

Experience of Visa Applicants Who Used A Licensed Immigration Adviser

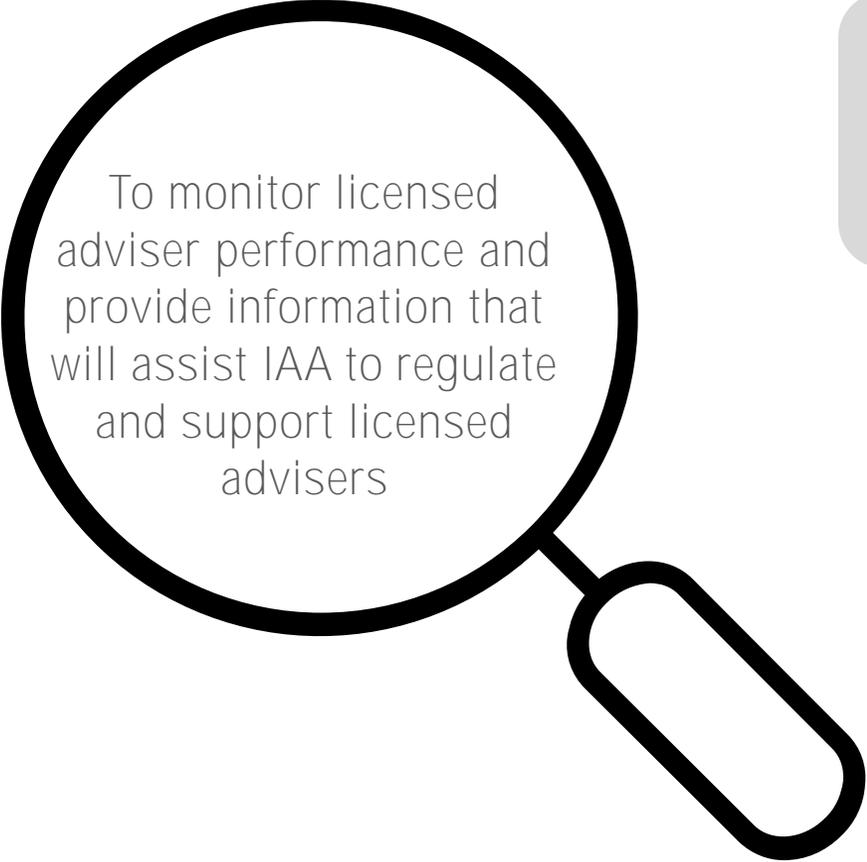
Survey Report for 2024/25 Quarters One To Four

(For decisions made between July 2024 and June 2025)



Introduction

Research Aim



To monitor licensed adviser performance and provide information that will assist IAA to regulate and support licensed advisers

Research Objectives

Provide measures of satisfaction with the service received from licensed advisers and identify changes in these measures over time

Provide specific measures of licensed **adviser performance in line with IAA's** key functions

Identify areas for improvement

Annual surveying of LIA clients began in 2013. Since 2017, surveying has been conducted every second year. To better understand seasonal and policy impacts, to minimise recall bias, to allow questionnaire flexibility, and to ensure IAA is alerted to potential issues/concerns in a timely way, since 2022/23, four quarterly surveys have been conducted over the year. This report provides the results for Quarters One to Four of the 2024/25 financial year.

Method



Survey Method



Survey invitation and link emailed to about 3,900 visa applicants each **quarter**; sourced from INZ's AMS database, provided by MBIE. Three email reminders sent to applicants to encourage response.

Questionnaire available in English and Simplified Chinese.

Eligible Respondents



Respondents were those who:

- ✓ Had received a decision on their visa application
- ✓ Were recorded by INZ as having used a licensed immigration adviser
- ✓ Had a personal email address recorded on the INZ database

Online Survey Periods



Quarter One (Jul-Sep '24): 5th – 30th Oct 2024
Quarter Two (Oct-Dec '24): 15th Jan – 12th Feb 2025
Quarter Three: 3rd Apr – 13th May 2025
Quarter Four: 2nd Jul – 6th Aug 2025

Sample Size



Quarter One (Jul-Sep '24): n=563
Quarter Two (Oct-Dec '24): n=401
Quarter Three (Jan-Mar '25) n=388
Quarter Four (Apr-Jun '25) n=360
2013: n=1,053 2014: n=1,341
2015: n=1,716 2017: n=1,841
2019: n=654 2021: n=267
202/23: n=1,787 2024/25: n=1,712
Work = 48%, Residence = 20%, Visitor = 16%, Student = 16%

Response Rate*



Quarter One (Jul-Sep '24): 14%
Quarter Two (Oct-Dec '24): 10%
Quarter Three (Jan-Mar '25): 10%
Quarter Four (Apr-Jun '25): 9%
Total 2024/25: 10%

2013: 24% 2014: 22% 2015: 23%
2017: 23% 2019: 12% 2021: 15%
2022/23: 14%

Margin of Error



Maximum margin of error on sample size of n=1,712 ± 2.4%

(For a result of 50% at 95% confidence)

Data Weighting



Results have been weighted by decision type (approved/declined), application (visa) type and location of adviser (onshore/offshore) to ensure the profile of survey responses matches that of the adviser-using applicant population. *Note that results to 2021 have not been weighted.*

Testing for Differences



All results have been cross-tabulated by gender, age, nationality group, adviser location, visa type, decision type and decision date. Statistically-significant differences identified in this analysis have been highlighted. Statistically significant changes over time are also noted.



Summary



Summary: 2024/25



- A preference for using professional services is now the most common motivator for using an immigration adviser, although wanting to ensure the best chance of success of having the application approved remains frequently mentioned. Compared with previous rounds, fewer clients are motivated by the goal of obtaining a visa approval as quickly as possible.
- Word of mouth continues to be the primary way applicants find out about an immigration adviser, particularly among those from north, south and southeast Asian nationalities.
- Most applicants are aware that they used a licensed immigration adviser, with a third shown/sent a copy of a digital licence; less than one in five were shown a hard copy licence. While most applicants understand that using an LIA allows them to receive legal immigration advice, there is still considerable confusion about who else can legally provide such advice. The value of a licensed immigration adviser may be lessened if clients/potential clients are not aware of the unique legal position of LIAs in providing immigration advice – and the risks associated with using an unlicensed adviser.
- Awareness of the IAA continues to improve and has almost returned to pre-COVID levels (33%, compared with 36% in 2019).
- Overall satisfaction with the quality of service provided by the adviser remains high (90%) and stable, with nearly all LIA clients (94%) indicating they would recommend their adviser to others.



Summary: 2024/25



- The share of LIA clients whose service expectations were exceeded has improved significantly – from 61% in 2022/23 to 67%. Good communication – including the provision of regular updates and quick responses to questions – continues to be the key contributor to delivering a service that exceeds client expectations. Conversely, where the service received has been worse than expected, lack of communication is a frequently-cited reason.
- Rates of satisfaction with the overall adviser experience are generally consistent across sub-groups. There have been improvements in satisfaction among those using offshore LIAs.
- Satisfaction with all aspects of client service and communications remain high but are lower among Student visa applicants than other visa types.
- Perceptions of information provision are generally high with notable improvement since 2022/23 across most variables measured. While perceptions remain least **favourable for advisers' willingness to refer clients to another specialist when needed**, this aspect has also seen a significant improvement since 2022/23 .
- Perceptions of timeliness of service delivery and progress updates have improved significantly from 2022/23.
- Almost all applicants (81%) paid for the services they received, with three in five paying at least something in advance. Perceptions of the cost of the service received are generally positive and show improvement from 2022/23.

The background features a collage of three smiling individuals: a young girl on the left, a woman in the center, and a man on the right. A large, semi-transparent red arrow points downwards from the top center, partially overlapping the text and the woman's face. The overall composition is bright and positive.

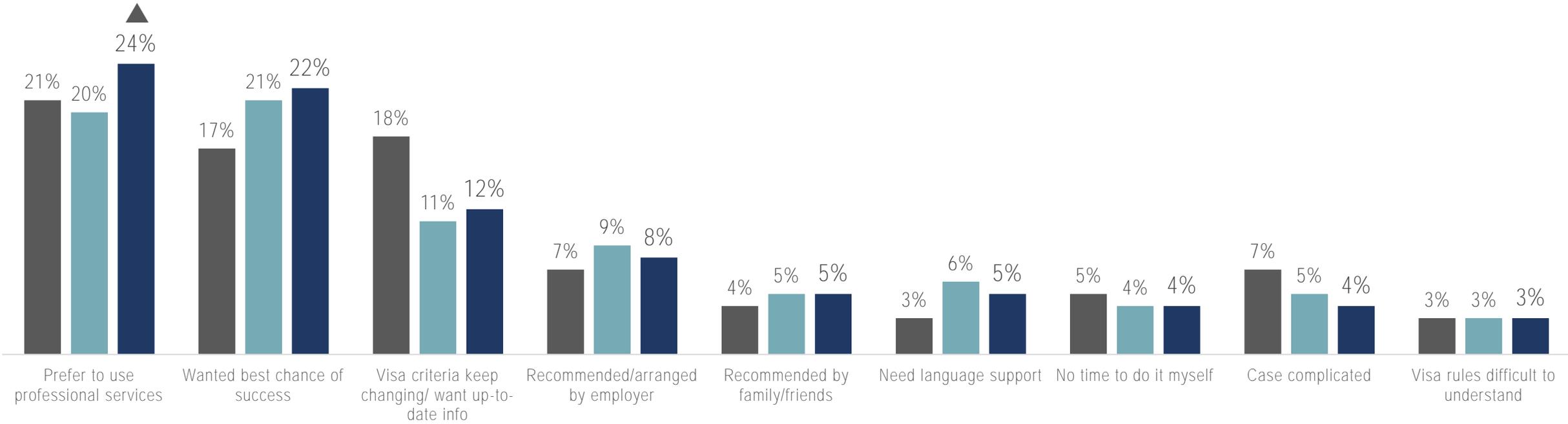
Awareness and Use of Licensed Immigration Advisers



A preference for using professional services is now the most common main motivator for using an immigration adviser

Between July '24 and June '25, applicants who received a decision on their visa application reported that their one main reason for using an immigration adviser was because they preferred professional services. This share has increased significantly compared to 2022/23. The desire for the best chance of success also continues to be a key motivator, cited by 22% of applicants.

Main reason for using an immigration adviser



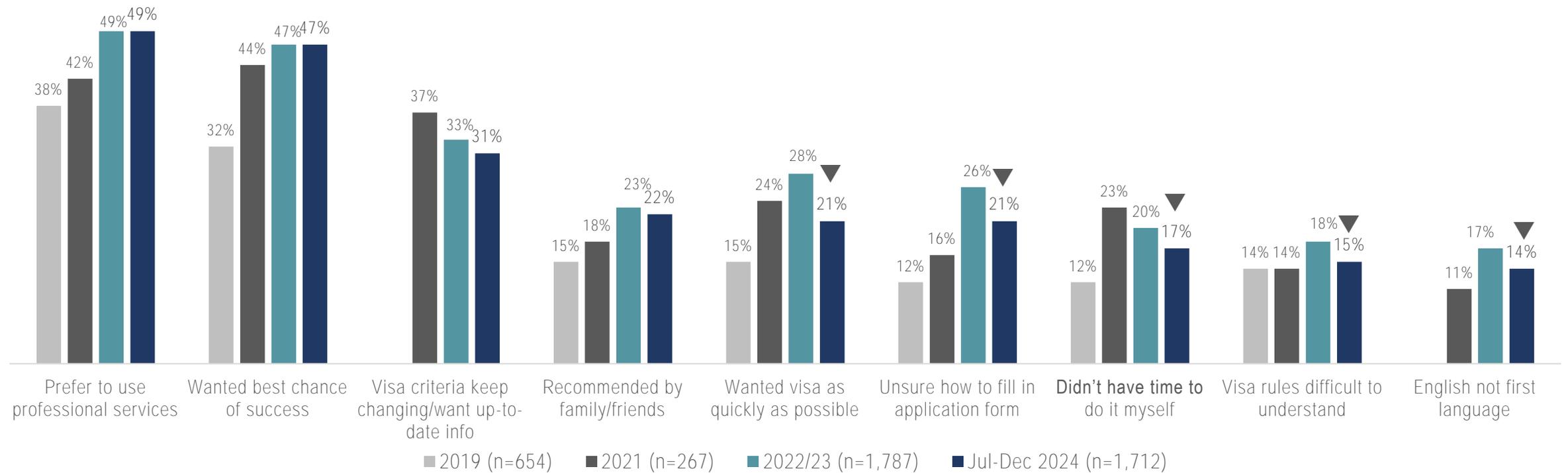
■ 2021 (n=267) ■ 2022/23 (n=1787) ■ Jul-Oct 2024 (n=1,712) Note: This question was asked for the first time in Jan-Jun 2021



When asked to list all reasons for using an LIA, a preference for using professional services was cited by half of LIA clients. The share using an adviser to expediate the application process has declined

A preference for using professional services remains the most frequently-cited reason for using an immigration adviser, mentioned by half of LIA clients (49%) as one of their reasons for not using an LIA. Nearly half of applicants (47%) use an adviser because they believe this gives them the best chance of success. However, the share of applicants using an adviser because they wanted or needed their visa quickly has declined significantly from 2022/23. This shift may reflect a growing awareness among applicants that applications submitted through LIAs are not prioritised by INZ.

All reasons for using an immigration adviser





All reasons for using an immigration adviser – sub-groups more likely to give each reason

Reasons for using adviser	Subgroups over-represented
Prefer to use professional services (49%)	<ul style="list-style-type: none"> Chinese/east Asian (62%) Student visa applicants (57%)
Wanted best chance of success (47%)	<ul style="list-style-type: none"> Residence (54%) and Student (50%) visa applicants
Visa criteria keep changing/want up-to-date info (31%)	<i>(No significant differences by sub-group)</i>
Family or friends recommend I use the adviser (22%)	<ul style="list-style-type: none"> Female applicants (24%)
Wanted visa as quickly as possible (21%)	<ul style="list-style-type: none"> Chinese/east Asian (31%)
Unsure how to fill in application form (21%)	<ul style="list-style-type: none"> Don't speak English very well/only a few words (40%) 20 years of age or younger (40%) Student visa applicants (28%) Chinese/east Asian (26%)

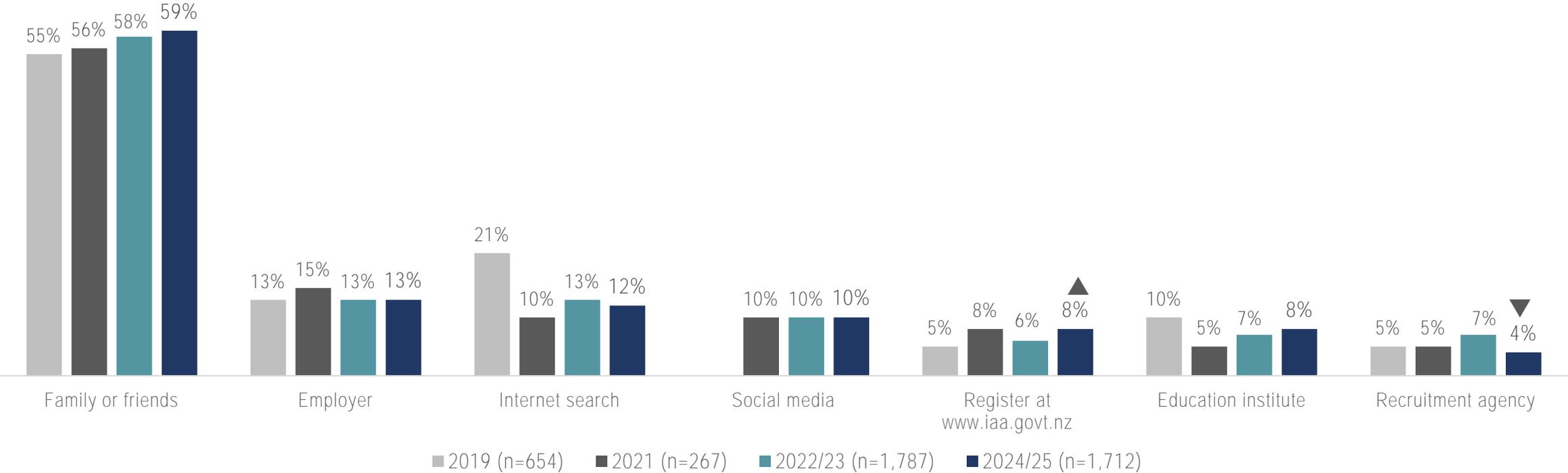
Reasons for using adviser	Subgroups over-represented
Didn't have time to do it myself (17%)	<ul style="list-style-type: none"> Chinese/east Asian (29%) Males (20%) Over 50 years of age (23%)
Visa rules difficult to understand (15%)	<ul style="list-style-type: none"> Western European/British (28%)
English not first language (14%)	<ul style="list-style-type: none"> Don't speak English very well/only a few words (54%) Chinese/east Asian (34%) Over 40 years of age (19%)
Unsure which visa to apply for (11%)	<ul style="list-style-type: none"> North American (24%) or Western European/British (23%) Visitor visa applicant (19%)
Case was complicated (9%)	<ul style="list-style-type: none"> North American (22%) or Western European/British (18%)
Thought I would be treated more fairly (7%)	<ul style="list-style-type: none"> Chinese/east Asian (14%)



Recommendation from family or friends remains by far the most frequently-used source to generate adviser awareness

Nearly two-thirds of respondents (59%) learned about the immigration adviser they used through word of mouth from family or friends, this result stable from 2022/23 (58%). Whilst still relatively small at 8%, the share using the Register of LIAs has increased significantly from 2022/23 (6%).

Sources of awareness of adviser used





Sources of awareness of adviser used – sub-groups more likely to give each reason

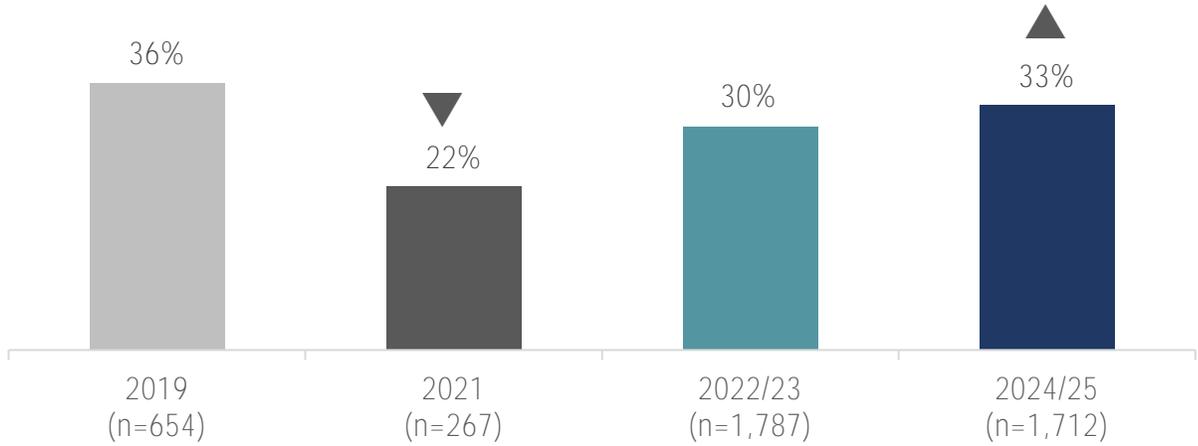
Sources of awareness	Subgroups over-represented
Family, friends (59%)	<ul style="list-style-type: none"> • Chinese/east Asian (64%), Southeast Asian (64%) or Indian Subcontinent (63%) • 21-30 years (65%) • Females (64%) • On-shore adviser (60%)
Employer (13%)	<ul style="list-style-type: none"> • Males (19%) • Work (19%) and Permanent Residence (18%) visa applicants • 41-50 years (16%)
Internet search (12%)	<ul style="list-style-type: none"> • Off-shore adviser (23%) • South American (23%), Western European/UK (21%) or African (19%)
Social media (10%)	<ul style="list-style-type: none"> • South American (34%) or Chinese/east Asian (12%)

Sources of awareness	Subgroups over-represented
Register at www.iaa.govt.nz (8%)	<ul style="list-style-type: none"> • Offshore adviser (12%)
Education institute (8%)	<ul style="list-style-type: none"> • Student (28%) or Visitor(15%) visa applicants • Aged 20 years or younger (31%) • Indian Subcontinent (15%)
Recruitment agency (4%)	<ul style="list-style-type: none"> • Visitor (7%) or Permanent Residence (7%) visa applicants

Awareness of the IAA continues to increase

A third of applicants (33%) reported being aware of the Immigration Adviser Authority (IAA) before being contacted for the survey. This represents a significant increase from previous years, with awareness rising from 22% in 2021 and 30% in 2022/23. Forty-nine percent stated that they were definitely not aware of the IAA while 18% were unsure.

Awareness of Immigration Adviser Authority prior to survey (% aware)



Base: All respondents

▲▼ denotes result statistically significantly different from previous period. Arrow denotes direction of change

NEW ZEALAND LICENSED IMMIGRATION ADVISER

This is to certify that

First name last name

has been granted a Limited Licence to operate as an Immigration Adviser under the Immigration Advisers Licensing Act 2007.

This enables the adviser named to provide :

- › Immigration advice services limited to (Info to be populated according to Excel spreadsheet)
- › Applications for temporary entry: Students Visitors Work Transit Exchange schemes

This Adviser is bound by the Licensed Immigration Advisers Code of Conduct.

