



QEII National Trust: Member Research Report

January 2023



Overview

- In most aspects members are pleased with QEII and the service it provides
- Overall, members are positive about being holders of QEII covenants and the process of becoming a covenant holder
- For members it is mostly about protecting and preserving the land over the long-term
- An aging member population is increasingly going to impact on people's ability to look after their QEII land
- To support enhancement there is opportunity to create more 'communities of connections' for members. This includes with other members, local volunteers and local organisations (such as councils) that have a shared interest in biodiversity
- This report provides QEII with a robust set of benchmark data that can be used to measure changing needs among their members



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A photograph of a forest floor densely populated with various types of ferns. The ferns are in various stages of growth, with some showing their intricate frond patterns. The background is filled with tall, slender tree trunks, suggesting a mature forest. Sunlight filters through the canopy, creating dappled light on the forest floor. A semi-transparent green rectangular overlay covers the left half of the image, and the text '1. Introduction' is centered within this overlay in white font.

1. Introduction

Background

Introduction

The overall mission of QEII is to 'Inspire private landowners to protect and enhance open spaces of ecological and cultural significance'. To help meet this mission, QEII have developed four strategic objectives in their 2020-25 strategic plan:

1. Area of high-value land under robust protection increases
2. Values within protected areas are enhanced
3. QEII's work is part of large-scale projects
4. People are inspired to connect with QEII-protected places

Research purpose and objectives

QEII understands that to meet these strategic objectives they need to have strong relationships and engagement with others. One way to achieve this is by using research to better understand where the values of QEII members intersect with the values of QEII and use this information to form more meaningful and closely aligned relationships. This study was designed to help QEII achieve this.

The main objectives of this study were too:

- Measure 'customer' satisfaction
- Gain insight into QEII member's connections to their covenanted areas (emotional insights)
- Gain a sense of QEII member's level of engagement with QEII
- Measure the effectiveness of QEII communications among its members
- Look into future trends and Ideas that may be useful to help inform QEII strategy
- Analyse results by demographics to ascertain if there are any significant differences across important groups

Background - (cont.)

Reporting notes:

- All numbers are shown rounded to zero decimal places. Hence specified totals are not always equal to the sum of the specified sub-totals. The differences are seldom more than 1%. For example: $2.7\% + 3.5\% = 6.2\%$ would appear: $3\% + 4\% = 6\%$.
- For clarity of reporting, when using scales, we report on totals. For example, on an agreement scale where 1 means 'very positive' and 5 means 'very negative' we report on the sum of $1+2$ which is defined as those who are positive, the sum of $4+5$ is defined as those who are negative - 3 is neutral.
- In this report we refer to those who gave us their views in the online survey as 'members'. The quantitative data from the online survey represents our best estimates of the views of all QEII members.
- The more generic term of 'members' is used as this covers a range of people who may have different relationships with QEII. Most of these are landowners with existing covenants, a few will be past owners of QEII covenanted land and a few will also be supporters of QEII who may not be past owners of covenanted land.
- The survey sample includes both 'covenant holders' and 'members'. Throughout the reporting we mainly refer to the sample using the more generic term 'members'. In some cases where it makes sense to do so we use the more specific term 'covenant holders'

Reporting notes (cont.):

- In this report, where it helps to explain the quantitative survey results, we also document some of the findings from the in-depth qualitative interviews. Member quotes from these interviews are presented as evidence for these qualitative findings.



What we did first – qualitative research

- Initially we undertook a round of 14 face-to-face in-depth interviews. These interviews were conducted between the 7th and the 14th of October 2022.
- These qualitative interviews were conducted to help us more fully understand what the most important to QEII members. Speaking to members first using this semi-structured interview methodology gave members the opportunity to freely express their views without being forced to answer more structured questions used in quantitative research (the online survey).
- The findings from these interviews were used to help design the online quantitative survey that was conducted second. This meant that when we went out to the wider community of members using a more structured online quantitative survey, the questions asked reflected what this community had already told us was important.
- This approach to research helps to ensure that findings are driven from the ‘grass-roots’.
- The 14 in-depth interviews were made up of a range of QEII members that covered:
 - Dry stock, dairy farmers and those on lifestyle blocks
 - Original covenant holders and those who had purchased land with a covenant already in place (i.e. 2nd generation)
 - A mix of covenant holders undertaking significant enhancement work through to those doing less
 - A spread across the regions of Auckland, Waikato, Wellington, Wairarapa and Canterbury
- QEII provided us with a list of contact details for their members that met the required specifications and from these we randomly selected participants to take part in the interviews.
- The main findings from these interviews have already been reported in October 2022.

What we did second - *quantitative research*



The population of interest for this survey included all QEII members that are recorded in the QEII member database.



To make sure the questions we asked in the online survey made sense we first interviewed 14 members. These interviews informed the design and scope of the survey questions



The survey was in the field from the 1 to 21 November 2022



We invited members via email invitations and to increase response rate we sent several email reminders.



This sample achieved in this survey was $n = 935$. For this size sample the margin of error at the 95% confidence level for a 50% figure is $\pm 3.1\%$.



2. Summary of findings

3. QEII covenant connection

Online survey results

- Most (90%) of members felt positive towards protecting land with a QEII covenant, only 3% felt negative towards this.
- ‘Protected’ was the main concept that came to mind when members were asked to think about their land under a QEII covenant. There were also strong themes of ‘forever’, ‘perpetuity’ and ‘permanent’. Covenant holders also thought of their land as ‘beautiful’, ‘precious’ and ‘special’.
- What a strong majority (71%) of members liked most about having land under a covenant was ‘a feeling that they were doing their part to preserve some of New Zealand’s native bush or landforms’.
- A majority (62%) of members declared that either they or someone they knew was enjoying their covenanted land ‘often’. Only 2% declared that this never happened.
- A strong majority (77%) of members declared that they would recommend to others to put land into a QEII covenant. Only 6% declared they would not recommend this. The main reason for recommending this was for the further protection and preservation of New Zealand native land.

In-depth interview results and insights

- In the in-depth interviews members expressed a strong sense of wanting to preserve and protect their land under covenant. Some talked about ‘legacy’ and ‘heritage’ as being important to them. This was both for their immediate family and a desire to provide something for the wider community.
- This research suggests that part of what connects members to their covenanted land is a consciousness of being connected to something larger than just their local parcel of paradise.
- Some members in the in-depth interviews were at least partly motivated by a sense of doing something of substance for the wider good of New Zealand. Being a part of something that would be of enduring benefit long after themselves is a strong human emotion. If QEII could tap into this in their communications, this is likely to help increase members’ connections with QEII and their work.
- Several members in these interviews talked with pride about a special tree or other species on their covenant land that was rare and of interest. Some were keen to have more technical insight into what made up their special piece of land. Any expert help from someone able to identify and label something as unique or special about members’ covenant land is likely to help build connection between covenant holders and their land.

4. Establishing/purchasing a QEII covenant

Online survey results

- A strong majority (80%) of members declared it was easy to set up a covenant.
- A similar strong majority (86%) of members declared it was also easy to transition into becoming an owner of QEII covenanted land.
- A quarter (24%) of QEII members indicated it was likely they would put another parcel of land into a QEII covenant and 11% declared they knew someone who may also be interested in doing this.

In-depth interview results and insights

- In the in-depth interviews, most members mentioned their local QEII representative and the key role they played in making the set-up process a smooth one. The central role of local (well-known) QEII representatives cannot be underestimated for helping to reassure members and maintain a positive QEII experience.
- The main challenge in setting up a QEII covenant does not appear to be the set-up process. Rather it is more landowners wrestling with trying to understand if creating a covenant on their land will be in the best long-term interest of them and their families.
- If QEII was interested in increasing the number of covenant holders, looking at ways to support potential covenant holders' decision-making, prior to the application process, could be of benefit.
- One young couple when they purchased land with an existing covenant were concerned about what their 'rights and responsibilities' would be. This couple were not sure where to go to for advice and their lawyer was unsure about the covenant. However, once they purchased the land, the information then provided by QEII eased their reservations. They lamented that if they had received this information prior to purchasing the property it would have made the decision to go ahead an easier one.

5. Protecting and Enhancing the QEII covenant area

Online survey findings

- Half of members declared that they 'often' worked to enhance their land, 37% said they 'sometimes' did this, only 2% said they 'never' did this kind of work.
- The kinds of activities that these members said they mostly did was 'weeding', 'pest control in the form of trapping' and 'maintaining fences'.
- The three main reasons for not doing more to look after QEII covenanted land were:
 - A lack of time (56%) – this was a greater barrier for younger members.
 - The financial cost of what needs to be done feels too great (41%).
 - The physical work is becoming too challenging (37%) – this was a greater barrier for older members.
- To enhance covenanted land the three most useful ways selected by members included:
 - Working with local environmental groups who have an interest in protecting and enhancing protected areas (54% useful).
 - Connecting with interested volunteers to help with pest control (52%).
 - Connecting with local covenant holders to discuss shared problems and solutions (44%).

In-depth interview findings and insights

- The qualitative interviews, showed that lack of time was a barrier, but they also showed that there was a window of increased activity between when members first retired, and the enhancement work became too physically challenging for ageing bodies.
- There may be a way to support members more during this likely period of increased activity. QEII could consider ways to update their CRM system so local representatives could focus their attention on members at these times.
- There were several examples in the qualitative interviews of aging members who were starting to find the physical work too challenging. Once again being able to identify when this is the case and knowing what kind of assistance would work best, is likely to help.
- Fostering more local 'connected communities' of support is likely to help with supporting aging covenant holders and covenant holders more generally. This could be connecting with local environmental groups, interested volunteers and connecting QEII members with each other.
- For this to happen, a local driver (most likely QEII representatives who know the people and the area) will be critical.

5.1 Protecting and Enhancing the QEII covenant area – (cont.)

Online survey findings

- Three in 10 (29%) members were interested in helping to further support QEII and its covenant holders. This group was most interested in further supporting in the areas of:
 - Pest control (30%)
 - Planting (30%)
 - Weed control (26%)
 - Helping to source plants (25%)
- The three main problem pests for members were:
 - Rats (52%)
 - Possums (50%)
 - Stoats, ferrets and weasels (40%)

In-depth interview findings and insights

- In the in-depth interviews members' biggest challenges related to pest and weed control
- Some wanted more advice around the best baits to use and how to access subsidised bait or traps. All were realistic, acknowledging that funds within QEII would be limited and therefore they were looking for advice on where else they could go to access funding support.
- There are a range of regional organisations that have shared interests across biodiversity, pest and weed control. Some of these are already actively connecting with QEII covenant holders. This was especially the case in Canterbury. Making these connections with other local entities and how they can help to collectively support covenant holders is likely to be beneficial.

6. Communications and engagement

Online survey findings

- Most members (80%) were satisfied with their overall relationship with the QEII National Trust, only 6% were not satisfied.
- Most members (86%) felt the amount of information they received from QEII such as e-newsletters, publications and social media was the right amount.
- A strong majority (74%) of members felt the amount of 'personal interaction they had with their local QEII representative such as monitoring visits, phone and email contact' was the right amount.
- Most members (87%) declared that they read the QEII 'Open Space' magazine. Out of these readers, 64% indicated that they found the magazine to be useful, only 7% declared that they did not find 'Open Space' to be useful.
- One-in-four (26%) members declared that they had attended a QEII National Trust event. Out of the event attendees most (90%) had enjoyed these events.

In-depth interview findings and insights

- In the in-depth interviews, almost all were satisfied with the amount and type of contact they received from QEII.
- Most talked favourably about their QEII representative and the assistance they provided. For many their QEII representative would be their first 'port of call' if they needed to ask questions or get some advice.
- Whatever QEII decides to do in terms of supporting covenant holders, it will be important that the local QEII representatives stay central to this. The local human relationship that these representatives have with members, is central to how QEII operates and its reputation with covenant holders.
- The other dominant QEII information source for covenant holders was the 'Open Space' magazine. Most covenant holders we interviewed were aware of the magazine, and they found 'Open Space' to be an interesting and enjoyable read. Local stories interested covenant holders much more than stories coming from other parts of the country. This emphasises the need to ensure that case studies or stories are sourced from all regions.

