



# Summary of findings from the Hauraki Gulf Treasure Islands campaign survey 2014

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## Introduction

In 2014, a survey was undertaken in order to gain an understanding of the public's awareness and involvement in biosecurity on the Hauraki Gulf islands, and their perception of the Treasure Island campaign.

The Treasure Islands campaign is a conservation project run jointly by the Department of Conservation (DOC) and Auckland Council (AC). The campaign traces its roots to early pest-free work done in the 1990s by DOC and the Auckland Regional Council (ARC), to protect the Hauraki Gulf from a range of predators. The campaign is funded by the New Zealand public through rates and taxes, and officially comes under legislation governing DOC's Island Biosecurity Plan and the Biosecurity Act 1993, the Auckland Regional Pest Management Strategy and the Hauraki Gulf Controlled Area for the Auckland Council.

A total of 267 people answered the survey; comprised mainly of Hauraki Gulf island residents, boaties, island restoration and community group members, and Auckland Council and Department of Conservation staff.

The responses from the survey have been coded and analysed in SPSS, a software package used for statistical analysis, and the results discussed in this summary. The results are discussed in the same order as the questions were presented in the survey. For each question, the overall results are discussed and illustrated via a bar graph. With the exception of Question One, further analysis and discussion of each question is provided in terms of the one or two largest groups (e.g. island residents, island restoration groups etc) who responded to each question. This analysis and discussion is further illustrated via a pie graph.

It should be noted that the survey participants were invited to provide multiple responses for all of the questions except for Question One. This means that results are discussed in terms of the number of 'respondents' (participants) who answered each question, as well the number of 'responses' that were received for each question. In this regard, the bar graphs provide information on the percentage of respondents whereas the pie graphs provide information on the percentage of responses.

## Summary of findings

The survey questionnaire consisted of five questions. These are set out below, along with the responses to each question.

### 1. **What category below best describes your association with biosecurity in the Hauraki Gulf?**

- Island residents comprised the largest group of respondents, followed by boat/kayak club members, Auckland Council staff, and island restoration/community groups.
- Smaller groups comprised the marine industry, DoC staff, part-time residents, pest-free warrant holders, contractors and schools.

### 2. **If you can be more specific about your biosecurity involvement/role, please briefly describe it here.**

- Nearly half the respondents stated their involvement related to ‘active awareness, advice or communication’ or that of a ‘funder, supporter or volunteer’.
- Results from the island residents indicated that 40% of responses fell in the same two categories mentioned above, whereas as nearly a third of the responses related to active involvement in the eradication of pest, and a fifth of the responses related to planting or weeding.

### 3. **In terms of the Treasure Islands campaign - what do you think has worked or currently works well? What do you value most?**

- The results from this question were categorised according to what worked well, and what was valued most.
- Four fifths of participants stated that the communication aspects of the campaign worked well, and the remaining participants referred to the desired outcomes of the campaign such as ‘pest eradication (fauna)’, the ‘work of biosecurity staff’ and ‘the combined efforts of everyone’.
- There was a small response rate to the second part of the question (What do you value most about the Treasure Islands campaign). Nearly a third of those who responded indicated that ‘increased birdlife’ was of most value, and nearly a fifth of respondents referred to the work of biosecurity staff.

#### **4. In your view what hasn't or doesn't work well?**

- Nearly one fifth of respondents referred to a 'lack of reach to all groups/islands', followed respondents who stated that the campaign was 'not effective enough'.
- Just over a tenth of respondents referred to a 'lack of information, awareness, signage or posters', while other respondents stated that 'dogs, cats or wallabies remain a threat' and 'lack of funding, resources, biosecurity presence' hasn't or does not work well.
- Interestingly, a sixth of respondents stated 'the campaign works well' even though the question did not prompt participants to respond about the positive aspects of the campaign.
- More than a tenth of respondents indicated that they 'did not know or were not sure' about what has not or does not work well.

#### **5. What do you think would motivate others to take action, to prevent stowaway pests reaching our 'treasure islands' in the Hauraki Gulf?**

- Nearly a quarter of participants stated 'better signage, posters or communication' would motivate others to take action.
- Nearly one fifth referred to specific methods that should be utilised, such as mobile apps, television advertisements, documentaries, and the provision of checklists to visitors.
- More respondents suggested that a greater focus on the negative aspects of pest invasion would motivate others (such as showing the effects that wallabies have on plant life), compared to those who suggested that a greater focus on the positive impacts of pest control would motivate others (e.g. illustrating the abundance of birdlife on Tiri Tiri Matangi).
- Other responses included 'focusing on private boaties', and 'focussing on education, especially children'.

#### **Caution required when interpreting finding:**

- The small number of responses to some of the questions, particularly the second part of Question Three (What do you value most) means that caution must be taken when interpreting these results.

- Questions that been analysed according sub-categories such as ‘island residents’, ‘boat/kayak club members’, and ‘island restoration/community groups’ also mean that the number of responses analysed is small, and so again, caution should be taken when interpreting these results.
- Questions Three, Four and Five asked respondents about aspects of the Treasure Island campaign, and it is apparent from the results that while most respondents have provided answers that relate to the campaign itself, a smaller number of respondents referred to the operational outcomes of the Treasure Island campaign, such as pest eradication. While both these types of responses are valid, it is important to distinction between the two when interpreting the results.

### **Points of interest**

- Of the various groups interviewed, island residents appeared to be the most engaged.
- Many respondents regarded a lack of reach and resources as a key impediment when it came to motivating people and to the campaign in general.

### **Lessons for future survey questions**

- Question 3 was unclear in that it asks more than one questions (“...what do you think has worked or currently works well? What do you value most?”). In future, presenting these questions separately will to allow the responses to be coded more accurately.
- Future questions should also clarify whether a response is being sought about the operational outcomes of the campaign, the campaign itself, or both.

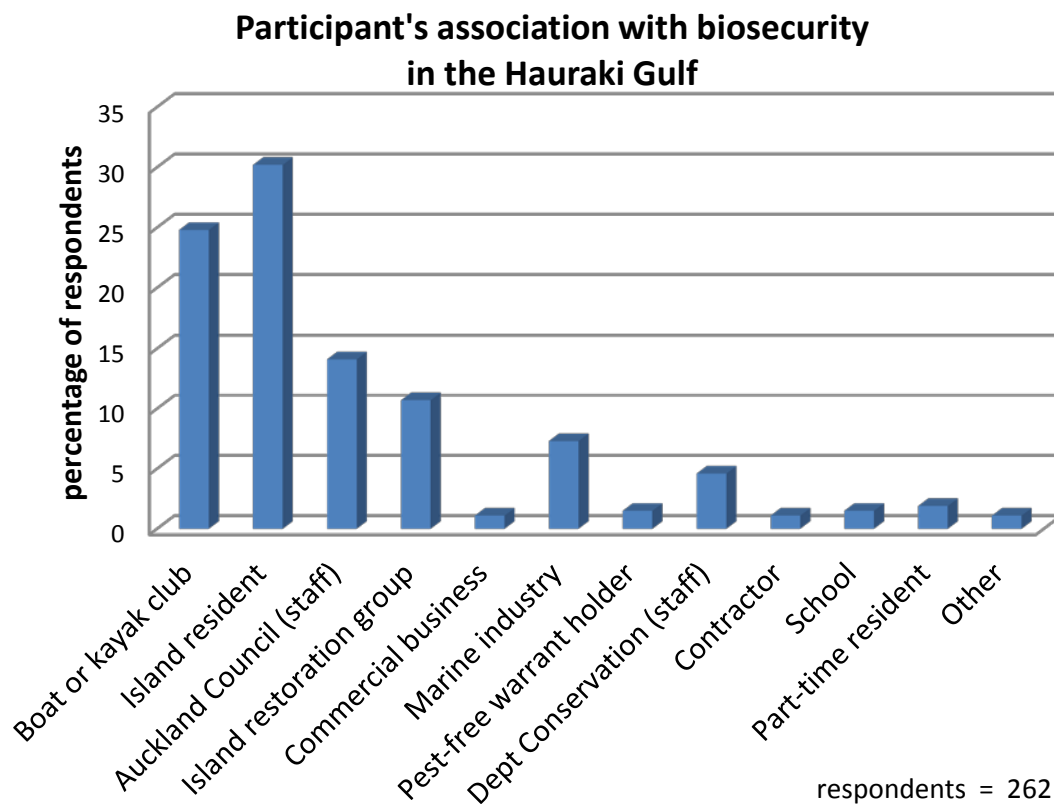
## Participants' association to biosecurity in the Hauraki Gulf

### Question 1

What category below best describes your association with biosecurity in the Hauraki Gulf?