GRANTED BY REGISTRAR OF
IMMIGRATION ADVISERS

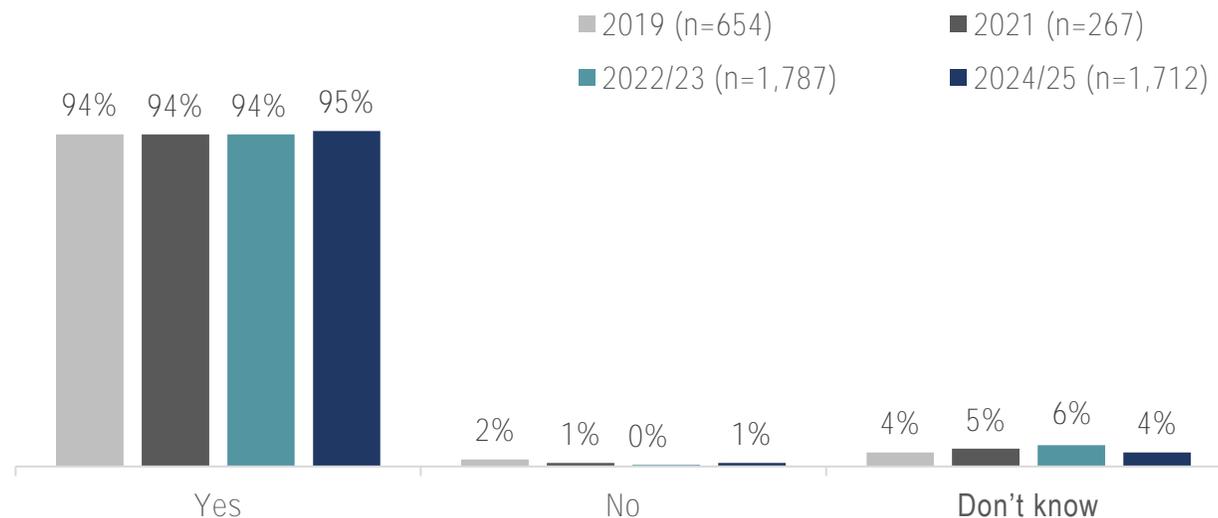


Almost all applicants continue to be aware that they used a licensed immigration adviser

Almost all applicants (95%) were aware that they had used a licensed immigration adviser, this share stable from previous years.

Approved applicants were significantly more likely to be aware that they had used an LIA (96%) than those whose applications were declined (87%).

Use of licensed immigration adviser

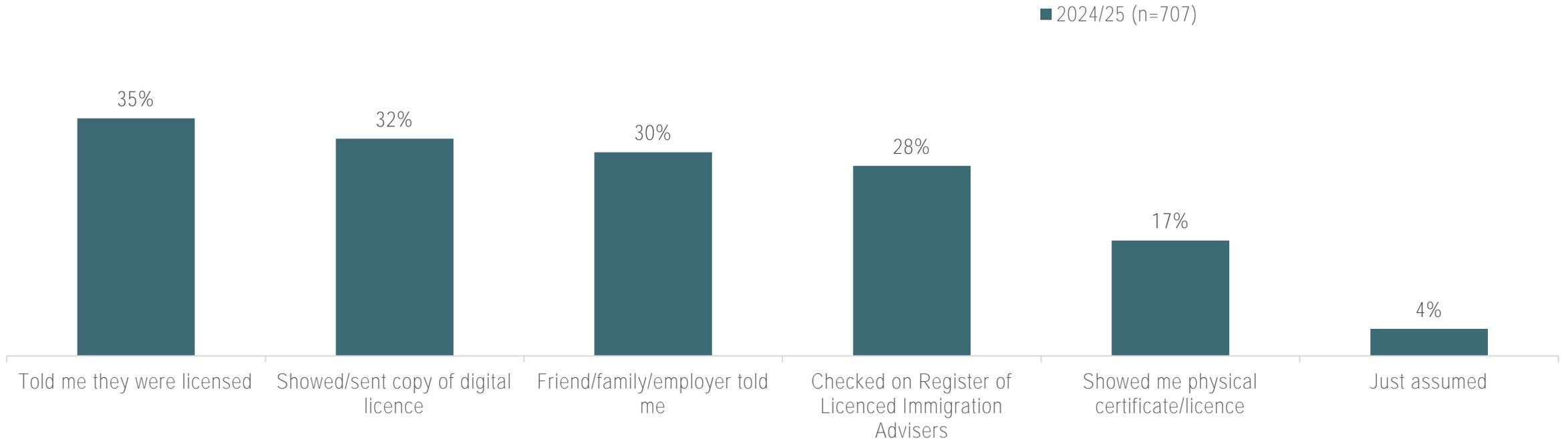


Base: All respondents

Just over a third of applicants recall being shown digital copy of adviser’s licence; one in five were shown a physical copy

The greatest share of respondents aware that their adviser was licensed were told by their adviser that they were licensed (35%); 32% found out by being shown or sent a digital copy of the adviser’s licence. Thirty percent were told by those who had recommended the adviser to them (family, friends, employers etc).

Source of information that adviser is licensed



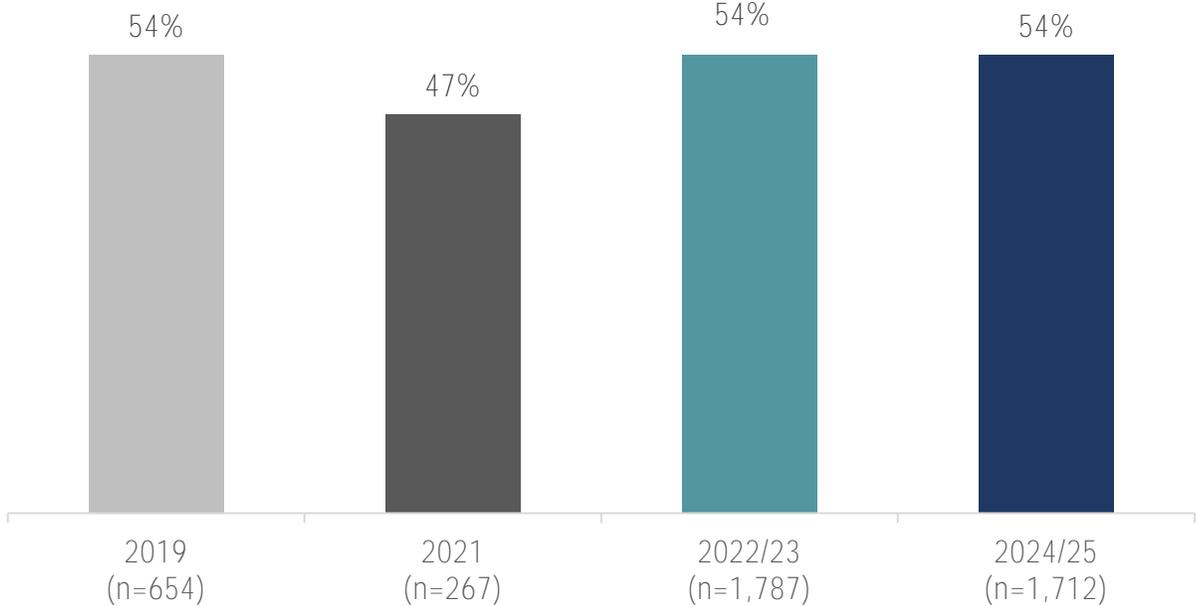
Base: Respondents who knew that their adviser was licenced
Note: This question was asked for the first time in Jan-Mar 2025 round



Awareness of online register of licensed advisers continues to increase

Just over half of applicants (54%) were aware of the online register of licensed immigration advisers, this result unchanged from 2022/23. Thirty-two percent were definitely not aware of the register while 14% were unsure.

Awareness of online register of licensed immigration advisers (% aware)



Base: All respondents
▲▼ denotes result statistically significantly different from previous period. Arrow denotes direction of change

New Zealand licensed immigration advisers are skilled people who have met immigration adviser competency standards and who follow a professional code of conduct.

Your New Zealand immigration adviser must either be licensed with the Immigration Advisers Authority (the Authority) or exempt. To check if a person is licensed or to see exempt groups, visit the Authority's website www.iaa.govt.nz.

The Licensed Immigration Advisers Code of Conduct

The code of conduct ensures that your licensed immigration adviser will:

- 1 show you evidence that they are licensed
- 1 be honest, professional, diligent and respectful
- 1 conduct themselves with due care and in a timely manner
- 1 provide you with objective advice
- 1 declare any conflicts of interest, including any commission they will receive, and seek your approval to continue to act for you
- 1 provide you with a written agreement for you to sign before any work is started which sets out the services to be provided and the fees
- 1 charge fees that are fair and reasonable
- 1 provide you with invoices with full descriptions of what the fees relate to
- 1 let you know when your application has been lodged and provide you with on-going timely updates
- 1 keep your personal documents safe and return them to you in a secure manner.

If you experience a problem with your licensed immigration adviser you should try and resolve it with them.

Should you need help, contact the Authority.

Making a complaint to the Authority will not affect your visa application.

The Immigration Advisers Authority:

- 1 ensures that only suitable people are licensed to provide immigration advice
- 1 keeps a public register of licensed immigration advisers
- 1 develops and maintains competency standards and a code of conduct for licensed advisers
- 1 investigates and takes enforcement action against offences under the Immigration Advisers Licensing Act 2001, such as providing advice when neither licensed nor exempt
- 1 receives complaints about licensed immigration advisers and, if appropriate, refers them to the Immigration Advisers Complaints and Disciplinary Tribunal who will hear the complaint and may impose sanctions.

The Authority cannot help you with your visa application.

Visit www.iaa.govt.nz for more information and:

- 1 The Licensed Immigration Advisers Code of Conduct.

Authority Contact Details

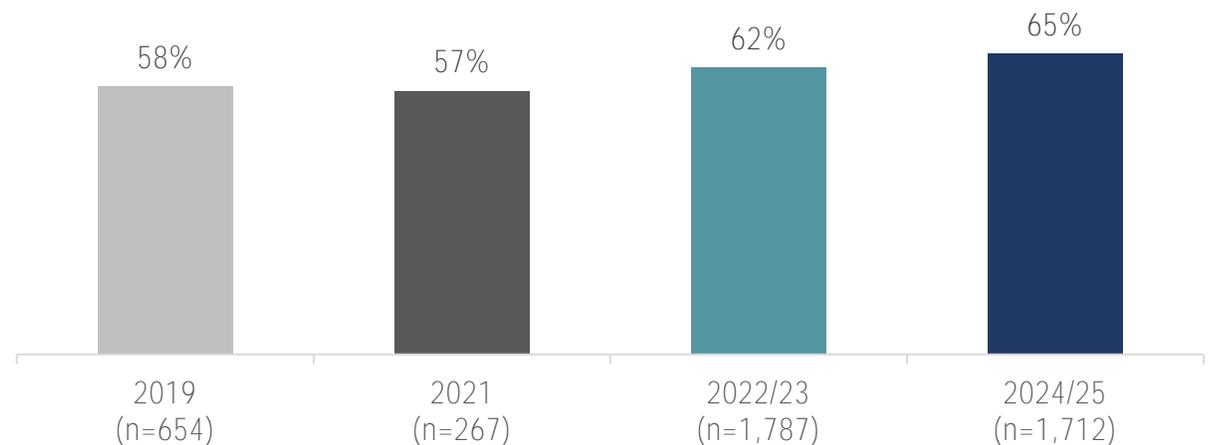
info@iaa.govt.nz 0508 432 432
www.iaa.govt.nz +64 9 925 3838



Provision of copy of NZ LIA professional standards continues to increase

The share of applicants who could recall receiving a copy of the New Zealand Licensed Immigration Advisers Professional Standards is increased slightly from 2022/23, up 3 percentage points to 65%. Applicants from Southeast Asia (74%) and the Indian Subcontinent (73%) and Permanent Residence applicants (72%) are notably over-represented among those who reported having received a copy of the professional standards; Student visa applicants are significantly under-represented (53%)

Provision of copy of New Zealand LIA professional standards



Almost all (97%) reported that they received a copy of the professional standards in a language they could read and understand.

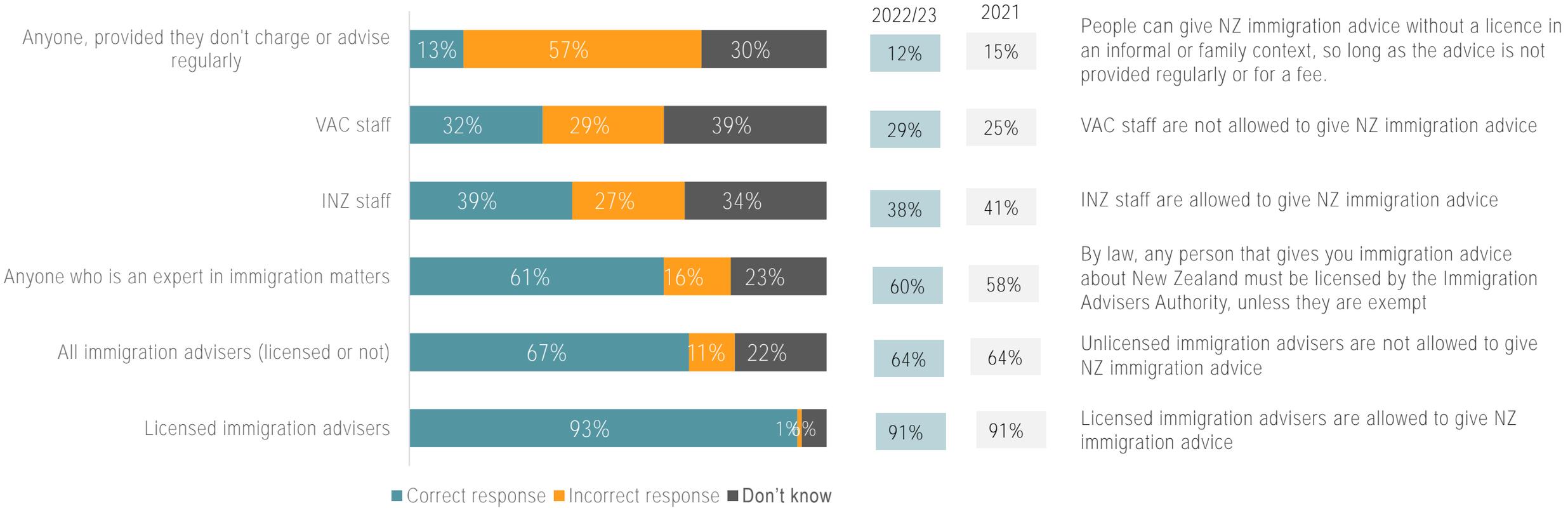
85% said that their immigration adviser explained the standards to them.



There is strong awareness that LIAs can legally provide New Zealand immigration advice – but considerable confusion around who else can legally provide advice

Almost all applicants (93%) continue to be aware that licensed immigration advisers are legally allowed to provide New Zealand immigration advice, this share stable from 2022/23. However, less than two-thirds (61%) are aware that only licensed advisers (not all advisers) are allowed to provide immigration advice; almost a quarter (23%) were unsure. There is considerable confusion around whether INZ and VAC staff can legally provide advice – and very few (13%) were aware that people can give NZ immigration advice without a licence in an informal or family context, so long as the advice is not provided regularly or for a fee. Levels of awareness of who can provide advice are generally stable, with the exception of awareness that VAC staff are not allowed to provide immigration advice, which continues to improve,

Who is legally allowed to provide New Zealand immigration advice?



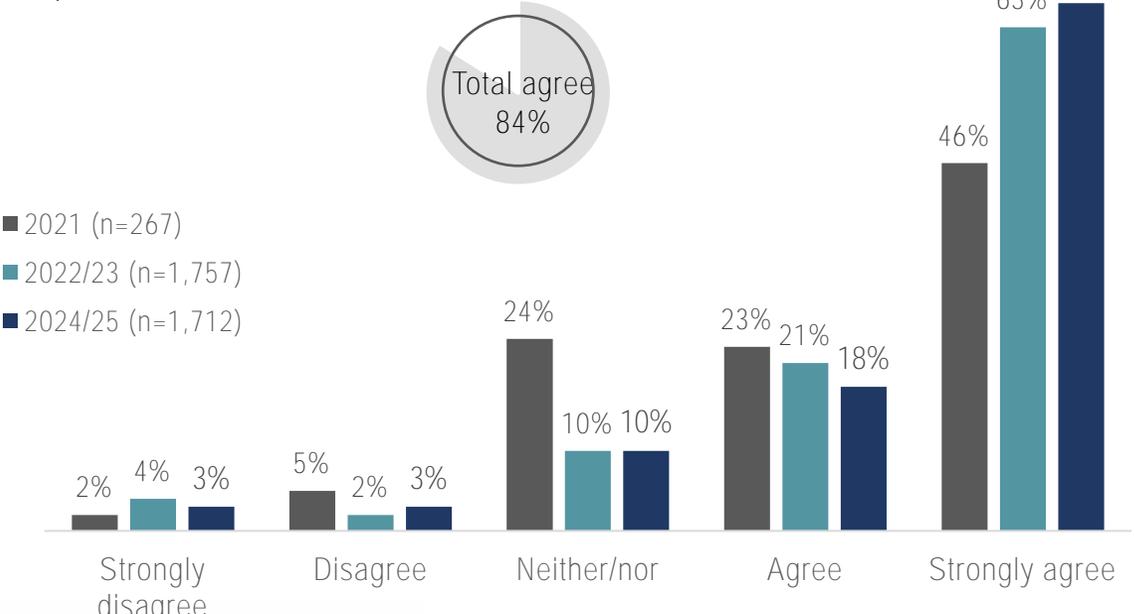


More than four out of five applicants have positive impressions of New Zealand's immigration environment

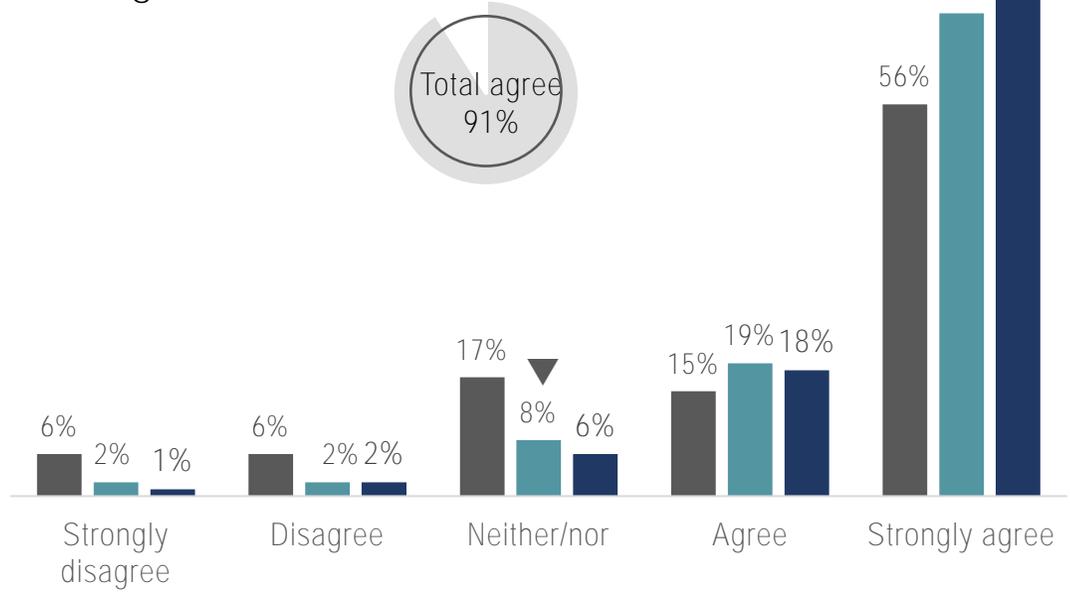
In 2024/25, 84% of LIA clients agree that New Zealand visa applicants are protected from receiving poor immigration advice, including 66% who *strongly agree* – a significant increase from 46% in 2021 and 63% in 2022/23. Just 6% disagree that applicants are protected. Applicants from China/east Asia are significantly more likely to agree that applicants are protected (92%).

Similarly, 91% of LIA clients agree to some extent that New Zealand is seen as a positive destination for migrants, this result up significantly from 88% in 2022/23.

Visa applicants are protected from receiving poor New Zealand immigration advice



New Zealand is seen as a positive destination for migrants





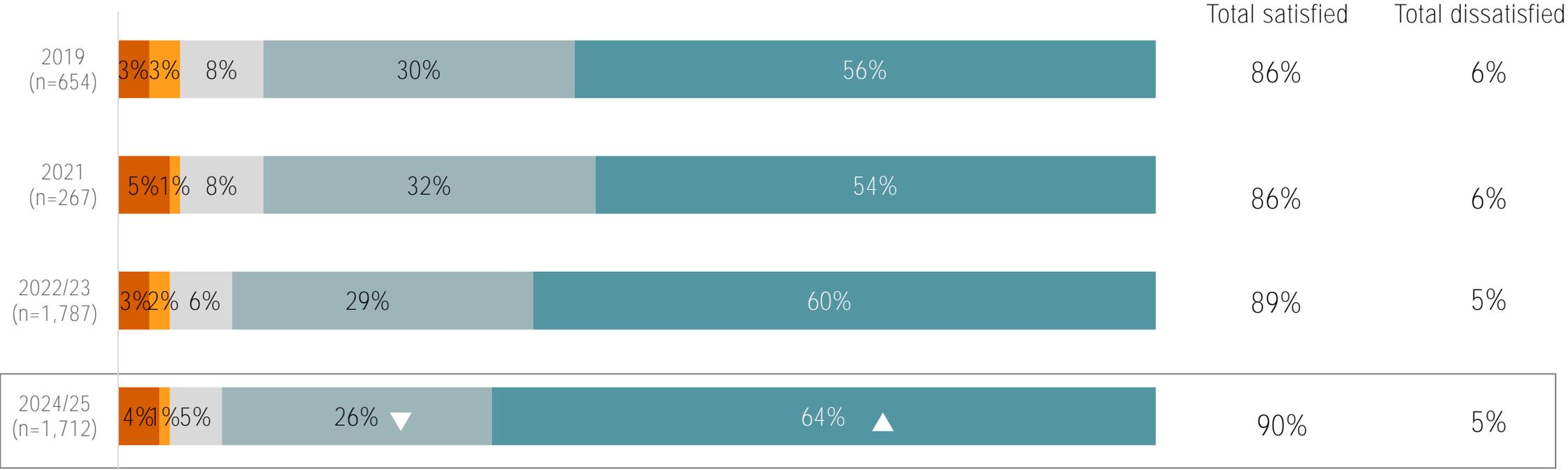
Applicant Perceptions of Overall Service Delivery



Overall satisfaction with the quality of service received from the adviser remains high and stable

Applicants remain very positive about the quality of service received from their adviser overall, 90% satisfied to some extent, including 64% who are *very satisfied*. Just 5% express some level of dissatisfaction. The share of satisfied applicants shows improvement over time.

