



The Civil Aviation Authority

Enhancing educational offerings - research insights

2025

verian 

Summary of research insights – educational offerings

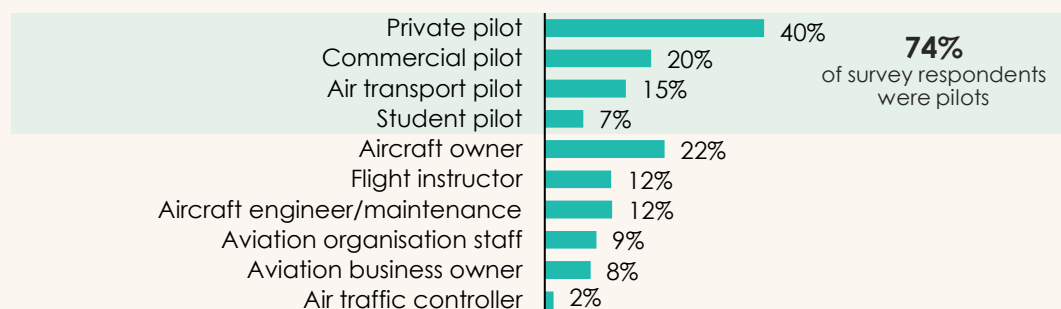
OVERVIEW

1. **Perceptions of current offerings:** stakeholders are happy with the current offerings and view the CAA's publications, and courses and workshops as highly valuable.
2. **Future products:** stakeholders want more options and greater accessibility; particularly through expanded online offerings and video content – while retaining the current standards and formats.
3. **Future content:** stakeholders want a broader variety of content made available so they can find information that is relevant to their specific needs and circumstances. They also want greater assurance that materials are regularly updated to reflect current standards.

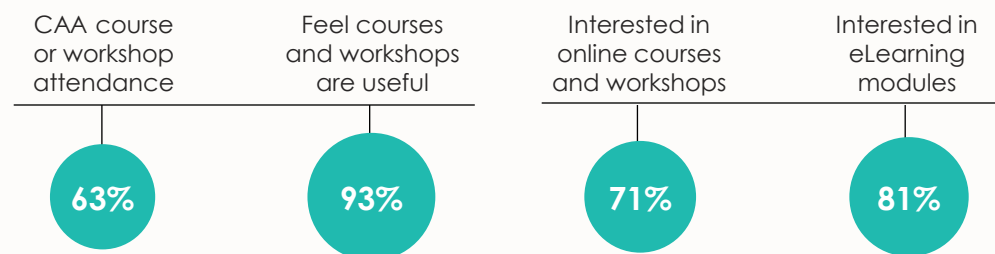
Who did the survey reach?

Method: Online survey of 1,130 stakeholders

Fieldwork dates: 30 May to 22 June 2025

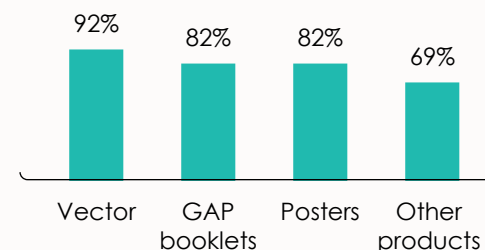


Courses and workshops

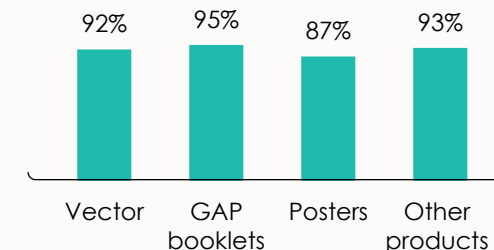


Safety products

Familiarity



Perceived usefulness



Future offerings

Most stakeholders prefer to receive safety information in print (70%). However, many like having other options available to them: downloadable PDFs (48%), mobile-friendly web pages (28%), and short videos (25%) are all desirable options.

When asked what could be improved upon, three key themes emerged: improving accessibility, increasing content relevance, and keeping materials up-to-date.

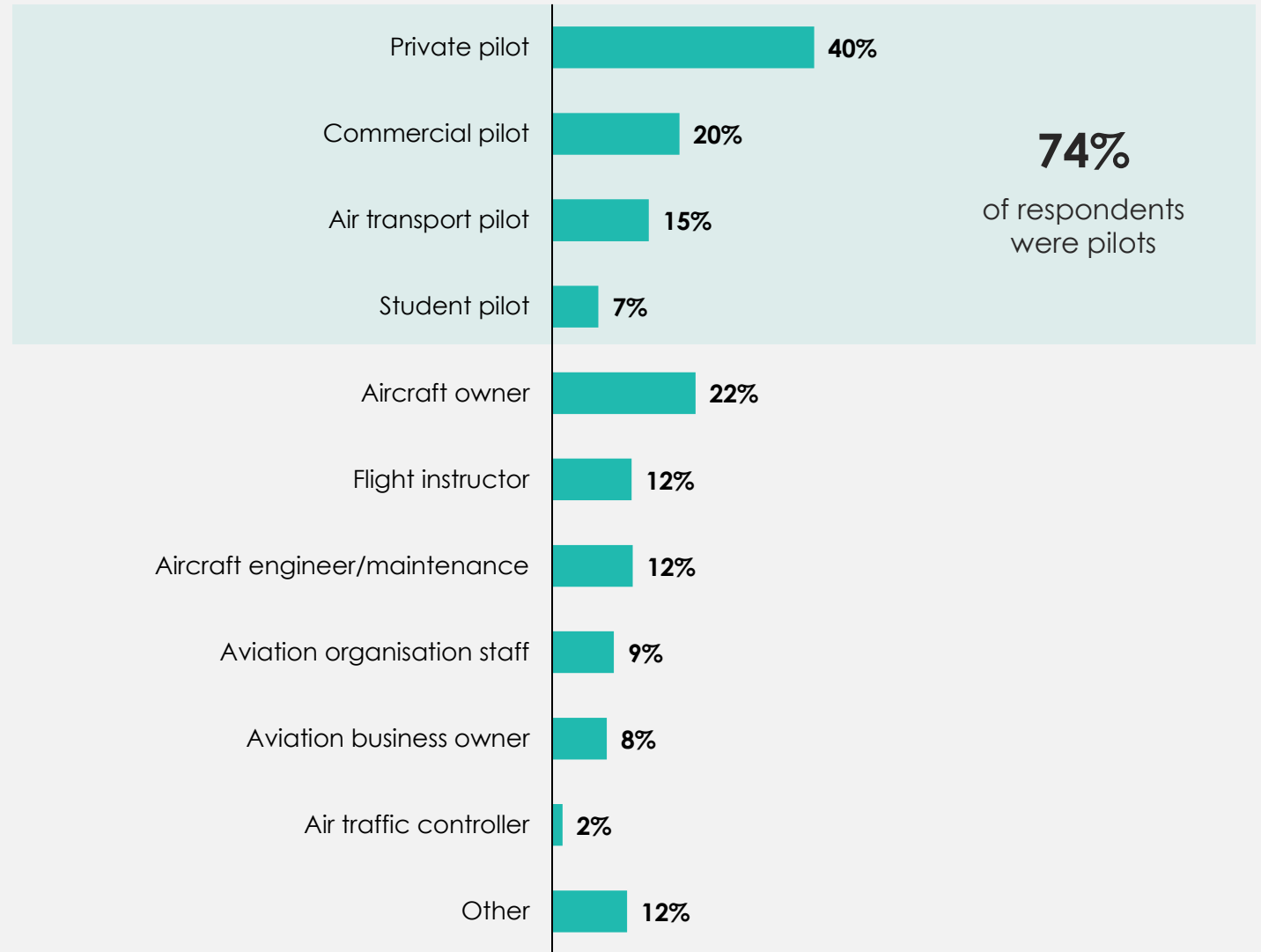
"Print is great, and I do collect PDFs (especially GAP) but a constantly updated and up-to-date web resource, that still includes photos and illustrations, would be ideal."