7. Demographic summary of more favorable QEII members



Older covenant holders
(70 plus years)

More likely to:

- Be positive towards protecting their QEII covenant land
- Be motivated to do something for future generations
- Satisfied with QEII relationship
- Recommend another landowner puts land into a QEII covenant
- Find the 'Open Space' magazine useful
- Have attended a QEII event
- Have barrier of physical enhancement work becoming too challenging



Original covenant holders

- Be positive towards protecting their QEII covenant land
- Recommend another landowner puts land into a QEII covenant
- Satisfied with QEII relationship
- Feel they receive the right amount of information
- Have attended a QEII event



Lifestyle block owners

- 'Often' spending time enjoying their QEII covenanted land
- Undertake enhancement activities of weed control, trapping, and planting



Canterbury + Otago +
Southland residents

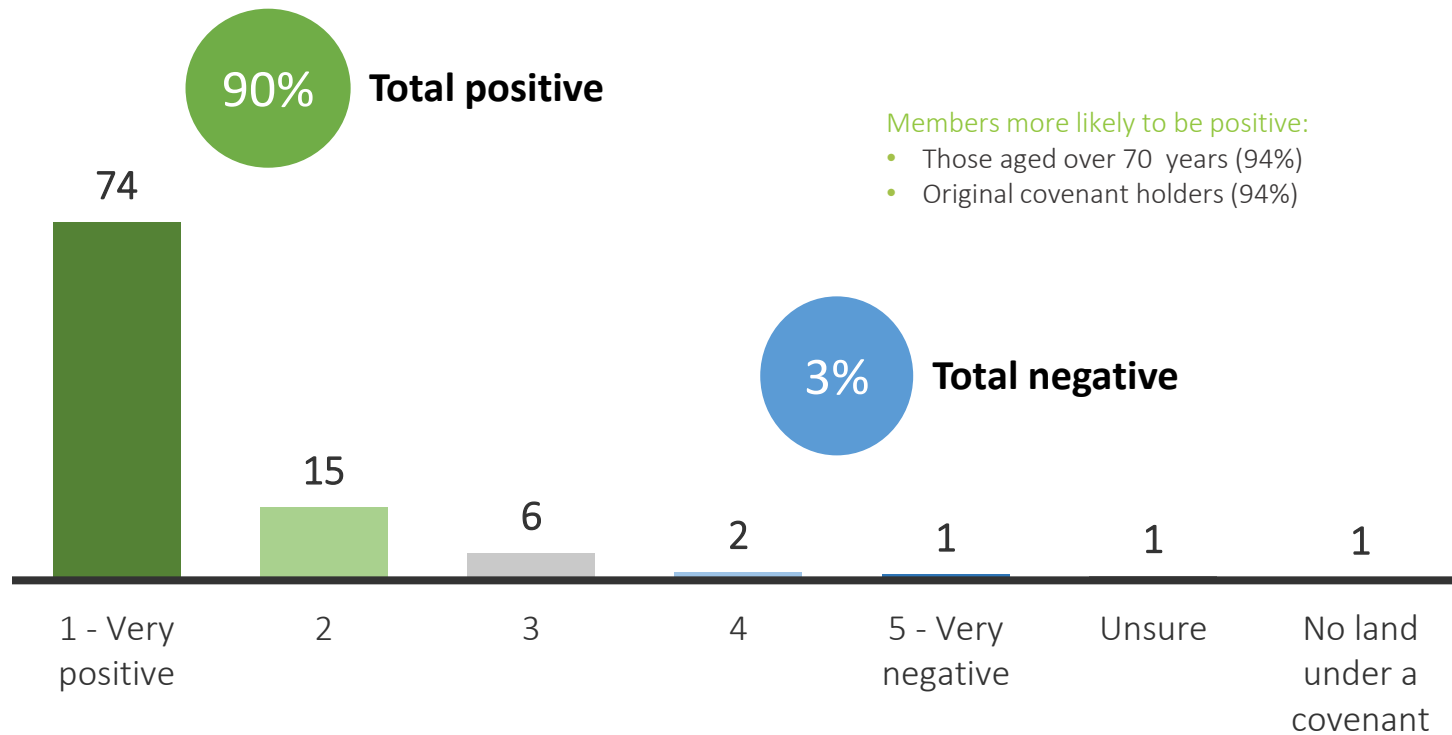
- Recommend to another landowner to put land into a QEII covenant
- Satisfied with QEII relationship
- Have attended a QEII event

A photograph of a dense forest floor covered in lush green ferns. The ferns are the dominant feature in the foreground and middle ground, with their fronds creating a textured, layered appearance. In the background, tall, thin tree trunks rise vertically, and sunlight filters through the canopy, creating dappled light and shadows. A semi-transparent green rectangular overlay is positioned on the left side of the image, containing the text '3. QEII covenant connection' in white, sans-serif font.

3. QEII covenant connection

Most members feel positive towards protecting land with a QEII Covenant

Q. Generally speaking, how positive or negative do you feel towards protecting land with a QEII Covenant? (%)





Member comments: *Connection to their covenanted land*

Heritage and protecting something special for future generations

"It's about heritage and being a custodian, we just want to look after it for future generations and to share it with others. It has now also become part of farm tourism. People come here from overseas and I just enjoy being in nature. We're starting to realise that things we take for granted are actually very special for others to enjoy."

(Waikato, original covenant holder, 45-64 years, dry stock farmers)

Increasing connection via a tree of significance

"We would also like to know more about if there are any trees of significance so that we could have them recorded and will make us feel a little bit more special if there was something quite important with our little piece of bush."

(Auckland, second generation, 18-44 years, lifestyle block owners)

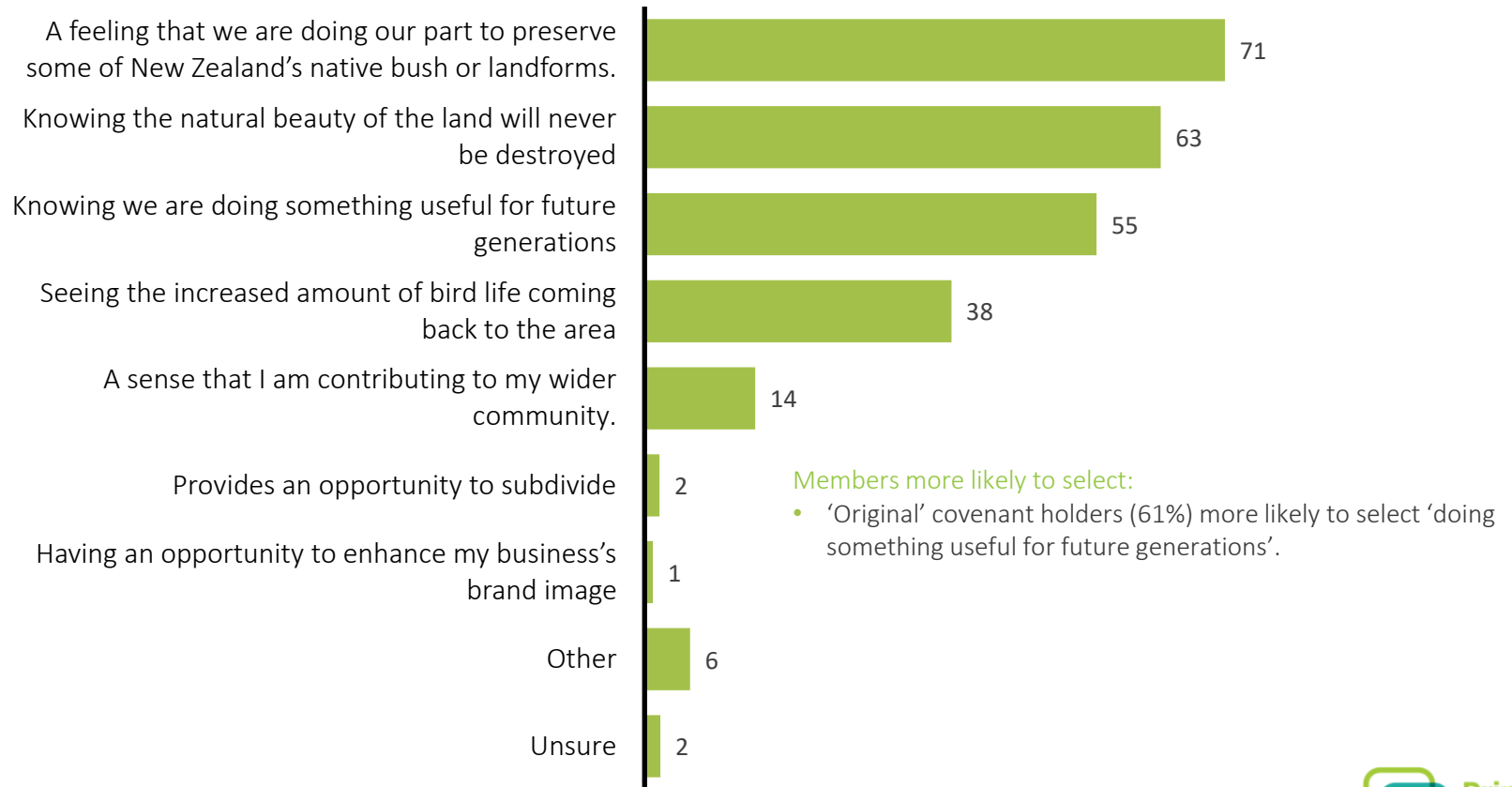
Creating something special for the region and for future generations

"We wanted to regenerate a valley in the part of the country that should have never been cleared. The value of the aesthetics that it brings to this region for future generations is why we've done it."

(Waikato, original covenant holder, 65 plus years, lifestyle block owners)

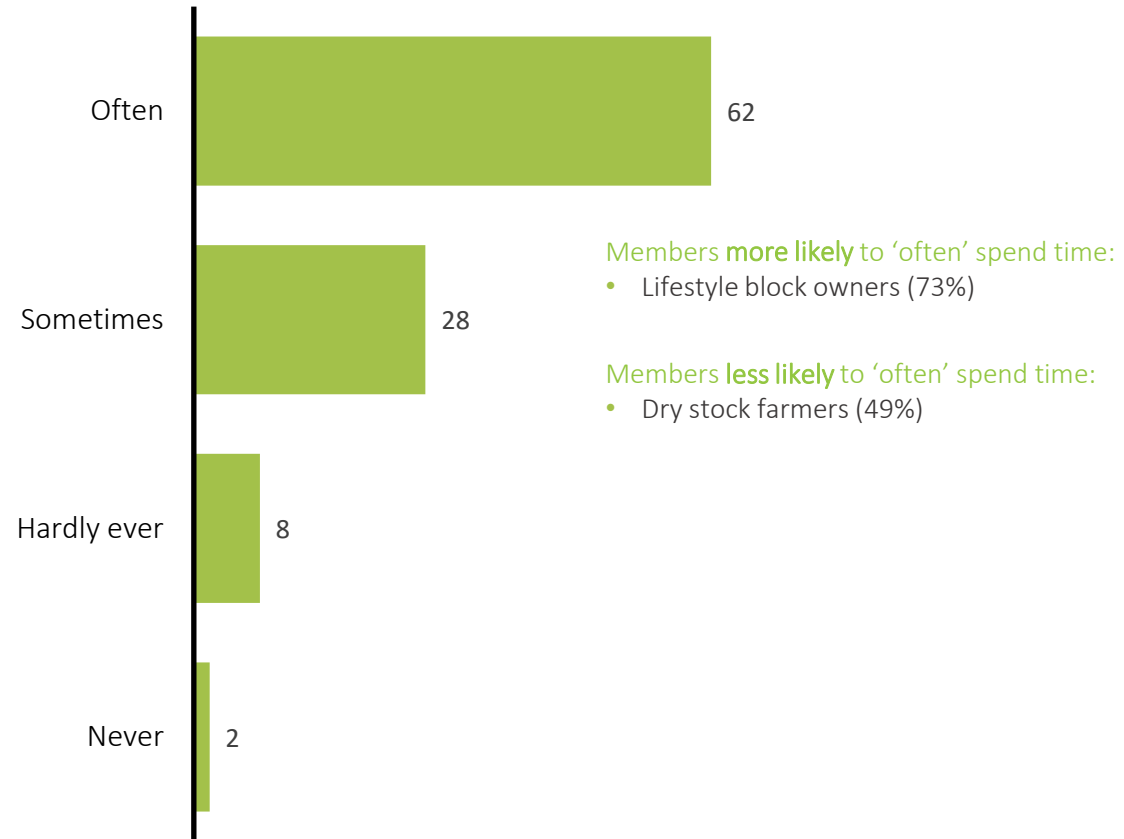
A sense of 'doing your part to preserve' is important to members