Of the 267 participants who responded to this survey all but five people responded to Question One. As Figure One illustrates, 30.2 per cent of the respondents stated that their association with biosecurity related to them being an 'island resident'. Boat or kayak club members comprised the next largest group; nearly a quarter (24.8%) of all respondents. Auckland Council staff and island restoration community groups comprised the next two largest groups of participants (14.1% and 10.7% respectively).

Figure 1



## Participants' involvement or role in biosecurity

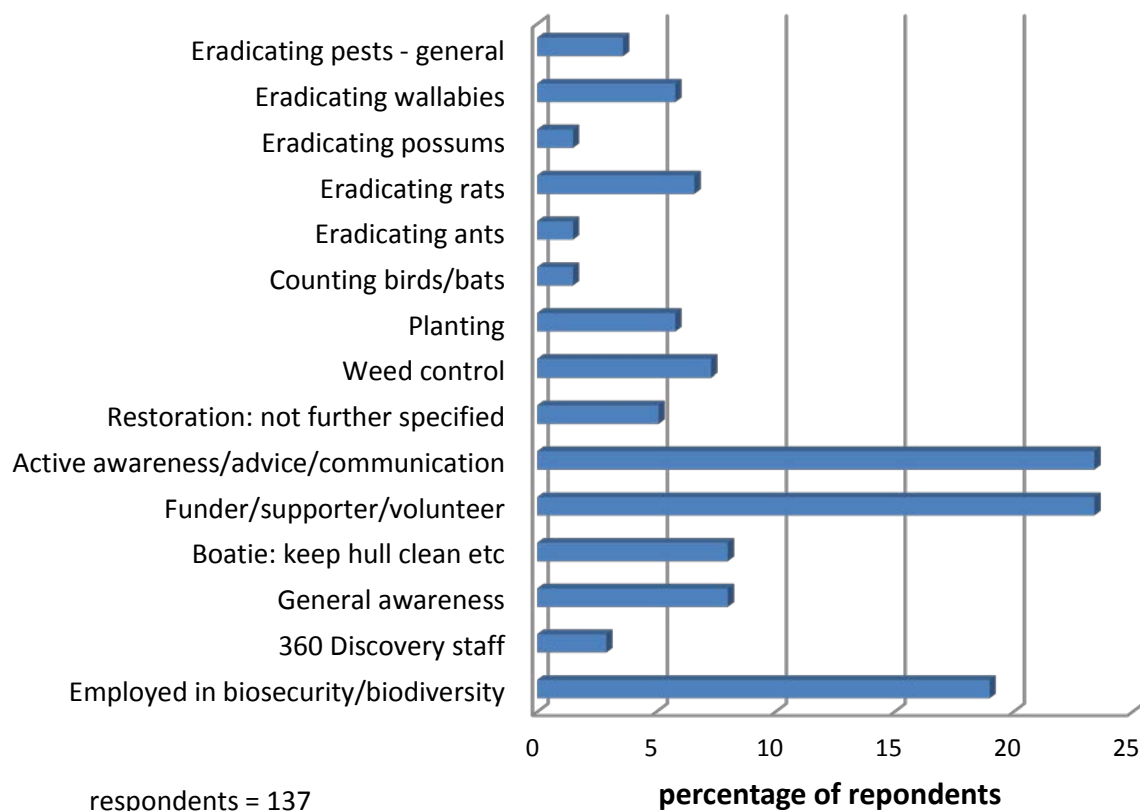
### Question 2

If you can be more specific about your biosecurity involvement/role, please briefly describe it here.

Just over half (51.3%) of the 267 participants answered this question. The question allowed for multiple responses, meaning the percentage totals more than 100 per cent (123.4%). Nearly half of the respondents to this question stated their involvement related to 'active awareness, advice, or communication' (23.4%) or that of 'funder, supporter or volunteer' (also 23.4%). Respondents who were employed in biosecurity or biodiversity accounted for the next largest group (19 %). Respondents who were involved in the eradication of pests including wallabies, possums, rats and ants accounted for 19 per cent, followed by 'planting' and 'weed control' (a combined total of 13.1%), 'general awareness' (8%) and 'boatie: keeping hull clean etc' (8%).

**Figure 2**

### Participant's involvement with biosecurity in Hauraki Gulf





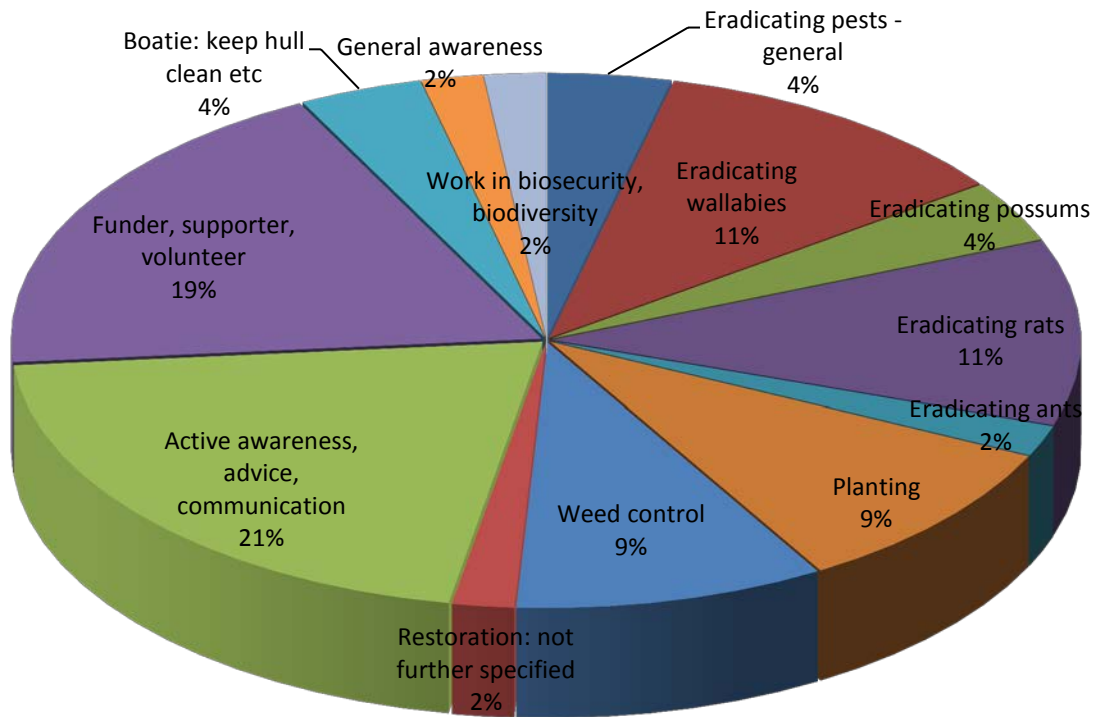
## **Subgroup responses to participants involvement with biosecurity in the Hauraki Gulf**

Of the 53 multiple responses from island residents, nearly 40 percent (21 responses) indicated a biosecurity role that involved ‘active awareness, advice or communication around biosecurity, or ‘funding, support or volunteering’ in the area of biosecurity (see Figure 3). Nearly a third of the responses (17 responses) related to involvement in the eradication of pests including wallabies, possums, rats and ants, whereas not quite a fifth of the responses (10 responses) involved planting or weeding.

This question about the participants’ involvement or role in biosecurity also elicited a high number of responses (35) from those involved in island restoration (see Figure 4). Nearly 60 per cent of these responses related to being a funder, supporter or volunteer in relation to biosecurity and just over a quarter of responses related to eradication of pests, as well as planting and weed control.