A photograph of a dense forest. In the center, a large, light-colored tree trunk rises vertically. The forest floor is covered with many green ferns. The background is filled with various other trees and foliage, creating a lush, green environment. The lighting is soft, suggesting a shaded forest interior.

Survey reach

In total 1,130 people participated in the survey.

Private pilots were the largest group of respondents (40%), followed by aircraft owners (22%), commercial pilots (20%), and air transport pilots (15%).



Source: Q1 - What is your role in aviation?

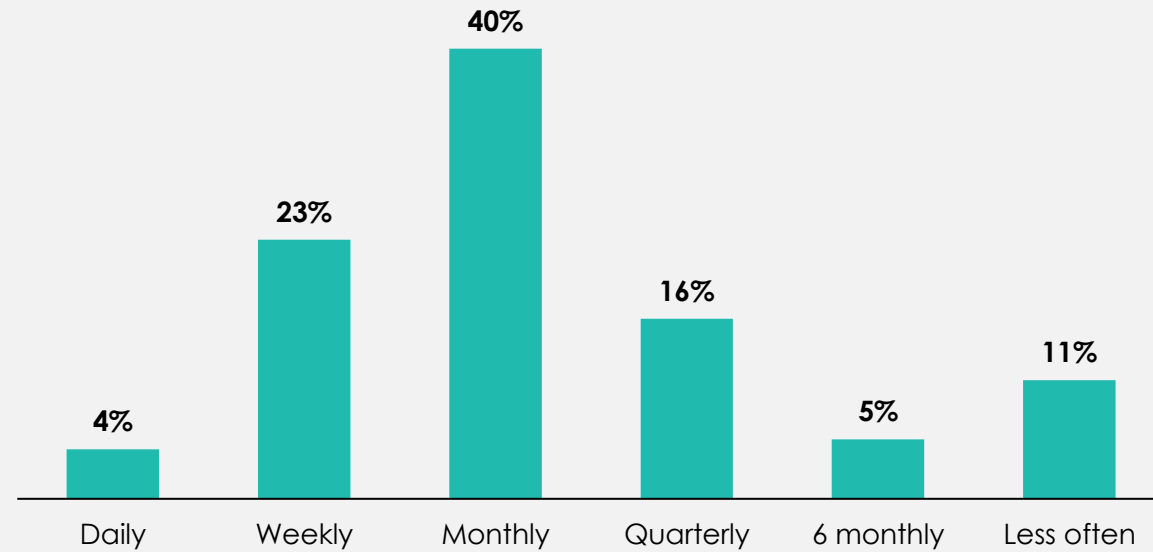
Base: All respondents (n=1,130)

An aerial photograph of a coastal landscape. On the left, a dark asphalt road with white lane markings runs vertically. To the right of the road is a sandy beach with some sparse vegetation. Further right, the ocean is visible with vibrant turquoise water and white, foamy waves crashing onto the shore. The overall scene is captured from a high angle, looking down at the coastline.

Product engagement

Most stakeholders are engaging with the CAA's aviation safety content at least monthly.