Q. What do you like most about having land under a covenant? (%)



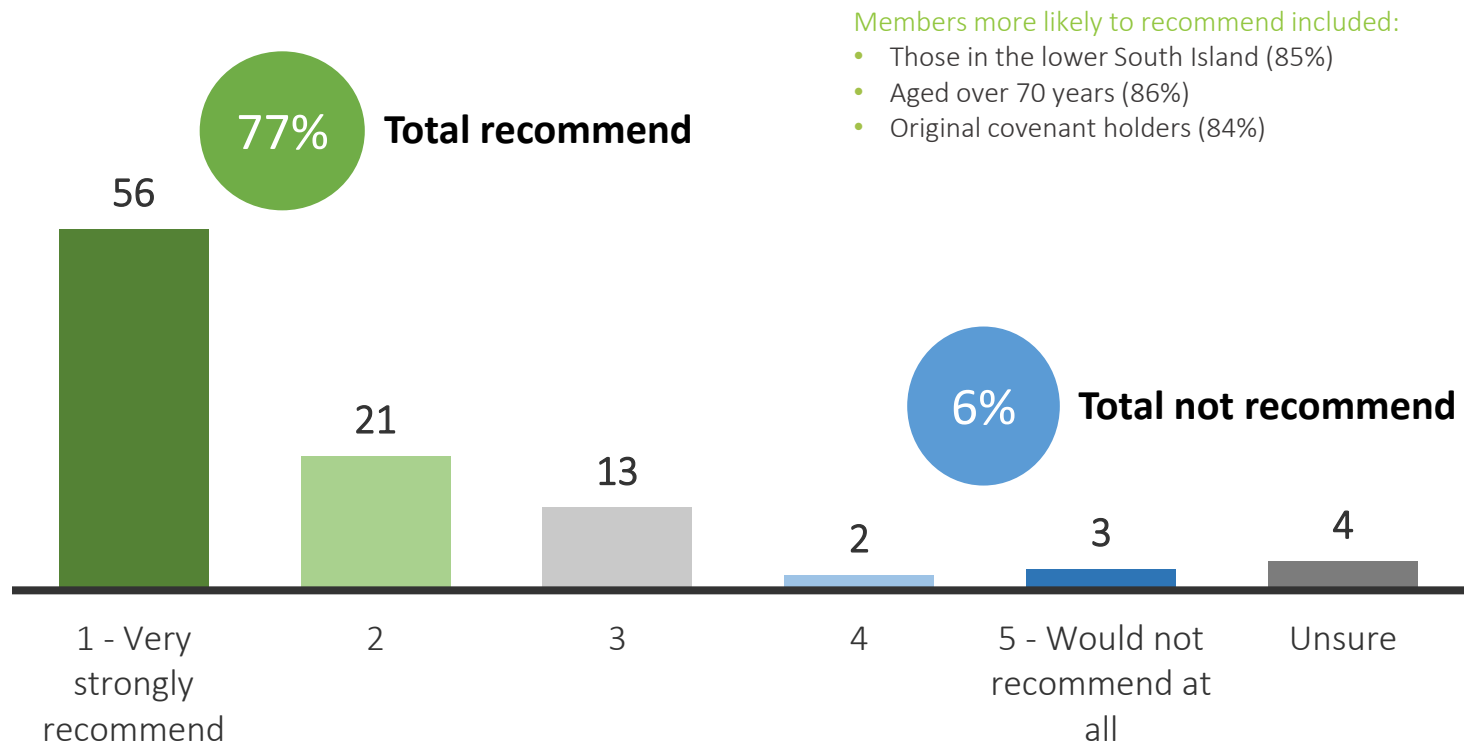
Most QEII land is being enjoyed either 'often' or 'sometimes'

Q. Which of the following best describes how often you or someone you know spends time just enjoying the land you have under covenant? (%)



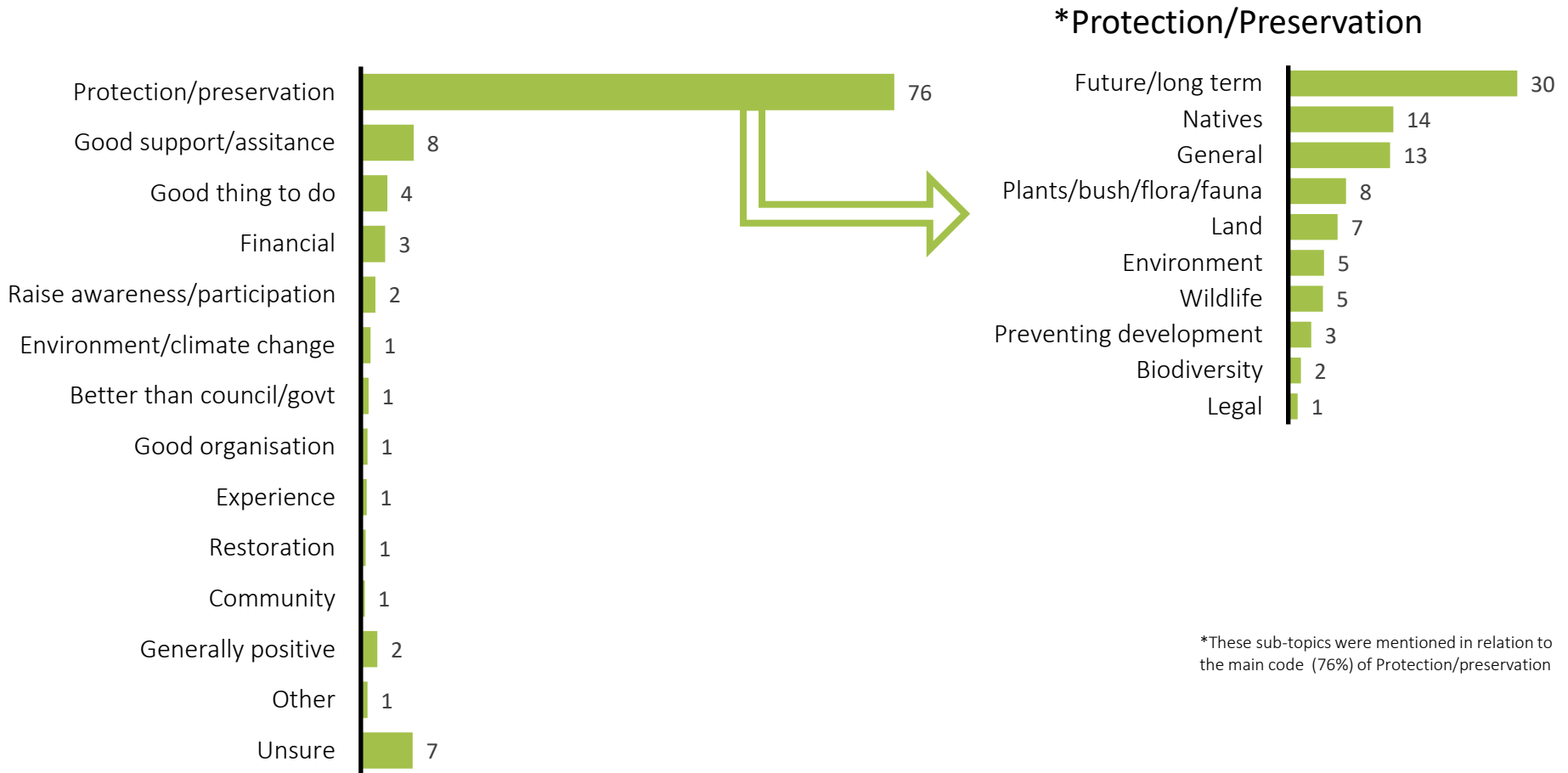
A strong majority of members would recommend to another landowner to put land into a QEII covenant

Q. Given your experience of having some land under a QEII Covenant, how strongly or otherwise, would you recommend to another landowner to do the same? (%)



Main reason members recommend putting land into a QEII covenant is to 'protect and preserve' for the long-term

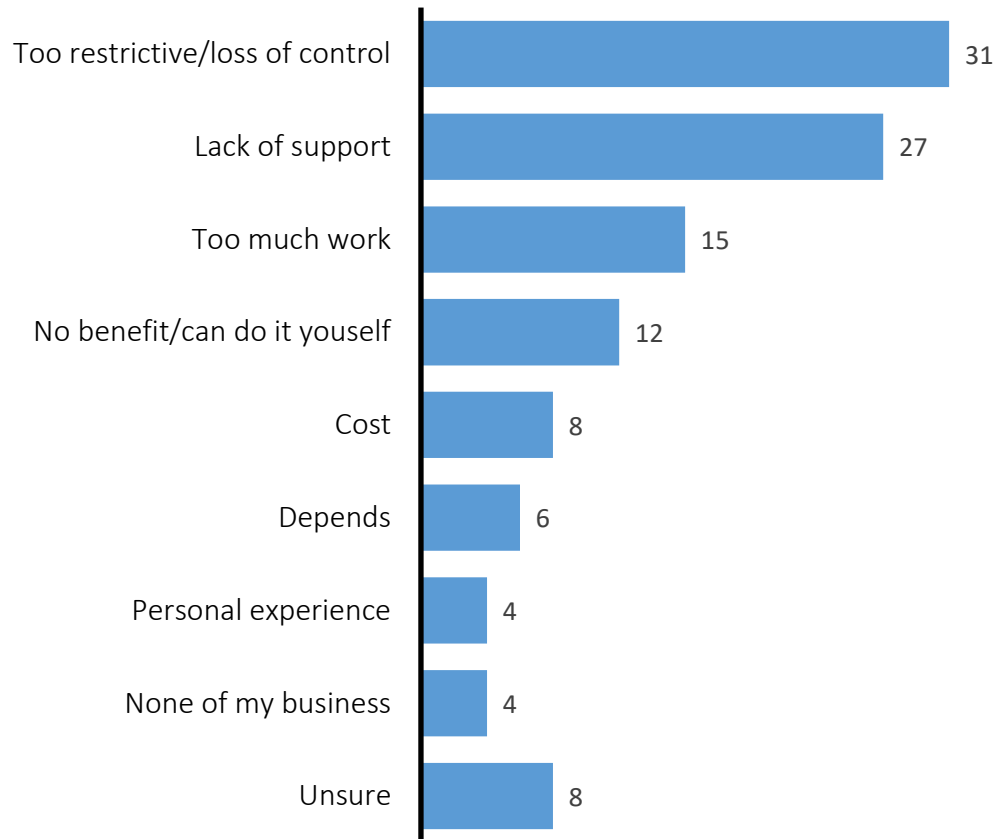
Q. What would be your main reasons for recommending that someone else put land into a QEII covenant? (% coded)



*These sub-topics were mentioned in relation to the main code (76%) of Protection/preservation

Main reason minority would not recommend a QEII covenant is it being 'too restrictive/loss of control' – This represents only 2% of the overall sample (n=52)