**Figure 3**

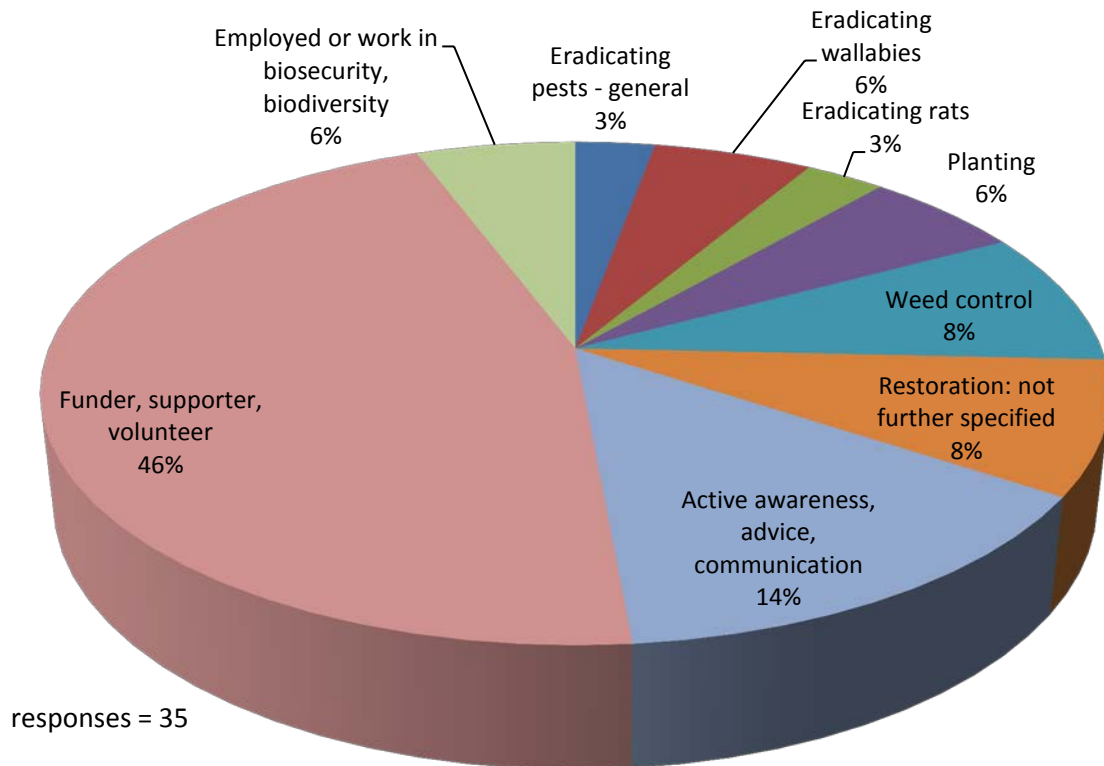
**Island residents' involvement in biosecurity in Hauraki Gulf**



responses = 53

**Figure 4**

**The involvement of island restoration and community groups in biosecurity in the Hauraki Gulf**



**What works in terms of the Treasure Islands campaign**

Question 3 in the survey asked “In terms of the Treasure Islands campaign - what do you think has worked or currently works well? What do you value most?”

However, it was not always completely clear which part of a participant’s response related to the first part of question (i.e. *what do you think has worked or currently works well?*) versus the second part of the question (i.e. *what do you value most?*). It seems that most of the participants who did answer this question, responded to the first part of the question, rather than the second part of the question, or to both parts of the question. For the purpose of this discussion, responses to Question 3 have been analysed and discussed separately, as follows.

### **Question 3a**

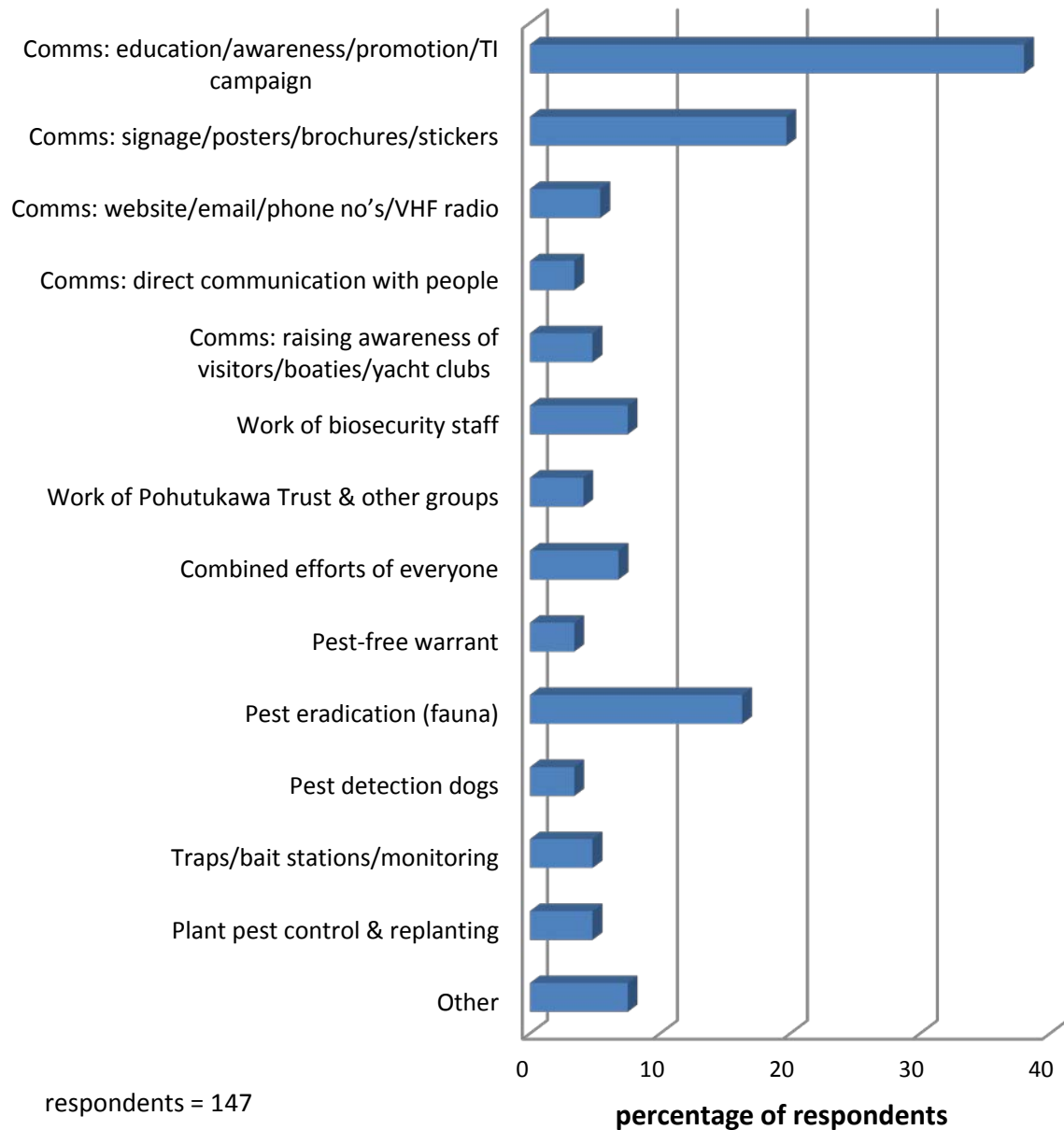
In terms of the Treasure Islands campaign - what do you think has worked or currently works well?

Over half (55.1 %) of 267 respondents answered this question and, as with the previous question, multiple responses were allowed for, meaning the percentage totals more than 100 per cent. The majority of the respondents provided responses about the communication aspects of the campaign; nearly 40 percent (38.8%) of respondents indicated that the 'educational, awareness, promotion, and 'Treasure Island' aspects of the campaign worked well, and nearly 20 per cent (19.7%) of the respondents referred to aspects of the campaign including 'signage, posters, brochures and stickers'. A further 5.4 per cent of respondents stated that the 'website, email, phone numbers, and VHF radio' aspects of the campaign worked well, and a combined total of 8.2 percent of respondents indicated that 'direct communication with people' (3.4%) and 'raising awareness of visitors, boaties and yacht clubs' (4.8%) worked well.

Respondents who provided responses that were not related to the communications aspect of the campaign included the 16.3 percent that stated 'pest eradication (fauna) works well', 7.5 percent stated the 'work of biosecurity staff' and 6.8 per cent stated the 'combined efforts of everyone' (see Figure 5).

