



people's panel



People's Panel Biodiversity Survey

7 November 2012

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2 Key findings

Key findings

- 79% of panellists said they knew ‘a lot’ or ‘a bit’ about biodiversity, and most were able to give a fairly accurate description of what it meant.
- Only 3% said they had never heard of the term, and even among those with little knowledge of biodiversity, most were able to describe it broadly.
- Three quarters of participants (76%) were interested in Auckland’s indigenous biodiversity, and 6% were not interested.
- 87% agreed that it is important to protect indigenous biodiversity for future generations and 82% felt that indigenous biodiversity is good for tourism.
- 78% agreed that indigenous biodiversity underpins our prosperity and 72% felt it gives people a sense of well-being.
- 72% of participants were concerned about the decline of indigenous biodiversity in Auckland, and only 8% were not concerned.
- 65% felt that protecting existing areas of native bush was a priority to improve indigenous biodiversity. Over half also felt that controlling weeds (55%) and pest animals (53%) was important, and 51% said improving water quality was important.
- 72% of participants were aware of at least one of a number of listed council initiatives to promote biodiversity, while 28% were not aware of any these initiatives.
- 15% of participants had received council assistance to protect and encourage Auckland’s indigenous biodiversity – mostly in the form of personal advice or assistance, free plants and/or information.
- 22% felt Auckland Council protects and encourages Auckland’s indigenous biodiversity well, while 16% felt council does not do this well. Most did not have strong views either way.
- In terms of suggestions for ways in which the council could do more to protect biodiversity, many of the suggestions focused on ways in which the council can facilitate and encourage the community to get involved – including providing information and advice, running competitions, promoting urban gardens, developing partnerships with community groups to encourage further ownership, etc. In addition, people mentioned the need for regulation to support native species and limit the impact of weeds and pests, and the need for council to lead by example in the types of trees and plants it uses in Auckland’s parks and open spaces.
- Most panellists do a number of things to protect and encourage biodiversity, such as removing weeds, living more sustainably, picking up rubbish, etc, and only 3% said they do not do anything to encourage biodiversity
- 62% would like to do more to protect and encourage indigenous biodiversity in Auckland, while a quarter were not sure – only 12% did not want to do more. Initiatives in which people can work independently in their own property and/or as part of a local group were the most popular – indicating that efforts could be focused on enabling and encouraging these activities.
- There were a large number of different ideas for a possible mascot, and little consensus between participants, however, a tui (or a tui / plant combination) was the most frequently mentioned suggestion.

3 Background

3.1 Survey background

Auckland Council is required by law to protect, enhance and restore biodiversity in the Auckland region. Council recently adopted its Indigenous Biodiversity Strategy to guide its actions in all areas of its responsibilities, including as the largest single landowner in the region. The strategy also acknowledges the importance of working with the community.

To assist council to develop appropriate projects and programmes, including providing advice and resources to the community, officers need to understand what biodiversity means to Aucklanders, what their biodiversity priorities are and what if anything community members are doing to protect or restore biodiversity.

This survey was designed to seek this type of information from People's Panel members. The following report summarises the key results and comments identified in the survey.

3.2 About the People's Panel

The People's Panel aims to provide an opportunity for Aucklanders to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel ideally supplements other research, consultation and engagement activities used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they include members of the public who come from a range of backgrounds and a range of levels of involvement with the council.

At the time of surveying there were 10620 people registered with the panel, with representation from residents of each local board area and by age group and ethnicity. The People's Panel is not yet representative of the wider Auckland population and further recruitment is under way to improve participation from particular areas, age groups and ethnicities.

For more information about the People's Panel visit www.aucklandcouncil.govt.nz/peoplespanel

3.3 Methodology

This survey was open from Thursday 4 October to Monday 15 October 2012 and one reminder was sent to those who had not completed the survey. In total 2,555 completed surveys were received.

The feedback has been analysed in two ways:

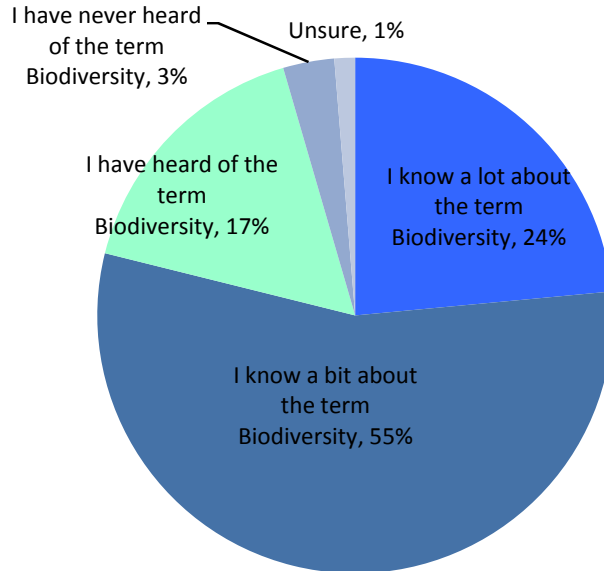
- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts (and tables in the appendix).
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes.

Please note that results in charts and tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

4 Survey results

4.1 Understanding of the term “Biodiversity”

Q1A How would you describe your understanding of the term “Biodiversity”?