Q. *What would be your main reasons for not recommending that someone else put land into a QEII covenant?*
(% coded)

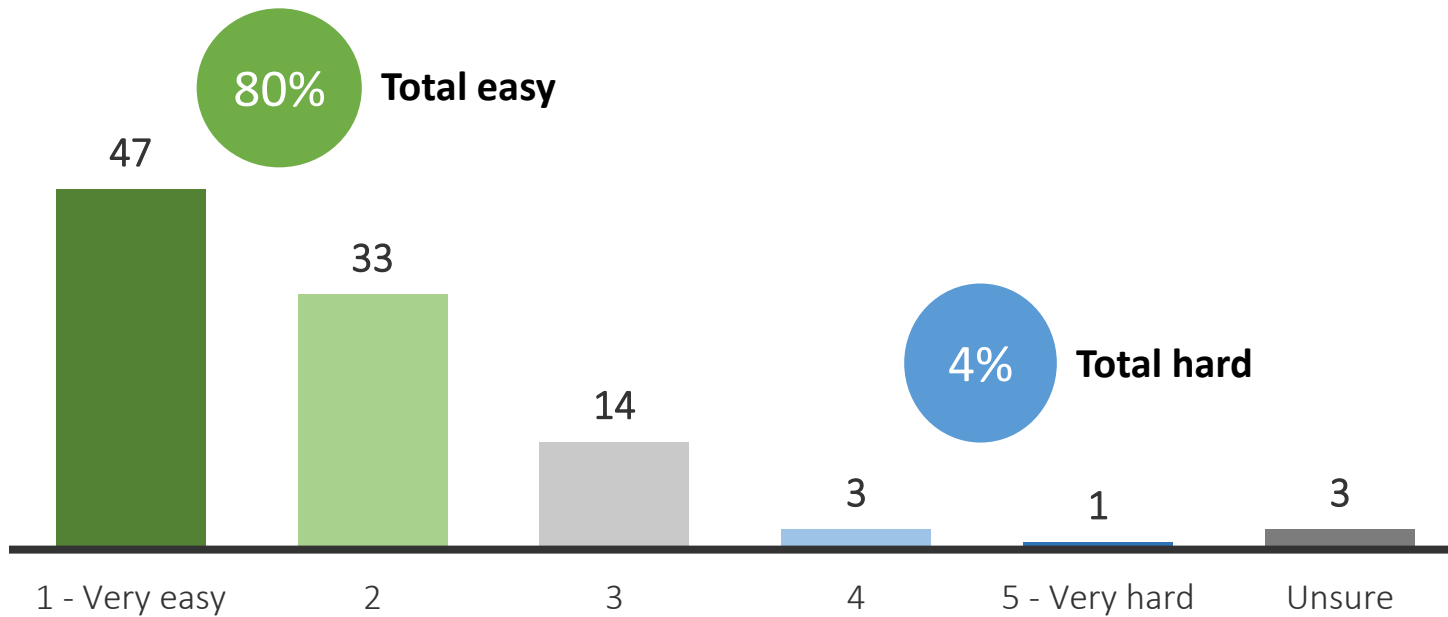




4. Establishing/
purchasing a QEII
covenant

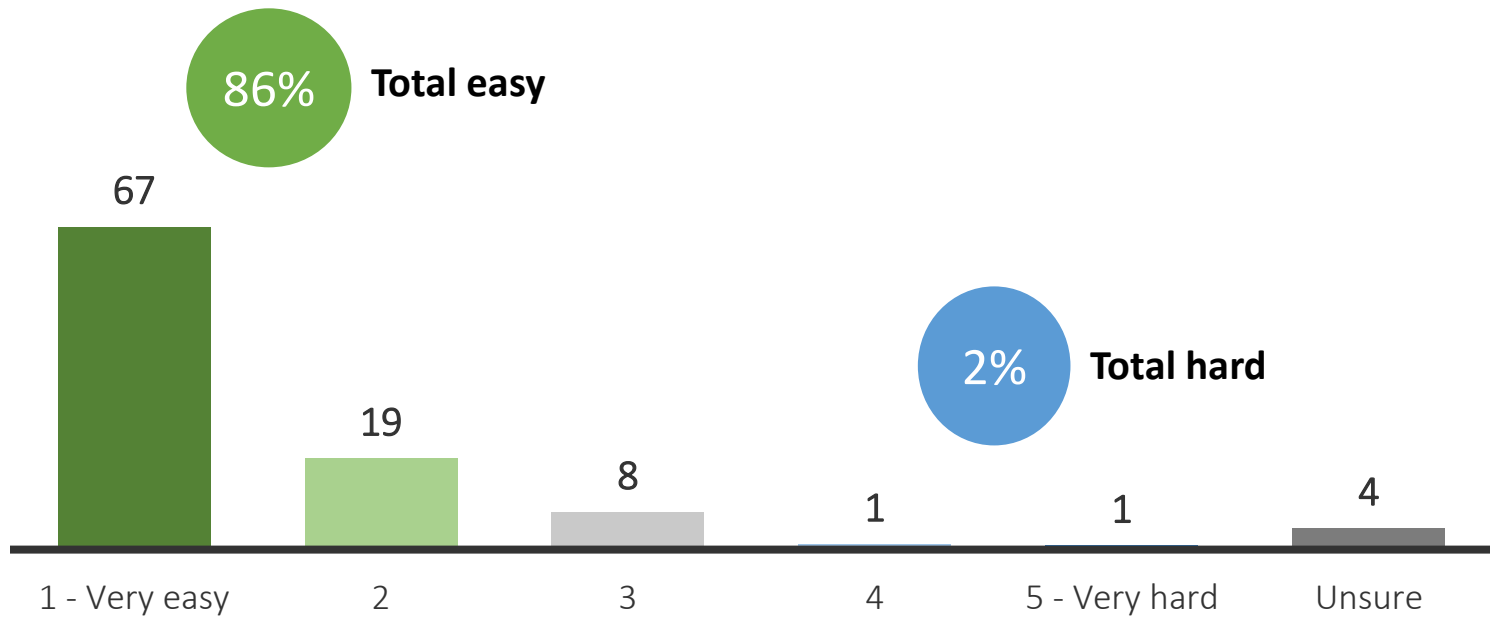
A strong majority of QEII members say setting up their covenant was easy

Q. Generally speaking, how easy or hard was the process for you of setting up your covenant or covenants? (%)



A similar strong majority of QEII members say it was easy transitioning into becoming an owner of land with an existing covenant

Q. Generally speaking, how easy or hard was the process for you for transitioning into becoming an owner of land with a covenant or covenants? (%)





Member comments: *ease of establishing and transitioning into a QEII covenant*

Support from local QEII representative important for ease of covenant set up

“Once we has decided to go ahead with a covenant, the establishment process was easy especially with the help from [name of their local QEII representative]”.

(Mid-Canterbury, original covenant holder , 45-64 years, Dairy farmer)

Earlier information about our rights and responsibilities would have helped

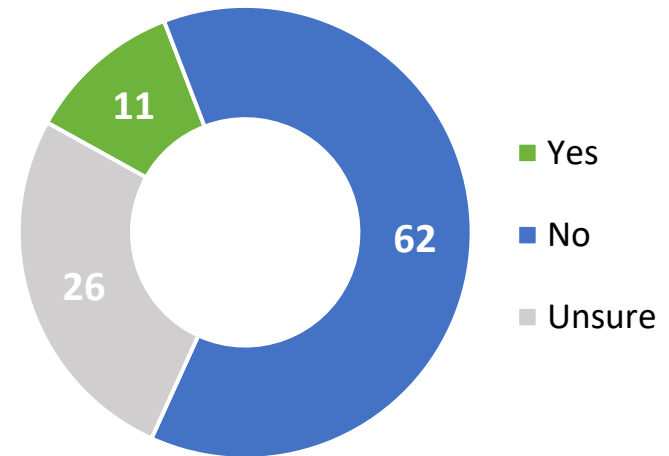
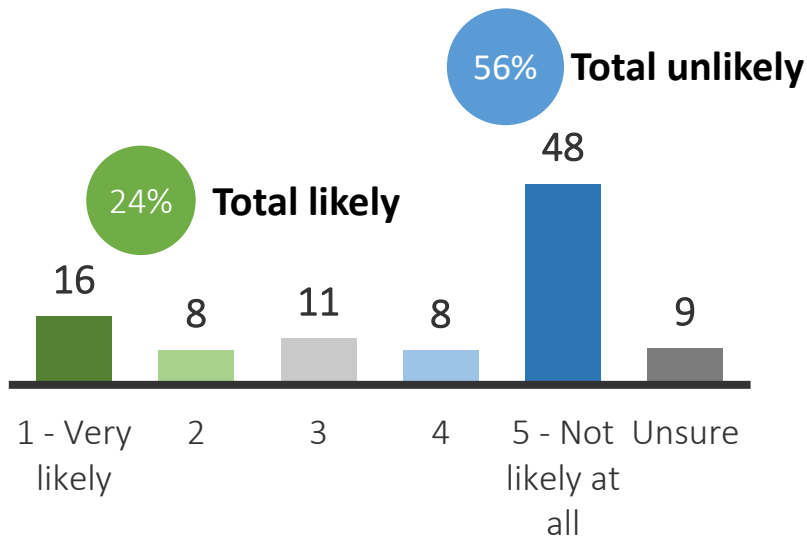
“We looked at the website, but it didn't seem to answer our questions and our lawyer didn't have much idea. It would be good to have some examples of what your rights and responsibilities are to help manage some of our reservations when we first purchased the land”.

(Auckland, second generation, 18-44 years, lifestyle block owners)

A quarter (24%) of QEII members are likely to put more land into a covenant

Q. How likely is it that you may put another parcel of land that you own into a QEII covenant? (%)

Q. Is there anyone you know who may also be interested in putting some land into a QEII covenant? (%)



Members more likely to put extra land into a covenant:

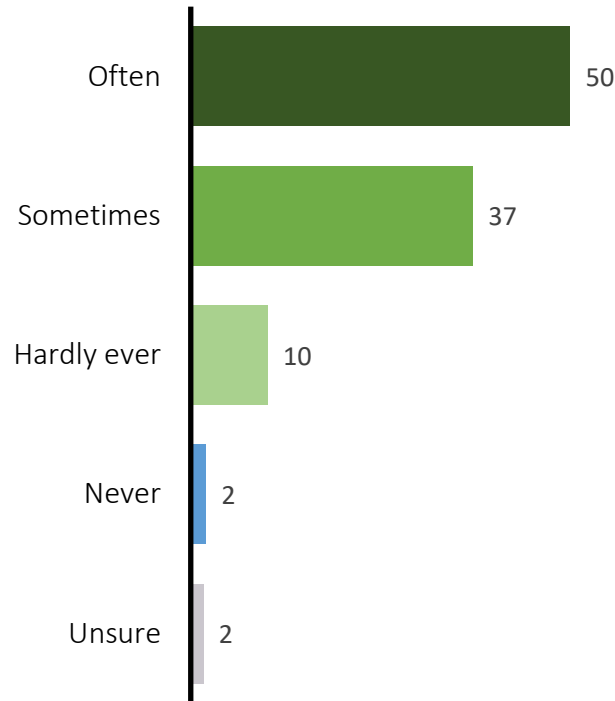
- Those who had a mix of covenants they had 'either set up themselves or purchased existing' (51%)
- Dry stock farmers (35%)



5. Protecting and
enhancing the QEII
covenant area

Half of members are often working on their land, and they are mostly 'weeding', doing 'pest control' or 'maintaining fences'

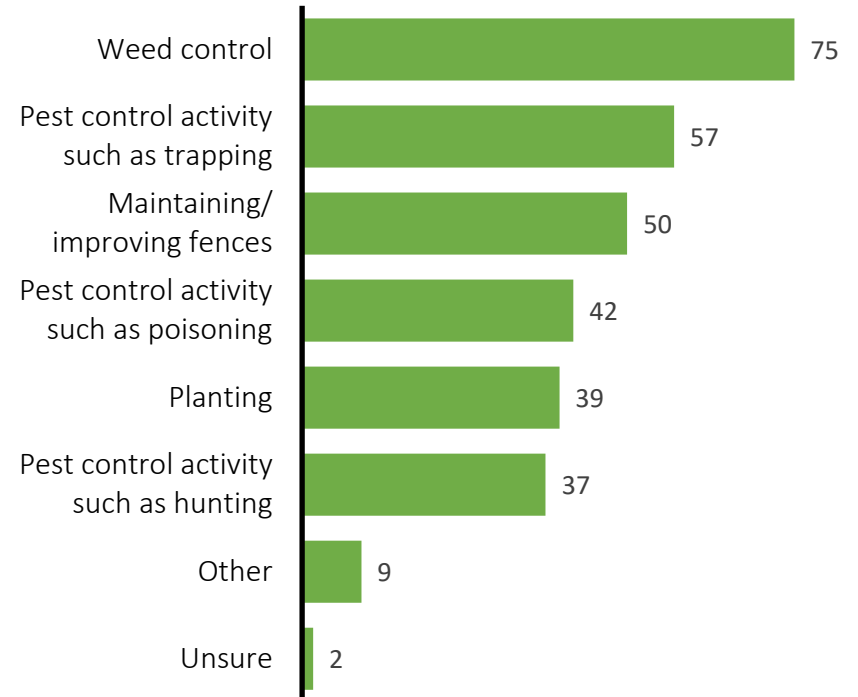
Q. Which of the following best describes how often you or someone you know spends time to protect or enhance the land you have under covenant? (%)