**Figure 5**

### What works well with the Treasure Island campaign



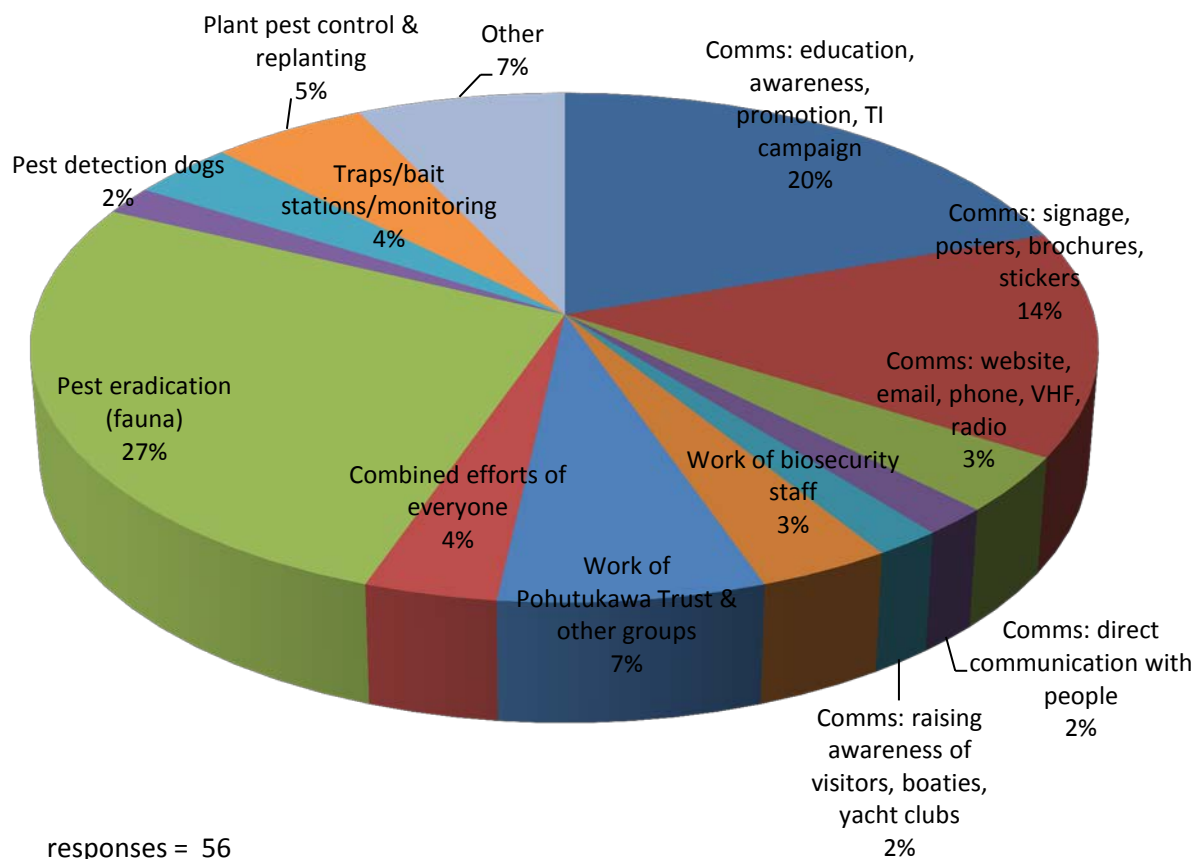
### Subgroup responses to what works in terms of the Treasure Islands campaign.

Of the 56 responses from island residents who answered this question, around 40 percent (23 responses) indicated that the communication aspects of the campaign work well (see Figure 6). However, nearly 50 per cent of responses related to the more direct or 'on the ground'

aspects of the campaign working well. This included pest eradication including trapping, baiting and pest detection dogs, as well as replanting, weed control and the efforts of biosecurity staff, community groups and others.

**Figure 6**

**What works well with the Treasure Island campaign  
- island resident responses**

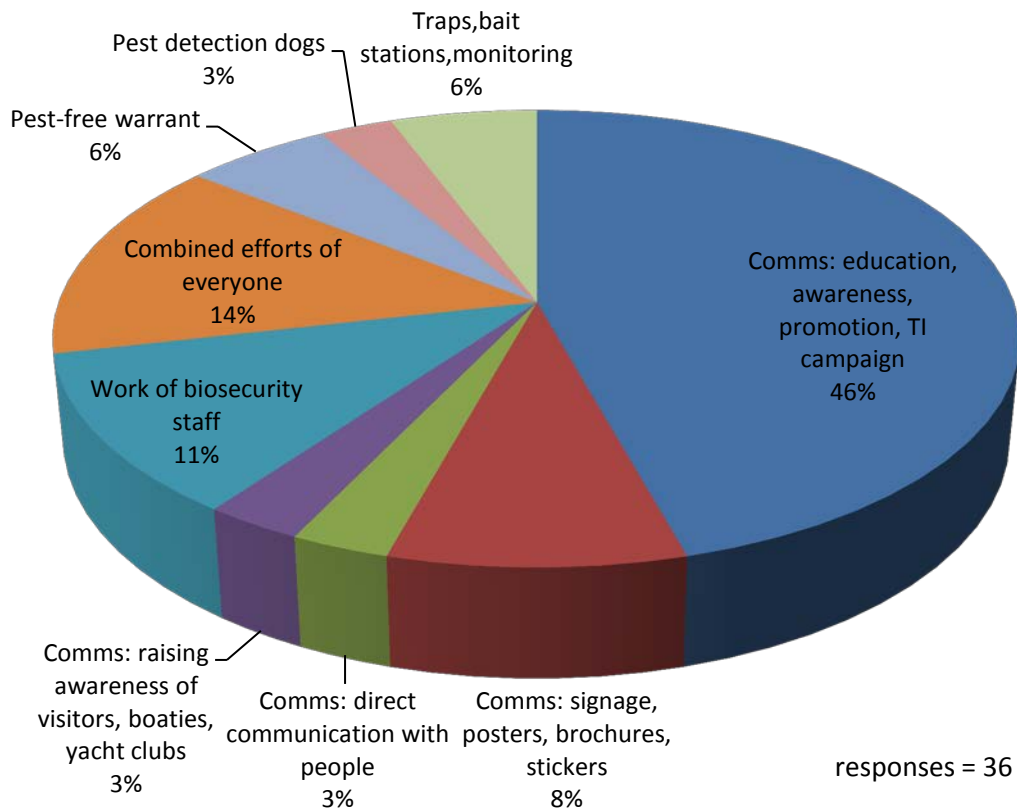


The next largest who group who responded to this question were Auckland Council staff (36 responses). These responses (see Figure 7) differed from the island resident group in that 60 per cent of Auckland Council staff responses indicated the communication aspects of the campaign that worked well in comparison to the more direct or ‘on the ground’ aspects of the campaign (25%). This was also the case with the island restoration (community groups) and boat or kayak club members; a higher percentage of responses related the success of the Treasure Island campaign to the communication aspects of the campaign, rather than the ‘on the ground’ work. However, it is possible that the high response rate to the communication

aspects of the campaign is because the term ‘campaign’ brings to mind the marketing and communication aspects of a project rather than the desired outcomes of such as campaign such as pest eradication.

**Figure 7**

**What works well with the Treasure Island campaign  
- Auckland Council staff responses**



**What is most valued about the Treasure Islands campaign**

**Question 3b**

In terms of the Treasure Islands campaign - what do you value most?