Performance measure: Overall satisfaction with the quality of service received

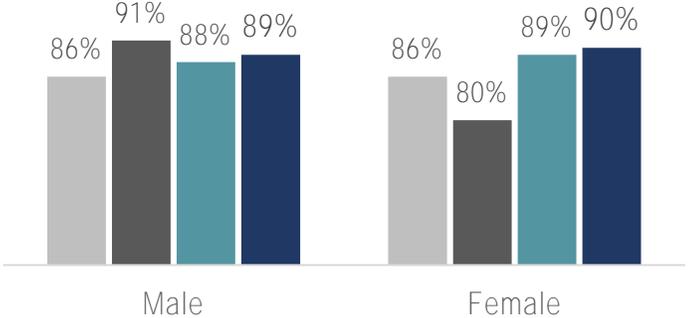


Very dissatisfied Dissatisfied Neither nor Satisfied Very satisfied



Overall satisfaction with the quality of service remains consistent by gender, age. Approved applicants continue to be most satisfied

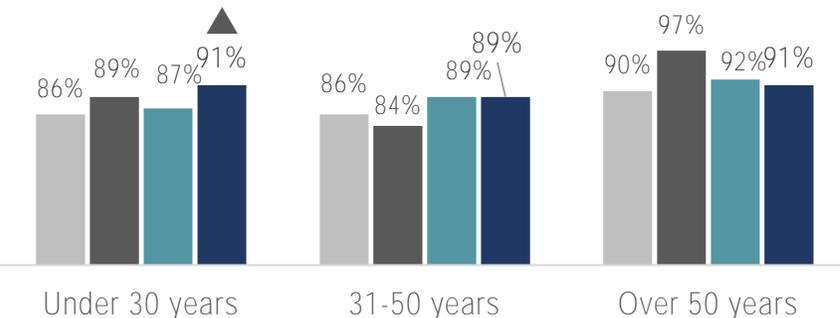
Overall satisfaction by gender



Overall satisfaction among males remains stable over time. After a significant increase in satisfaction among females in 2022/23, levels of satisfaction have stabilised in 2024/25.

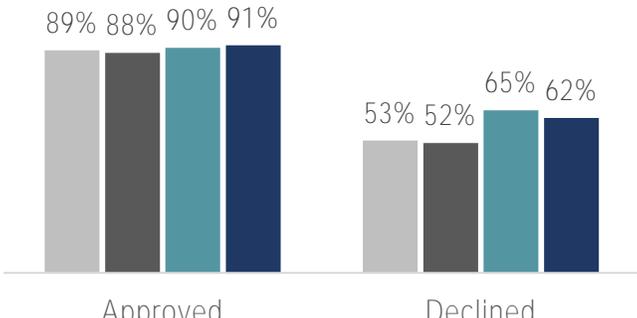
Bases: 2019: n=654; 2021: n=267; 2022/23: n=1,787; 2024/25: n=1,712

Overall satisfaction by age



Significant improvements in satisfaction ratings are evident for those aged younger than 30 years of age. Levels of satisfaction are now very similar by age group.

Overall satisfaction by application outcome

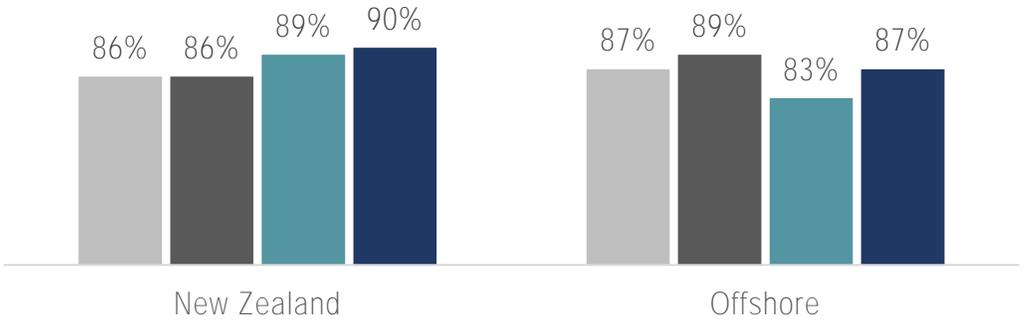


As in previous surveys, approved applicants are significantly more likely to be satisfied with the overall quality of service received (91%) than those whose application was declined by INZ (62%).



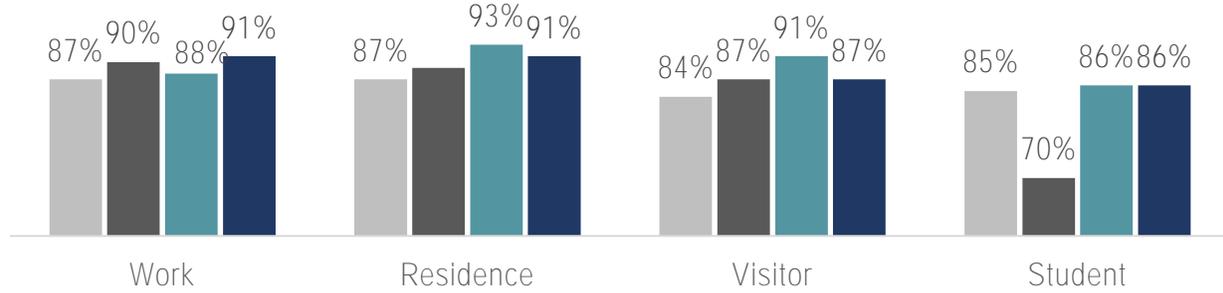
Higher levels of overall satisfaction with the quality of service received evident among LIA clients using advisers based offshore. Slight decline in satisfaction among Residence visa applicants

Overall satisfaction by adviser location



In 2024/25, overall satisfaction with adviser experience is similar for those using a New Zealand-based LIA (90%) and those whose LIA is based overseas (87%). While overall satisfaction among those using New Zealand-based advisers remains stable, clients of off-shore advisers are slightly more satisfied than in 2022/23 (83%).

Overall satisfaction by visa type

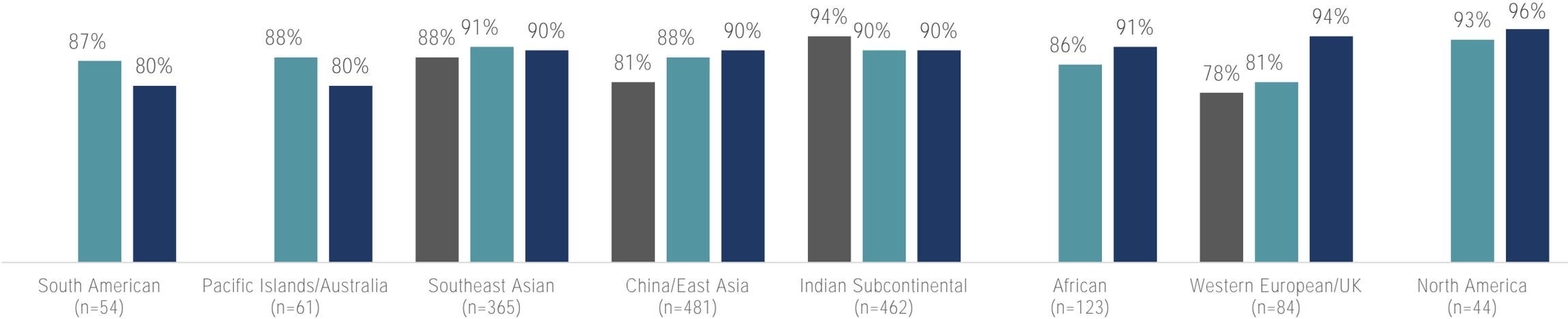


In 2024/25, Work and Residence visa applicants reported the highest levels of satisfaction with the quality of service during the application process, with 91% expressing positive feedback overall. Satisfaction among Visitor visa applicants has declined 4 percentage points from 2022/23 to 87% this year. Satisfaction ratings among Student visa applicants remain stable at 86%.



Notable improvement in overall satisfaction with the quality of service received by applicants from Western Europe/UK, and decline among South American and Pacific Island applicants. Satisfaction stable for other nationalities

Overall satisfaction by nationality



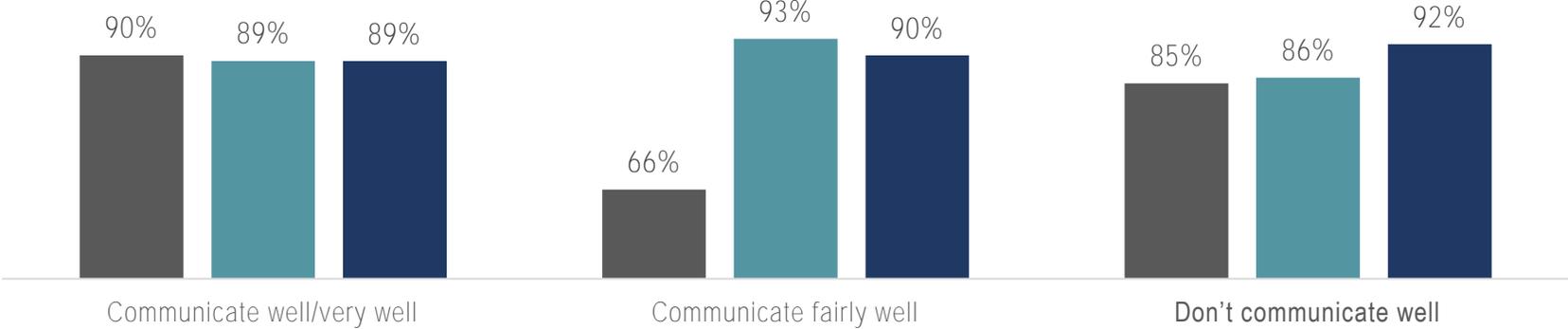
In 2024/25, overall satisfaction with the adviser experience is most positive for LIA clients from North America (96%). In contrast, South American and Pacific Island/Australia applicants are least satisfied (80%), with satisfaction rates down from 2022/23 for both groups.

Note: Graph depicts those nationalities with a sample size of n=30 or more for 2024/25



No notable differences in overall satisfaction by English language competency

Overall satisfaction by English language competency



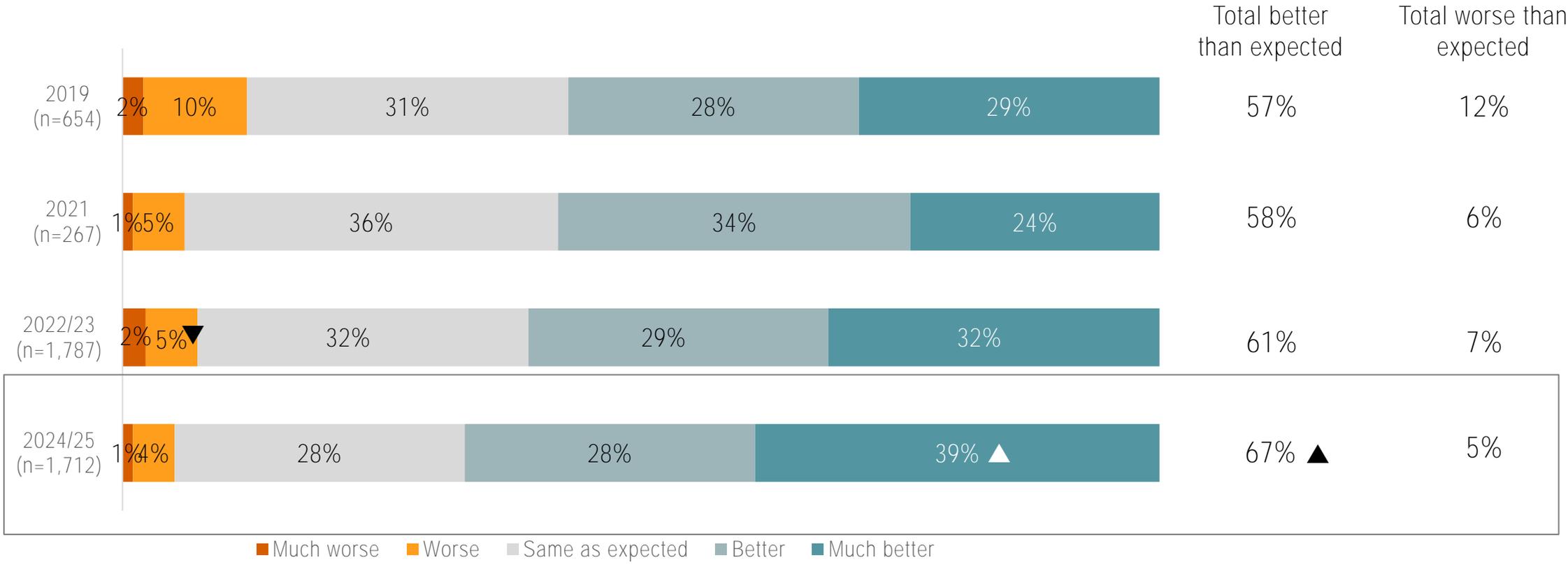
In contrast to previous rounds, in 2024/25, overall satisfaction with the adviser experience is highest among those who don't communicate well in English (92%), this share having increased from the previous round (86% in 2022/23). Satisfaction among those with some level of English language competency has remained stable over time.



Two-thirds of applicants now have their expectations of service exceeded, this share up significantly from 2022/23

In 2024/25, two-thirds of adviser clients (67%) reported that their expectations of the service received were exceeded, up from 61% in 2022/23. Notably, 39% of clients described the service as *much better* than they expected, a significant increase from 32% in the previous period. Only 5% of clients felt the service fell short of their expectations, a marked improvement from 12% in 2019.

Level of service received compared with expectations



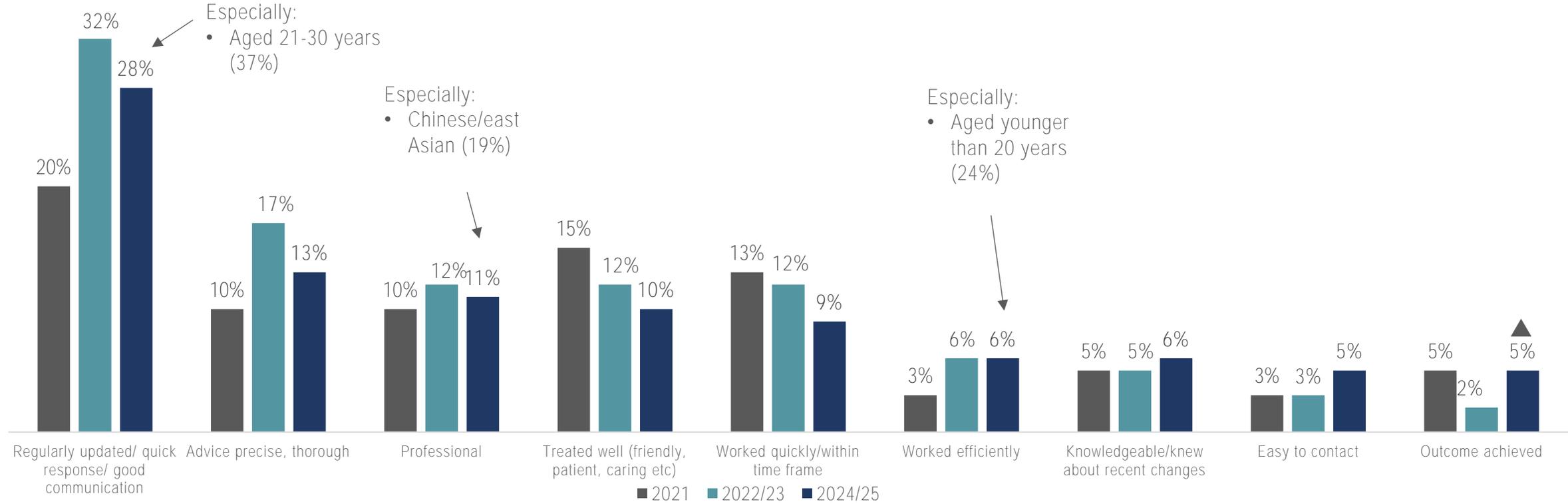


Good communication from adviser remains key contributor to service expectations being exceeded

Good communication from the adviser – including being regularly updated on the application process and receiving a quick response to questions – continues to be the most frequently-cited contributor to expectations of service being exceeded (28%), although its frequency of mention has declined slightly from 32% in 2022/23. The quality of the advice given (precise, thorough etc) (13%) and professionalism of the adviser (11%) continue to be commonly mentioned.

Contributors to service received being better than expected

▲ ▼ denotes result statistically significantly higher/lower than 2022/23





Insufficient communication remains the key contributor to service expectations not being met



Reasons given for service expectations not being met include:

Lack of communication	N=22
Lacked sufficient knowledge	N=21
Poor treatment by staff – unfriendly, not tactful, unprofessional	N=15
Lack of follow-up/not as proactive as expected	N=12
Lack of clarity about how application process would work	N=11
Poor quality information received	N=11
Very expensive/poor value for money	N=10
Administration errors/lack of attention to detail	N=9
Process took longer than expected	N=9
Visa application declined	N=5
Adviser didn't seem to have client as main focus	N=5

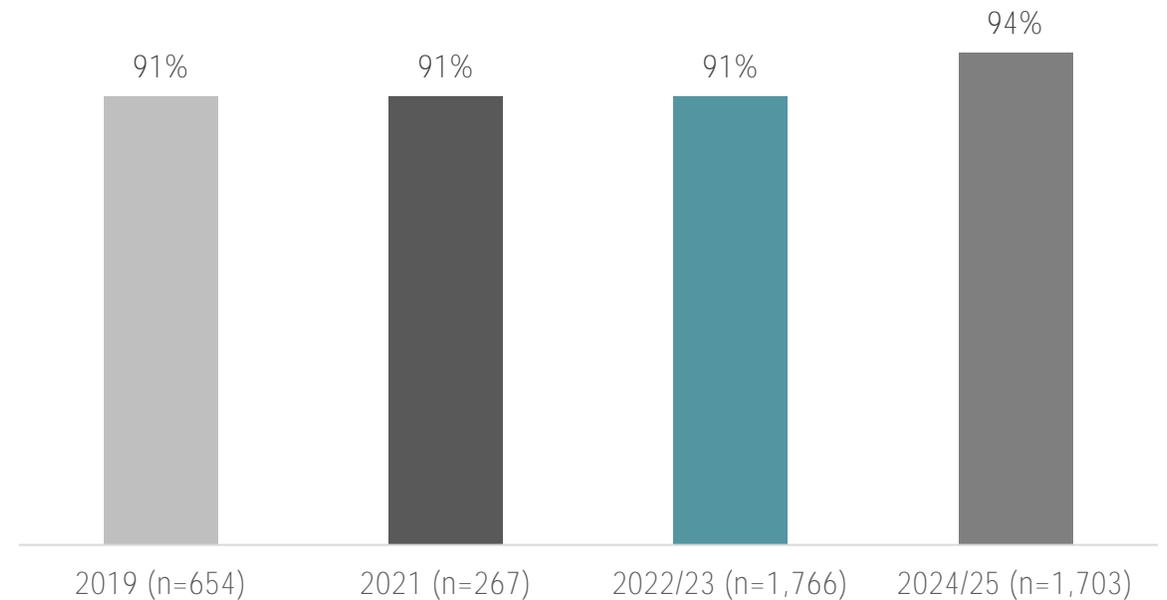
Base: n=84 (Respondents whose service experience was better/much better than they expected)
Multiple responses to this question permitted. Table shows those reasons mentioned by n=5 or more of respondents whose expectations were not met; full list of responses provided in Appendix B.



Reflective of their satisfaction with the quality of service provided, willingness to recommend the adviser remains high and stable

Almost all applicants (94%) would be willing to recommend their adviser to family and friends, this share stable since 2019. Work (95%) and Permanent Residence (100%) visa applicants are significantly more likely to recommend their adviser to others than other visa types. Recommendation is notably higher among applicants from Southeast Asia (96%). Approved applicants continue to be significantly more likely to recommend (95%) than those whose application was declined (69%).

Recommendation of adviser to friends and family (% yes)

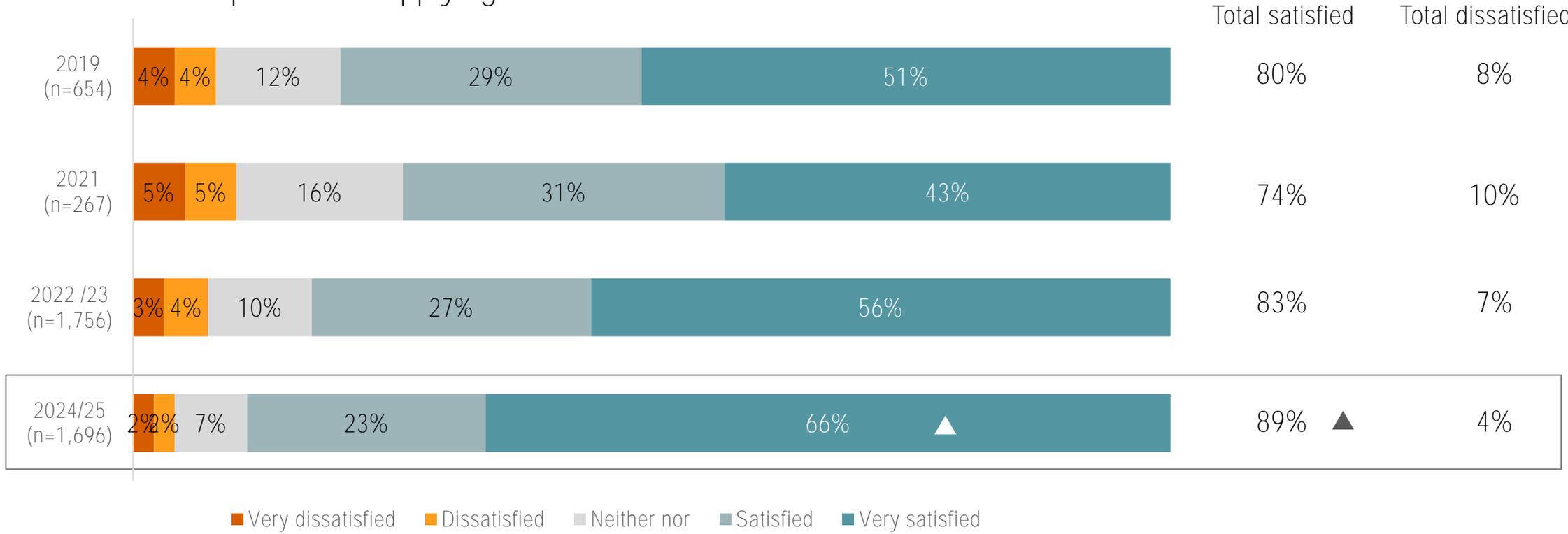




Satisfaction with overall experience of applying for a NZ visa continues to improve

Eighty-nine percent of applicants are satisfied to some extent with the overall experience of applying for a New Zealand visa, including 66% who are *very satisfied*. This result represents a significant increase from 74% in 2021 and 83% in 2022/23. Ratings remain least positive for declined applicants (51%).