Members more likely to be 'often' enhancing and protecting:

- Lifestyle block owners (57%)

Q. Thinking about when you spend time enhancing your covenanted land, which of the following do you normally undertake? (%)

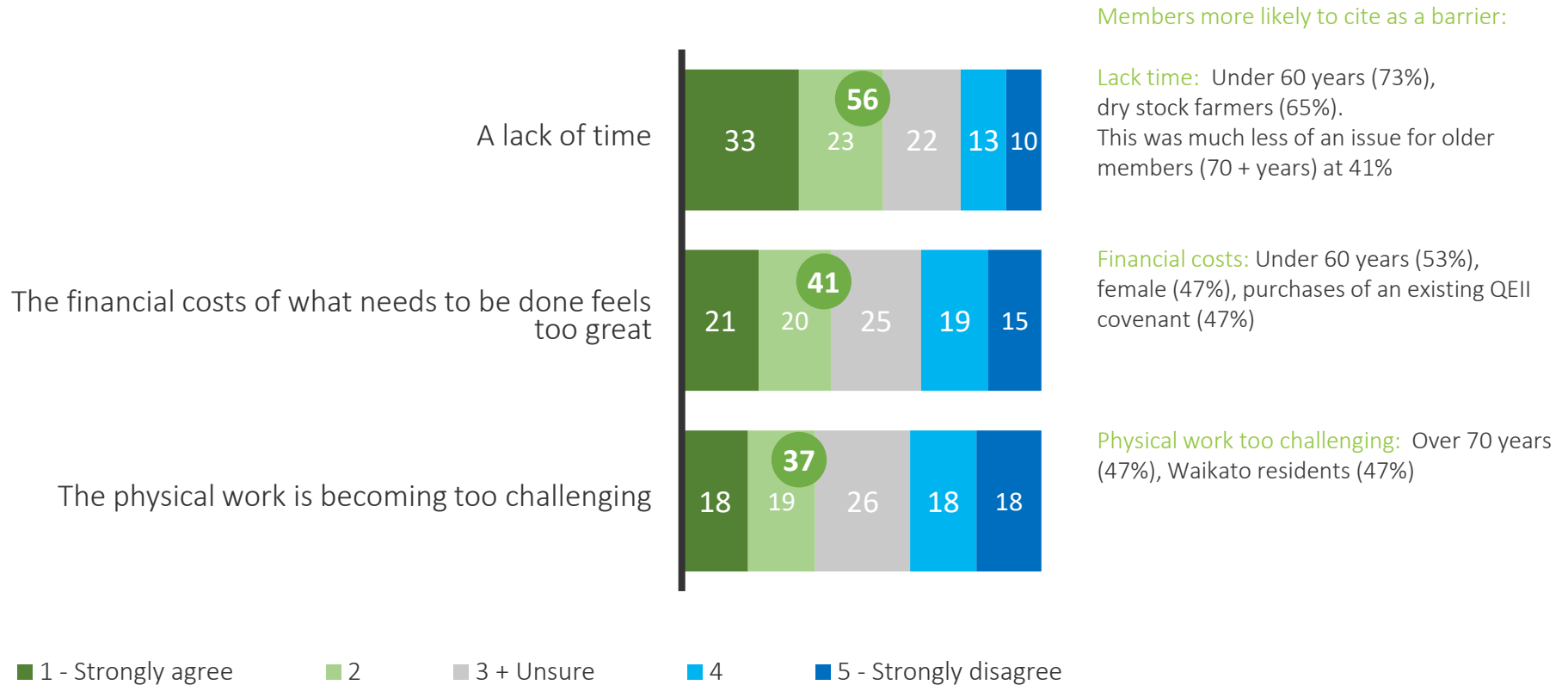


Members more likely to be spending time on enhancing activities:

- Northland and Auckland residents - pest control (trapping 68%) & (poisoning 52%)
- Lifestyle block owners - weed control (83%), trapping (64%), and planting (48%)
- Dry stock farmers - hunting (55%) and on fences (73%)

The three strongest barriers to doing more to protect and enhance QEII land are 'a lack of time', 'financial cost' and 'the physical work becoming too challenging'

Q. How strongly do you agree or disagree that each of the below are barriers to you being able to do more to protect and enhance your land under covenant? (%)





Member comments: *Barriers to enhancing and protecting covenanted areas*

Aging members finding it increasingly hard to care for covenanted land

“The main issue we have is the woolly nightshade. In the past we have cut it back with a chainsaw and put poison in it but you just need to keep doing the work. I’m 85 now so to get back in there with a chainsaw, I’m finding it much harder these days. I’m not ready to step aside yet but I do wonder who would take care of this when it becomes too hard.”

(Auckland, original covenant holder, 80 years plus, dry stock farmer)

Entering retirement brings renewed enthusiasm for enhancement activities

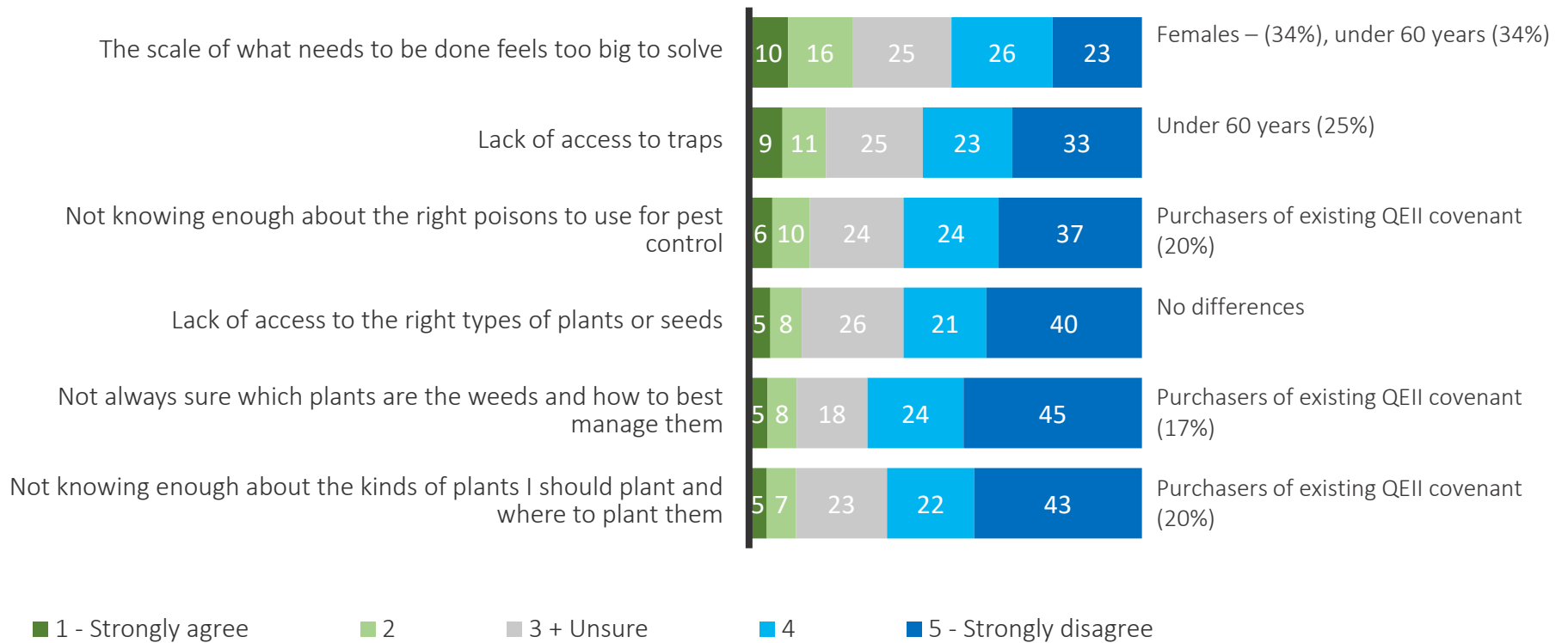
“I’ve just retired and now have some time to put into it. I have just been too busy with work but now I have time I will do more.”

(Auckland, original covenant holder, 65 years plus, dry stock farmer)

Lower-level barriers

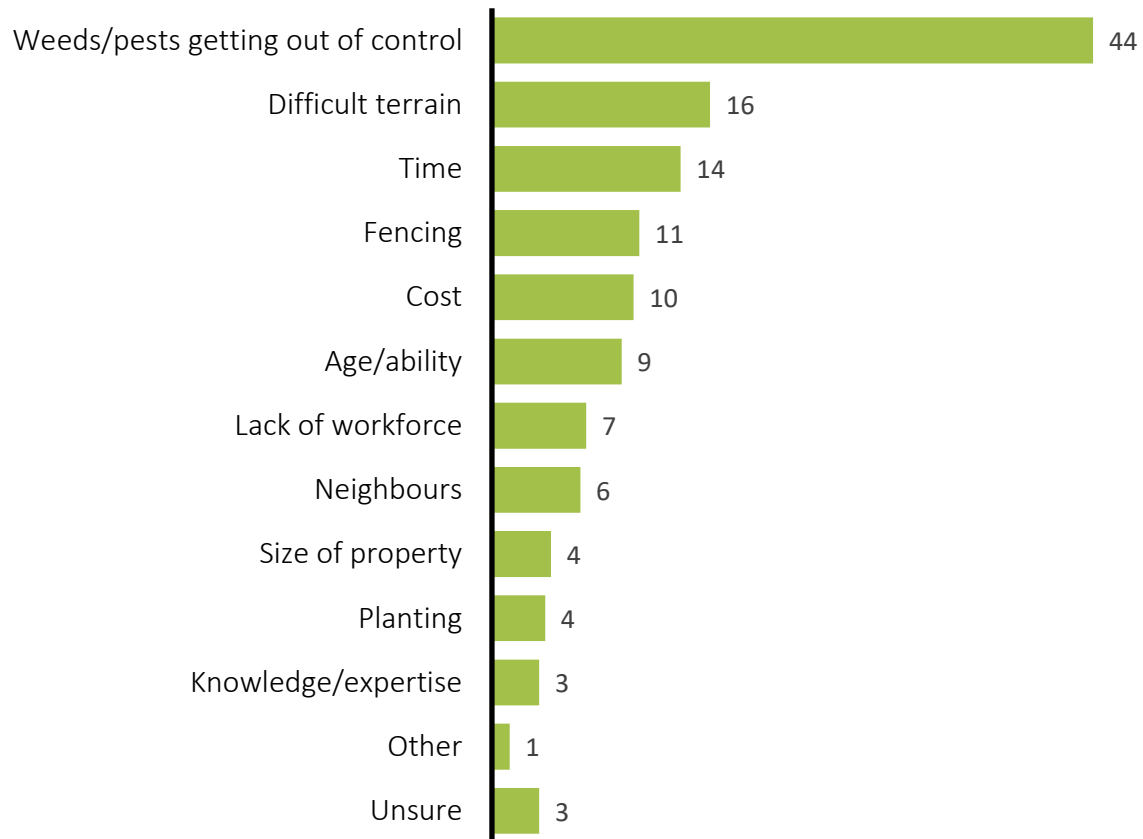
Q. How strongly do you agree or disagree that each of the below are barriers to you being able to do more to protect and enhance your land under covenant? (%)

Members more likely to cite as barrier:



'Weeds and pests getting out of control' is what overwhelms members the most, followed by dealing with 'difficult terrain'