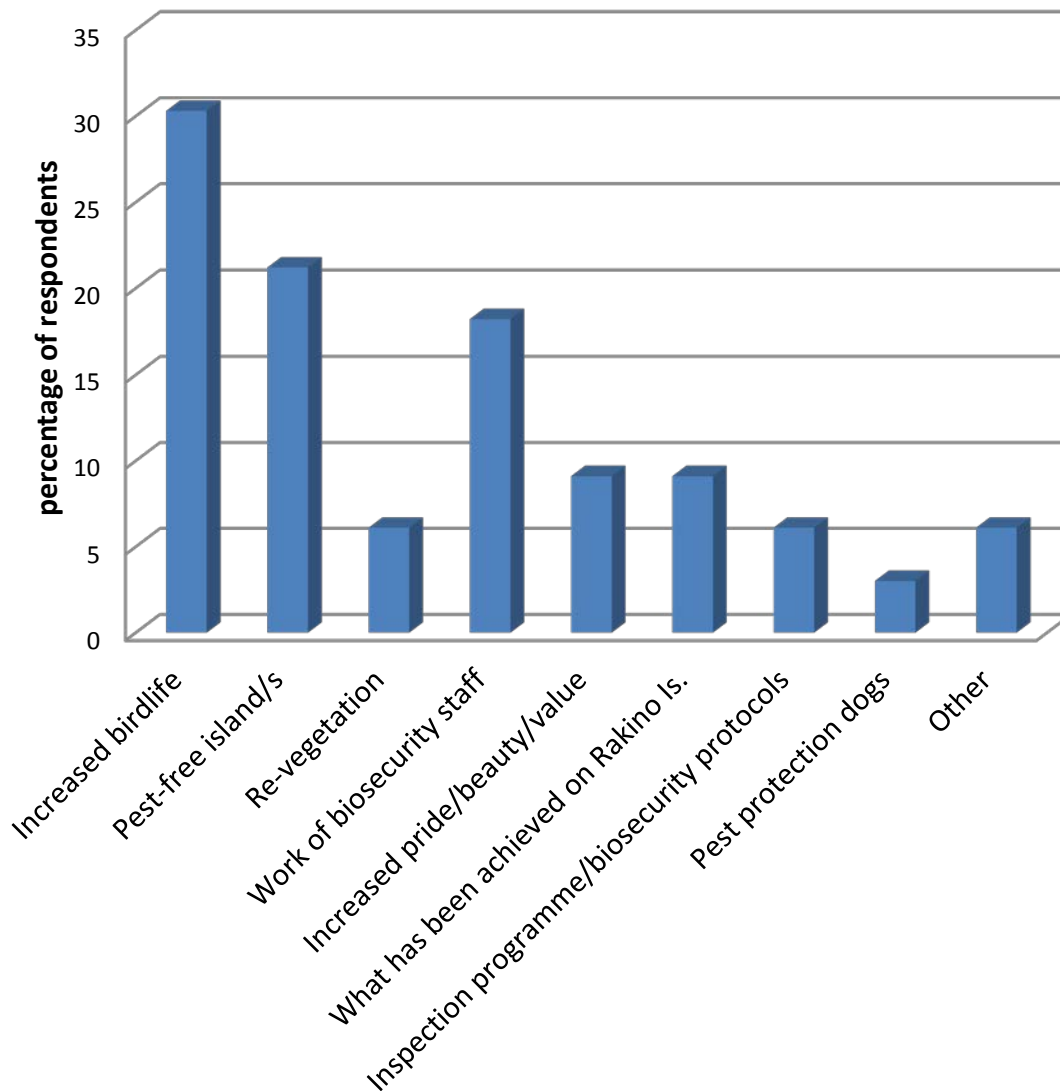
As mentioned above it was not always completely clear which part of a participant’s response related to the first part of question three (i.e. in terms of the Treasure Islands campaign - *what do you think has worked or currently works well?*) and the second part of the questions (i.e. *what do you value most?*). It appeared that most responses related to the first part of the question and that there was a low response rate for the second part of the question: only 12.4 per cent or 33 people responded out of the total 267 survey participants.

As with the other questions in this survey (with the exception of question one) the survey participants were able to provide more than one response.

Of the 31 respondents to this question, 30.3 per cent indicated that ‘increased birdlife’ was of most value, 21.2 per cent related to ‘pest-free islands’ being of most value and 18.2 per cent related to the work of biosecurity staff. A lower number of respondents referred to the value of re-vegetation’ (6.1% or 2 respondents), ‘increased pride/beauty/value’ (9.1% or 3 respondents), ‘what has been achieved on Rakino Island’ (9.1%), ‘programme/biosecurity protocols’ (6.1%) and ‘pest protection dogs’ (3.3% or 1 respondent).

**Figure 8**

### What is valued most in terms of the Treasure Island campaign



respondents = 31

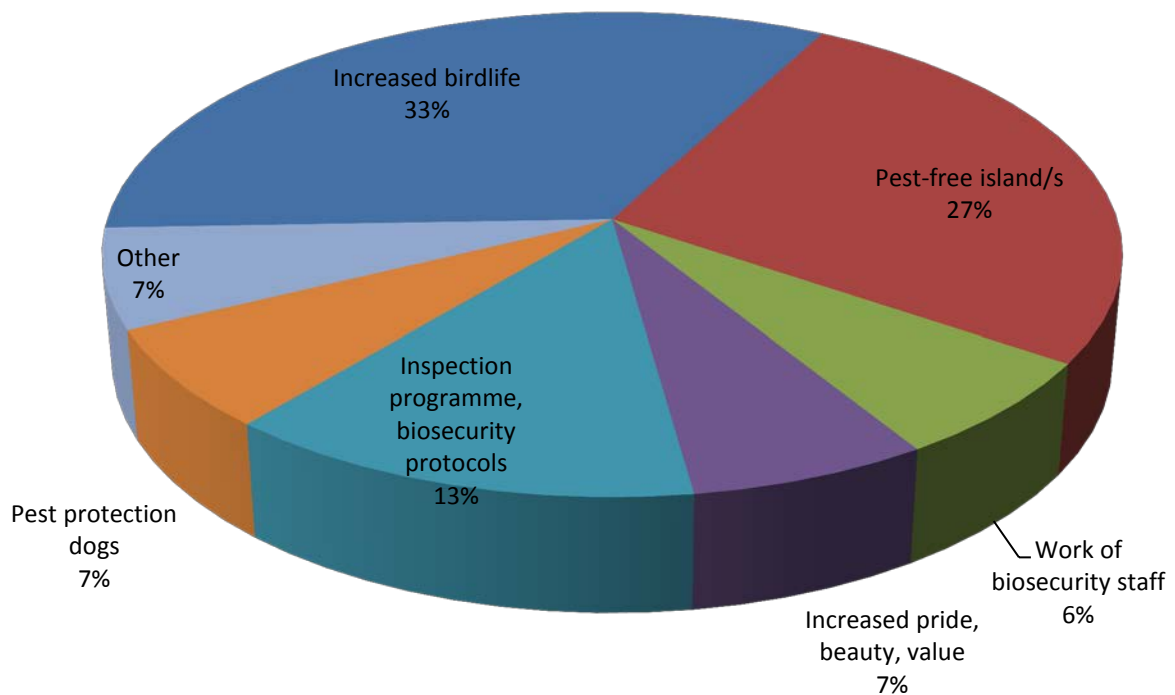


## Subgroup responses to what works is most valued about the Treasure Island campaign

Of the 79 island residents who participated in this survey, only 12 responded to this question, and 15 responses were provided. As Figure shows, a third of the responses (5 responses) indicated that ‘increased birdlife’ was of most value. Just over a quarter (27% or 4 responses) related to ‘pest-free island/s’ being of most value, and nearly one-fifth of responses related to the inspection programme, biosecurity protocols and work of biosecurity staff (3 responses). The remainder of responses consisted of ‘increased pride/beauty/value’ (1 response), ‘pest protection dogs’ (1 response) and ‘other’ (1 response).