Satisfaction with overall experience of applying for a New Zealand visa

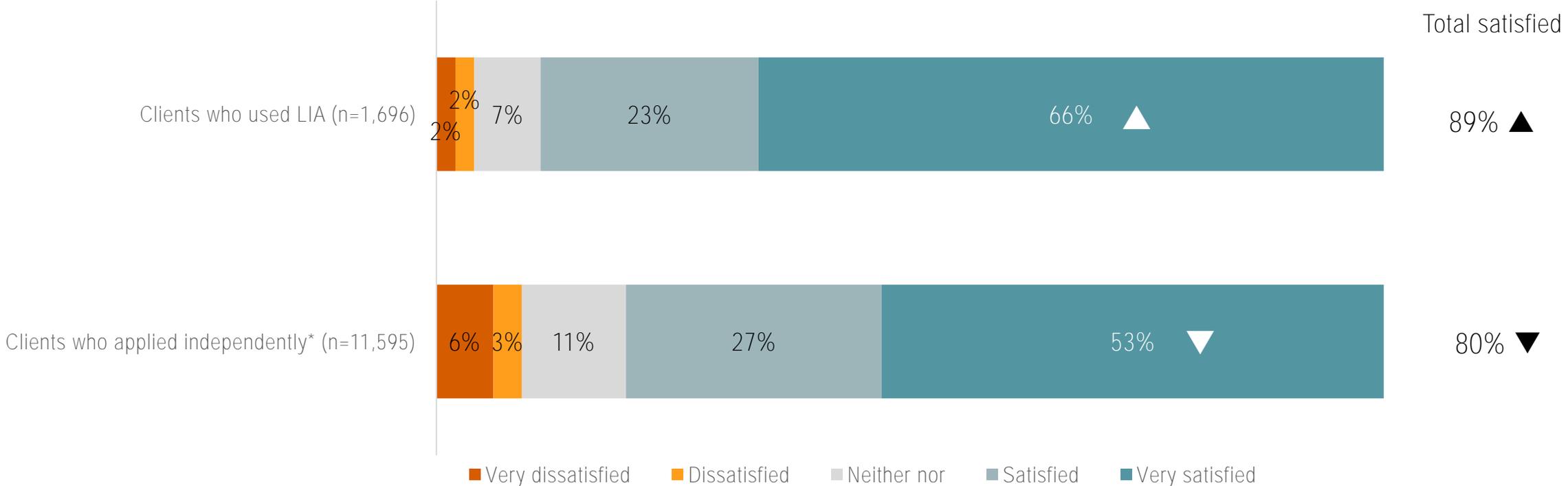




Applicants who used an LIA remain significantly more satisfied with overall experience of applying for a NZ visa than those who applied themselves

Among applicants who received a decision on their visa application between July 2024 and June 2025, satisfaction with the overall application experience was significantly higher for those who applied through an immigration adviser (89%) compared to those who applied independently (80%).

Satisfaction with overall experience of applying for a New Zealand visa





Less variation in satisfaction by visa type among clients who used an LIA compared with those who applied independently

Among applicants who used an LIA, overall satisfaction ratings range from 85% among Student visa applicants to 90% of those applying for a Visitor or Work visa – a range of just 5 percentage points. This compares with a range of 12 percentage points between visa types for those who applied independently (from 75% among Student visa applicants to 87% of those applying for a Residence visa).

Satisfaction by visa type

Clients who used an LIA
(n=1,696)

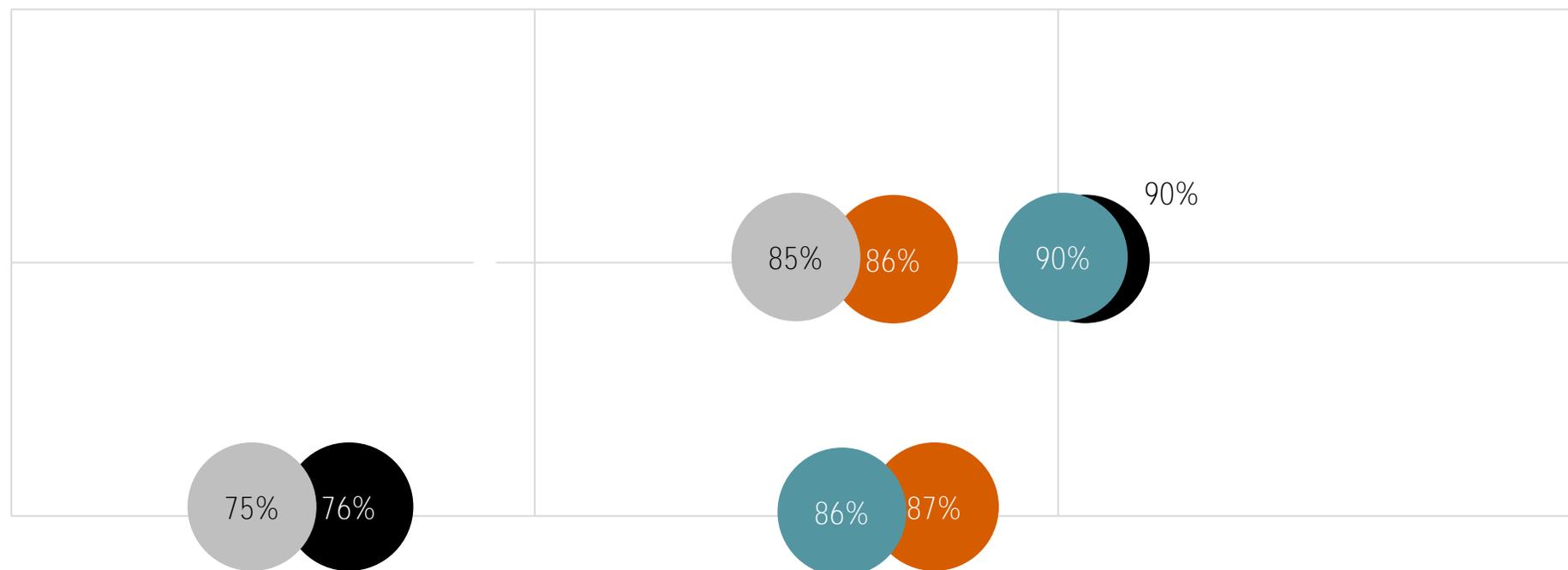
Sample profile (Jul '24 – Jun '25)

- Work 48%
- Residence 20%
- Student 16%
- Visitor 16%

Clients who applied independently (n=11,595)

Sample profile (Jul '24 – Jun '25)

- Visitor 53%
- Residence 20%
- Work 20%
- Student 6%
- Other <1%



The background features a collage of three smiling individuals: a young girl on the left, a woman in the center, and a man on the right. A large, semi-transparent red arrow points downwards from the top center, overlapping the central woman's face. The overall image has a soft, faded appearance.

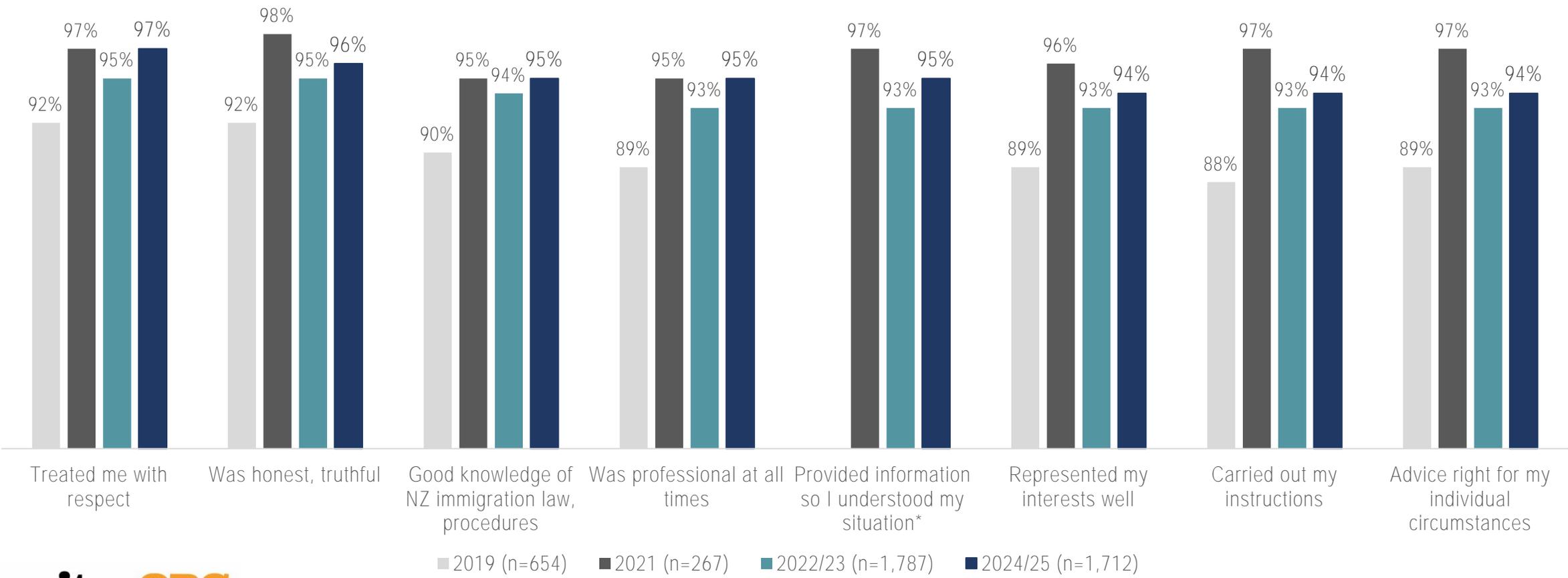
Applicant Perceptions of Specific Aspects of Service Delivery



Applicants remain very positive about standard of client service received

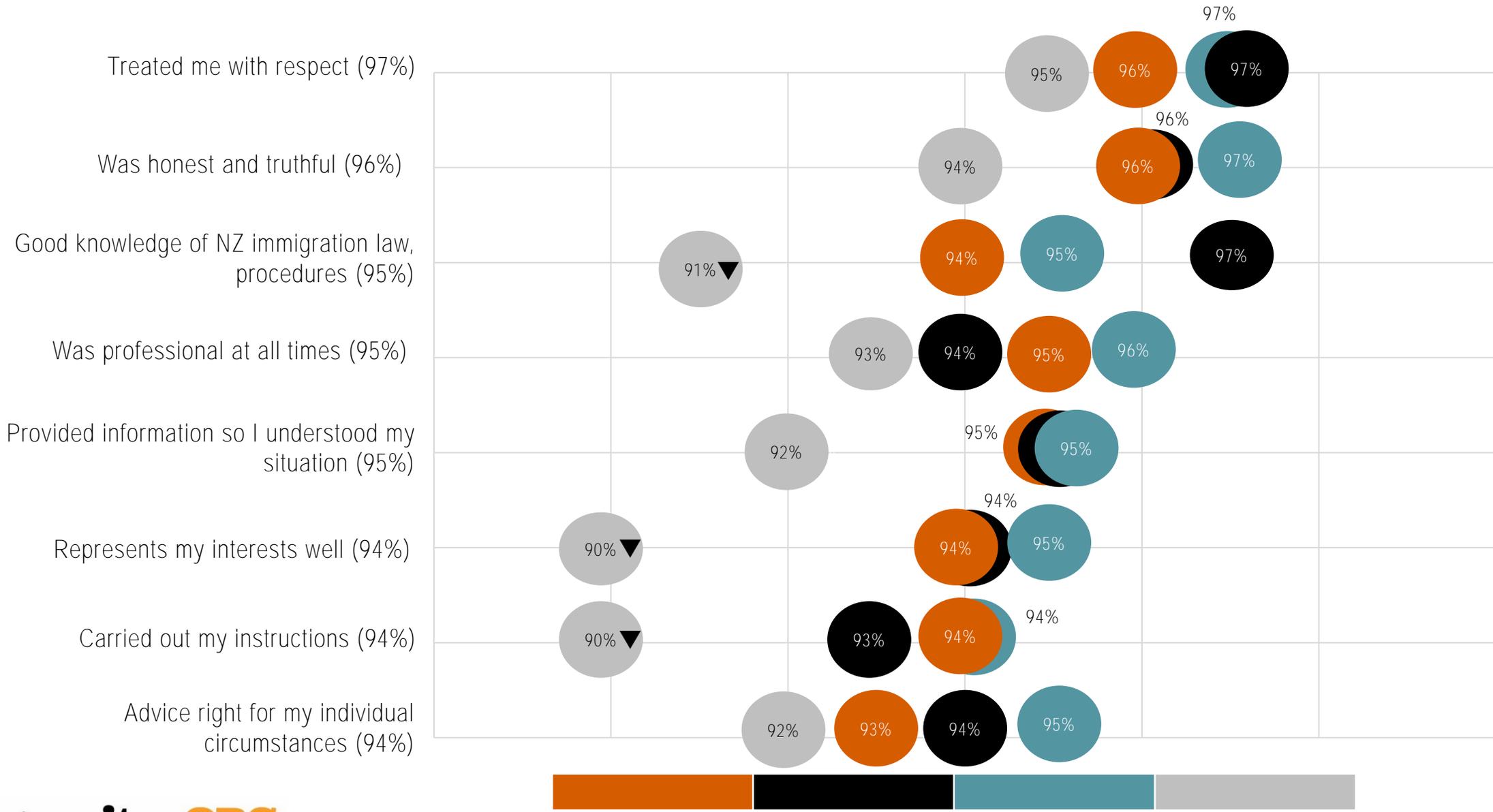
Applicants continue to be very positive about the client service received from their licensed adviser, with ratings highest for advisers treating applicants with respect, and the adviser being honest and truthful. Perceptions of all aspects of client service remain stable from 2022/23. Student visa applicants have less positive perceptions of all aspects of client service compared with all other visa applicants (Slide 35).

Client service: How well did immigration adviser deliver on ... (% well/very well)





Client service perceptions by visa type

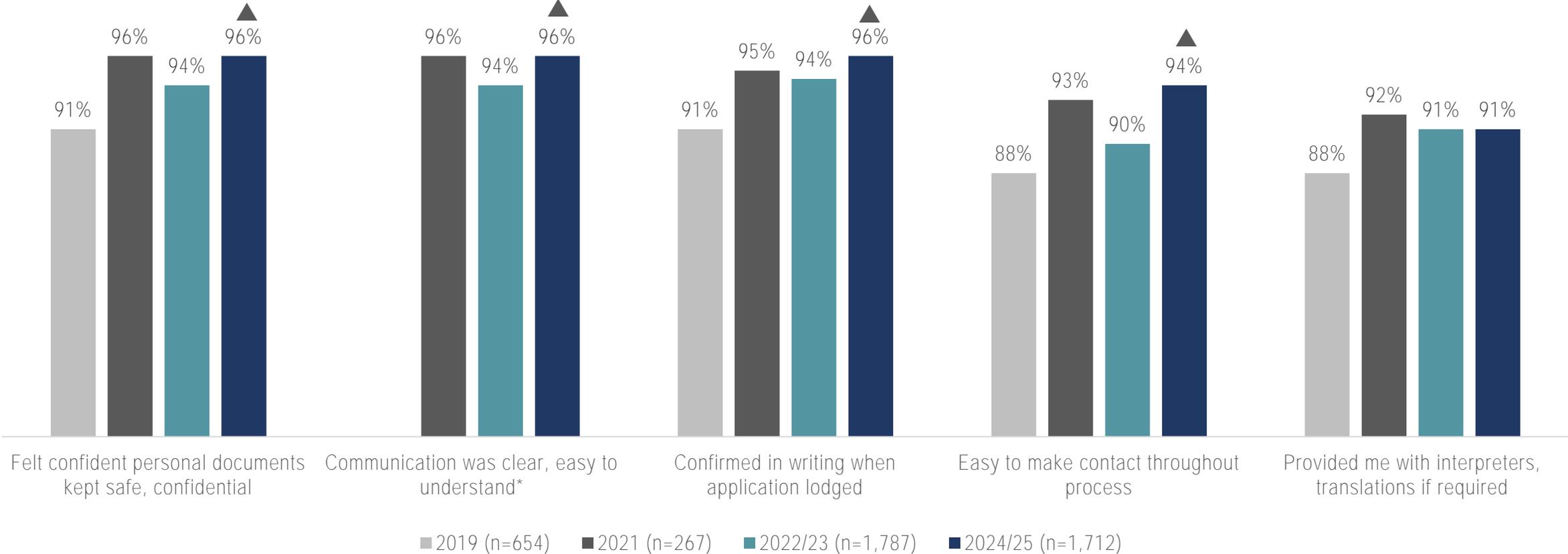




Applicants very positive about quality of communication

Applicants express strong satisfaction with the quality of communication with their licensed adviser. Positive perceptions of confidence around confidentiality, clarity of communications, written confirmation of lodgement and ease of making contact with the adviser throughout the process all show significant improvement compared with 2022/23. Student visa applicants rate all aspects of communication less positively than those applying for other visas (Slide 37).

Communication: How well did immigration adviser deliver on ... (% well/very well)





Communication perceptions by visa type

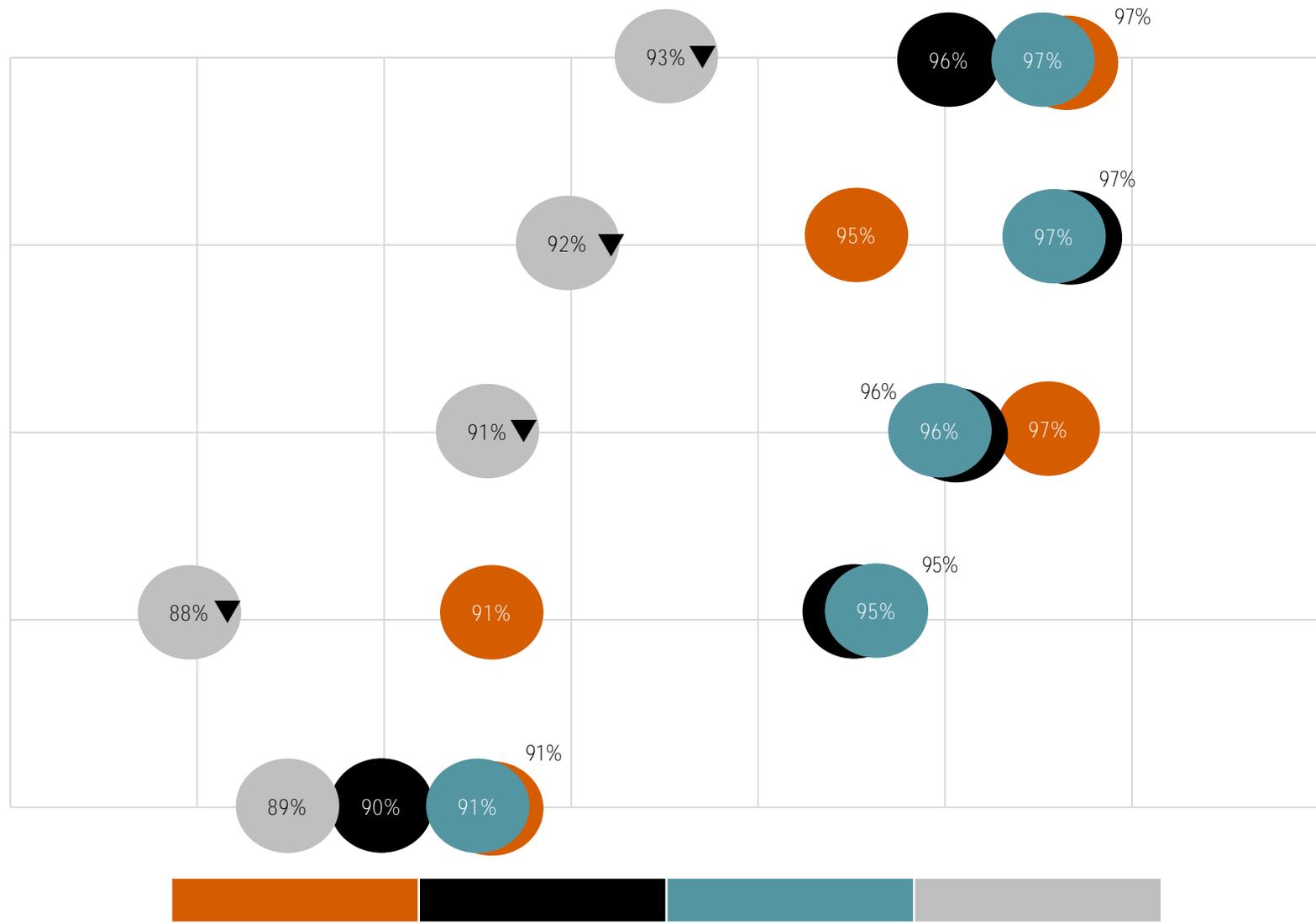
Confident personal information, documents would be safe, kept confidential (96%)

Communication clear, easy to understand (96%)

Confirmed in writing when application lodged (96%)

Easy to make contact throughout process (94%)

Provided me with interpreters, translations if required (91%)

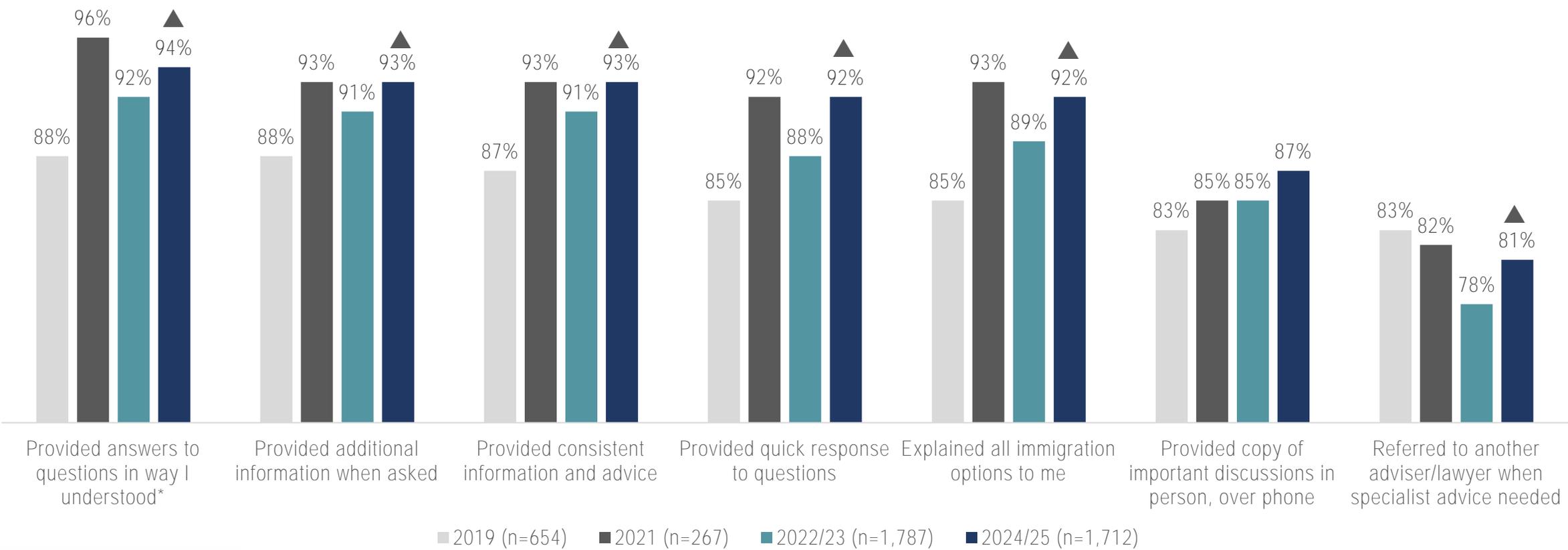




Perceptions of provision of information from LIAs improving

Applicants continue to express high levels of satisfaction with the information provided by advisers, with particularly strong ratings for the clarity of responses (94% giving positive ratings). Significant improvements in perceptions of information provision since 2022/23 include a 4 percentage point increase in satisfaction with speed of response (now 92%). While perceptions remain least favourable for advisers' willingness to refer clients to an other specialist when needed, this aspect has also seen a significant increase since 2022/23