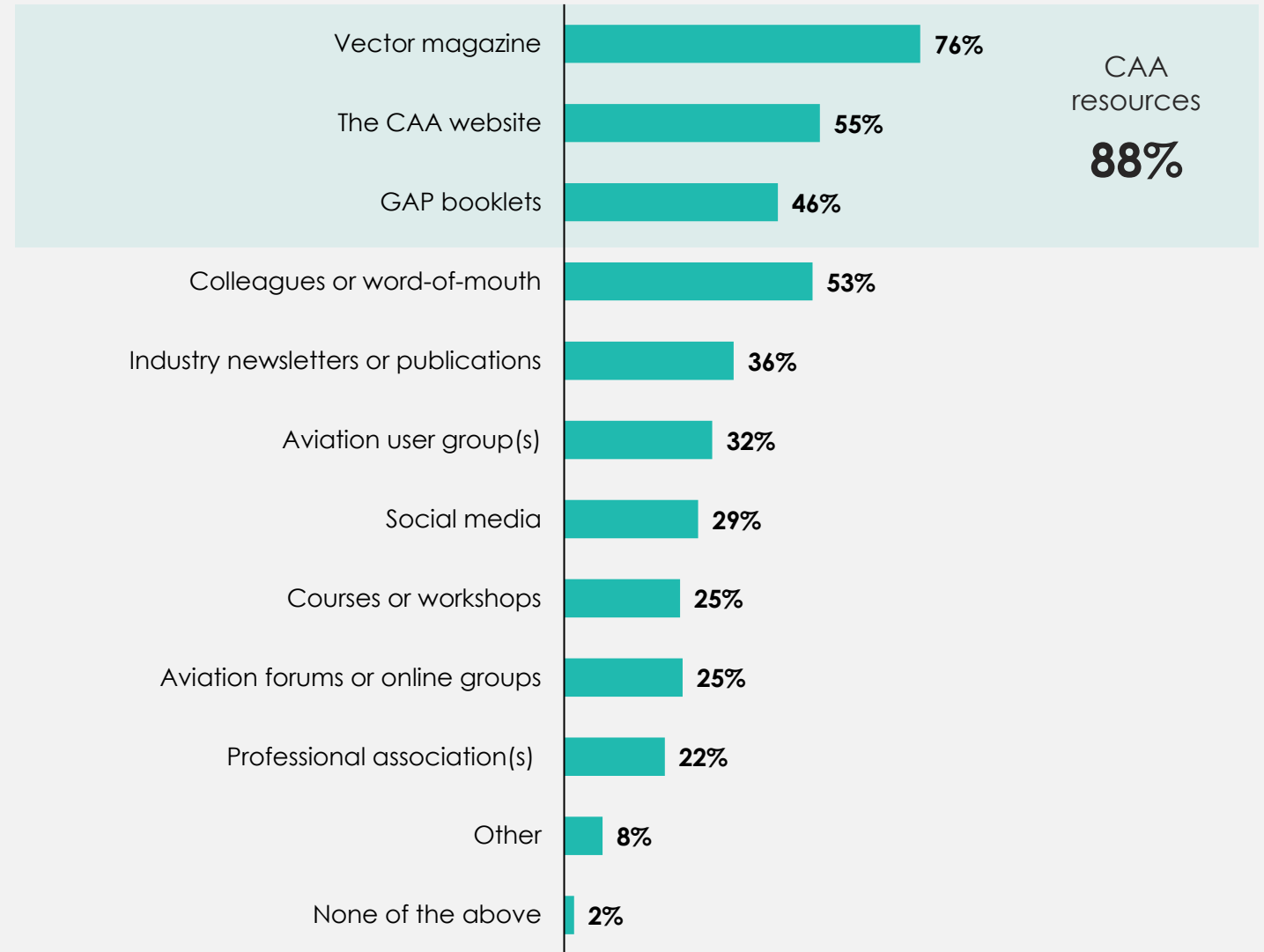
A quarter are doing so at least weekly.



Source: Q3 - How often do you consume the CAA's aviation safety-related content (by reading, watching, attending)?

Base: All respondents (n=1,130)

When it comes to keeping up-to-date with aviation-related safety information, Vector is by far the most commonly used resource. Followed by the CAA's website, word-of-mouth, and GAP booklets.



Source: Q2 - How do you keep up-to-date with aviation-related safety information?

Base: All respondents (n=1,130)

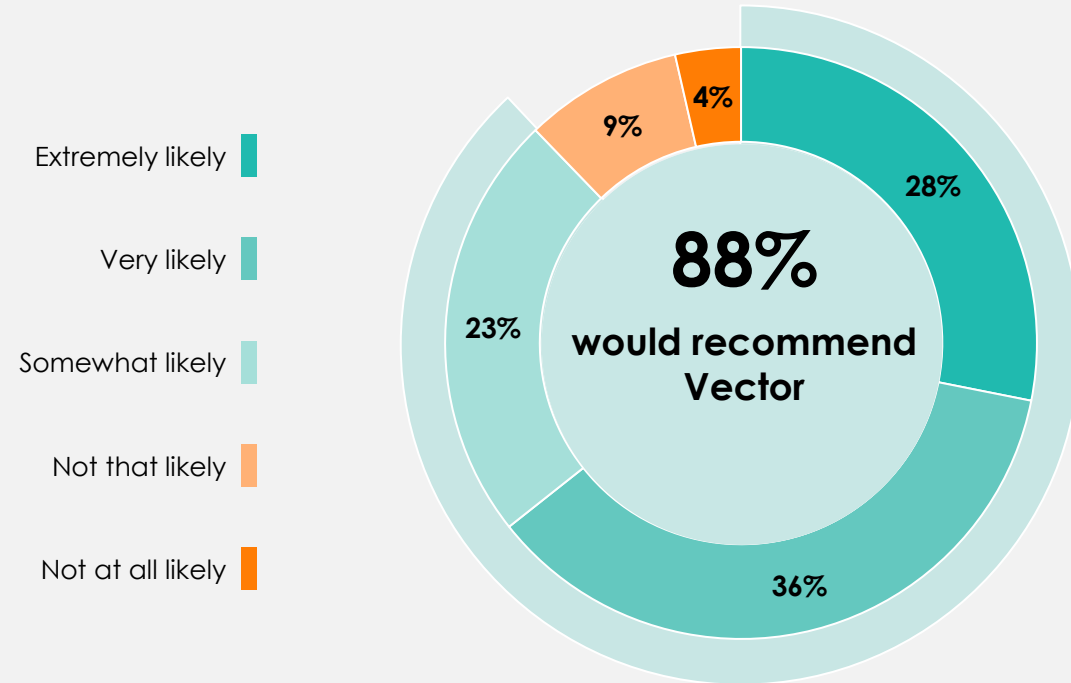
Vector is the preferred resource across all stakeholders.

Comparatively, use of the CAA website and GAP booklets have more variation across the different user groups. For example, the following groups use the GAP booklets less than average: air traffic controllers, engineers and maintenance staff, and transport pilots.