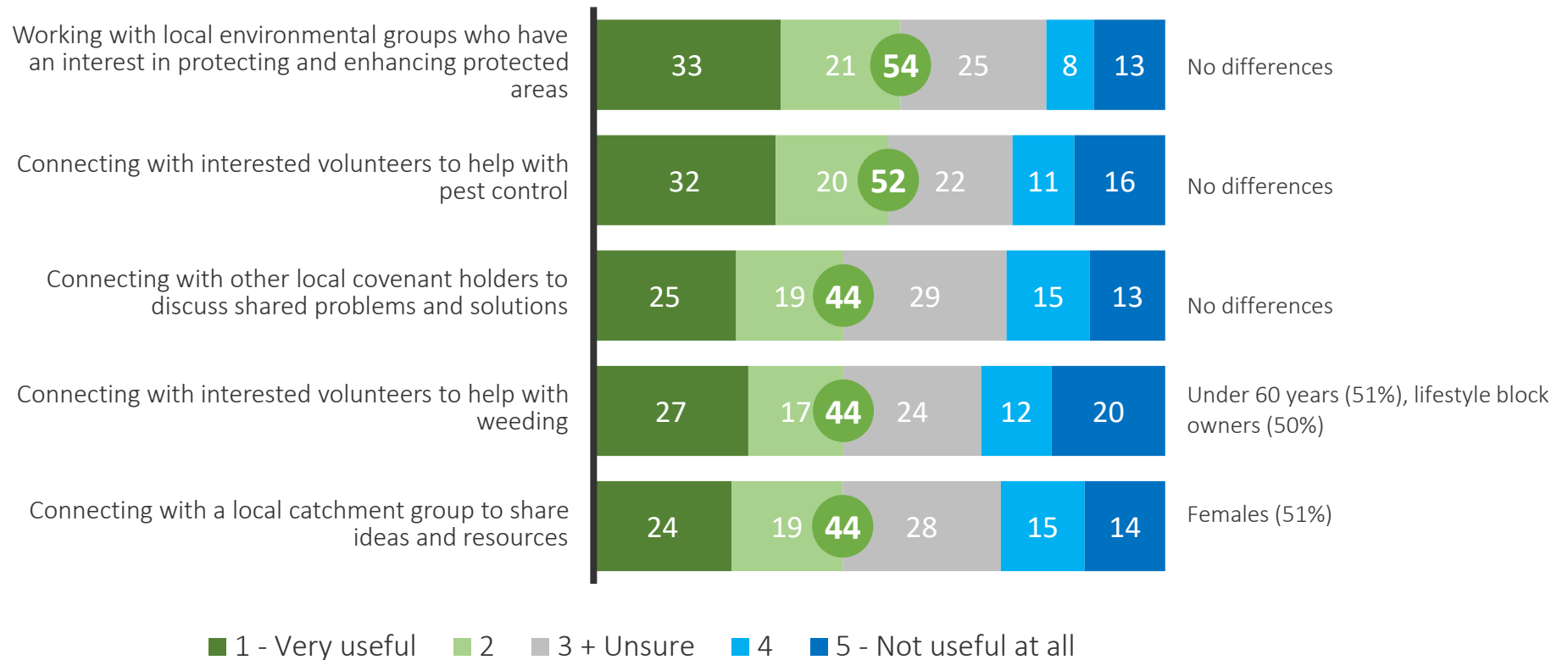
Q. Earlier you agreed that 'the scale of what needs to be done feels too big to solve'. Could you please briefly describe what needs to be done that feels too big to you? (% coded)



To help enhance their QEII Land, members would find working with 'local environmental groups' and being 'connected with volunteers to support pest control' most useful

Q. Below is a list of ways that some covenant holders have said could help them to do more to protect and enhance their covenant area. How useful do you think each of these would be to you? (%)

Members more likely to cite as useful:





Member comments: *connecting with others to support enhancement*

Connecting with other covenant holders

"I'm not sure if there are other covenant holders in the area, but it would be good to know of others and have opportunities to connect and see other sites."

(Wellington, second generation, 45-64 years, lifestyle block owner)

Connecting into other groups for support

"We like the idea of connecting with our catchment group. There is one around here somewhere. We are open to groups of volunteers helping with pest control and weeding but they would need to be well organised by someone else."

(Auckland, original covenant holder , 65 years plus, dry stock farmer)

Receiving support from other interested organisations

"The Ashburton District Council is more active than before and has a new biodiversity officer who has come to see us as covenant holders. ECAN is much more involved now. I was able to obtain grants to recover what I had spent to support the enhancement of the covenant area."

(Mid-Canterbury, original covenant holder, 45-64 years, dairy farmer)

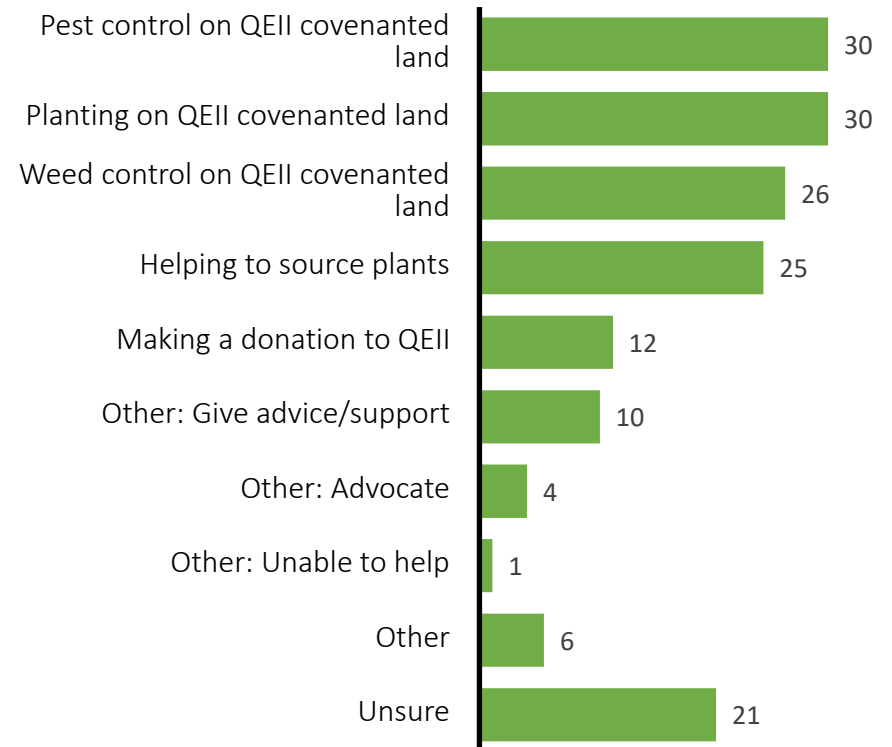
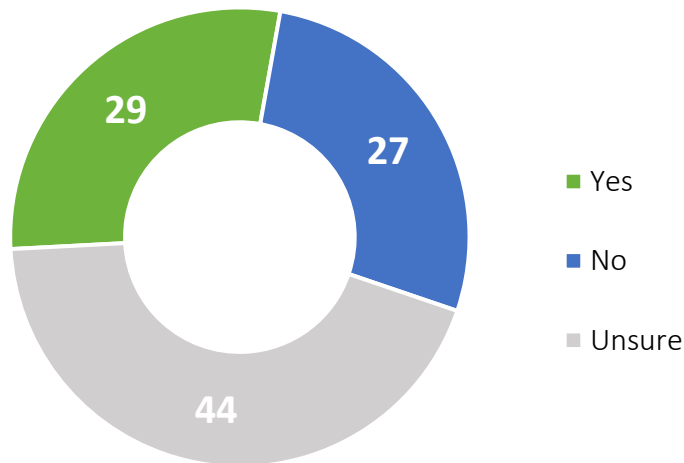
Three in 10 (29%) members are interested in doing more to further support QEII and other members. This group is most interested in helping with ‘pest control’, ‘planting’, ‘weed control’ and ‘sourcing plants’

Q. Do you have any interest in helping to further support QEII and its covenant holders? (%)

Q. Which of the following, if anything, would you be interested in helping with? (%)

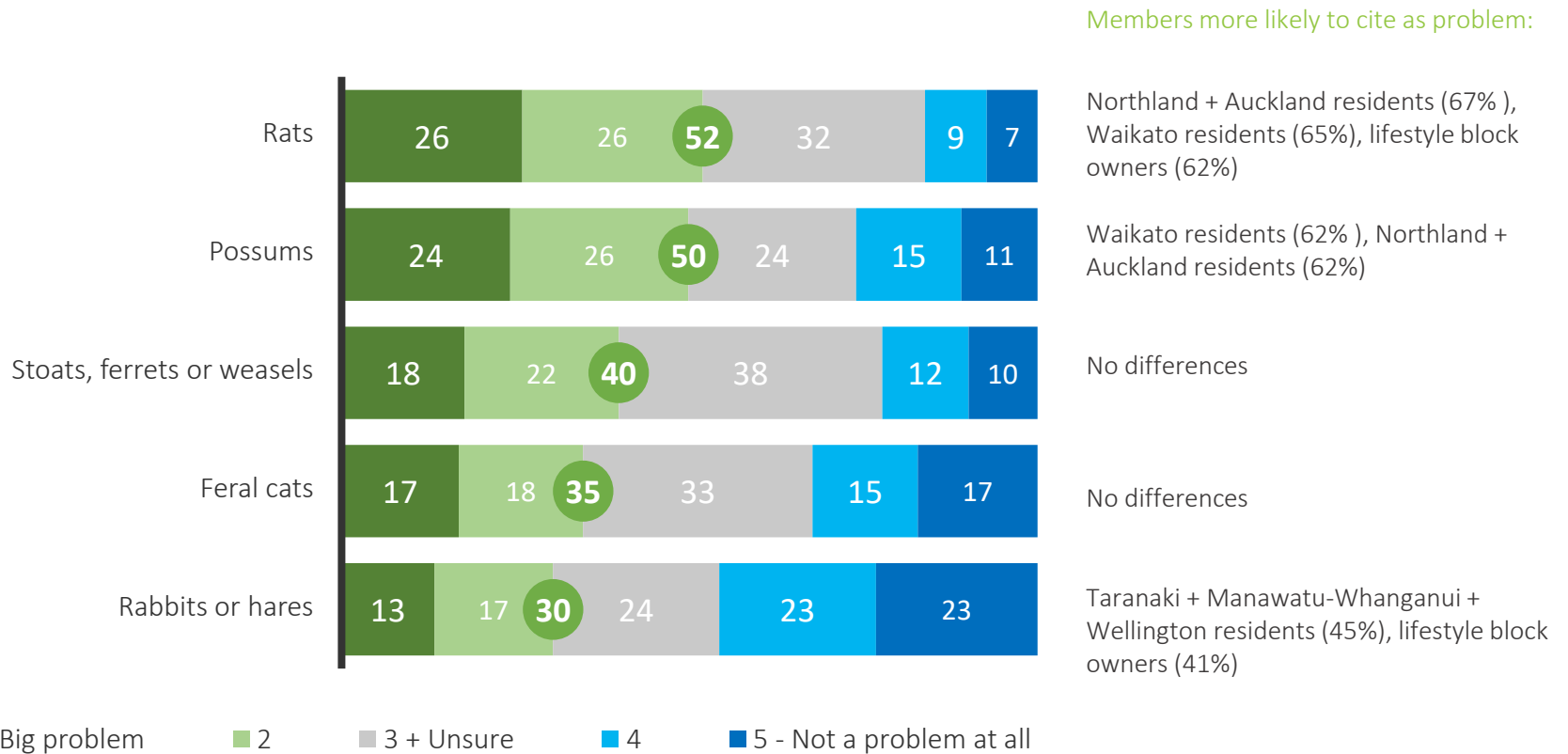
Members more likely to declare interest to further support:

- Males (33%)
- Original covenant holders (32%)



'Rats' and 'possums' are the main pests for members followed by 'stoats, ferrets or weasels' and then 'feral cats'

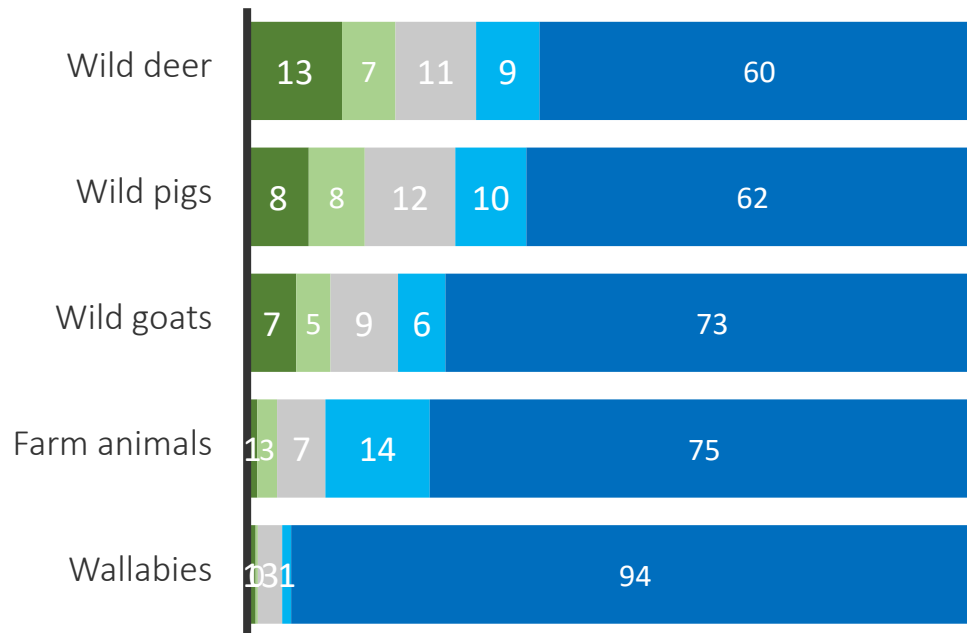
Q. How much of a problem are each of following pests to you when trying to protect your covenanted land? (%)