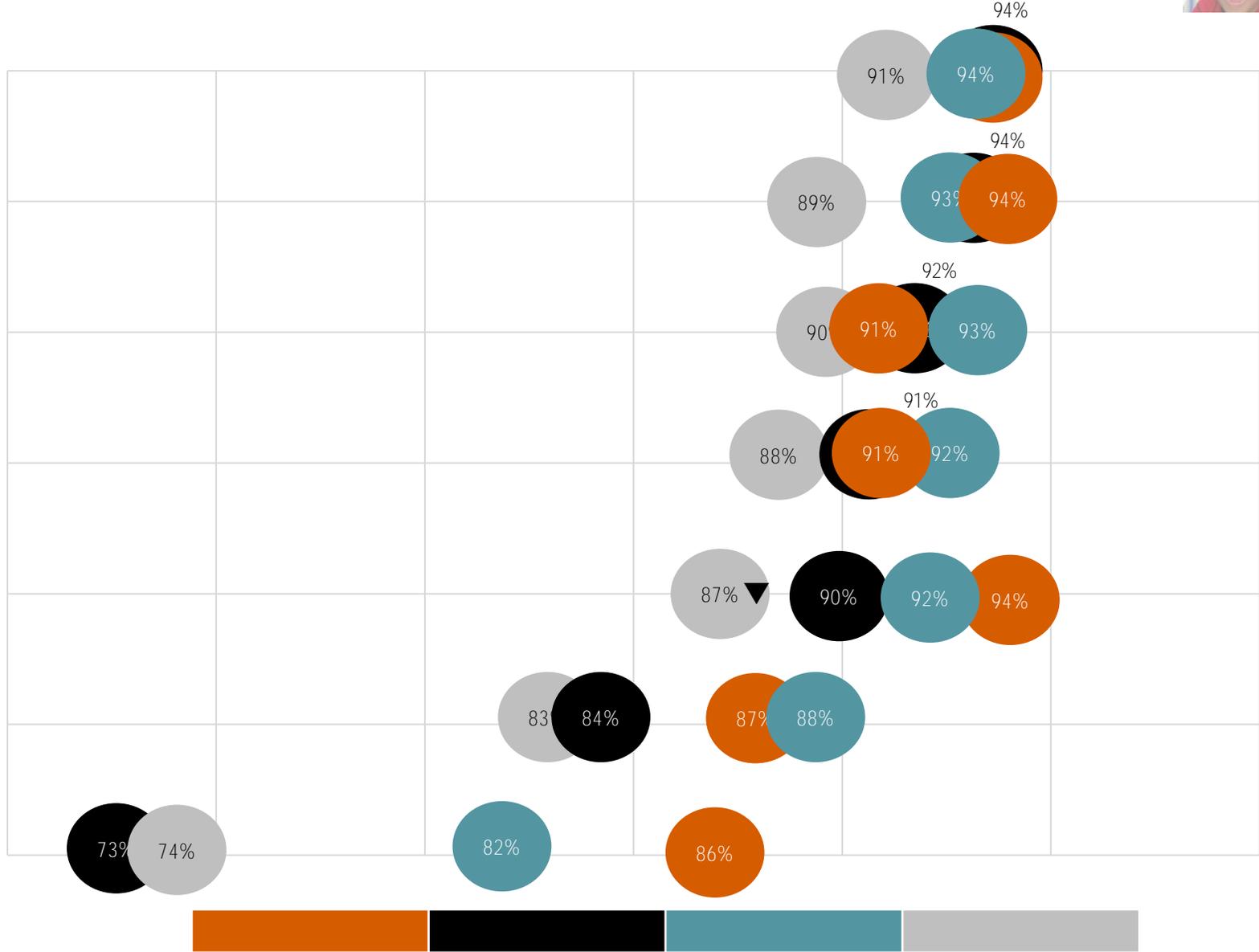
Providing information: How well did immigration adviser deliver on ... (% well/very well)





Information provision perceptions by visa type

- Provided answers to my questions in way I understood (94%)
- Provided additional information when asked (93%)
- Provided consistent information, advice (93%)
- Provided quick response to questions (92%)
- Explained all immigration options to me (92%)
- Provided copy of important discussions in person, over phone (87%)
- Referred to another adviser/lawyer when specialist advice needed (81%)

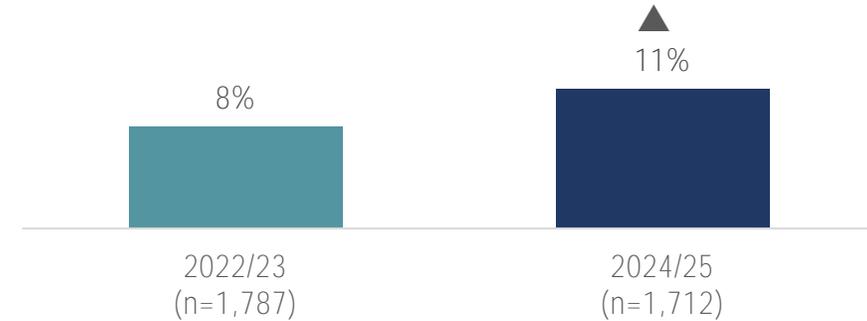


Few applicants requested information on Treaty or Māori customs/traditions – but advisers meet these requests well

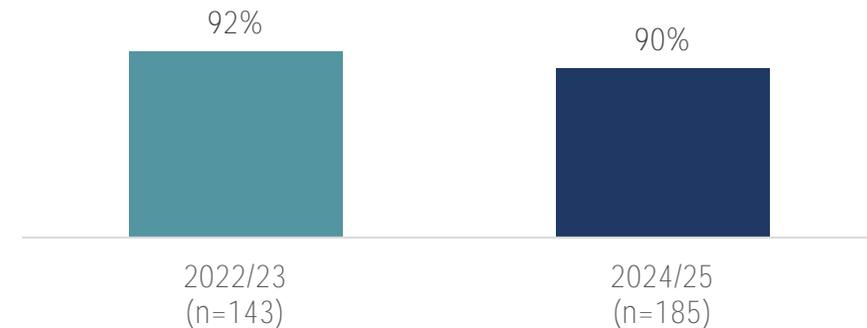
11% of applicants requested information from their immigration adviser on the Treaty of Waitangi or Māori customs and traditions – a significant increase from 2022/23 (8%). Those applying for a Visitor visa (18%) and from the Indian Subcontinent (18%) were over-represented among those requesting this information.

Of the 185 respondents who requested this information, almost all (90%) rated their adviser positively for assisting them to access information about the Treaty of Waitangi; just 3% gave a negative response.

Requested information about Treaty of Waitangi or Māori customs/traditions



Advisers' ability to access information about Treaty of Waitangi or Māori customs/traditions (% well/very well)

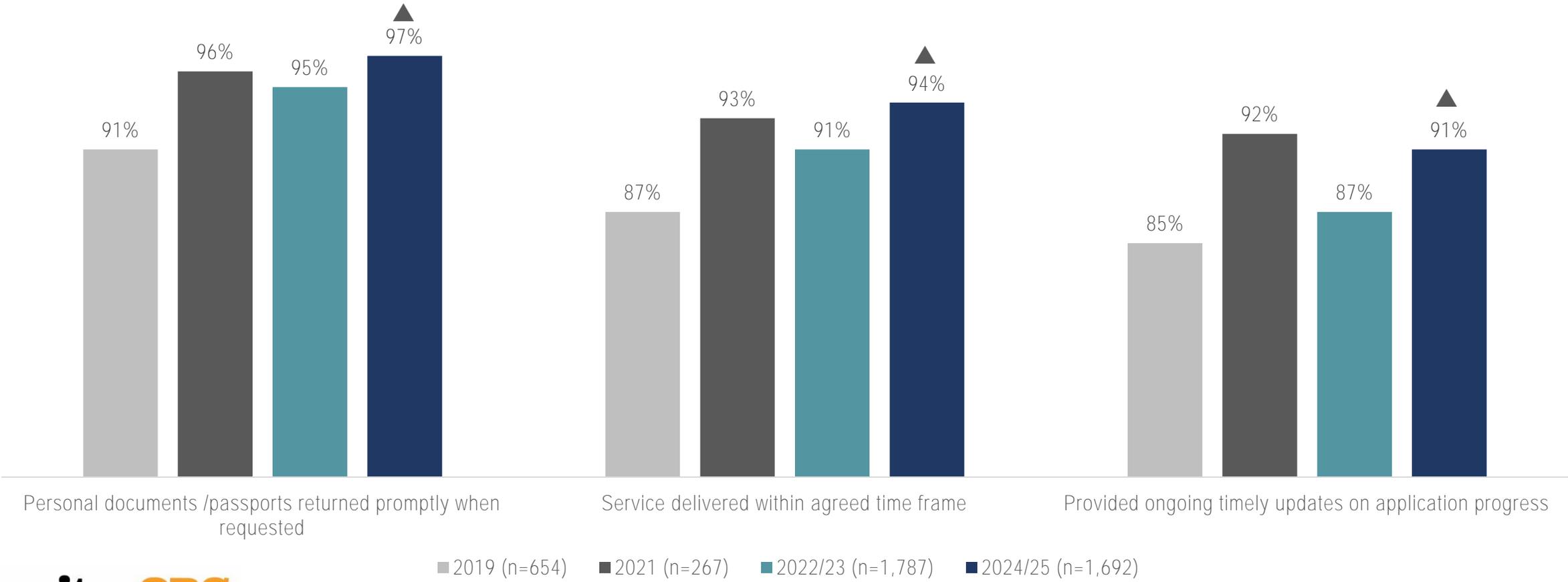




Positive perceptions of timeliness have improved significantly

Applicants' ratings for the timeliness of the process remain high, with all three key areas showing significant improvement compared with 2022/23. The most notable improvement is for the provision of timely updates on the progress of the application, which increased 4 percentage points to 91%. Ratings remain particularly strong for the return of personal documents when requested (97%). Student visa applicants rate all aspects of timeliness less positively than those applying for other visas (Slide 42).

Timeliness: How well did immigration adviser deliver on ... (% well/very well)



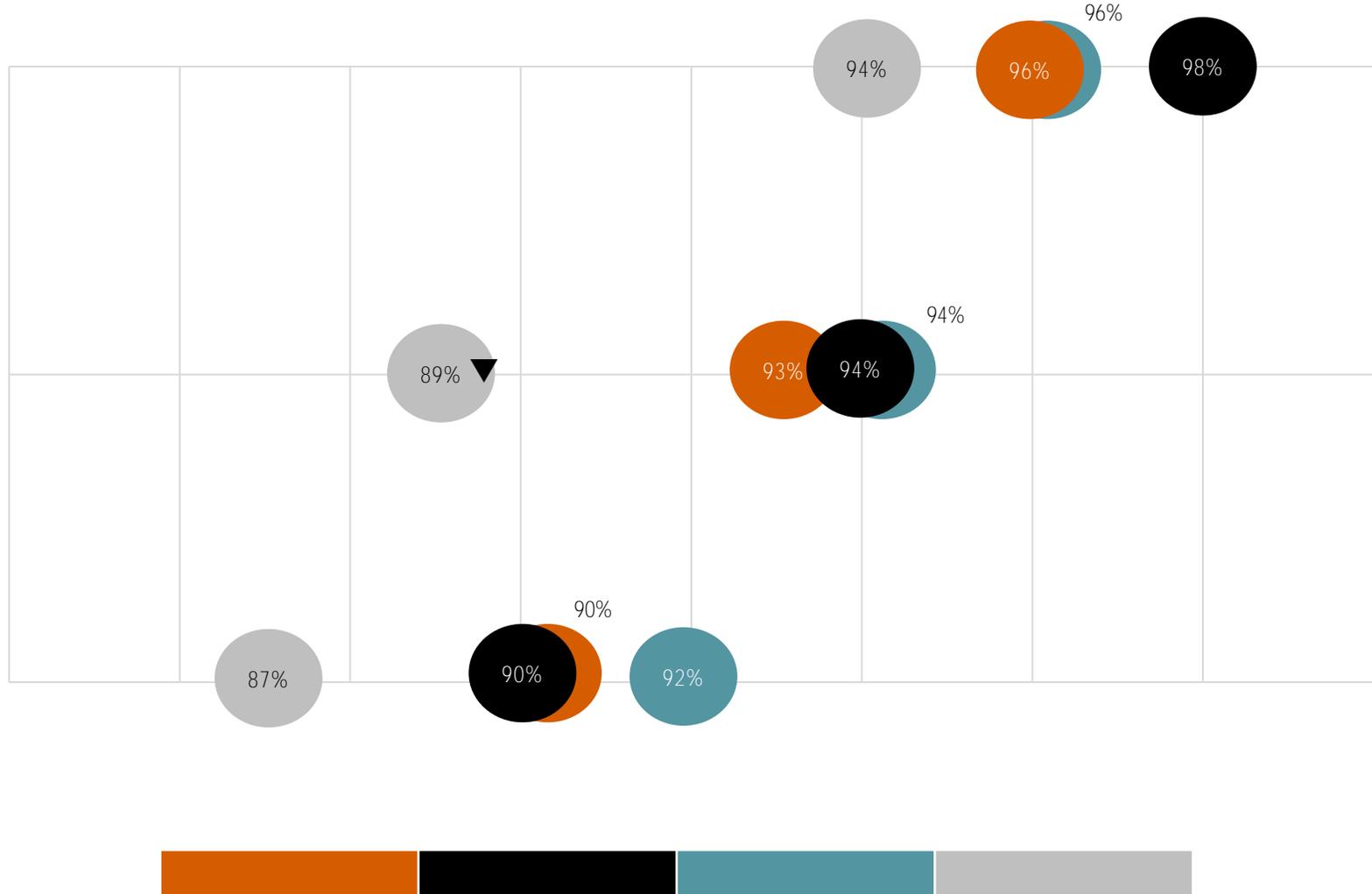


Perceptions of timeliness by visa type

Personal documents/passports returned promptly when requested (97%)

Service delivered within agreed time frame (94%)

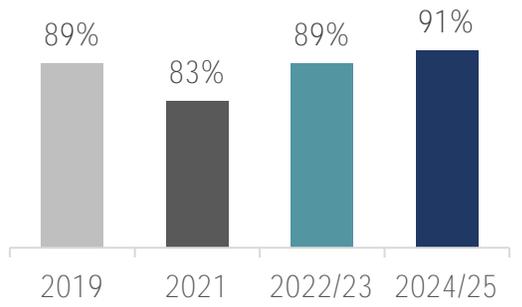
Provided ongoing timely updates on application progress (91%)





Perceptions of written agreement positive among those who received one

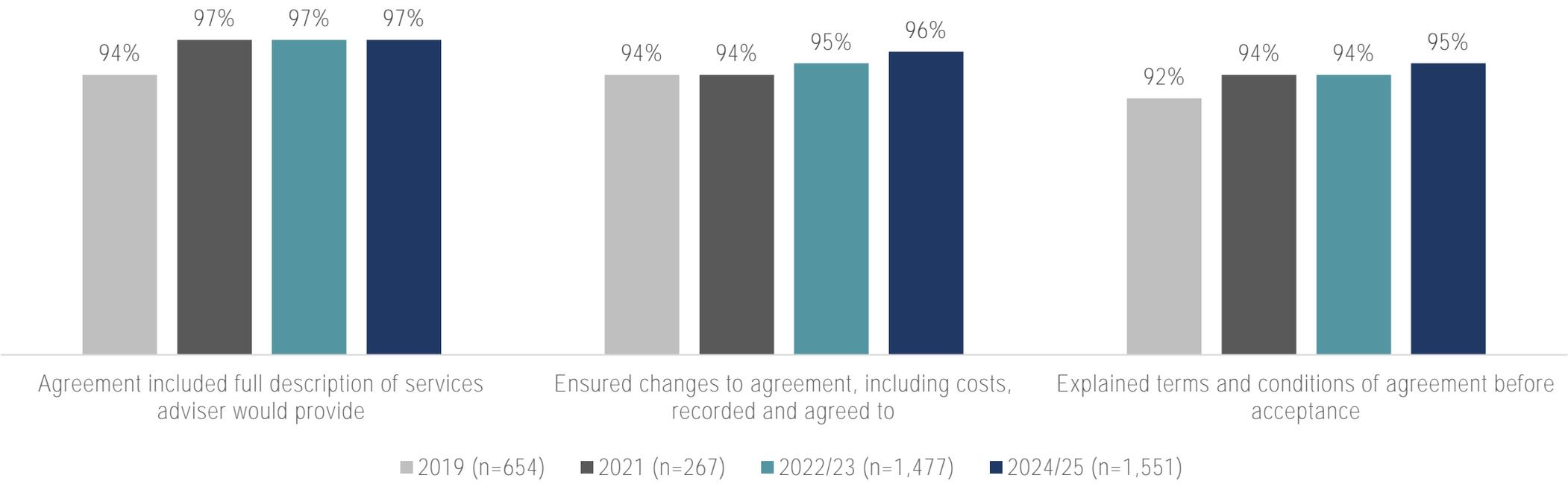
Provided with written agreement by LIA?



91% of applicants could recall having been given a written agreement outlining the services that would be provided to them by their adviser, this share stable from 89% in 2022/23. Those aged 20 years or younger were significantly more likely to report definitely not having been provided with a written agreement (12% - compared with 3% of all respondents).

Among those who had received a written agreement, perceptions of the three aspects questioned on continue to be very positive, with results stable over time. Student visa applicants rate each aspect of the written agreement less positively than other visa types (Slide 44).

Written agreement: How well did immigration adviser deliver on ... (% well/very well)



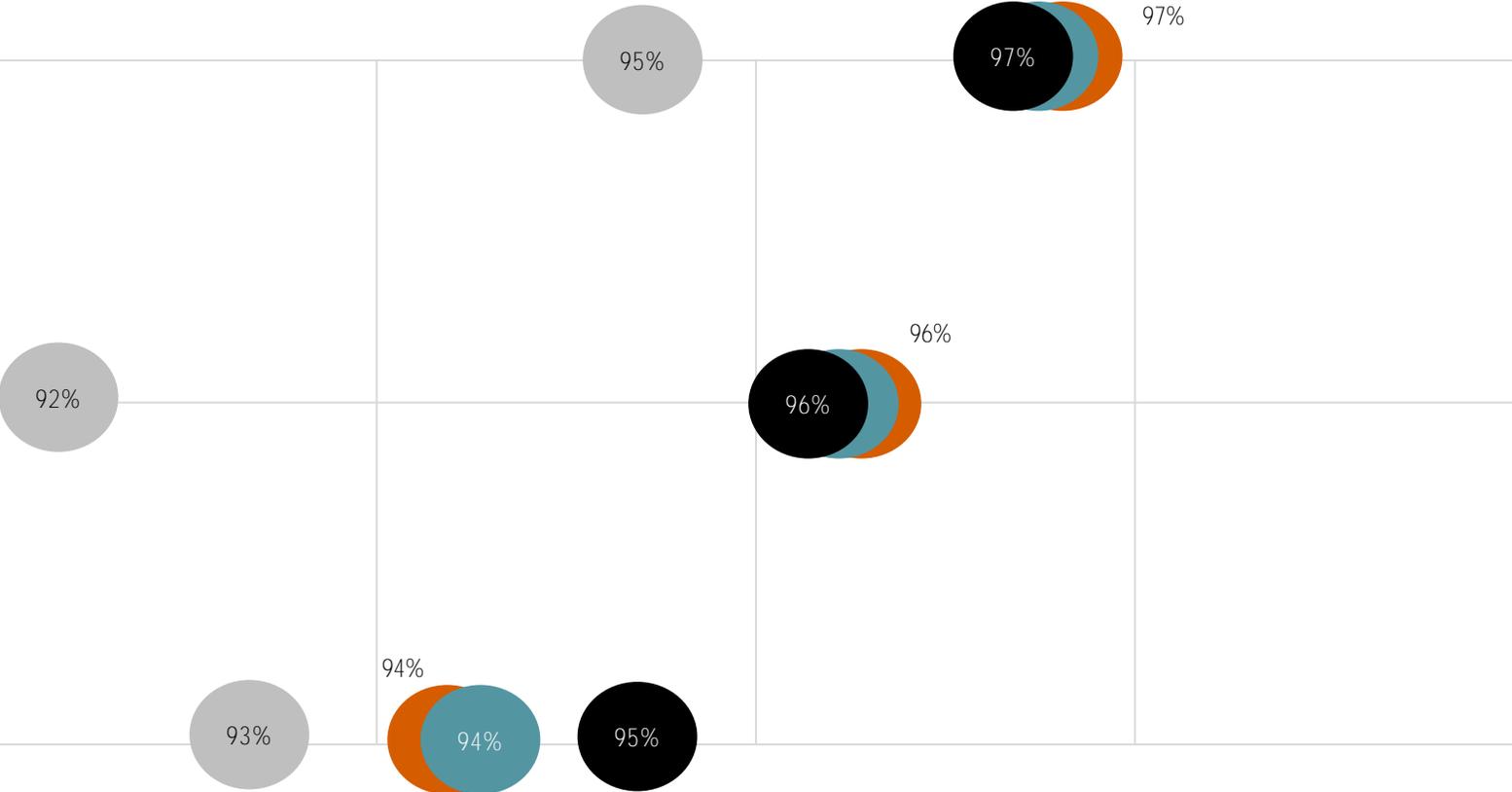


Perceptions of written agreement by visa type

Agreement included full description of services adviser would provide (97%)