	Users										
	Private Pilot	Commercial pilot	Air transport pilot	Student pilot	Aircraft engineer/maintenance	Aircraft owner	Aviation business owner	Aviation organisation staff	Flight instructor	Air traffic controller	Other
Vector magazine	86%	82%	66%	60%	71%	92%	85%	75%	86%	61%	74%
The CAA website	49%	64%	45%	58%	66%	54%	77%	82%	66%	44%	55%
GAP booklets	59%	50%	32%	56%	26%	62%	53%	48%	65%	22%	45%
Colleagues or word-of-mouth	53%	61%	54%	55%	51%	60%	71%	60%	66%	72%	52%
Industry newsletters or publications	30%	42%	38%	23%	30%	37%	63%	57%	51%	39%	42%
Aviation user group(s)	44%	31%	19%	31%	19%	52%	41%	44%	54%	28%	32%
Social media	28%	35%	24%	41%	22%	28%	37%	30%	30%	17%	28%
Courses or workshops	22%	24%	24%	19%	24%	31%	44%	41%	48%	50%	34%
Aviation forums or online groups	26%	27%	30%	21%	21%	31%	27%	34%	36%	22%	25%
Professional association(s)	14%	31%	33%	11%	14%	20%	40%	41%	38%	33%	29%

9 in 10

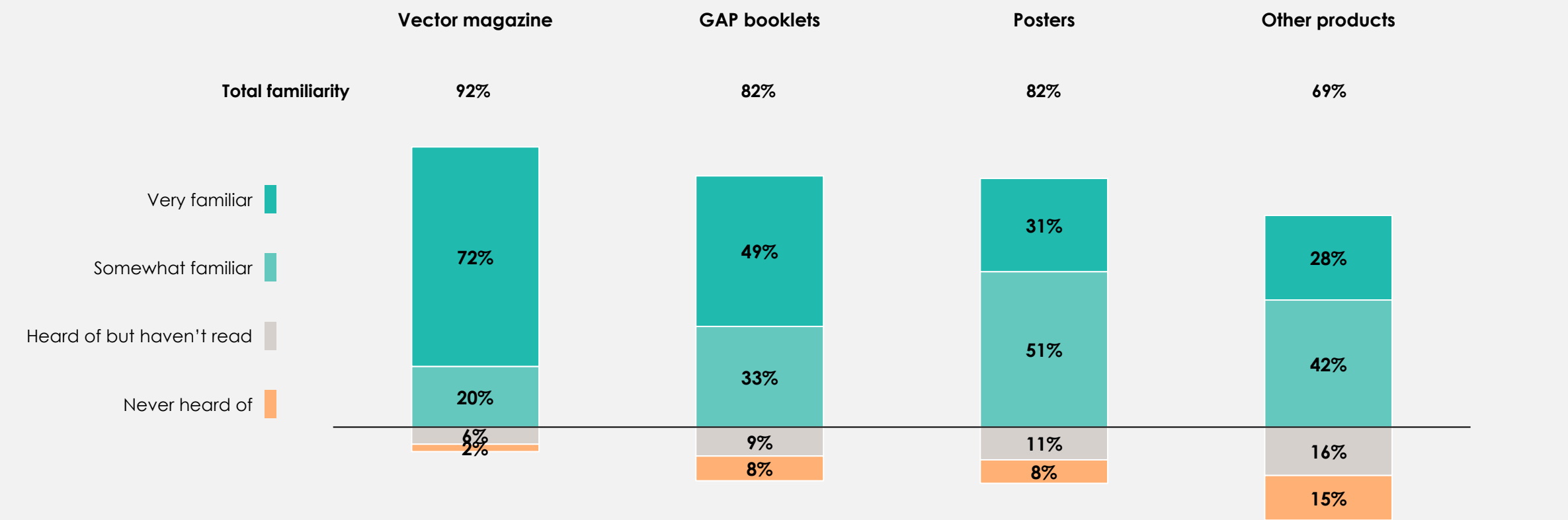
stakeholders would recommend Vector magazine, to a friend or colleague, as a useful source of aviation safety-related information.



Source: Q6 - How likely would you be to recommend Vector magazine as a useful source of aviation safety-related information, to a friend or colleague who has never seen or heard of it before?

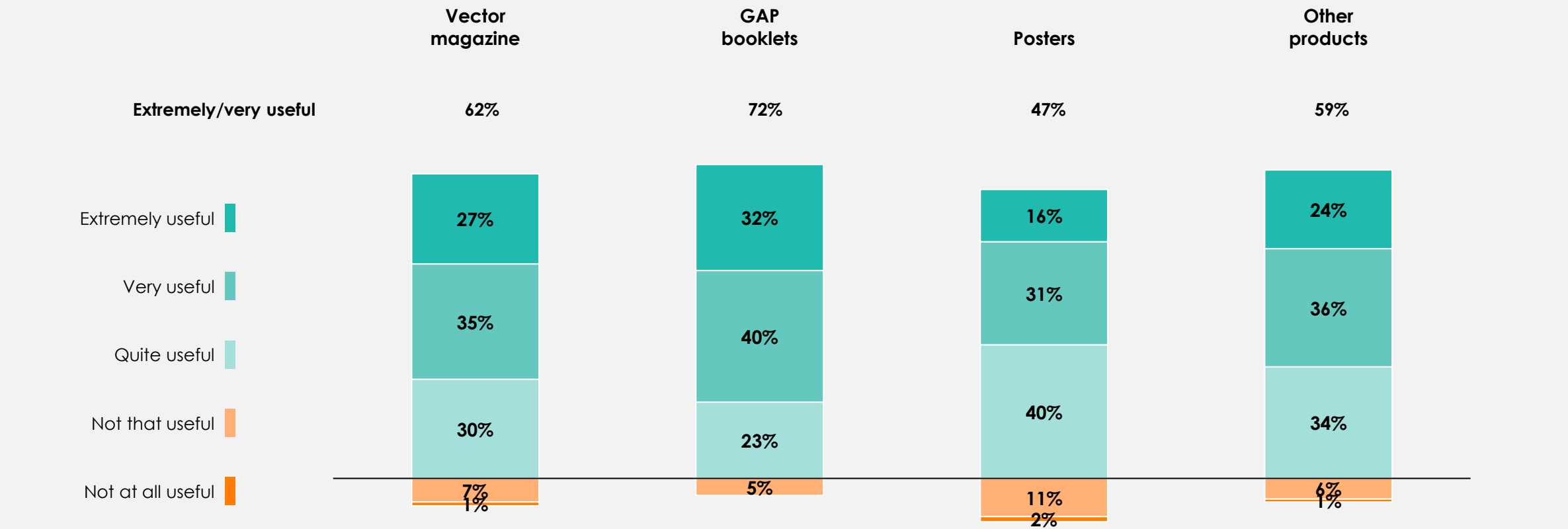
Base: All respondents, excluding Don't knows (n=1,088)

Familiarity with the CAA’s products is high, this is particularly true of Vector but the GAP booklets and posters are also very recognisable.



