Telemarketers are the least trusted profession. "They don't appear to have the best interests of people at heart," says Hall, who cites their pushiness and need to reach targets as the key impediment to trust. We suggest they change their approach, put the interests of their customers first and stop calling at mealtimes.

Until next year...

- |                                |                                 |
|--------------------------------|---------------------------------|
| 1. Firefighters                | 21. Plumbers                    |
| 2. Ambulance officers          | 22. Accountants                 |
| 3. Pilots                      | 23. Psychologists/Counsellors   |
| 4. Nurses                      | 24. Religious ministers         |
| 5. Doctors                     | 25. Mechanics                   |
| 6. Pharmacists                 | 26. Social workers              |
| 7. Veterinarians               | 27. Bartenders                  |
| 8. Members of the armed forces | 27. Lawyers                     |
| 9. Teachers                    | 29. Financial planners/advisers |
| 10. Judges                     | 30. CEOs                        |
| 11. Dentists                   | 31. Domestic cleaners           |
| 11. Police officers            | 32. Sales assistants            |
| 13. Farmers                    | 33. Taxi drivers                |
| 14. Scientists                 | 34. Journalists                 |
| 15. Childcare providers        | 35. Psychics/Astrologers        |
| 16. Locksmiths                 | 36. Real estate agents          |
| 17. Electricians               | 37. Sex workers                 |
| 18. Chefs                      | 38. Car salesmen                |
| 19. Bus/train drivers          | 39. Politicians                 |
| 20. Hairdressers               | 40. Telemarketers               |

For a complete list of the people, brands and professions rankings, see [www.readersdigest.co.nz](http://www.readersdigest.co.nz)

## SIR EDMUND HILLARY

A portrait of a man who set the trust standard

BY PINKY AGNEW

WHEN I HEARD Sir Edmund Hillary had died, I felt like I'd lost a favourite uncle. I felt the shift of generations, a loss of living history and the sense that no-one could replace him.

He had a gruffness and a face as craggy as the southern peaks, with snow-tipped tufts of eyebrows shadowing his flinty eyes. At 33, soon after the May 29, 1953 ascent of Mt Everest, Ed's face appeared on the cover of *National Geographic* – eyebrow cocked, pushing curved lines up his forehead into his tussocky mop of hair, his look was one of defiant calm. The portrait of someone we knew we could trust.

Sir Ed had the moral courage to back his physical fortitude. Not only would he rescue us – he'd know it was the right thing to do. In 2006, when double amputee Mark Inglis climbed Mt Everest and came across dying English climber David Sharpe, he and his team decided to continue their ascent. Sir Ed was critical. "In our expedition there was never any likelihood whatsoever if one member of the party was incapacitated that we would just leave him to die," he said at the time. He objected because you don't let someone die alone.

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When we put our trust in someone, we assume they will be empathetic. This means putting aside ego. Hillary had an ego – and he was modest about it, once admitting, "I rather like to succeed." But it was an ego driven by determination.

In January 1958, Sir Ed led the New Zealand contingent of the Commonwealth Trans-Antarctic Expedition to Antarctica. Driving modified tractors, he led his team south to establish food and fuel depots for Dr (later Sir) Vivian Fuchs' British party. Against instructions, the New Zealanders went, as he said later, "hell-bent for the Pole – God willing and crevasses permitting". They were the first to reach the South Pole overland since Robert Falcon Scott's ill-fated journey in 1912.

Hillary was criticised for allegedly putting adventure ahead of the expedition's scientific aims. His characteristic response: "If an explorer in the field always waited for permission from his committee back home, then nothing would get done, or it would be done too late."

It was this attitude that fed into our ideal Kiwi hero mould. We like to see ourselves as defiant, cheeky, having a go, taking on the world and winning. When Hillary returned to base camp



Hillary in 1953, the year he conquered Mt Everest

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after conquering Mt Everest, his comment to fellow climber George Lowe epitomised this spirit of defiance: "We knocked the bastard off."

The climb was organised by the British-based Joint Himalayan Committee of the Alpine Club and Royal Geographic Society, yet to New Zealanders it was a Kiwi triumph. It took Sir Ed's memorial service in London to remind us that he and Tenzing Norgay were part of a British expedition.

Sir Edmund Hillary's two great international adventures embedded him into New Zealanders' hearts as a hero. But what really won him his most-trusted status was the way he lived his life during the years that followed.

The 1960s saw the beginning of a new phase in Hillary's life - helping the Nepalese. He combined compassion with practicality, giving locals the tools - sometimes literally - to build their own hospitals, schools, clinics and airstrips. He persuaded the Nepalese government to protect its forests, and to declare the area around Mt Everest a national park. Then he lobbied the New Zealand government and public to provide aid.

In New Zealand, he was patron of the Sir Edmund Hillary Outdoor Pursuits Centres. In 1985, he served as High Commissioner to India. When, in the early 1990s, we put his face on our five-dollar note, we trusted he'd never betray that honour.