Pests that impact on a lower number of QEII members

Q. How much of a problem are each of following pests to you when trying to protect your covenanted land? (%)

Members more likely to cite as problem:



Dry stock farmers (35%), Bay of Plenty + Gisborne + Hawkes’s Bay residents (32%), Taranaki + Manawatu-Whanganui + Wellington residents (26%),

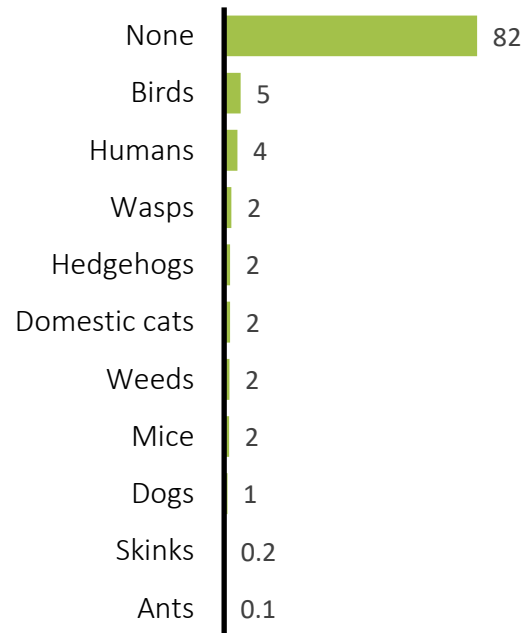
Waikato residents (24%), Northland + Auckland (21%)

Taranaki + Manawatu-Whanganui + Wellington residents (20%)

■ 1 - Big problem ■ 2 ■ 3 + Unsure ■ 4 ■ 5 - Not a problem at all

Most QEII members do not identify any further problem pests

Q. Are there any other pests that are not mentioned above that you consider to be big problem when trying to protect your covenanted land?





Member comments: *need for support dealing with pests and weeds*

Ways to access subsidies for trapping

“The ‘Doc 200 traps’ is now about \$200 and the other one we can use is \$50 so any advice about how we can get these cheaper through the council or other sources of funding we would be very interested in. We would like to find out more about subsidies or incentives to help with trapping and pest control”.

(Auckland, second generation, 18-44 years, lifestyle block owner)

Advice around best bait to use and pest management is needed

“The main challenge is pest management. I need to get some advice around what is the best bait to use. It's quite confusing and hard to work out for yourself.”

(Auckland, original covenant holder, 65 years plus, dry stock farmer)

A photograph of a dense forest floor covered in lush green ferns. The ferns are in the foreground and middle ground, creating a textured, layered appearance. In the background, tall, thin tree trunks rise vertically, with sunlight filtering through the canopy, creating dappled light and shadows. A semi-transparent green rectangular overlay is positioned on the left side of the image, containing white text.

6. Communications and engagement

Most QEII members are satisfied with their overall relationship with QEII

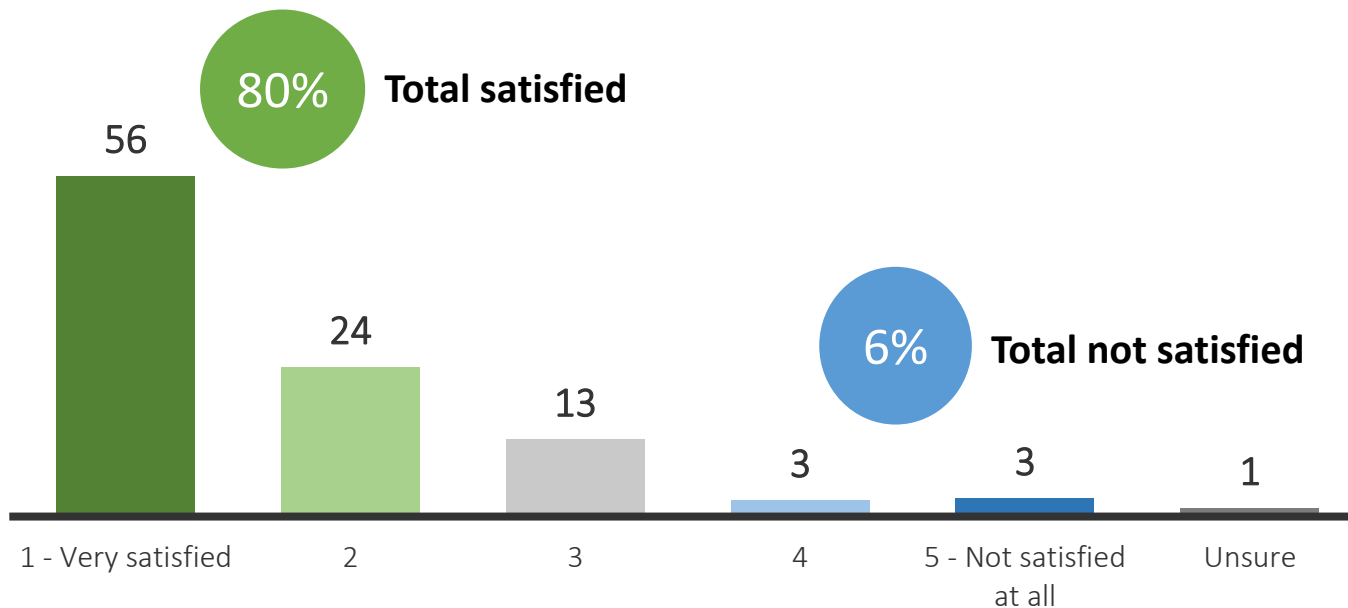
Q. How satisfied are you with your overall relationship with the QEII National trust?

Members more likely to be satisfied included:

- Members who no longer own land (95%)
- Canterbury + Otago + Southland residents (91%)
- Original covenant holders (87%)
- Those aged 70 years plus (87%)

Members less likely to be satisfied included:

- Purchasers of an existing covenant (67%)
- Aged under 60 years (74%)

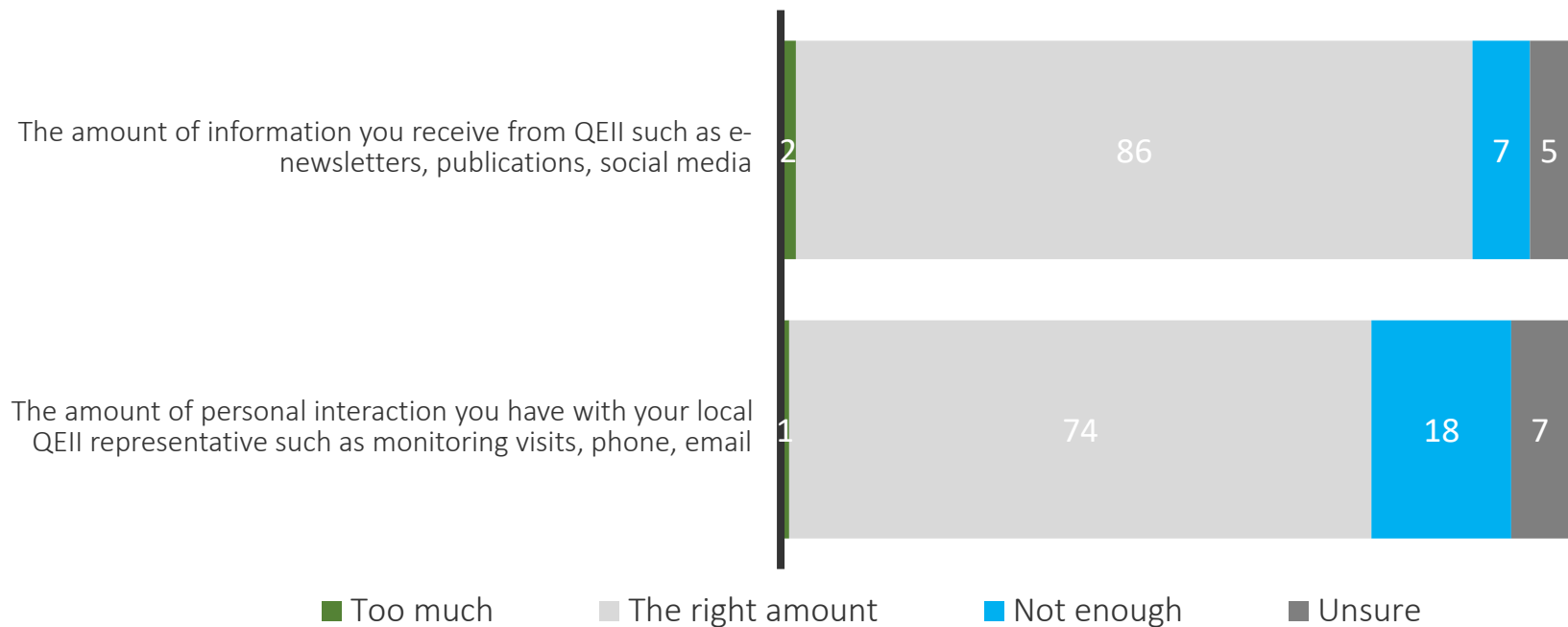


Most members feel they receive both 'the right amount of information' and 'the right amount of personal interaction' with QEII

Q. For each of the following topics do you feel you receive, too much, not enough or the right amount from QEII? (%)

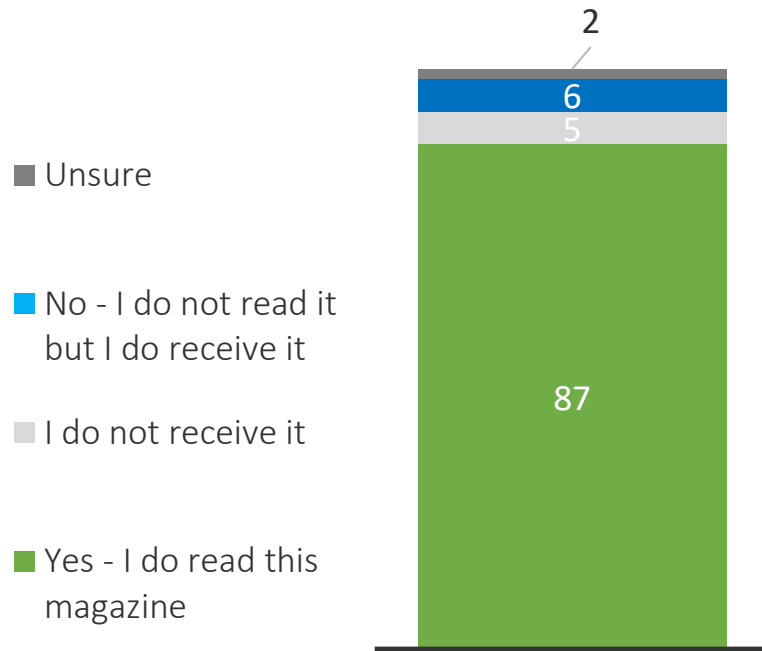
Members more likely to feel they receive the right amount of information included:

- 'Original' covenant owners (90%)



Most members read the 'Open Space' magazine and two thirds of this group find it useful

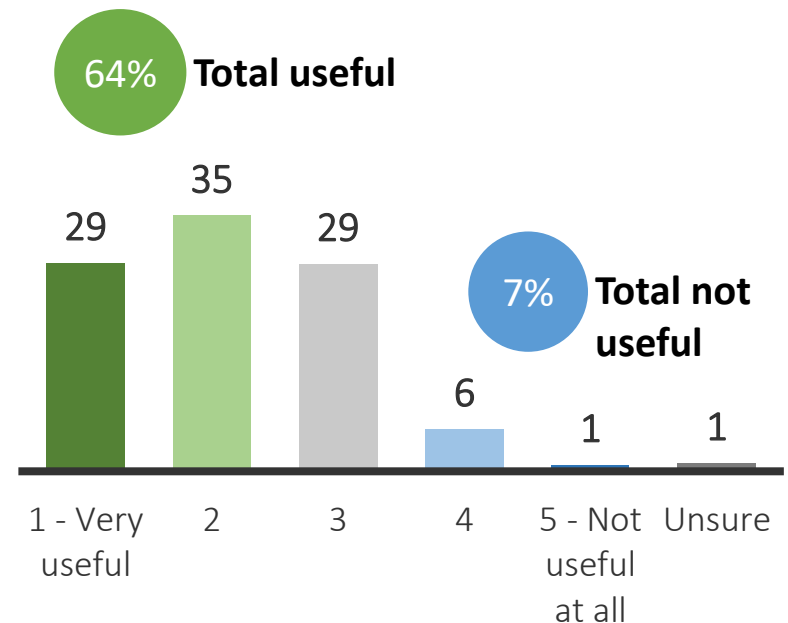
Q. Do you ever read 'Open Space' [The official QEII] magazine?