Source: Q5 - How useful do you find the content of these publications? Q15 - How useful did you find the course(s)? If you have been to more than one, please think about the most recent CAA course or workshop you attended.
Base: All respondents (n=1,130)

Users find the CAA’s safety products very useful. This is particularly true for the GAP booklets, 72% of users say they are very or extremely useful.



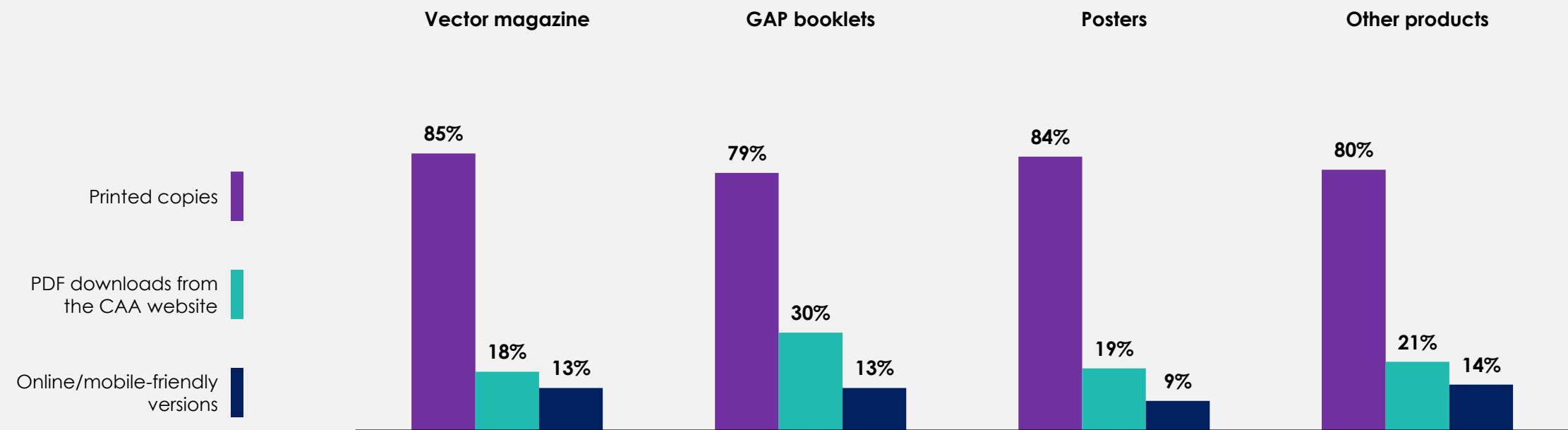
Source: Q5 - How useful do you find the content of these publications?
Base: Those who are familiar with each publication type, Vector (n=1,039), GAP booklets (n=931), Posters (n=922), Other products (n=785).

Familiarity with, and usefulness of, these products differs across the user groups.

Notably, air traffic controllers are less familiar with the GAP booklets and other products. They also rate the usefulness of posters as relatively low.

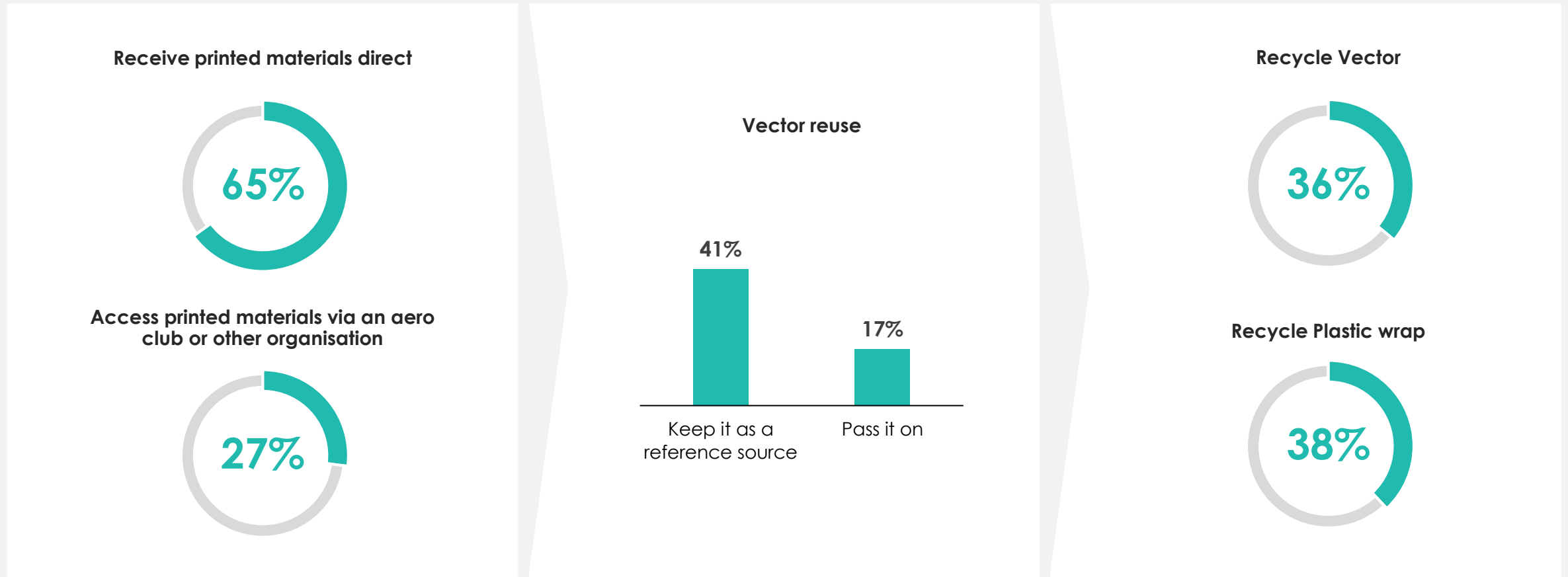
		Users										
		Private Pilot	Commercial pilot	Air transport pilot	Student pilot	Aircraft engineer/ maintenance	Aircraft owner	Aviation business owner	Aviation organisation staff	Flight instructor	Air traffic controller	Other
Familiarity	Vector magazine	95%	95%	92%	79%	94%	100%	98%	93%	97%	89%	88%
	GAP booklets	91%	93%	78%	78%	72%	96%	94%	86%	96%	44%	74%
	Posters	82%	90%	83%	79%	79%	88%	94%	87%	93%	78%	75%
	Other products	80%	84%	71%	76%	50%	79%	73%	64%	85%	44%	55%
High perceived usefulness	Vector magazine	66%	61%	60%	51%	53%	64%	52%	58%	70%	75%	57%
	GAP booklets	79%	67%	67%	85%	56%	72%	56%	58%	77%	63%	74%
	Posters	46%	45%	46%	60%	41%	40%	39%	40%	57%	29%	41%
	Other products	59%	65%	62%	74%	41%	52%	41%	44%	68%	50%	56%