**Sir Edmund reflected our national identity at its very best, and at its most vulnerable**

We tend to trust people who, like us, have suffered. People with doubts and regrets. In his autobiography, *View From the Summit*, Hillary reveals his sadness at leaving his children when off adventuring, his remorse for not staying with his mother longer the night she died, and his guilt for persuading his wife, Louise, to take the flight in which she and their daughter Belinda were killed.

Sir Edmund Hillary reflected our national identity at its best and at its most vulnerable. We would do well to remember Shakespeare's words, a mother's advice to her son in *All's Well That Ends Well*: "Love all, trust a few, / Do wrong to none."

Now Corporal Willie Apiata VC has emerged to replace Sir Ed at the top of the trust list. Because of his role in the SAS, Apiata's story is wreathed in mystery, but the documentary *Reluctant Hero* gave us more insight into this enigmatic man, and the acts of bravery that won him the Victoria Cross. Apiata told how he found the public exposure following the announcement excruciating, yet he faced the cameras with the same defiant calm as Hillary - albeit on a much smoother, more

handsome face. When asked, "Do you see yourself as a living legend?" he replied, "I see myself as Willie Apiata, just an ordinary person. And this is me."

Hillary couldn't have said it better.

## 85 NEW ZEALANDERS RANKED

1. Corporal Bill Apiata VC - SAS soldier
2. Peter Snell - scientist and ex-Olympian
3. Colin Meads - ex-All Black
4. Margaret Mahy - author
5. Caroline & Georgina Evers-Swindell - rowers
6. Irene Van Dyk - netballer
6. John Kirwan - ex-All Black
8. Barbara Kendall - boardsailer, Olympian
9. Sir Richard Hadlee - retired cricketer
10. Alison Holst - chef and author
10. Dame Susan Devoy - squash champion
12. Peter Hillary - adventurer, son of Sir Edmund
13. Hamish Carter - retired triathlete
14. Peter Jackson - film director
15. Judy Bailey - newsreader
15. Sir Brian Lochore - former All Blacks coach
17. Greg Murphy - racing driver
18. Daniel Vettori - cricketer and Black Caps captain
19. Dame Malvina Major - opera singer
20. Queen Elizabeth II
20. Richie McCaw - All Blacks captain
22. Allyson Gofton - chef
22. Hayley Westenra - singer
24. Michael Campbell - golfer
25. Neil Finn - musician
26. Stephen Tindall - The Warehouse founder
27. Tim Finn - musician
28. The Honourable Anand Satyanand - Governor-General
29. Grant Dalton - sailor, Team NZ
30. Gareth Morgan - businessman
31. Peta Mathias - chef and author
32. Dr Peter Gluckman - scientist and health researcher
33. AJ Hackett - tourism entrepreneur
34. Professor Paul Callaghan - physicist
35. Robbie Deans - Crusaders and Wallabies coach
36. Mark Sainsbury - TV host
37. Dame Kate Harcourt - actor
38. Dame Kiri Te Kanawa - opera singer
39. Joe Karam - ex-All Black, businessman
40. Sir Howard Morrison - entertainer
41. Alan Duff - author
41. Tim Shadbolt - mayor of Invercargill
43. Garth McVicar - Sensible Sentencing Trust spokesman
44. Celia Lashlie - social commentator, author
45. John Campbell - TV host
46. Graham Henry - All Blacks coach
47. Ruben Wiki - Rugby League player
48. Karen Walker - fashion designer
49. Jock Hobbs - NZ Rugby Union chairman
50. David Collins - Solicitor General
51. Trelise Cooper - fashion designer
52. Lloyd Jones - author
53. Keisha Castle-Hughes - actor
54. Jonah Lomu - ex-All Black
55. Graeme Hart - businessman
56. Bob Jones - businessman
57. Mai Chen - lawyer
58. Terry Serepisos - Phoenix soccer club owner
59. Howard Broad - police commissioner
60. Alan Bollard - Reserve Bank governor
61. Louise Nicholas - alleged rape victim
62. Eric Watson - entrepreneur
63. Russell Crowe - actor
64. Marc Ellis - businessman
65. Paul Holmes - broadcaster
66. Helen Clark - Prime Minister
67. David Bain - convicted murderer (retrial imminent)
68. John Key - National Party leader
69. Jeanette Fitzsimmons - Green Party co-leader
70. Bill English - National Party MP
71. Christine Rankin - charity CEO
72. John Banks - Auckland mayor
73. Rodney Hide - ACT leader
74. Matthew Ridge - sports personality
75. Dr Pita Sharples - Maori Party co-leader
76. Michael Cullen - Deputy Prime Minister
77. Peter Dunne - United First leader
77. Winston Peters - NZ First leader
79. Ahmed Zaoui - refugee
80. Tariana Turia - Maori Party co-leader
80. Trevor Mallard - MP
82. Sue Bradford - Greens MP
83. Tame Iti - Maori activist
84. Scott Watson - convicted murderer
85. Clint Rickards - former Assistant Police Commissioner