Ensured changes to agreement, including costs, recorded and agreed to (96%)

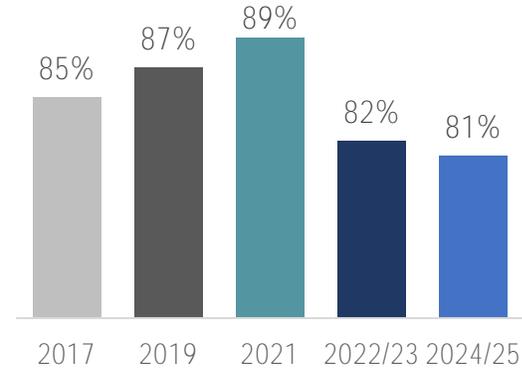
Explained terms and conditions of agreement before acceptance (95%)





Most applicants had paid for the services received; just over half could recall paying at least part in advance

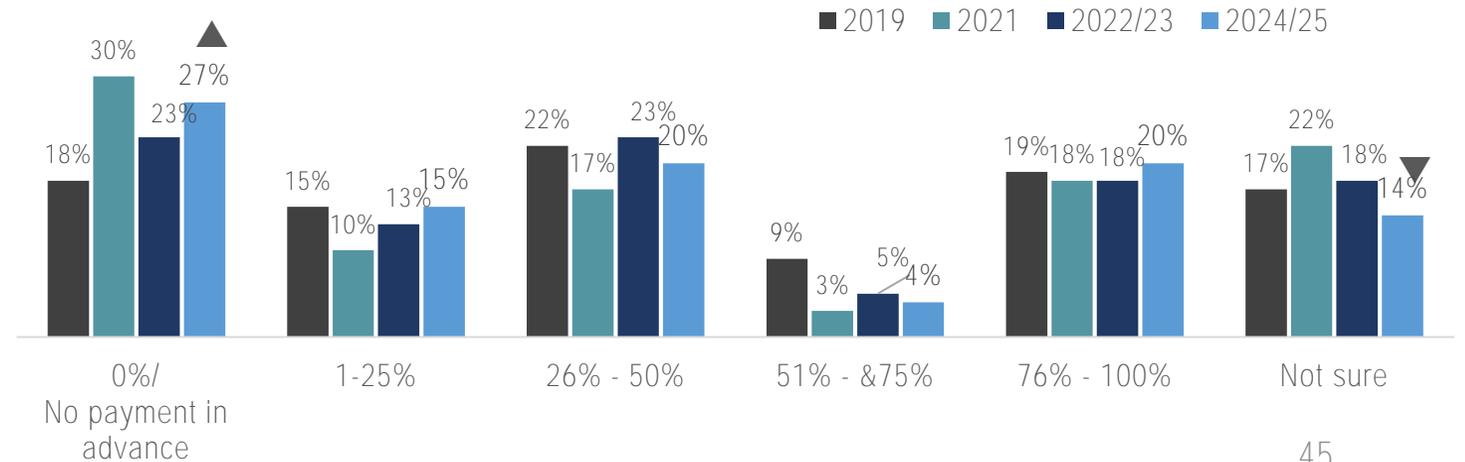
Payment for services provided by immigration adviser



More than four in five respondents (81%) had paid for the services provided by their immigration adviser. This included 87% of those applying for a Resident visa.

Of those who paid for services, 59% reported paying at least part of the cost upfront, this share unchanged from 2022/23. One in five (20%) paid for three-quarters of the cost or more in advance.

Proportion of total service cost paid in advance



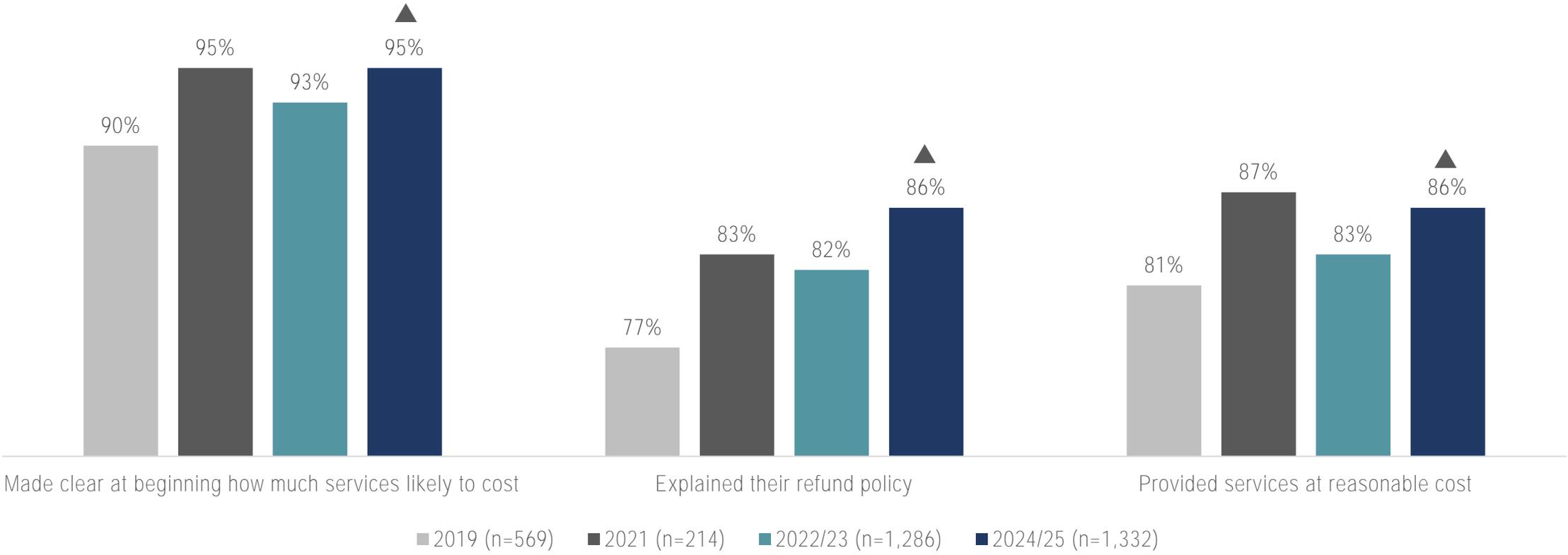
Base: n=1,373 (Respondents who paid for services provided by immigration adviser)



Perceptions of cost positive and improving

Among those who paid for the services provided, almost all (95%) agree that it was made clear at the beginning how much the services were likely to cost. Positive perceptions of the explanation of the refund policy and the service being provided at a reasonable cost have improved significantly from 2022/23.

Cost: How well did immigration adviser deliver on ... (% well/very well)



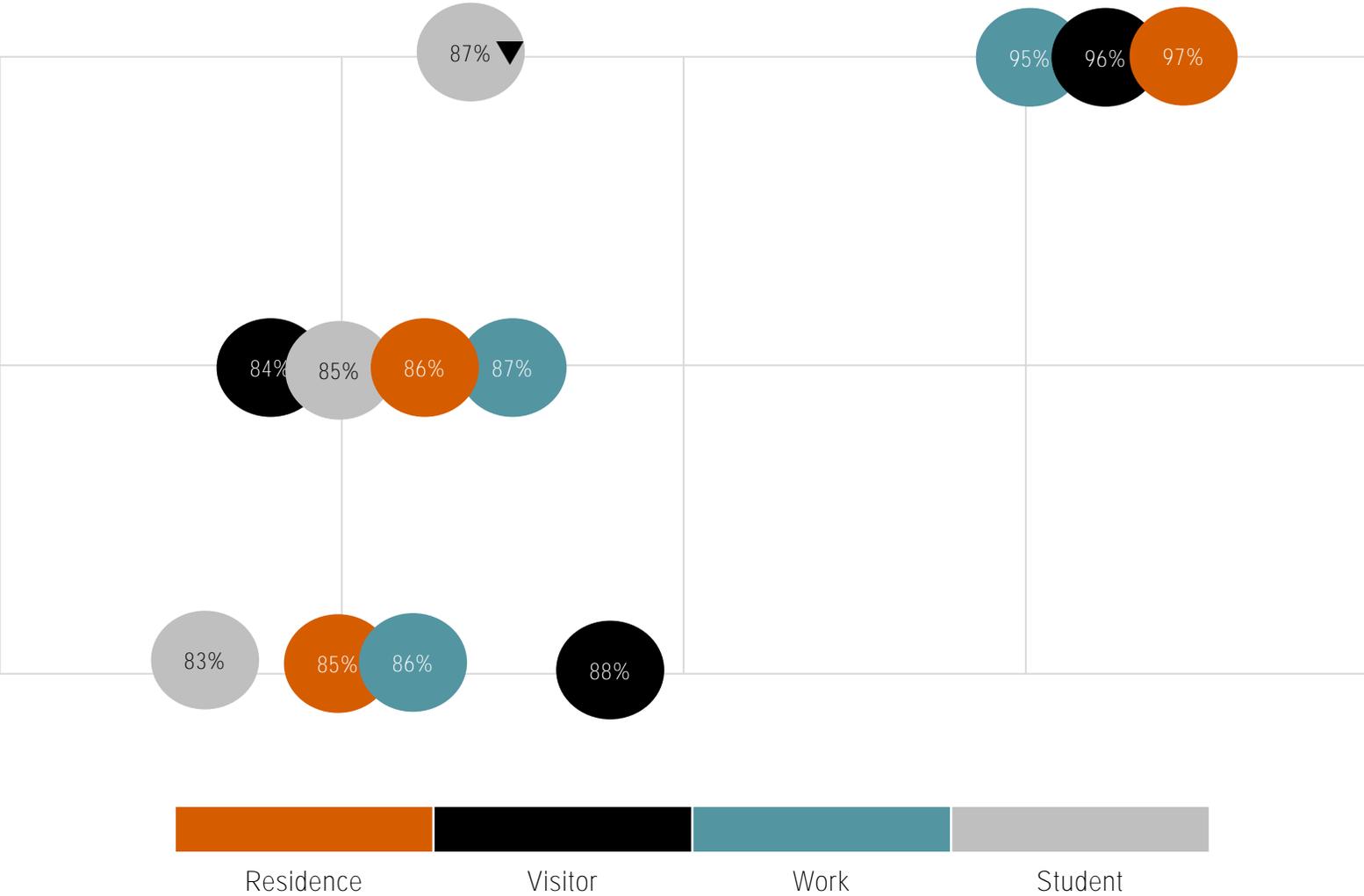


Perceptions of cost by visa type

Made clear at beginning how much service likely to cost (95%)

Explained their refund policy (86%)

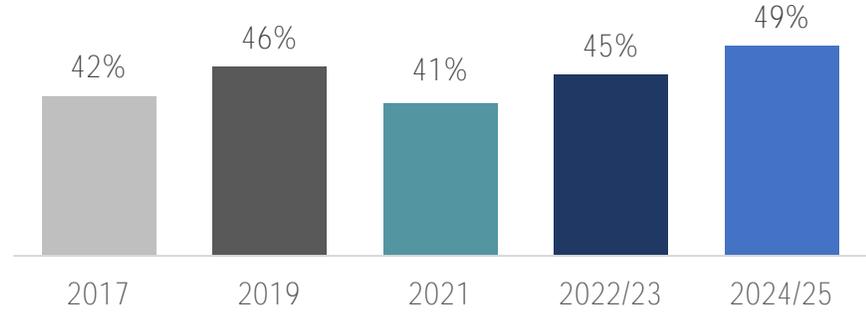
Provided services at reasonable cost (86%)





More than half of LIA clients continue to be unaware of the complaints process

Awareness of how to make complaint



Half of clients knew how to make a complaint if they were unhappy with the service they had received from their immigration adviser. More than a quarter (29%) reported that they definitely didn't know how to make a complaint; 22% were unsure.

Bases: 2019: n=654; 2021: n=267; 2022/23: n=1,787; 2024/25: n=1,712

Incidence rate for making complaint



Among applicants who received a decision on their application between July '24 and June '25, 17 (1%) had made a complaint.

Nine had complained to the IAA. Six were satisfied with the way the IAA dealt with their complaint; one was dissatisfied. Two gave a neutral rating.

Eight had made their complaint through their adviser's internal complaints procedure; seven were satisfied with the way their adviser dealt with their complaint; one was dissatisfied.



Moving Forward

81% of applicants say no improvements are needed to the service provided by their adviser

Of those who gave suggestions, the most frequently-mentioned are outlined in the table below.



Suggestions for improvement include:

- | | |
|---|----|
| • More regular contact with clients/more updates | 2% |
| • Greater professionalism – accountability, service consistency | 2% |
| • Reduce cost/better value for money | 2% |
| • More timely response to questions | 2% |
| • Provide more/complete information | 1% |
| • Greater transparency | 1% |
| • Understand client/client's needs better | 1% |
| • Better customer service generally | 1% |
| • Improve communications <i>(no further detail provided)</i> | 1% |
| • Faster processing/minimise delays | 1% |
| • Ensure all information is correct | 1% |
| • More knowledgeable staff | 1% |
| • Provision of clearer information | 1% |

Multiple responses to this question permitted. A full list of suggestions is provided in Appendix B.



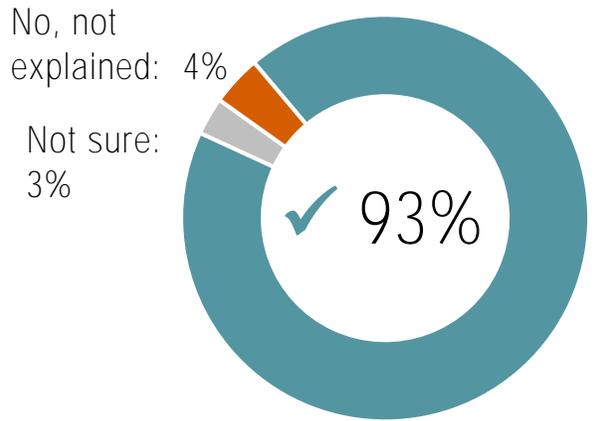
Awareness of Visa Conditions



Levels of awareness of visa conditions have improved from 2022/23, especially among visitor visa applicants

Awareness among visitor visa applicants that they are not permitted to work in New Zealand has improved significantly since 2022/23, rising by 16 percentage points to 85%. Only 7% now believe they are allowed to work in New Zealand, a significant drop from 22% two years ago. Meanwhile, almost all work visa holders (93%) report having received clear explanations of their work visa conditions. However, there is still considerable uncertainty among student visa holders as to whether they have to get their visa changed if they switch education provider (31% unsure).

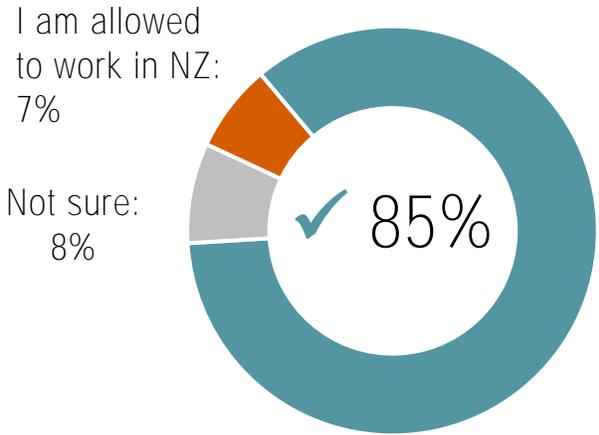
Work visa applicants:
My adviser explained the work conditions of my visa to me



Correct response (Yes): 93%
2022/23: 88%

Base: n=589 (Approved work visa applicants)

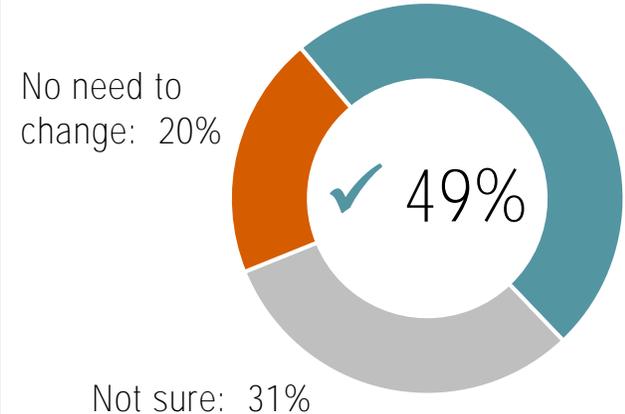
Visitor visa applicants:
I am allowed to work while I am in New Zealand



Correct response (No): 85%
2022/23: 69%

Base: n=257 (Approved visitor visa applicants, excluding CPV and Variation on Conditions)

Student visa applicants:
If I want to change my education provider, I have to get my visa changed first



Correct response (Yes): 49%
2022/23: 47%

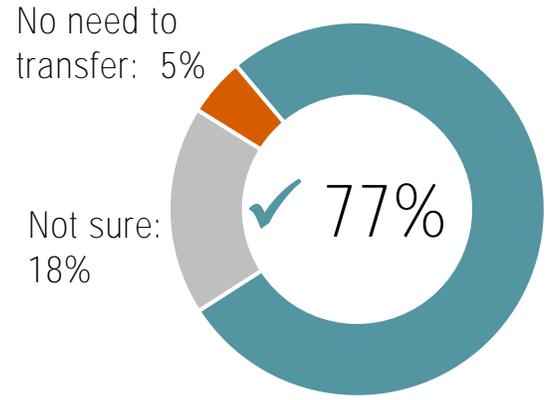
Base: n=324 (Approved student visa applicants)



Levels of awareness of visa conditions remain high. Continued uncertainty around transferring of visas to new passports

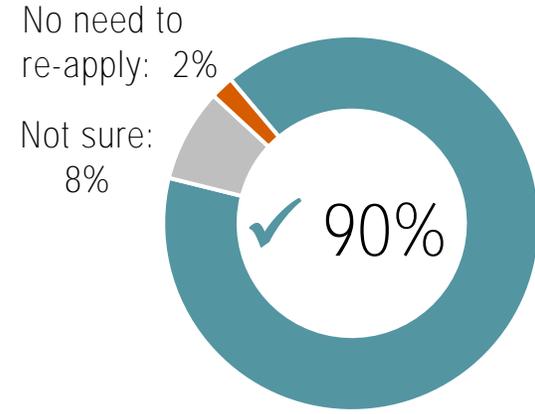
Most applicants are aware that, if they plan to leave New Zealand and return, they need to consider the travel conditions attached to their visa (90%). In contrast (but consistent with previous rounds), there is uncertainty around the need to transfer visas to new passports (18% unsure).

If I get a new passport while my visa is still valid, I must apply to transfer my visa to my new passport



Correct response (Yes): 77%
 2022/23: 75%
 2021: 80%

If I plan to leave New Zealand and return, I must consider the travel conditions attached to my visa

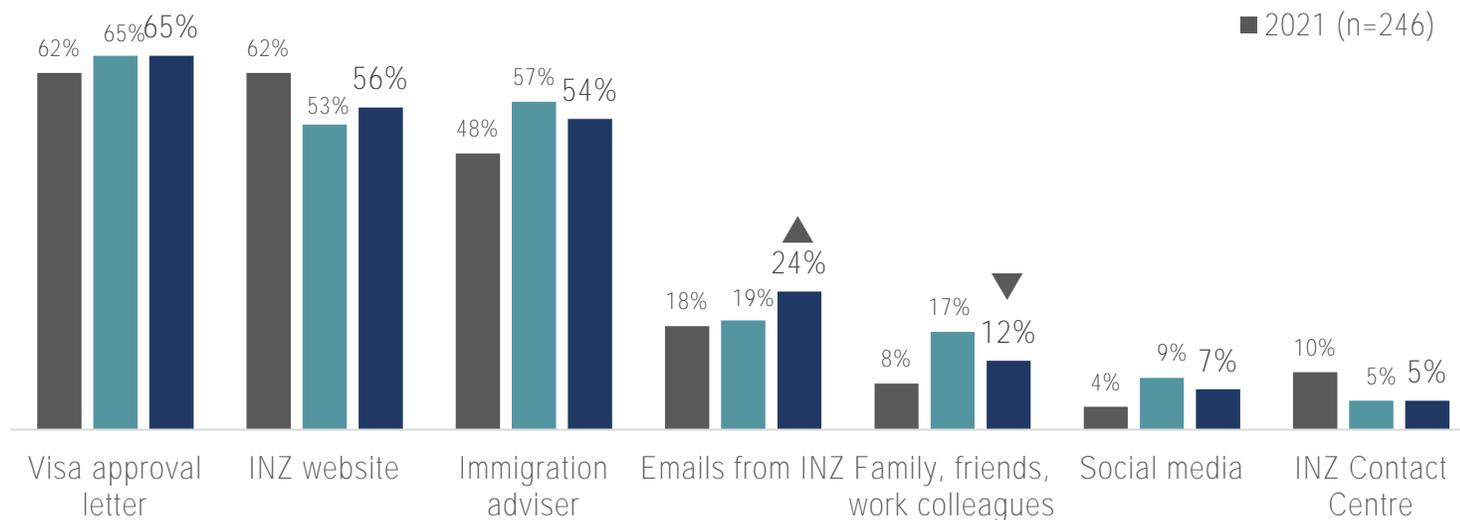


Correct response (Yes): 90%
 2022/23: 89%

Despite using an immigration adviser, applicants are most likely to find out how their current visa works through INZ-provided sources

Applicants using an immigration adviser are most likely to learn about their visa through INZ channels, with 65% citing the visa approval letter and 56% using the INZ website. In comparison, 54% obtain visa information from their adviser, stable from 2022/23. Use of informal sources have declined, with information via family/friends dropping from 17% to 12% and social media usage falling from 9% to 7%.

Sources of information about how current visa works



Base: Multiple responses to this question allowed. Graph shows those sources mentioned by 5% or more of respondents. A full list of sources can be found in Appendix B.