**Figure 9**

### What island residents value most about the Treasure Island campaign



responses = 15

## What doesn't work

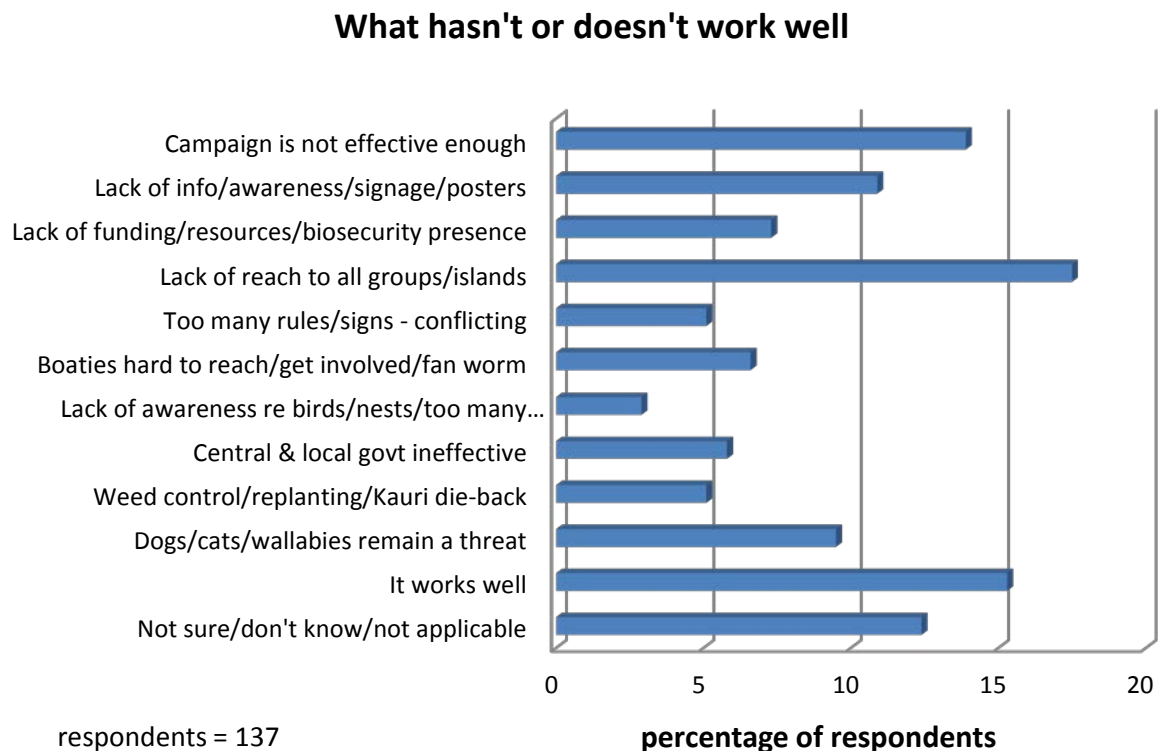
### Question 4

In your view what hasn't or doesn't work well?

Over half of the survey participants answered this question (51.3% or 137 participants), and 154 responses were provided. Nearly one fifth (17.5%) of respondents referred to a 'lack of reach to all groups/islands', followed by 13.9% of respondents who stated that the campaign was 'not effective enough'. Just over a tenth (10.9%) of respondents referred to a 'lack of information, awareness, signage or posters', while other respondents stated that 'dogs, cats or wallabies remain a threat' (9.5%) and 'lack of funding, resources, biosecurity presence' hasn't or does not work well (7.3%).

It should be noted that offsetting these responses are the 15.3% of respondents that stated 'the campaign works well', even though the question did not prompt the participant to respond about the positive aspects of the campaign. A further 12.4% of respondents indicated that they 'did not know or were not sure' about what hasn't or doesn't work well, or provided a response that was 'not relevant' to the question.

Figure 10

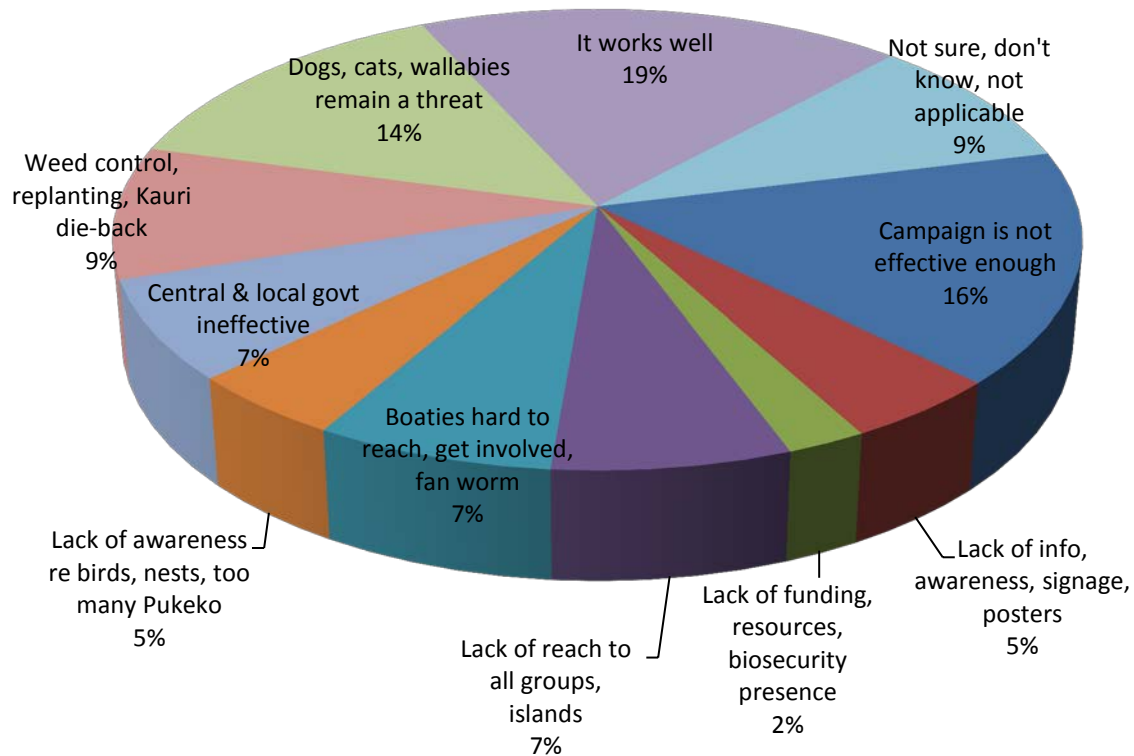


## **Subgroup responses about what doesn't work well**

Of the 43 responses from the 38 island residents who responded to this question, it is interesting to note that nearly a fifth of the responses indicated that the campaign 'works well'. A further 16 percent of responses stated that the 'campaign is not effective enough', that 'dogs, cats and wallabies remain a threat' (14%) and that 'weed control, replanting and Kauri die-back' hasn't or doesn't work well (9%). Other responses related to the ineffectiveness of central and local government (7%), a lack of reach to all groups (7%), the difficulty of getting boaties involved (7%). It is interesting to note that just over a quarter (28%) of responses related to aspects of the campaigns not working well (i.e. 'campaign is not effective enough, 'lack of information, awareness, signage posters', and boaties being hard to reach or get involved). An equal number of responses (28%) related to specific on-the-ground outcomes of the campaign (i.e. 'dog, cats, wallabies remain a threat', weed control, replanting, Kauri die-back', and lack of awareness about birds and nests).

### **Figure 11**

## What hasn't or doesn't work well - responses from island residents



responses = 43

The 'island restoration/community group' respondents provided the next largest number of responses to the question of what hasn't or doesn't work well: 28 responses were gathered from 22 respondents. A third of the responses (7) related to the campaign, whereas only four responses related to on-the-ground outcomes. Other responses from this group were 'lack of reach to all groups/islands' (18% of responses), 'lack of funding/biosecurity presence' (11% of responses), ineffectiveness of central and local government (11%), 'not sure, don't know, not applicable' (11%) and 'it works well' (11%).