Print remains the most desired option across CAA’s current resources.



Source: Q7 - How do you usually read these publications?
Base: Those familiar with each publication type, Vector (n=1,039), GAP booklets (n=931), Posters (n=922), Other products (n=785).

Of those who have access to printed resources, two thirds receive them directly to their address while one third access them through clubs or organisations. 41% of users keep Vector as a reference source and 17% pass it on to others to read. A third of users are recycling Vector and a similar proportion are recycling the plastic wrap it comes in.



Source: Q8 - How do you access printed copies of Vector, GAP booklets, and other products? Q11 - What do you do with your copy of Vector once you have read it? Q12 - Do you recycle the plastic wrap that your magazine comes in?
Base: Those who usually read print versions of publications (n=1,008), those who receive Vector directly (n=640).

Course and workshop engagement

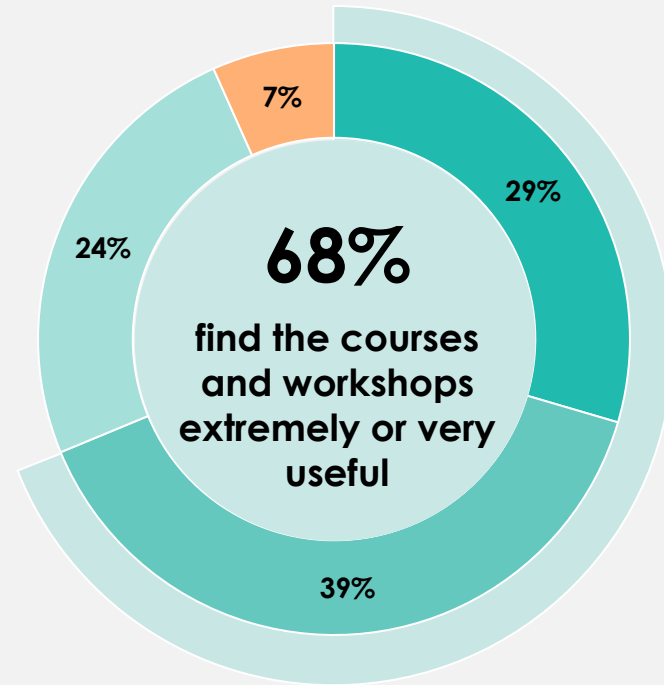
2 in 3

have attended a course or workshop.



Source: Q14 - Have you ever attended a CAA course or workshop?
Base: All respondents (n=1,130)

Almost all stakeholders find the courses and workshops to be useful. Two thirds find them particularly good; rating them either extremely or very useful.



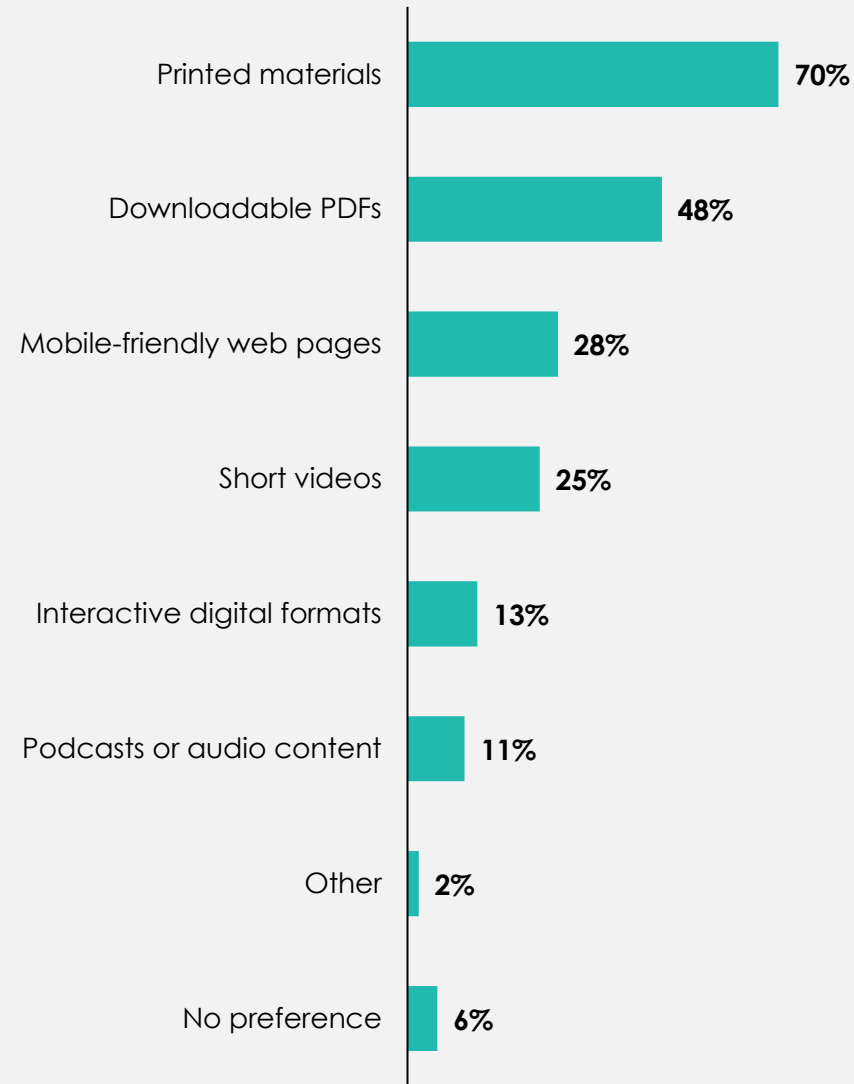
Source: Q15 - How useful did you find the course(s)?
Base: Those who have attended a course or workshop (n=707).