▲▼ denotes result statistically significantly different from previous period. Arrow denotes direction of change



Appendix

- A. Sample profile**
- B. Open ended responses**
- C. Quarterly data**
- D. Questionnaire**



Sample profile

Gender

	2019	2021	2022/23	2024/25
Female	46%	43%	55%	55%
Male	54%	57%	45%	45%

Age

	2019	2021	2022/23	2024/25
20 years or younger	3%	3%	4%	2%
21-30 years	35%	32%	27%	25%
31-40 years	37%	37%	37%	37%
41-50 years	17%	20%	21%	25%
50 years +	8%	8%	11%	11%

Visa type

	2019	2021	2022/23	2024/25
Work	61%	58%	37%	48%
Residence	11%	14%	13%	20%
Visitor	10%	15%	26%	16%
Student	18%	13%	24%	16%

Location at time of application

Country	2019	2021	2022/23	2024/25
New Zealand	52%	72%	85%	88%
Off-shore	48%	28%	15%	12%

Application outcome

	2019	2021	2022/23	2024/25
Approved	93%	96%	96%	94%
Declined	7%	4%	4%	6%



Sample profile

Nationality

Country	2019	2021	2022/23	2024/25
Indian subcontinent	15%	21%	25%	27%
Chinese/East Asian	23%	29%	31%	26%
Southeast Asian	17%	19%	16%	23%
African/Middle Eastern	8%	7%	8%	8%
Western European/UK	5%	9%	5%	5%
Pacific	4%	5%	5%	4%
Central/South American	4%	4%	6%	3%
North American	1%	3%	2%	3%
Eastern European/Russian	0%	3%	2%	1%
Other	23%	0%	0%	0%

English language competency

How well can you communicate in English?	2022/23	2024/25
Very well	44%	48%
Well	25%	26%
Fairly well	12%	14%
Not very well	11%	8%
Only understand a few words/phrases	6%	3%
Not at all	2%	1%

Note that Chinese/east Asian applicants were over-represented among those who described themselves as not able to communicate in English well (38% giving a rating of 'not very well' or poorer). The survey questionnaire was also provided in Simplified Chinese to cater for this group.



Reasons for using an immigration adviser

Q5a: Why did you use an adviser?

Q5b. And which of these would be you one main reason for using an adviser?

Reasons	All reasons	Main reason
I prefer to use professional services	49%	24%
I wanted to have the best chance of success	47%	22%
The visa rules and criteria keep changing/wanted to make sure I had up-to-date information	31%	12%
Family or friends recommended I use the adviser	22%	5%
I wanted to get my visa as quickly as possible	21%	3%
I was unsure about how to fill in the application form	21%	4%
I didn't have time to do it myself	17%	4%
The visa rules and criteria were difficult to understand	15%	3%
English is not my first language/needed assistance with understanding forms etc. in English	14%	5%
I was unsure about which visa to apply for	11%	2%
Recommended or arranged by employer/work	11%	8%
My case was complicated	9%	4%
I thought I would be treated more fairly	7%	1%
Wasn't aware there was any other way to get visa	2%	1%
Other		2%



Contributors to service expectations not being met

Q27b: What one thing made the service you got from your immigration adviser worse than you expected it to be?

Reasons	Number of Respondents
Lack of communication	N=22
Lacked sufficient knowledge	N=16
Poor treatment by staff – unfriendly, not tactful, unprofessional	N=15
Lack of follow-up/not proactive/needed to be followed up	N=12
Poor quality information received	N=11
Lack of clarity about how application process would work	N=11
Very expensive/poor value for money	N=10
Administration errors/lack of attention to detail	N=9
Process took longer than expected	N=9
Visa application declined	N=5
Adviser didn't have client's needs as main focus	N=5
Lack of ongoing support	N=4
Still had to do a lot of work myself	N=3
Stressful to deal with	N=3
Ongoing required for more information	N=3
Gave incorrect information about costs	N=2
Poor customer service generally	N=2
Had to repeat information to different staff	N=1



Contributors to service expectations being exceeded

Q27b: What one thing made the service you got from your immigration adviser better than you expected it to be?

Reasons	Share of Respondents
Good communication – regularly updated, quick response to questions	28%
Advice delivered well – precise, thorough	13%
Professional	11%
Treat clients well – friendly, patient, caring	10%
Working quickly/working within the required time frames	9%
General positive comment	7%
Worked efficiently	6%
Knowledgeable/knew about recent changes	6%
Outcome achieved/received visa	5%
Approved faster than expected	5%
Easy to contact	5%
Honest, trustworthy, accountable	5%
Gave client peace of mind, confidence	4%
Went the extra mile to help/did more than expected	4%
Provided support throughout the process	4%
Took client circumstances into account	3%
Transparent process	3%
Good quality/accurate documents prepared	3%
Support provided throughout process	3%

Reasons	Share of Respondents
Minimal effort required by client	3%
Genuinely wanted to help	3%
Thorough approach	3%
Responded well to problems/unforeseen circumstances	2%
Positive attitude	2%
Proactive	2%
Dealt effectively with INZ	1%
Could communicate in home country language/culturally aligned	1%
Value for money	1%
Open to discussing options	1%
Set realistic expectations of success	1%
Flexible fee structure	<1%
Looked after client documents	<1%
Ongoing support post-approval	<1%
Contact with/worked with senior staff	<1%
Did exactly what they said they would do	<1%
Upheld client confidentiality	<1%
Persistent with INZ	<1%

Suggestions for service improvements

Base: n=1,701 (All respondents)
Multiple responses to this question permitted.



Q28: What one thing could your immigration adviser do to improve the service they provide to people like you?

Improvement	Number of Respondents
More regular contact with clients/more updates	N=40
Reduce cost/better value for money	N=34
More time response to questions	N=31
Greater professionalism – accountability, service consistency	N=25
Provide more/complete information	N=23
Improve communication (<i>not specified further</i>)	N=16
More knowledgeable staff	N=14
Faster processing/minimise delays	N=13
Ensure all information is correct	N=13
Greater transparency	N=11
Provision of clearer information	N=11
Better customer service	N=10
Full disclose of all costs, terms and conditions	N=10
Offer more personalised service	N=9
Understand client/client needs better	N=9
Spend more time with client/on client's application	N=9
Be more proactive in providing information	N=8
Provide more realistic time frames	N=8
Greater attention to detail	N=8
Advise on options	N=6

Improvement	Number of Respondents
More honest advice/dealings with clients	N=6
Be more reassuring	N=6
More communication channels available/allow video calls	N=5
Pay only on visa approval/allow payment in installments	N=5
Be more efficient., straight to the point	N=5
Make it easier to pay	N=4
More settlement support	N=4
Interpreters and/or translation service available	N=4
Tailor responses/information to client	N=3
Have app to share documents, chat, check progress etc.	N=3
Able to deal with a single staff member only	N=3
Able to deal with LIA directly	N=2
Have more staff available	N=2
Make it easier to contact particular staff	N=2
Request all information at the same time, not piecemeal	N=2
Provide more assistance to find work/contact employers	N=2
Address privacy/security issues	N=2
More opportunity for face-to-face interactions	N=2
More advertising of benefits of using LIAs	N=2
Put more pressure on INZ to process applications quickly/explain delays	N=2



Suggestions for service improvements

Q28: What one thing could your immigration adviser do to improve the service they provide to people like you?

Improvement	Number of Respondents
Provide more settlement information	N=1
Provide information on other services available	N=1
Allow client access to files submitted	N=1
Improve communications between team members	N=1
Better record keeping of client discussions	N=1
Follow client's instructions	N=1
No improvements needed	N=1,366 (81%)



Sources of information used to know how current visa works

Q33: And how do you know about how your current visa works? Where did you get this information?

Improvement	Share of Respondents
Visa approval letter	64%
Immigration adviser (or immigration lawyer, off-shore student adviser)	56%
Immigration New Zealand website	55%
Emails from Immigration New Zealand	24%
Told by family, friends, work colleagues, fellow students, etc.	13%
From social media	7%
Immigration New Zealand contact centre	5%
Staff at an Immigration New Zealand office	4%
Other websites	3%
Just guessed/similar to other countries	1%
Can't remember	1%



Awareness and Use of Licensed Immigration Advisers

Q1: Had you heard of the Immigration Advisers Authority before we contacted you about this survey

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Yes	35%	33%	32%	29%
No	51%	44%	51%	51%
Not sure	14%	23%	17%	20%
Sample size (n)	563	401	388	360

Q3: Did you use an immigration adviser who was licensed?

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Yes – used licensed adviser	95%	97%	97%	91% ▼
No – didn't use licensed adviser	1%	1%	0%	2%
Not sure if my adviser was licensed or not	4%	2%	3%	7% ▲
Sample size (n)	563	401	388	360

Q3b: How do/did you know that your immigration adviser was licensed?

	Jan-Mar 2025	Apr-Jun 2025
Told me they were licensed	34%	37%
Family/friend/employer told me they were licenced	29%	31%
Checked on the Register of Licenced Immigration Advisers	27%	28%
Showed me/sent me a copy of their digital licence	36%	27% ▼
Showed me their physical certificate/licence	19%	15%
Just assumed they were licenced	3%	6% ▲
Sample size (n)	388	360

Q4: Were you aware there is an online register of licensed immigration advisers at <https://iaa.ewr.govt.nz/PublicRegister/Search.aspx> where you can check if an adviser is licensed or not?

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Yes	60%	59%	47% ▼	48%
No	27%	26%	41% ▲	37%
Not sure	13%	15%	12%	15%
Sample size (n)	563	401	388	360



Awareness and Use of Licensed Immigration Advisers

Q6: How did you hear about the immigration adviser that you used?

Reasons	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Family or friends	66%	53% ▼	54%	56%
Internet search	11%	11%	13%	17%
Education institute	10%	6% ▼	7%	14% ▲
Employer	7%	15% ▲	18%	12% ▼
Social media	10%	10%	8%	11%
Register at www.iaa.govt.nz	8%	9%	6%	9%
Recruitment agency	3%	6%	6%	1% ▼
Sample size (n)	563	401	388	360

Q7a: Did your immigration adviser provide you with a copy of the New Zealand Licensed Immigration Advisers' Professional Standards?

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Yes	70%	69%	60% ▼	57%
No	9%	10%	13%	18%
Not sure	21%	21%	27% ▲	25%
Sample size (n)	562	401	388	360

Q7b: The Professional Standards are available in English, Korean, Samoan, Tongan, Simplified Chinese and Traditional Chinese. Did you get them in a language that you could read and understand?

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Yes	98%	96%	96%	96%
No	1%	3%	3%	2%
Not sure	1%	1%	1%	2%
Sample size (n)	391	271	233	205

Base: Respondents provided with a copy of the New Zealand Licensed Immigration Advisers Professional Standards

Q7c: Did your immigration adviser explain the standards to you?

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Yes	85%	89%	82% ▼	82%
No	2%	2%	6% ▲	7%
Not sure	13%	9%	12%	11%
Sample size (n)	391	271	233	205

Base: Respondents provided with a copy of the New Zealand Licensed Immigration Advisers Professional Standards

Awareness and Use of Licensed Immigration Advisers



Q5: Why did you have an adviser? (All reasons given)

Reasons	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
I wanted to have the best chance of success	46%	44%	48%	49%
I prefer to use professional services	54%	50%	47%	47%
The visa rules and criteria keep changing/wanted to make sure I had up-to-date information	32%	31%	28%	31%
I was unsure about how to fill in the application form	22%	21%	17%	22%
I wanted to get my visa as quickly as possible	22%	24%	20%	20%
Family or friends recommended I use the adviser	26%	22%	18%	20%
The visa rules and criteria were difficult to understand	16%	15%	14%	14%
I didn't have time to do it myself	16%	20%	20%	14% ▼
I was unsure about which visa to apply for	11%	11%	9%	11%
My case was complicated	10%	7%	8%	11%
Recommended or arranged by employer/work	6%	13% ▲	15%	10% ▼
English is not my first language/needed assistance with understanding forms etc. in English	14%	16%	15%	9% ▼
I thought I would be treated more fairly	9%	8%	6%	8%
Wasn't aware there was any other way to get visa	3%	3%	2%	2%
Sample size (n)	524	401	388	360



Awareness and Use of Licensed Immigration Advisers

Q5: Why did you have an adviser? (One main reason)

Reasons	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
I wanted to have the best chance of success	21%	21%	21%	24%
I prefer to use professional services	27%	23%	22%	23%
The visa rules and criteria keep changing/wanted to make sure I had up-to-date information	11%	13%	13%	10%
Recommended or arranged by employer/work	4%	9% ▲	10%	8%
My case was complicated	6%	4%	4%	6%
I was unsure about how to fill in the application form	3%	3%	4%	6%
Family or friends recommended I use the adviser	6%	6%	3%	4%
English is not my first language/needed assistance with understanding forms etc. in English	4%	5%	6%	3% ▼
I didn't have time to do it myself	4%	4%	6%	3% ▼
I wanted to get my visa as quickly as possible	3%	5%	3%	3%
The visa rules and criteria were difficult to understand	4%	3%	3%	3%
I was unsure about which visa to apply for	3%	2%	2%	3%
Wasn't aware there was any other way to get visa	1%	1%	<1%	1%
I thought I would be treated more fairly	1%	1%	1%	<1%
Sample size (n)	524	401	388	360



Applicant Perceptions of Service Delivery

Q8, 9, 10: How well did your immigration adviser deliver on the following?

Client Service	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Treated me with respect	97%	97%	97%	95%
Was honest, truthful	97%	96%	96%	95%
Was professional at all times	95%	95%	96%	94%
Provided advice right for my individual circumstances	93%	95%	94%	94%
Good knowledge of NZ immigration law, procedures	95%	95%	95%	93%
Provided information so that I understood my situation	95%	96%	94%	93%
Represented my interests well	93%	96%	94%	92%
Carried out my instructions	94%	94%	94%	92%
Sample (n)	563	401	388	360

Communication	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Felt confident personal info, documents kept safe	96%	97%	96%	95%
Communications clear, easy to understand	96%	96%	96%	95%
Confirmed in writing when application lodged	96%	96%	95%	93%
Easy to make contact throughout process	94%	94%	94%	90% ▼
Provided me with interpreters, translators if required	92%	91%	91%	89%
Sample (n)	563	401	388	360

Providing Information	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Provided answers to my questions in a way I understood	94%	95%	93%	93%
Provided additional information when asked	93%	94%	92%	92%
Provided consistent information and advice	92%	94%	92%	91%
Explains all immigration options to me	92%	92%	90%	91%
Provided quick response to questions	93%	92%	89%	90%
Provided copy of important discussions in person, over phone	87%	87%	87%	85%
Referred to another adviser/lawyer when specialist advice needed	82%	81%	78%	77%
Sample (n)	563	401	388	360

Q11: Did you request information from your immigration adviser on the Treaty of Waitangi and Māori customs and traditions?

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Yes	12%	15%	6% ▼	10% ▲
No	88%	85%	94% ▲	90% ▼
Sample (n)	563	401	388	360



Applicant Perceptions of Service Delivery

Q12: How well did your immigration adviser assist you in accessing information about Treaty of Waitangi and Māori customs and traditions?

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Well (4)/Very well (5)	94%	88%	96%	85%
Sample (n)	66	57	27	35

Base: Respondents who requested information from their immigration adviser on the Treaty of Waitangi and Māori customs and traditions

Q13: How well did your adviser deliver on the following?

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Timeliness				
Personal documents/passports returned promptly when requested	98%	97%	95%	95%
Service delivered within agreed time frame	95%	92%	94%	91%
Provided ongoing timely updates on application progress	93%	90%	91%	89%
Sample (n)	563	401	388	360

Q14: Did your immigration adviser provide you with a written agreement outlining the services that they would provide to you?

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Yes	93%	95%	91%	84% ▼
No	1%	2%	3%	6% ▲
Not sure	6%	3%	6%	10% ▲
Sample (n)	563	401	388	360

Q15: Thinking about the written agreement you had, how well did your immigration adviser deliver on the following:

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Written Agreement				
The agreement included a full description of the services that the adviser would provide	97%	96%	97%	96%
Ensured that any changes to the agreement, including any changes to costs, were recorded and agreed to	96%	95%	97%	94%
Explained all the terms and conditions of the agreement before I accepted them	95%	95%	95%	92%
Sample (n)	563	401	388	360



Applicant Perceptions of Service Delivery

Q16: Did you or someone else have to pay for the services that your immigration adviser provided to you?

Cost	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Yes	80%	84%	83%	75% ▼
No	13%	11%	11%	16% ▲
Not sure	7%	5%	6%	9%
Sample (n)	563	401	388	360

Q17: What proportion of the total cost had to be paid in advance?

Cost	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
0%/No payment in advance	28%	26%	25%	28%
1 – 25%	18%	12% ▼	16%	15%
26 – 50%	21%	22%	18%	18%
51 – 75%	3%	4%	7%	4%
76 – 100%	19%	20%	19%	20%
Not sure	11%	16% ▲	16%	15%
Sample (n) (Respondents who paid for services provided)	446	333	320	274

Q18: Thinking about the total cost you paid, how well did your immigration adviser delivery on the following?

Cost	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Made it clear at the beginning how much the services were likely to cost	96%	94%	95%	90% ▼
Explained their refund policy	90%	87%	82%	84%
Provided services for a reasonable cost	89%	88%	82% ▼	84%
Sample (n)	563	401	388	360

▲▼ denotes result statistically significantly different from previous quarter. Arrow denotes direction of change



Applicant Perceptions of Service Delivery

Q19: Did you know how to make a complaint if you were unhappy with the service you received from your immigration adviser?

Complaint Handling	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Yes	50%	49%	49%	44%
No	26%	25%	33% ▲	36%
Don't know	24%	26%	19% ▼	20%
Sample (n)	563	401	388	360

Q20: Did you make a formal complaint about your licensed adviser?

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Yes	<1%	2%	1%	2%
No	98%	96%	98%	97%
Not sure	2%	2%	1%	1%
Sample (n)	563	401	388	360

Q21: Which of these channels did you make a formal complaint through?

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
To the Immigration Advisers Authority	N=1	N=3	N=2	N=3
Through the immigration adviser's internal complaints procedure	N=2	N=3	N=1	N=2
Other	0	0	0	N=1
Sample (n)	2	6	3	6

Q22/23: How satisfied with you with the handling of your complaint by ...

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
The Immigration Advisers Authority	N=1/1	N=1/3	N=1/2	N=3/3
Your immigration adviser	N=2/2	N=2/3	N=1/1	N=2/2
Sample (n)	2	3	3	5



Applicant Perceptions of Service Delivery

Q24/31: Overall how satisfied or dissatisfied were you with

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Overall satisfaction				
Quality of service you received from your immigration adviser?	90%	90%	89%	88%
Your overall experience of applying for a New Zealand visa	88%	89%	91%	88%
Sample (n)	563	401	388	360

Q26: Looking back, how did the service you got from your immigration adviser compare to what you expected?

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Better/much better than expected	67%	70%	63% ▼	64%
Same as expected	27%	26%	31% ▲	30%
Worse/much worse than expected	6%	4%	6%	6%
Sample (n)	563	401	388	360

▲▼ denotes result statistically significantly different from previous quarter. Arrow denotes direction of change

Q29: Would you recommend your immigration adviser to friends and family?

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Yes	92%	94%	92%	93%
No	8%	6%	8%	7%
Sample (n)	563	401	388	360

Q30: Based on the experience you have had, do you agree or disagree that ...

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
NZ is seen as a positive destination for migrants	91%	92%	90%	92%
Visa applicants are protected from receiving poor New Zealand immigration advice	84%	83%	86%	82%
Sample (n)	538	401	367	360



Applicant Perceptions of Service Delivery

Q27a: What one thing made the service you got from your immigration adviser worse than you expected it to be?

Reasons	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Lack of communication	N=9	N=2	N=8	N=6
Lacked sufficient knowledge	N=6	N=2	N=3	N=5
Poor treatment by staff – unfriendly, not tactful, unprofessional	N=8	N=4	N=1	N=4
Very expensive/poor value for money	N=3	N=3	N=2	N=3
Took longer than expected	0	0	0	N=3
Lack of follow-up/not proactive/needed to be followed up	N=2	N=1	N=5	N=2
Visa application declined	N=1	0	N=1	N=2
Administration errors/lack of attention to detail	N=3	N=1	N=4	N=1
Poor quality information received	N=5	N=1	N=3	N=1
Lack of ongoing support	N=1	0	N=3	N=1
Gave incorrect information about costs	N=2	0	N=1	N=1
Still had to do a lot of work myself	N=1	N=1	N=1	N=1
Stressful to deal with	0	0	0	N=1
Given incorrect information about costs	0	0	0	N=1
Ongoing requests for more information	0	0	0	N=1
Poor customer service generally	N=1	0	N=4	0
Lack of clarity about how application process would work	N=3	N=6	N=1	0
Adviser didn't have client needs as main focus	0	N=2	N=1	0
Sample (n) (Respondents who experience was worse/much worse than expected)			18	18



Applicant Perceptions of Service Delivery

Q27b: What one thing made the service you got from your immigration adviser better than you expected it to be?

Reasons	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Good communication – regularly updated, quick response to questions	33%	26%	26%	23%
Advice delivered well – precise, thorough	10%	15%	10% ▼	12%
Treat clients well – friendly, patient, caring	8%	10%	14%	11%
Working quickly/working within the required time frames	6%	8%	12%	9%
Professional	11%	13%	9%	9%
General positive comment	6%	7%	7%	9%
Gave client peace of mind, confidence	3%	5%	1% ▼	9% ▲
Knowledgeable/knew about recent changes	8%	9%	3% ▼	6%
Honest, trustworthy, accountable	7%	4%	2%	6% ▲
Outcome achieved/received visa	7%	5%	2% ▼	6% ▲
Thorough approach	4%	1%	3%	5%
Good quality/accurate documents prepared	3%	5%	1% ▼	5% ▲
Easy to contact	6%	6%	3% ▼	5%
Went the extra mile to help/did more than expected	1%	6%	3% ▼	4%
Approved faster than expected	4%	5%	7%	4%

Reasons	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Genuinely wanted to help	3%	4%	2%	3%
Worked efficiently	8%	9%	6%	3%
Positive attitude	1%	3%	3%	2%
Took client circumstances into account	5%	2%	2%	2%
Set realistic expectations of success	<1%	1%	3%	2%
Proactive	<1%	<1%	4% ▲	2%
Responded well to problems/unforeseen circumstances	2%	2%	<1%	2%
Ongoing support post-approval	1%	<1%	0	2%
Minimal effort required by client	3%	3%	2%	1%
Transparent process	5%	2%	7% ▲	1%
Could communicate in home country language/culturally aligned	1%	2%	1%	1%
Dealt effectively with INZ	2%	0%	0	1%
Did exactly what they said they would do	<1%	0%	1%	1%
Value for money	1%	0%	1%	<1%
Flexible fee structure	1%	1%	0	0
Contact with/worked with senior staff	1%	0%	0	0



Applicant Perceptions of Service Delivery

Q28: What one thing could your immigration adviser do to improve the service they provide to people like you?