Q. How useful do you find the Open Space magazine? (%)

Members more likely to find Open Source useful included:

- Those who no longer own land (84%)
- Those aged over 70 years (73%)



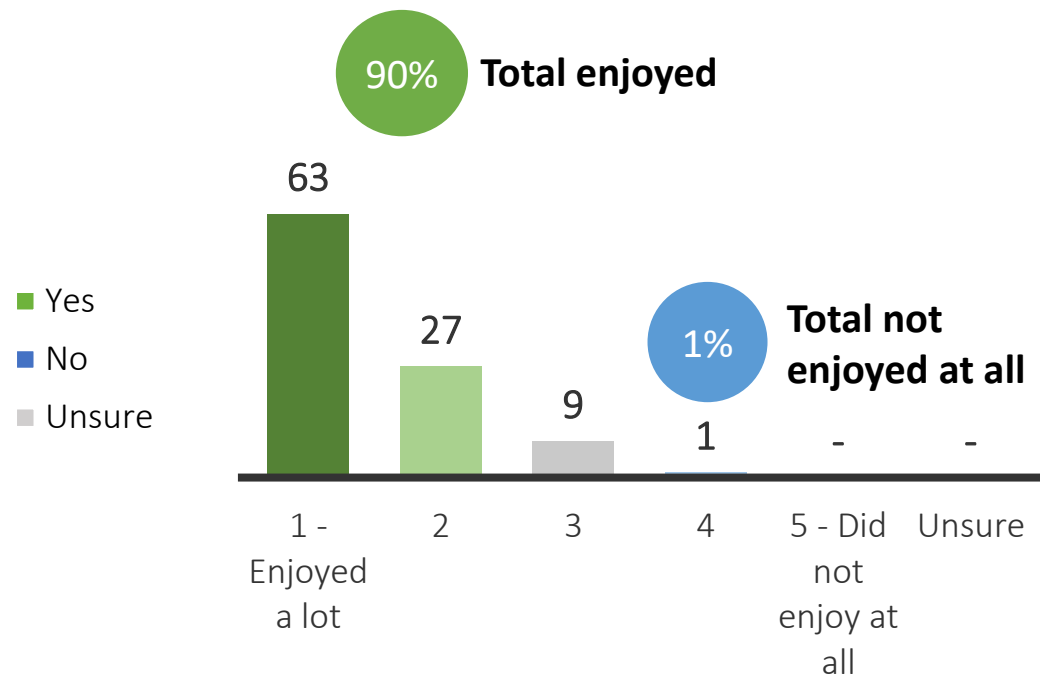
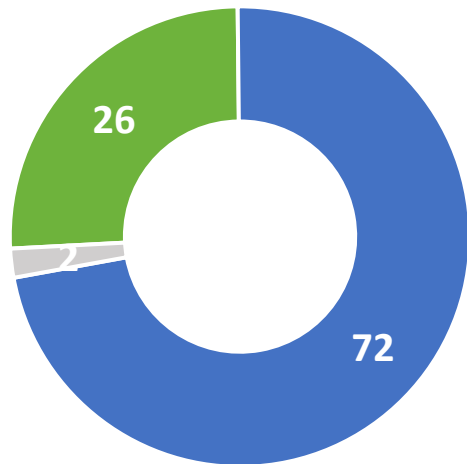
One in four members have attended a QEII event and most of this group stated they had enjoyed it

Q. Have you ever attended a QEII National Trust event? (%)

Members more likely to attend event included:

- Those aged 70 years plus (39%)
- Canterbury + Otago + Southland residents (35%)
- Original covenant holders (34%)

Q. How much did you enjoy attending this QEII National Trust event? (%)



Member comments: *Communications mostly work, just some minor suggestions*



Local QEII representatives play a critical role

“Our engagement with the trust is almost exclusively through [NAME - local QEII representative]. He is very good and connects with us at least once every year.”

(Canterbury, original covenant holder, 65 years plus, dry stock farmer)

Happy with current QEII approach

“If I was to redesign the QEII organisation it wouldn't look any different to now.”

(Wellington, initiator, 45-64 years, lifestyle block owner)

Open Space is superb, however local stories are preferred

“We get the Open Space magazine which is quite interesting. It's a superb publication. It's interesting hearing about other covenants around the country but most interesting when there is a story about one nearby”.

(Auckland, original covenant holder, 65 years plus, dry stock farmer)

A photograph of a dense forest floor covered in lush green ferns. The ferns are in the foreground and middle ground, creating a textured, layered appearance. In the background, tall, thin tree trunks rise vertically, with sunlight filtering through the canopy, creating dappled light and shadows. A semi-transparent green rectangular overlay is positioned on the left side of the image, containing white text.

7. Conclusions & suggestions

Conclusions

- Overall QEII has received a favourable review from its members
- The process of putting land into a covenant and purchasing land with an existing covenant is mostly described as easy
- The level of ongoing communications and the quality of those communications are mostly viewed as about right
- The level of personal engagement with local QEII representatives is also mostly viewed as about right
- A majority of members claim that they are ‘often’ undertaking work to enhance and protect their covenanted land
- Most members also have a strongly positive view towards their covenanted land.
- Members are strongly motivated by a desire to protect and preserve their land for future generations, and some have a sense of contributing to something bigger than them: the ongoing preservation of New Zealand’s biodiversity
- However, there are several barriers that limit the amount of input members would like to put into enhancing and protecting their land. The main ones are:
 - ‘A lack of time’, ‘the financial cost being too great’ and ‘Physically of the work becoming too challenging’
- This research has identified several suggestions for how QEII could potentially further support their members and these are detailed on the next page
- Demographic analysis suggests that members that are generally more favourably disposed towards QEII and the work of having covenanted land Includes:
 - Older members (70 years plus)
 - Original covenant holders
 - Lifestyle block owners
 - Those living in Canterbury, Otago and Southland

Suggestions

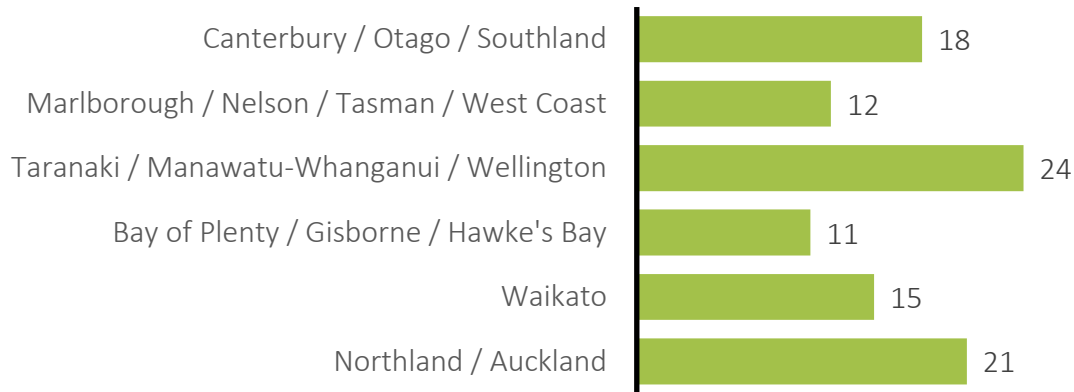
- Communicating to QEII members the critical role they have in protecting and preserving New Zealand's biodiversity is likely to help with further motivating some of them
- Using language that emphasises the enduring nature of what members are doing for future generations and the greater good for their local regions is also likely to help
- At a more individual level considering ways to identify something of unique significance (such as a tree) in each member's covenanted land is likely to build extra pride and connection to the land
- The Local presence of QEII representatives should at least be maintained and potentially increased in a more targeted way
- There is potential to use QEII representatives to target extra support to members at times when they are likely to be more receptive to extra enhancement activity. This includes in the early stages of retirement and immediately after a person or couple buys an existing parcel of QEII covenanted land
- This targeting would most likely need to be locally driven but could be encouraged/monitored via a CRM system. This system could send a message to either QEII or local representatives when opportune times (described above) occur to trigger targeted support to these members
- There is some opportunity to increase enhancement and protection activity among members by creating more 'connected communities' - this can include establishing (member managed) local groups and increasing connections with members and local environment groups/volunteers
 - It is likely that local QEII representatives will be central to establishing and potentially driving some of these initiatives along, until they gain a life of their own
- There is also opportunity for QEII to build further formal relationships with local organisations who have a shared interest in biodiversity. This could help to connect local QEII members into other support networks where funding and other assistance for enhancing and protecting activities could be sourced
- This research has identified the groups listed on the previous page as the members who already are more favorably disposed towards QEII, targeting messaging and activity to support enhancement and protection activity to these groups is more likely to generate a positive response.

A photograph of a dense forest floor covered in lush green ferns. The ferns are the dominant feature in the foreground and middle ground, with their fronds creating a textured, layered appearance. In the background, tall, slender tree trunks rise vertically, their leaves forming a canopy that filters light. A semi-transparent green rectangular overlay is positioned on the left side of the image, containing the text '8. Demographic summary' in white. The overall scene is vibrant and natural, suggesting a healthy, mature forest ecosystem.

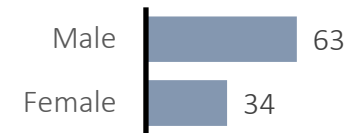
8. Demographic summary

Overview of sample:

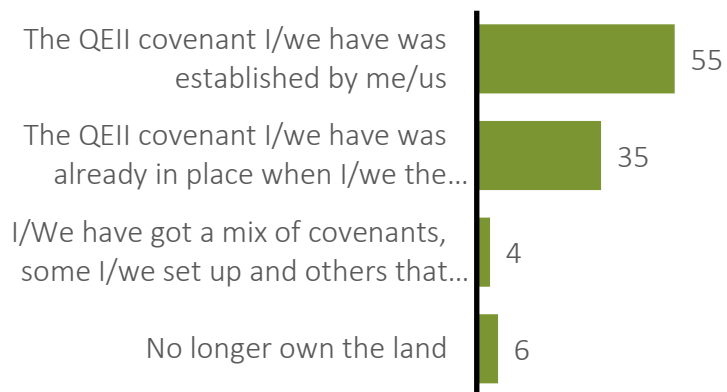
Council



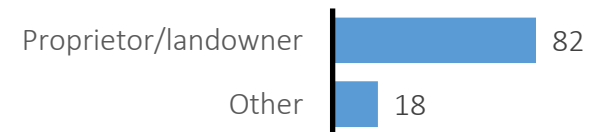
Gender



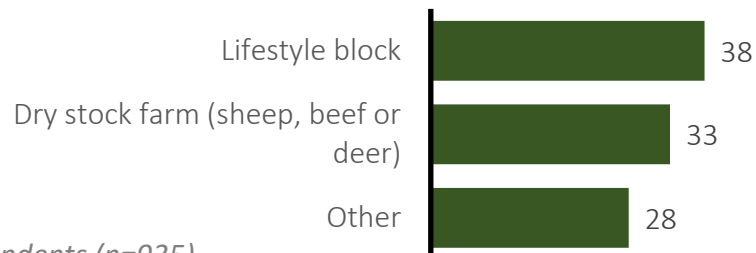
Type of covenant owner



Relationship



Farm/block type



Age