Course and workshop attendance is relatively high across the board, the exceptions being: student pilots and air traffic controllers. Perceptions of usefulness are also broadly consistent among the different groups but student pilots, engineers and maintenance staff, and private pilots are particularly happy with their experiences.

	Users										
	Private Pilot	Commercial pilot	Air transport pilot	Student pilot	Aircraft engineer/maintenance	Aircraft owner	Aviation business owner	Aviation organisation staff	Flight instructor	Air traffic controller	Other
Attendance	69%	72%	54%	39%	61%	77%	80%	78%	86%	39%	66%
Extremely/very useful	71%	61%	58%	77%	74%	64%	66%	64%	64%	57%	66%
Quite useful	24%	28%	32%	16%	19%	26%	20%	28%	25%	43%	28%
Not that/at all useful	5%	12%	10%	6%	7%	10%	14%	8%	12%	0%	6%

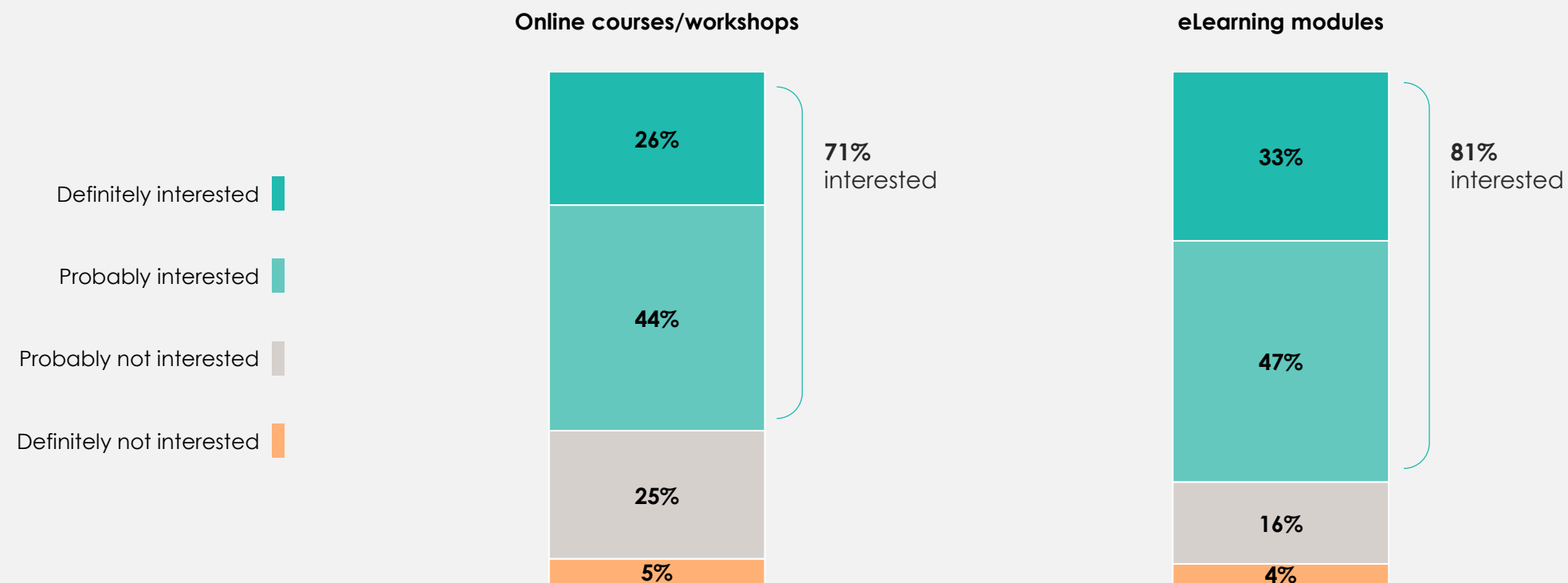
Future offerings

We asked stakeholders how they prefer to receive safety information – most say they continue to want printed materials, however, many like having other options available. Downloadable PDFs, mobile-friendly web pages, and short videos are all options users value.



Source: Q9 - In what format do you prefer to receive aviation safety information?
Base: All respondents (n=1,130)

Interest in online courses and workshops and eLearning modules is high. Of the two options eLearning modules are the slight favourite.



Source: Q17 - Would you be interested in attending online versions of the CAA's courses or workshops? Q19 - Would you be interested in the CAA providing eLearning modules on various aviation safety-related topics?
Base: All respondents (n=1,130)

Appetite for print and alternative content is broadly consistent across the user groups.

Student pilots and organisational staff tend to be more interested in the whole range of options while air traffic controllers don't have a stronger than average preference for any particular offerings.