## What would motivate others

### Question 5

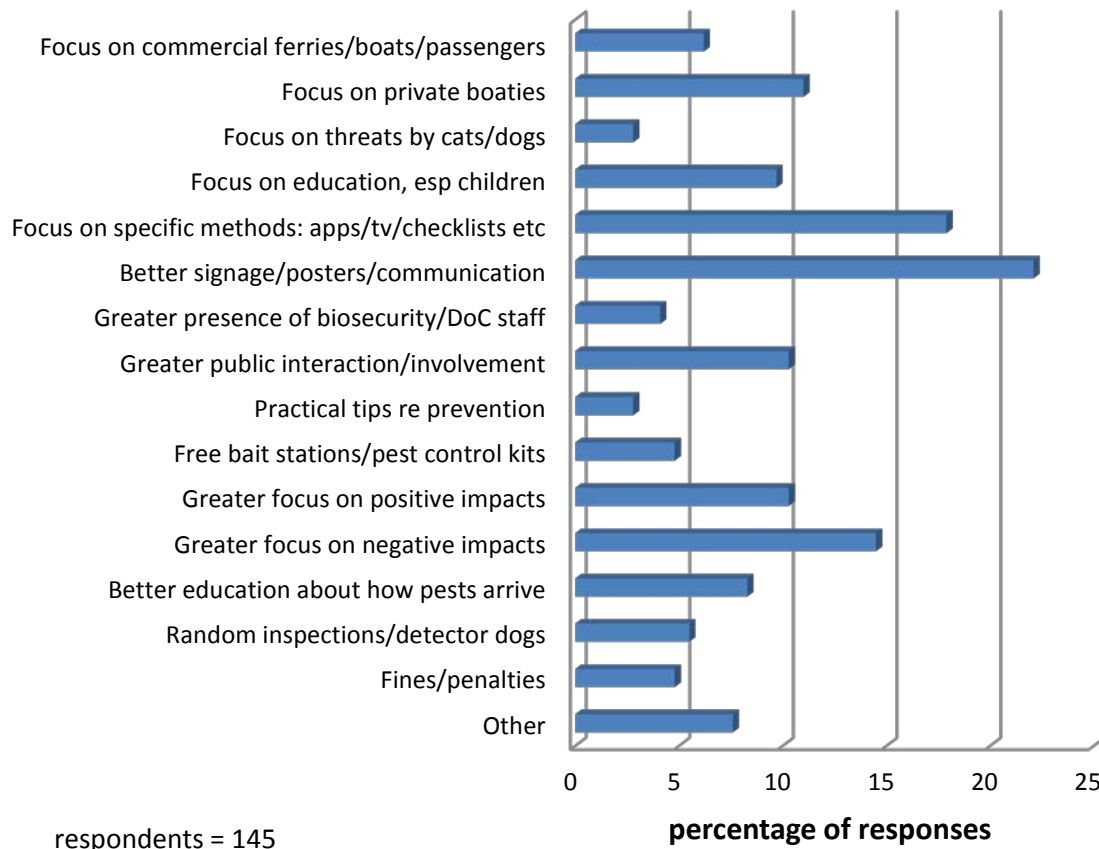
What do you think would motivate others to take action, to prevent stowaway pests reaching our 'treasure islands' in the Hauraki Gulf?

In line with most other questions in this survey, just over half of the survey participants (145 or 54.3%) answered this question. Just over two hundred responses were given, with the

22.1% of participants stating 'better signage, posters or communication' would motivate others to take action. A further 17.9% of respondents mentioned a variety of specific methods that should be utilised, such as mobile apps, television advertisements, documentaries, and the provision of checklists to visitors. While 14.5% of respondents suggested that a greater focus on the negative aspects of pest invasion would motivate others (such as showing the effects that wallabies have on plant life), 10.3 per cent indicated that a greater focus on the positive impacts of pest control would motivate others (e.g. illustrating the abundance of birdlife on Tiri Tiri Matangi). Other responses included 'focusing on private boaties' (11% of respondents) and 'focussing on education, especially children' (9.7% of respondents).

**Figure 12**

### What would motivate others



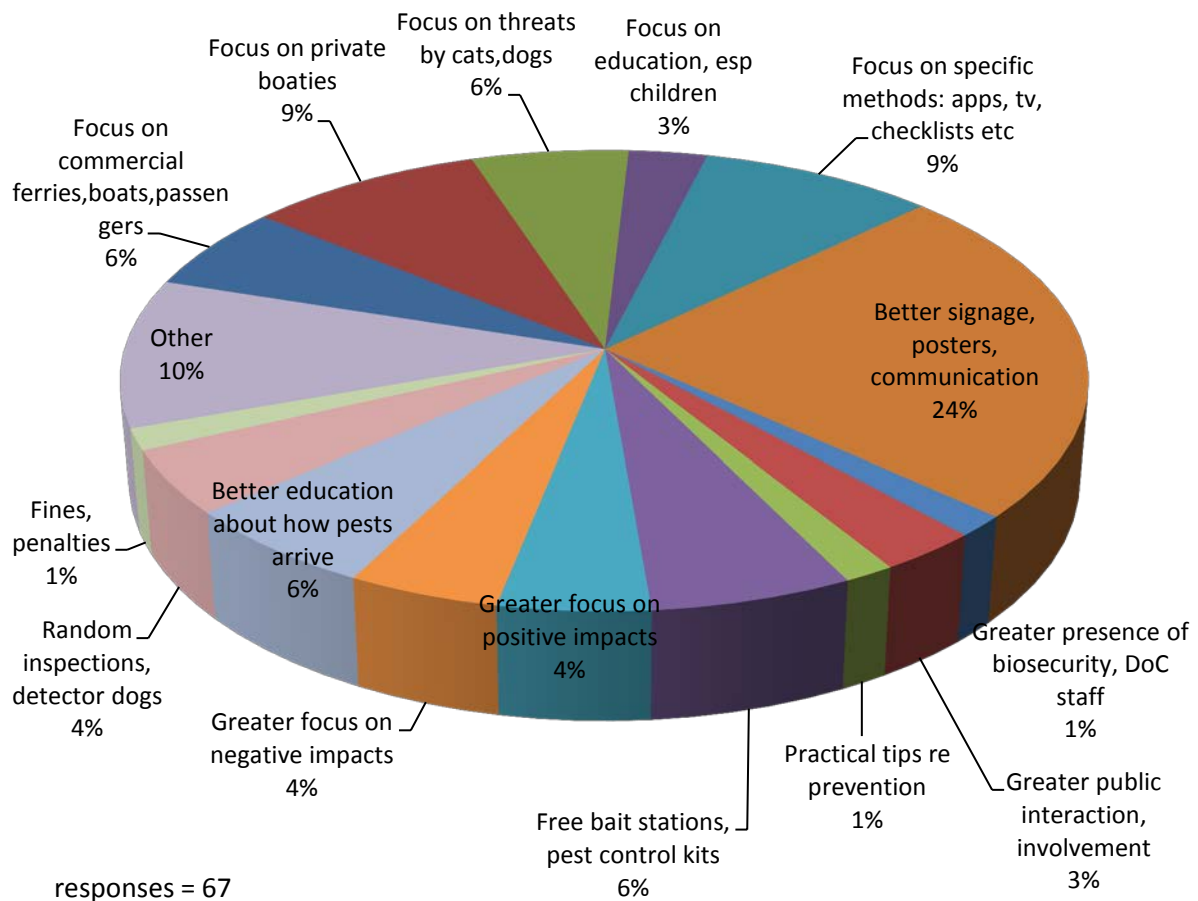
### Subgroup responses about what would motivate others

As can be seen in Figure 13, nearly a quarter of the 67 responses from island residents related to the need for ‘better signage, posters and communication’ in order to motivate others. Other responses that related to campaign or communication issues included a focus on specific campaign or communication methods such as mobile apps, TV advertisements/ documentaries, and checklists (9%). Related to these types of issues were ‘better education about how pests arrive’ (6%), a ‘focus on education, especially children’ (3%) and a ‘greater focus on positive impacts’ (4%) and a ‘greater focus on negative aspects’ of pest control/eradication (4%). Thus, 50% of responses from island residents about would they believed would motivate others related to campaign or communication aspects of pest control/eradication. Other responses that were given could also be said to relate to campaign or communication issues such as ‘focus on private boaties’ (9%) and ‘focus on commercial

ferries, boats, passengers’ (6%). Other responses included ‘focus on threats by cats and dogs’ (6%), ‘free bait stations, pest control kits (6%) and ‘random inspections, detector dogs’ (4%).