Improvement	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Reduce cost/better value for money	N=11	N=5	N=7	N=10
More regular contact with clients/more updates	N=10	N=16	N=8	N=7
More time response to questions	N=9	N=8	N=7	N=7
Improve communication (<i>not specified further</i>)	N=4	N=2	N=2	N=7
Ensure all information is correct	N=3	N=2	N=3	N=5
More knowledgeable staff	N=2	N=1	N=3	N=5
Faster processing/minimise delays	N=3	N=3	N=2	N=5
Greater transparency	N=2	N=2	N=2	N=5
Greater professionalism – accountability, service consistency	N=11	N=10	N=3	N=4
Provide more/complete information	N=11	N=4	N=3	N=3
Better customer service	N=2	N=3	N=3	N=3
Be more proactive in providing information	N=1	N=2	N=5	N=2
Offer more personalised service	N=3	N=2	N=0	N=3
Pay only on visa approval/allow instalment payments/refunds	N=4	N=1	N=1	N=3
Understand client/client needs better	N=3	N=1	N=3	N=2
Greater attention to detail	N=4	N=1	N=3	N=1
Provide more realistic time frames	N=2	N=6	N=1	N=1
Address privacy concerns	N=1	N=0	N=0	N=1

Improvement	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Full disclose of all costs, terms and conditions	N=8	N=2	N=0	N=1
Request all information at the same time, not piecemeal	N=1	N=1	N=0	N=1
More advice on options available	N=1	N=0	N=4	N=1
Deal with a single staff member only	N=1	N=0	N=1	N=1
Clearer provision of information	N=2	N=3	N=4	N=1
Be more reassuring	N=1	N=1	N=4	N=0
More honest advice/dealings with clients	N=0	N=2	N=4	N=0
More settlement support	N=2	N=1	N=1	N=0
Spend more time with/on client and their application	N=6	N=3	N=1	N=0
Improve communication between team members	N=1	N=0	N=1	N=0
Provide interpreters/translation services	N=3	N=1	N=0	N=0
Provide more communication channels e.g. video calls	N=1	N=2	N=2	N=0
Mobile app to share documents, chat, check progress	N=2	N=1	N=0	N=0
Put more pressure on INZ to process application quickly	N=1	N=1	N=0	N=0
More advertising of benefits of LIAs	N=0	N=1	N=0	N=0
Tailor responses/information to clients	N=3	N=0	N=0	N=0
Provide client access to files submitted	N=1	N=0	N=0	N=0
No improvements needed	N=455 (81%)	N=318 (81%)	N=310 (80%)	N=282 (77%)



Awareness of Visa Conditions

Q32: Please answer the following based on your understanding of your current New Zealand visa. (% giving correct response)

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
<i>Work visa only:</i> My adviser explained the work conditions of my visa to me (Yes)	94%	95%	90%	91%
If I plan to leave New Zealand and return, the travel conditions on my visa should allow me to re-enter New Zealand (Yes)	90%	89%	90%	90%
<i>Visitor visa only:</i> I am allowed to work while I am in New Zealand (No)	86%	85%	84%	84%
If I get a new passport while my visa is still valid, I must apply to transfer my visa to my new passport (Yes)	77%	80%	76%	74%
<i>Student visa only:</i> If I want to change my education provider, I have to get my visa changed first (Yes)	50%	53%	41% ▼	51% ▲
<i>Sample (n)</i>	554	401	355	340

Base: Approved applicants only

Q31b: People look for immigration advice from a range of different places. This question will help us understand how much people know about who can provide this advice. Which of the following statements are correct? (% giving correct response)

	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Licensed immigration advisers are legally allowed to provide New Zealand immigration advice (Yes)	92%	94%	92%	93%
All immigration advisers, whether they are licensed or not, are legally allowed to provide New Zealand immigration advice (No)	69%	68%	64%	65%
Anyone who is an expert in immigration matters can legally provide New Zealand Immigration advice (No)	61%	59%	60%	62%
Immigration New Zealand staff are legally allowed to provide New Zealand immigration advice (Yes)	38%	46% ▲	38% ▼	37%
Visa Application Centre staff are legally allowed to provide New Zealand Immigration advice (No)	33%	31%	28%	27%
Anyone is legally allowed to provide New Zealand immigration advice provided they don't charge for this or do it on a regular basis (Yes)	13%	14%	12%	14%
<i>Sample size (n)</i>	563	401	388	360

▲▼ denotes result statistically significantly different from previous quarter. Arrow denotes direction of change



Awareness of Visa Conditions

Q33: And how do you know about how your current visa works? Where did you get this information?

Sources of information	Jul-Sep 2024	Oct-Dec 2024	Jan-Mar 2025	Apr-Jun 2025
Visa approval letter	64%	64%	64%	71% ▲
Immigration New Zealand website	57%	57%	52%	61% ▲
Immigration adviser (or immigration lawyer, off-shore student adviser)	55%	57%	56%	48% ▼
Emails from Immigration New Zealand	22%	28% ▲	23%	22%
Told by family, friends, work colleagues, fellow students, etc.	13%	14%	13%	8% ▼
From social media	6%	7%	9%	6%
Immigration New Zealand contact centre	5%	4%	5%	6%
Staff at an Immigration New Zealand office	2%	4%	4%	3%
Other websites	3%	3%	4%	1% ▼
Just guessed/similar to other countries	1%	1%	1%	1%
Can't remember	1%	1%	1%	1%
<i>Sample size (n)</i>	563	401	388	360

▲▼ denotes result statistically significantly different from previous quarter. Arrow denotes direction of change



Immigration Advisers Authority: Client Survey 2024/2025
Survey of Visa Applicants Who Have Used an Immigration Adviser

Email Invitation

Subject: Survey of New Zealand visa applicants who have used an immigration adviser

[点击此链接阅读简体中文](#)

(READS "CLICK HERE TO VIEW THIS EMAIL IN CHINESE")

Dear <FIRSTNAME>

We understand you recently used a licensed immigration adviser to help apply for a NZ visa.

The Immigration Advisers Authority protects people who receive immigration advice. They want to know what you think of the service provided by your licensed immigration adviser. Please help other migrants by sharing your experience.

[Follow this link to start the survey](#)

We are really interested to hear your feedback. While you don't have to take part, the survey is a great opportunity for you to tell us what went well and what didn't go so well in your dealings with your immigration adviser.

The survey should only take 10 minutes or so. Everyone who completes the survey will go into a prize draw to win one of five vouchers worth NZ\$100 each. The winner chooses which voucher they would like to receive.

Your participation will be anonymous and your answers will be treated with strictest confidence by Gravitas OPG. No personal information will be passed onto the Immigration Advisers Authority or your immigration adviser. We encourage you to not to share more personal information than necessary in your answers.

If you would like to confirm the authenticity of this [survey](#) you can go to <https://www.iaa.govt.nz/about-us/news/2022-2023-migrant-survey-results/>

Yours sincerely

Duncan Connor
 Registrar of Immigration Advisers
www.iaa.govt.nz

**IMMIGRATION
 ADVISERS AUTHORITY**

If you have any questions regarding this email or [survey](#) please email viannah@gravitasOPG.co.nz.
 If you do not wish to participate or be sent any reminders about this survey – [CLICK HERE](#).

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If you have a comment or complaint about your visa application that requires a response or action, please contact Immigration New Zealand directly by visiting <https://www.immigration.govt.nz/contact>

Introduction Screen

Survey of New Zealand visa applicants who have used an immigration adviser

Which language would you like to proceed in?
 您希望用哪种语言回答问题?

English
 Simplified Chinese / 简体中文

Convert this to a 'pop-up' or link

Survey Introduction Screen

The Immigration Advisers Authority promotes and protects the interests of people receiving New Zealand immigration advice. They do this by:

- issuing licences to people who are qualified to give immigration advice
- ensuring immigration advisers are providing good service
- investigating people giving immigration advice who don't have a licence or exemption
- receiving complaints from people who have received poor immigration advice.

The Authority is independent of Immigration New Zealand and does not influence a visa application.

Your answers to this survey will help the Authority understand the level of service being provided by immigration advisers and to identify what improvements are required to the way they deliver their service. Thank you for your thoughtful and honest answers.

Questionnaire

QA Before we start, can we just check, are you an immigration adviser, consultant or agent (including a travel agent or educational institute)?

Please select one only.

No	1	CONTINUE
Yes	2	THANK AND CLOSE – Thank you for your interest. For this survey we only want visa applicants who have used a licensed adviser to assist them with their visa application.

Q1 Had you heard of the Immigration Advisers Authority before we contacted you about this survey?

Please select one only.

Yes	1
No	2
Not sure	3

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Our records show that you recently made an application to Immigration New Zealand for a <PIPE IN APPLICATION TYPE FROM DATABASE> visa. Please think about this visa application when you answer the following questions.

Q3a Did you use an immigration adviser who was licensed?
By licensed we mean an adviser who was listed on the register of licensed immigration advisers at <https://iaa.ewr.govt.nz/PublicRegister/Search.aspx> at the time they provided their services to you.
Please select one only.

Yes – used licensed adviser	1
No – didn't use a licensed adviser	2
Not sure if my adviser was licensed or not	3

If yes:
Q3b How do you/did you know that your immigration adviser was licensed?
Please select as many as apply

I just assumed they were licensed	1
They told me they were licensed	2
Family/friends/employer etc told me they were licensed	3
They showed me a physical certificate/licence	4
They showed me/sent me a copy of their digital licence	5
I checked on the Register of Licenced Immigration Advisers	6
Other Please state	

Q4 Were you aware there is an online register of licensed immigration advisers at <https://iaa.ewr.govt.nz/PublicRegister/Search.aspx> where you can check if an adviser is licensed or not?
Please select one only.

Yes	1
No	2
Not sure	3

Q5a Why did you use an adviser?
Please select all that apply.

My case was complicated	1
I was unsure about which visa to apply for	2
I was unsure about how to fill in the application form	3
The visa rules and criteria were difficult to understand	4
The visa rules and criteria keep changing/wanted to make sure I had up-to-date information	5
I wanted to have the best chance of success	6
I didn't have time to do it myself	7
I prefer to use professional services	8
I wanted to get my visa as quickly as possible	9
I thought I would be treated more fairly	10
Family or friends recommended I use the adviser	11
Recommended or arranged by my employer / work	12

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Wasn't aware there was any other way to get visa	13
English is not my first language/needed assistance with understanding forms etc. in English	14
Other – please specify: _____	
Don't know / not sure	99

Q5b *If more than one reason selected at Q5a: And which of these would be your one main reason for using an adviser? (Show only reasons selected in Q5a)*
Please select one only

Q6 How did you hear about the immigration adviser that you used?
Select all that apply.

Register of Licensed Immigration Advisers at www.iaa.govt.nz	1
Internet search	2
Friends or family	3
Phone book	4
Employer	6
Recruitment company	7
Education institute/agent	8
Social media	9
Other – please specify: _____	

Q7a Did your immigration adviser provide you with a copy of the New Zealand Licensed Immigration Advisers Professional Standards?
(New Zealand immigration advisers Professional Standards (iaa.govt.nz)
Simplified Chinese - New Zealand Licensed immigration Advisers Professional Standards (iaa.govt.nz)
You can also scroll over images with the mouse to get a closer look.



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Yes	1
No	2
Not sure	3

If yes:

Q7b. The Professional Standards are available in English, Korean, Samoan, Tongan, Simplified Chinese and Traditional Chinese. Did you get them in a language that you could read & understand?

Please select one only.

Yes	1
No	2
Not sure	3

Q7c Did your immigration adviser explain the standards to you?

Please select one only.

Yes	1
No	2
Can't remember	3

Thinking now about the service that your immigration adviser provided, please rate how well they delivered on each of the following areas.

Rotate order of sections (client service, communication, providing information, timeliness, written agreement). Complaints handling to always come last

Client Service

Q8 How well did your immigration adviser deliver on the following?

Please select one for each row

RANDOMISE STATEMENT ORDER	1 - Not at all well			5 - Very well			Not applicable to me
	1	2	3	4	5	6	
Was professional at all times	1	2	3	4	5	6	
Treated me with respect	1	2	3	4	5	6	
Was honest and truthful	1	2	3	4	5	6	
Represented my interests well	1	2	3	4	5	6	
Carried out my instructions	1	2	3	4	5	6	
Had a good knowledge of New Zealand immigration law and procedures	1	2	3	4	5	6	
Provided advice that was right for my individual circumstances	1	2	3	4	5	6	
Provided information so that I understood my situation	1	2	3	4	5	6	

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Communication

Q9 How well did your immigration adviser deliver on the following?

Please select one for each row

RANDOMISE STATEMENT ORDER	1 - Not at all well			5 - Very well			Not applicable to me
	1	2	3	4	5	6	
Was easy to contact throughout the process	1	2	3	4	5	6	
Made me feel confident that my personal information and documents would be safe and kept confidential	1	2	3	4	5	6	
Communicated in a way that was clear and easy to understand	1	2	3	4	5	6	
Provided me with interpreters or translators if required	1	2	3	4	5	6	
Confirmed in writing when my application was lodged	1	2	3	4	5	6	

Providing Information

Q10 Information Provision: How well did your immigration adviser deliver on the following?

Please select one for each row

RANDOMISE STATEMENT ORDER	1 - Not at all well			5 - Very well			Not applicable to me
	1	2	3	4	5	6	
Provided me with additional information if I asked for it	1	2	3	4	5	6	
Provided me with a quick response to any questions I had	1	2	3	4	5	6	
Provided answers to any questions in a way that I understood	1	2	3	4	5	6	
Provided consistent information and advice	1	2	3	4	5	6	
Explained all immigration options available to me	1	2	3	4	5	6	
Provided a copy in writing of all important discussions that we had in person or over the phone	1	2	3	4	5	6	
Referred me to another immigration adviser or lawyer when specialist advice was needed	1	2	3	4	5	6	

Q11 Did you request information from your immigration adviser on The Treaty of Waitangi or Māori customs and traditions?

Please select one only.

Yes	1	
No	2	Skip to Q13

If yes at Q11:

Q12 How well did your immigration adviser assist you in accessing information about the Treaty of Waitangi and Māori customs and traditions? Please select one only.

1 – Not at all well	1
2	2
3	3
4	4
5 – Very well	5

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Timeliness

Q13 How well did your immigration adviser deliver on the following?

Please select one for each row

RANDOMISE STATEMENT ORDER	1 - Not at all well					5 - Very well	Not applicable to me
	1	2	3	4	5	6	
My personal documents and passports were returned to me promptly when I requested them.	1	2	3	4	5	6	
Delivered their services within the agreed time frame	1	2	3	4	5	6	
Provided me with ongoing timely updates about my application progress	1	2	3	4	5	6	

Written Agreement

Q14 Did your immigration adviser provide you with a written agreement outlining the services that they would provide to you?

Please select one only.

Yes	1	
No	2	Skip to Q16
Not sure	3	Skip to Q16

Ask if received written agreement at Q14:

Q15 Thinking about the written agreement you had, how well did your immigration adviser deliver on the following?

Please select one for each row

RANDOMISE STATEMENT ORDER	1 - Not at all well					5 - Very well	Not applicable to me
	1	2	3	4	5	6	
Explained all the important terms and conditions of the agreement before I accepted them	1	2	3	4	5	6	
The agreement included a full description of the services that the adviser would provide	1	2	3	4	5	6	
Ensured that any changes to the agreement, including any changes to costs, were recorded and agreed to	1	2	3	4	5	6	

Cost

Thinking about the services provided by your immigration adviser in relation to your visa application:

Q16 Did you, or someone else, have to pay for the services that your immigration adviser provided to you?

Please select one only.

Yes	1	
No	2	Skip to Q19
Don't know	3	Skip to Q19

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Ask if yes at Q16:

Q17 What proportion of the total cost had to be paid in advance?

Please select one only.

0% /no payment in advance	1
1 - 25%	2
26 - 50%	3
51 - 75%	4
76 - 100%	5
Don't know	6

Q18 Thinking about the total cost you paid, how well did your immigration adviser deliver on the following?

Please select one for each row

RANDOMISE STATEMENT ORDER	1 - Not at all well					5 - Very well	Not applicable to me
	1	2	3	4	5	6	
Made it clear at the beginning how much the services were likely to cost	1	2	3	4	5	6	
Provided services for a reasonable cost	1	2	3	4	5	6	
Explained their refund policy	1	2	3	4	5	6	

Complaint Handling

Q19 Did you know how to make a complaint if you were unhappy with the service you received from your immigration adviser?

Please select one only.

Yes	1
No	2
Not sure	3

Q20 Did you make a formal complaint about your licensed adviser?

Please select one only.

Yes	1	
No	2	Skip to Q24
Not sure	3	Skip to Q24

Q21 Which of these channels did you make your formal complaint through?

Select all that apply.

Through the immigration adviser's internal complaints procedure	1	Ask Q22
To the Immigration Advisers Authority	2	Ask Q23
Other (Please state)	3	

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Ask if used advisers' internal complaints procedure (Code 1 at Q21):

Q22 How satisfied were you with how your immigration adviser dealt with your complaint?

Please select one only.

Very dissatisfied	1
Dissatisfied	2
Neither satisfied nor dissatisfied	3
Satisfied	4
Very satisfied	5

Ask if complained to IAA (Code 2 at Q21):

Q23 How satisfied were you with how the Immigration Advisers Authority dealt with your complaint?

Please select one only.

Very dissatisfied	1
Dissatisfied	2
Neither satisfied nor dissatisfied	3
Satisfied	4
Very satisfied	5

Quality of Service Overall

Thinking now about all aspects of the service you received from your immigration adviser...

Q24 Overall how satisfied or dissatisfied were you with the quality of the service that you received from your immigration adviser?

Please select one only.

Very dissatisfied	1
Dissatisfied	2
Neither satisfied nor dissatisfied	3
Satisfied	4
Very satisfied	5

Q26 Looking back, how did the service you got from your immigration adviser compare to what you expected?

Please select one only.

Much worse than I expected	1	Ask Q27a
Worse than I expected	2	Ask Q27a
The same as I expected	3	Skip to Q28
Better than I expected	4	Ask Q27b
Much better than I expected	5	Ask Q27b

Q27a. What one thing made the service you got from your immigration adviser worse than you expected it to be?

Please type in.

Q27b. What one thing made the service you got from your immigration adviser better than you expected it to be?

Please type in.

Q28 What one thing could your immigration adviser do to improve the service they provide to people like you?

Please type in.

Or:

No improvements needed	99
------------------------	----

Q29 Would you recommend your immigration adviser to friends and family?

Please select one only.

Yes	1
No	2

Q30 Based on the experience you have had, do you agree or disagree that ...

Please select one for each row

RANDOMISE STATEMENT ORDER	1 – Strongly disagree					5 – Strongly agree					Not applicable to me
	1	2	3	4	5	6	7	8	9	10	
Visa applicants are protected from receiving poor New Zealand immigration advice	1	2	3	4	5	6	7	8	9	10	
New Zealand is seen as a positive destination for migrants	1	2	3	4	5	6	7	8	9	10	

Q31 How satisfied or dissatisfied are you with your overall experience of applying for a New Zealand visa?

Please select one only.

1 - Very dissatisfied	1
2	2
3	3
4	4
5 - Very satisfied	5

People look for immigration advice from a range of different places. This question will help us understand how much people know about who can provide this advice.



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Q31b. Which of the following statements are correct?

Rotate order of statements. Please select one for each row

	Yes	No	Don't know
Immigration New Zealand staff are legally allowed to provide New Zealand immigration advice	1	2	3
Licensed immigration advisers are legally allowed to provide New Zealand immigration advice	1	2	3
All immigration advisers, whether they are licensed or not, are legally allowed to provide New Zealand immigration advice	1	2	3
Visa Application Centre staff are legally allowed to provide New Zealand immigration advice	1	2	3
Anyone who is an expert in immigration matters can legally provide New Zealand immigration advice	1	2	3
Anyone is legally allowed to provide New Zealand immigration advice provided they don't charge for this or do it on a regular basis	1	2	3

APPROVED APPLICANTS ONLY

Q32. It is important to Immigration New Zealand that those who obtain a New Zealand visa understand how their visa works. Please answer the following based on your understanding of your current New Zealand visa. At the end of the [survey](#) we will provide a link to the INZ website if you would like to understand more about how your visa works.

NOTE: Highlighted (correct responses) will not be on the online survey

	Yes	No	Not sure
WORK VISA ONLY: My adviser explained the work conditions of my visa to me (Yes)	1	2	3
VISITOR VISA ONLY: I am allowed to work while I am in New Zealand (No)	1	2	3
STUDENT VISA ONLY: If I want to change my education provider, I have to get my visa changed first (Yes)	1	2	3
<i>All:</i> If I get a new passport while my visa is still valid, I must apply to transfer my visa to my new passport (Yes)	1	2	3
<i>All:</i> If I plan to leave New Zealand and return, the travel conditions on my visa should allow me to re-enter New Zealand (Yes)	1	2	3

Q33. And how do you know about how your current visa works? Where did you get this information?

Please select as many as apply

Immigration New Zealand website	1
Other websites	2
Visa approval letter	3
Staff at an Immigration New Zealand office	4
Immigration New Zealand contact centre	5
Immigration Adviser (or Immigration lawyer, Off-shore Student Adviser)	6

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Told by family, friends, work colleagues, fellow students etc	7
From social media	8
Just guessed/similar to other countries	9
Emails from Immigration New Zealand	10
Other (Please state)	
Can't remember	99

All: Now just a couple of final questions.

Q34. At the time of making your visa application, what country were you living in?

Insert standard country drop down list. Include New Zealand at the top of the list.

Q35. How well are you able to communicate in English? This includes speaking, listening, reading and writing. Please select one only.

Very well (I can communicate/understand almost anything in English)	1
Well (I can communicate/understand many things in English)	2
Fairly well (I can communicate/understand some things in English)	3
Not very well (I can only communicate/understand basic things in English)	4
I can only communicate/understand a few words or phrases	5
Not at all	6

The links below will take you to pages in the Immigration New Zealand website:

ABOUT WORK VISAS:

[Visas that allow you to work in New Zealand | immigration New Zealand](#)

ABOUT VISITOR VISAS:

[Information about: Visitor Visa | Immigration New Zealand](#)

ABOUT STUDENT VISAS:

[Can I change my course and/or education provider? | Immigration New Zealand](#)

GENERAL INFORMATION:

[Transferring my visa to a new passport | Immigration New Zealand](#)[Extending the travel conditions of a resident visa | Immigration New Zealand](#)

Thank you again for taking the time to complete this survey.
You have now been entered into the prize draw for one of five gift vouchers of \$100.
[Land on IAA home page](#)

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