		Users										
		Private Pilot	Commercial pilot	Air transport pilot	Student pilot	Aircraft engineer/ maintenance	Aircraft owner	Aviation business owner	Aviation organisation staff	Flight instructor	Air traffic controller	Other
Products	Printed materials	78%	77%	66%	83%	60%	81%	73%	64%	80%	56%	56%
	Downloadable PDFs	44%	48%	49%	54%	53%	45%	45%	69%	53%	33%	53%
	Mobile-friendly web pages	26%	34%	27%	39%	29%	26%	32%	32%	31%	17%	23%
	Short videos	28%	24%	18%	36%	14%	26%	18%	31%	33%	17%	28%
	Interactive digital formats	11%	16%	18%	21%	12%	10%	7%	23%	20%	0%	10%
	Podcasts or audio content	10%	11%	7%	20%	6%	10%	8%	11%	13%	11%	12%
Courses	Online courses/workshops	71%	70%	61%	76%	75%	66%	65%	85%	61%	56%	65%
	eLearning modules	82%	79%	76%	83%	83%	81%	80%	90%	80%	61%	78%

Stakeholders had lots of suggestion for future content. The top four themes that emerged were: safety, maintenance and engineering, pilot specific information, and incident analysis and reporting.



Source: Q16 - What topics would you like to see covered in future CAA courses or workshops?

Base: All those who made suggestions (n=456)

When considering future educational products and offerings, stakeholder generally focused on three areas where they would like to see improvements...

1. Accessibility

"A simple guide to what information is available, how often it is updated, and how to access it."

"Make the plain language weather notes, taf and metars freely available. You have sent me the numbers of fatalities associated with weather events and it's horrific. Plain language was an excellent teaching and learning aid. Now it's just another sacrificed expense, yet such an excellent proven resource for saving lives."

"Access, put it on the app. Web and mobile friendly. If I have a question on anything CAA related, I should be able to smart search it in the app and find it quickly. Anything from an approved engine type, what simulators are approved, where to go for medical information or access to syllabus for exams. All easy on the app. Easy to print."

"Make cards and poster readily available as the Vector magazines are."

2. Content relevance

"CASA Flight Safety Magazine and Transport Canada Aviation Safety Letter. Both of these publications have superior content."

"Currently the information targets the General Aviation community, it would be more interesting and of more value to read safety information that is more diverse and relevant to different aviation roles and industries."

"Original material sourced from industry subject matter professionals."

"More content - aimed at Safety managers. More courses - mini modules would be a great idea."

"Make them more relevant not just GA there are thousands of people in commercial aviation."

"Quality, depth, and independence of content."

"More defect reports per edition than the current handful."

3. Up-to-date materials

"Better indexing system to find information and remove outdated links."

"Update the Aviation sites to ensure better rule consistency and accessibility."

"Include the latest updated safety cards booklets in Vector magazine publications."

"Print is great, and I do collect PDFs (especially GAP) but a constantly updated and up-to-date web resource (that still includes photos and illustrations) would be ideal."

"Updated weather cards sent out as they are updated A website that listed various incident and safety related topics for future reference."

"Advice of updates via email."

Source: Q13 - What would improve your experience with the CAA's safety education publications?

At the end of the survey we asked stakeholders if they had anything further to share – the comments were varied and rich but there were two reoccurring topics...

1. Interest in, and excitement with, future education delivery options:

"E-learning, online learning for continuous learning would be fantastic."

"A large number of incidents are reported but not responded to in the published incident reports . These are a very helpful learning mechanism."

"Make content more interactive - e.g. test and quizzes at the end - helps to retain information."

"More, concise, information packed videos on various topics would go a long way."

"Using internet for learning and passing on information would be superb, video podcast, ie learning modules. The Intellectual Property (IP) of such courses would be worth their weight in gold."

"Please keep the products in print - it hangs around and you can pick it up and put it down, go back to it from time to time. Much better for learning than web-based stuff. Web is fine for looking up rules, ACs etc."

"Would like to see CAA Accident Reports - on line, that were originally sent by post when I learned to fly on the 70's."

2. Connecting CAA with the industry more:

"Ever thought of having a branch in Hamilton?"

"Keep up the focus on connecting with those in the industry in a positive and interactive manner."

"Keep up the good work, continue to build good partnership styled relationships with industry participants."

"List the contact details of CAA staff on website with the office being unmanned it is very difficult to get hold of anyone unless you have their number."

"More hands-on industry interaction needed. Especially as the ageing and retiring of CAA expertise levels evolves - we then are exposed to a lowering of CAA experience and knowledge. Therefore new CAA people need direct industry connection as part of any growth going forward."

"Periodic visits from CAA staff as occurred pre-COVID. This allowed exchange of insights in a low key way... and allowed opportunity for CAA activities to be led by field intelligence."

And let's not forget all the good things stakeholders had to say about the CAA and its staff...

"You folk do a pretty good job with safety education as far as I'm concerned and I have a pile of GAP documents that I've read through thoroughly and more than once. Sorry I couldn't be more helpful."

"The education department is the most valuable part of CAA. Keep it strong."

"Awesome organization! Keep it up"

"I attended a seminar for drone operators a couple of years ago in Auckland and found their open approach with info sharing very welcoming and a change from the historic big stick approach of CAA."

"I feel CAA works to our best interests, so I'm very happy."

"I've found CAA staff to be very helpful. But navigating all rules and regs as a startup business is at times overwhelming. More help in covering this is important."

"Impressed with the ease and speed you sent out some aircraft ownership stuff to me recently."

"Just found the road shows VERY helpful."

"Keep up good work with vector magazine."

"Keep up the excellent work in meeting the market - the times have changed and we as operators have embraced technology so should the CAA."

"Keep up the good work with the GAP booklets and posters etc."

"one of the best websites in the NZ Government â€" but too much reliance on pdfs! CAA might save money on having a data or web-first approach to publishing."

"Thank you for the work you do. Liked Aaron Pearce's circuit practice video content - more of that!"

"Thanks for keeping our skies safe."

"The final wrap up YouTube video from the Work Together Atay Apart campaign was excellent. It would be great to see more of these in the future."

"Most of us love to consume aviation content; if there's good, engaging content that's relative to my flying in NZ, I'm in."

Source: Q21 - Do you have any other comments or suggestions for the CAA?

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