**Figure 13**

**What would motivate others  
- responses from island residents**

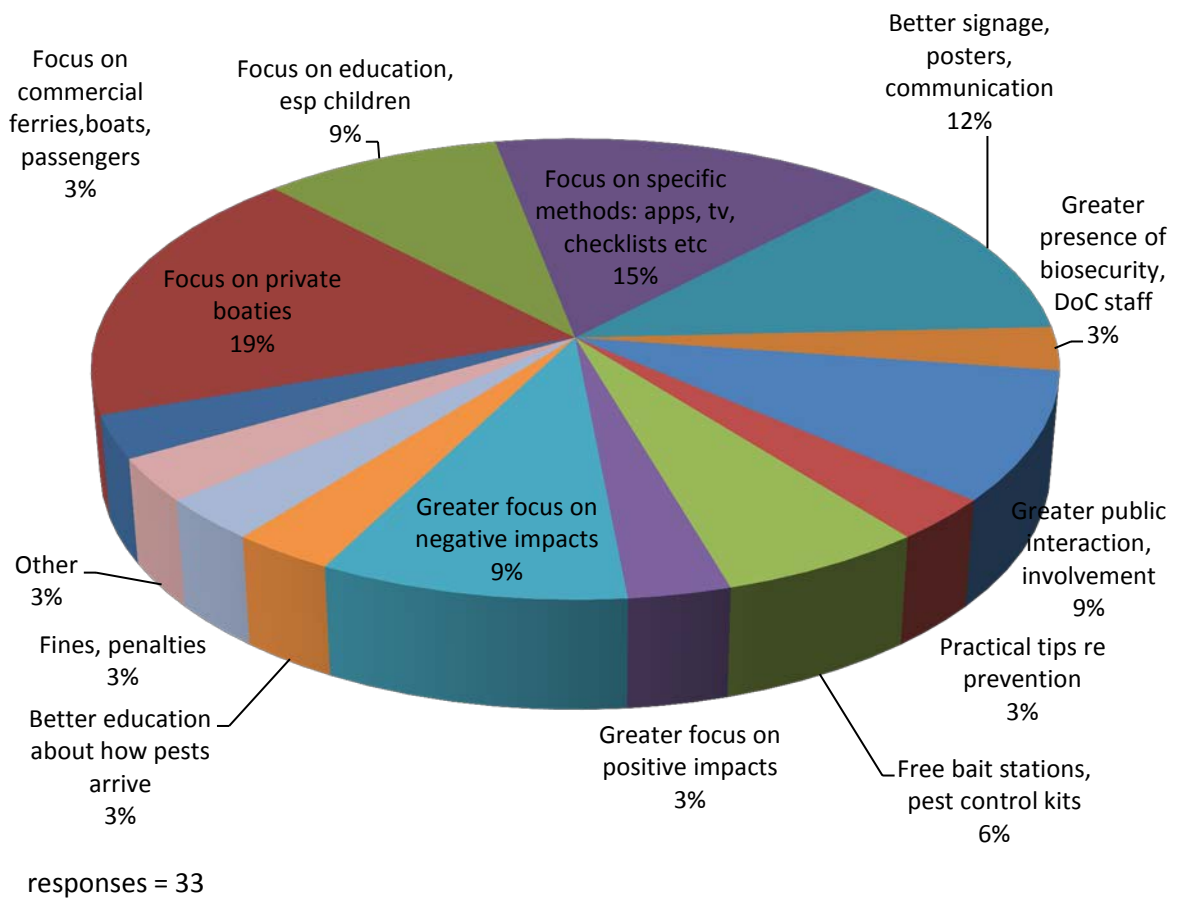


The next largest group who responded to this question was boaties/kayak club members. Twenty-five respondents provided 33 responses. Interestingly, the largest category of responses (19% or 6 responses) related to the need to ‘focus on private boaties’ to motivate others. One further related response was ‘focus on commercial ferries, boats, passengers’. Figure 14 shows that, as with island residents, half of the responses related to communication or campaign type issues. This included the need for a ‘focus on specific campaign or communication methods such as mobile apps, TV advertisements/documentaries, and checklists’ (15% or 5 responses), ‘better signage, posters and communication’ (12% or 4 responses), a ‘focus on education, especially children’ (9% or 3 responses), a ‘greater focus

on negative aspects' of pest control/eradication (9%), 'better education about how pests arrive' (3% or one response), and a 'greater focus on positive impacts' (3%) and. Other responses that were given included 'greater public interaction/involvement' (9%), 'free bait stations, pest control kits (6%) and 'greater presence of biosecurity/DoC staff' (3%), 'fines/penalties' (3%) and 'practical tips re prevention' (3%).

**Figure 14**

**What would motivate others  
- responses from boaties/kayak club members**





## Summary

The discussion above has outlined the main findings from the 2014 survey of the Hauraki Gulf Treasure Islands campaign. Five questions were asked in the survey as follows:

- Question One**           What category below best describes your association with biosecurity in the Hauraki Gulf?
- Question Two**           If you can be more specific about your biosecurity involvement/role, please briefly describe it here.
- Question Three**        In terms of the Treasure Islands campaign - what do you think has worked or currently works well? What do you value most?
- Question Four**        In your view what hasn't or doesn't work well?
- Question Five**        What do you think would motivate others to take action, to prevent stowaway pests reaching our 'treasure islands' in the Hauraki Gulf?

As outlined Figure 1, the response to Question One revealed that island residents comprised the largest group of respondents, followed by boat/kayak club members, Auckland Council staff, and island restoration/community groups. Smaller groups comprised the marine industry, DoC staff, part-time residents, pest-free warrant holders, contractors and schools.

Question Two asked participants to be more specific about the biosecurity involvement/role, and the results show that nearly half the respondents stated their involvement related to 'active awareness, advice or communication' or that of a 'funder, supporter or volunteer'. Results from the island residents indicated that 40% of responses fell in the same two categories just mentioned, whereas as nearly a third of the responses related to active involvement in the eradication of pest, and a fifth of the responses related to planting or weeding.

Question Three asked what the participants thought worked well in terms of the Treasure Islands campaign, and what they valued most. For the purposes of analysis this results from this question were split into what worked well, and what was valued most. While four fifths of participants stated that the communication aspects of the campaign worked well, the remaining participants referred to the desired outcomes of the campaign such as 'pest eradication (fauna)', the 'work of biosecurity staff' and 'the combined efforts of everyone'.

There was a small response rate to the second part of Question Two (What do you value most about the Treasure Islands campaign). Nearly a third of respondents indicated that ‘increased birdlife’ was of most value, and nearly a fifth of respondents referred to the work of biosecurity staff. Other responses included ‘the value of re-vegetation’, ‘increased pride/beauty/value’, ‘what has been achieved on Rakino Island’, ‘programme/biosecurity protocols’ and ‘pest protection dogs’.

Question Four asked participants ‘In your view what hasn’t or doesn’t work well’. Nearly one fifth of respondents referred to a ‘lack of reach to all groups/islands’, followed respondents who stated that the campaign was ‘not effective enough’. Just over a tenth of respondents referred to a ‘lack of information, awareness, signage or posters’, while other respondents stated that ‘dogs, cats or wallabies remain a threat’ and ‘lack of funding, resources, biosecurity presence’ hasn’t or does not work well. Interestingly, a sixth of respondents stated ‘the campaign works well’ even though the question did not prompt participants to respond about the positive aspects of the campaign. More than a tenth of respondents indicated that they ‘did not know or were not sure’ about what hasn’t or doesn’t work well.

The final question, Question Five, asked participants to suggest what they thought would motivate others. Nearly a quarter of participants stating ‘better signage, posters or communication’ would motivate others to take action. Nearly one fifth referred to specific methods that should be utilised, such as mobile apps, television advertisements, documentaries, and the provision of checklists to visitors. More respondents suggested that a greater focus on the negative aspects of pest invasion would motivate others (such as showing the effects that wallabies have on plant life), compared to those who suggested that a greater focus on the positive impacts of pest control would motivate others (e.g. illustrating the abundance of birdlife on Tiri Tiri Matangi). Other responses included ‘focusing on private boaties’, and ‘focussing on education, especially children’.

Several points to keep in mind when interpreting the results from this survey are:

- The small number of responses to some of the questions, particularly the second part of Question Three (What do you value most) means that caution must be taken when interpreting these results.

- Questions that been analysed according sub-categories such as ‘island residents’, ‘boat/kayak club members’, and ‘island restoration/community groups’ also mean that the number of responses analysed is small, and so again, caution should be taken when interpreting these results.
- Finally, Questions Three, Four and Five asked respondents about aspects of the Treasure Island campaign, and it is apparent from the results that while most respondents have provided answers that relate to the campaign itself, a smaller number of respondents referred to the concrete or physical outcomes of the Treasure Island campaign, such as pest eradication. While both these types of responses are valid, it is important to distinction between the two when interpreting the results.



**Find out more:** phone 09 301 0101, email [rimu@aucklandcouncil.govt.nz](mailto:rimu@aucklandcouncil.govt.nz) or visit [aucklandcouncil.govt.nz](http://aucklandcouncil.govt.nz) and [knowledgeauckland.org.nz](http://knowledgeauckland.org.nz)