Base: Panellists participating in survey n= 2552

Understanding (at least stated understanding) was fairly high, with 79% of panellists saying they knew ‘a lot’ or ‘a bit’ about biodiversity. Only 3% said they had never heard of the term.

Understanding was highest among those living in the central (84%) and northern (80%) parts of Auckland and lowest among residents of south and west Auckland (72% and 73% respectively). Men were more likely than women to say they knew a lot or a bit about biodiversity (82% vs 76%). Pakeha / European participants were significantly more likely to say they knew a lot or a bit about biodiversity (81%) than people of other ethnicities (69% of Maori, 65% of Asian and 51% of Pacific Peoples).

Q2A What does biodiversity mean to you? Please explain briefly (1-2 sentences) what biodiversity means to you.

Panellists who knew a lot or a little about biodiversity were asked to comment about what it meant to them. Their responses are summarised below.

Most panellists gave some kind of description along the lines of ‘a variety/diversity of different species’ or ‘the natural balance of different species within a shared environment’. Some also felt biodiversity related to efforts to maintain and preserve the natural environment and biological systems, while others felt it was a measure of a healthy environment to have a wide and diverse range of species.

What does biodiversity mean to you?	Number of responses n=1971	% of responses
Variety and diversity of flora, fauna, animals, species	1051	53%
The balance of species in shared environments	1006	51%
Maintaining and preserving existing nature/ environment	773	39%
Shared habitat with varied species in their natural environment/area	611	31%
Measure of a healthy environment/ habitat/ sustainability	271	14%
Protecting and restoring indigenous species/ eliminating pests	186	9%
Balance needs/effects of environment with human inhabitants	178	9%
Using environmentally friendly products/processes	32	2%
Study of nature/ eco systems	24	1%
Cultural diversity in the community	15	1%
Don't know	4	0%
Other	32	2%

Selection of comments on Biodiversity
<ul style="list-style-type: none"> • <i>“Biodiversity means the spectrum of the biological world around us - plants, animals, insects, including their habitats, their food chains and their relationships and co-dependencies with each other and with humans.”</i> • <i>“Biodiversity means the variety of plant and animal life, and how they all "fit in" together in an ecosystem. Short for biological diversity. Most people just see one thing e.g. a rose garden, or a desert, or a dolphin - they don't realise that it needs many other factors to live healthily. Too often we step in and interfere and turn it into a disaster area.”</i> • <i>“Encouraging a wide range of plant/animal/insect etc organisms to exist in a particular ecosystem and our relationship to the ecosystem as well.”</i> • <i>“It is the number of different species of living things within an environment (ecosystem) & the numbers within the groups of those species.”</i> • <i>“The life ecosystems, which include varieties of plants, animals, micro-organisms, genetic make-up.”</i> • <i>“The wide range of animals and plants, their interactions and how the local ecology is maintained by a natural "balance".”</i> • <i>“Variety in plant and animal life crating a balanced ecology - not having species overrun in an area by competitors.”</i> • <i>“Biodiversity means the diversity of flora and fauna in the biosphere. We can discuss biodiversity in smaller ecosystems and the desirability of how diverse it should be. Huge subject.”</i> • <i>“The range of fauna and flora in our physical surroundings, and their interactions and cycles. This range needs to be broad, with many species and levels of life.”</i>

- *“Biodiversity means the different creatures and organisms (flora and fauna) that live in our environment and make up the ecosystem. It is important to keep the ecosystem in balance to ensure survival of the desirable organisms for food chains and habitats, while controlling the undesirable ones that threaten the survival of the desirable ones, or threaten the balance of the ecosystem.”*
- *“Biodiversity means the number of different plant and animal species in a given area. The more variety of species an area has, the more robust an ecosystem that area has.”*
- *“Biodiversity means the presence of the range of natural biota that ought to be present in a fully functioning ecosystem in an area.”*
- *“Biodiversity means to me the range of indigenous flora and fauna that inhabit a place like Auckland. It includes both plants and animals because they are interdependent.”*
- *“Looking after our environment so as many species of plants and animals can continue to live in their natural habitats.”*
- *“Looking after our fauna and flora. Keeping our natural environment in a healthy state.”*
- *“Looking after our natural resources and how to best protect all natural species, so that our whole community can enjoy our surroundings in a pristine state.”*
- *“The existence of a wide variety of animals and plants in a natural environment.”*
- *“The existence of wild life species in their natural environment.”*
- *“The extent of the different living organisms within a specific region, preferably endemic and non-invasive ones, though not necessarily so.”*

Q2B What do you think Biodiversity might mean?

Likewise, panellists who knew little about biodiversity were also asked to comment about what it might mean. As shown below, even among those with little knowledge of the term, most were able to give a reasonably accurate definition of biodiversity. Some however were a little more vague, felt it was ‘something to do with the environment’ or simply said that they did not know.

What do you think biodiversity might mean?	Number of responses n=1971	% of responses
Variety and diversity of flora, fauna, animals, species	213	44%
Maintaining and preserving existing nature/ environment	150	31%
The balance of species in shared environments	111	23%
Shared habitat with varied species in their natural environment/area	67	14%
Using environmentally friendly products/processes	32	7%
Protecting and restoring indigenous species/ eliminating pests	30	6%
Measure of a healthy environment/ habitats/ sustainability/ variation	23	5%
Balance needs/effects of environment with human inhabitants	20	4%
Cultural diversity in the community	18	4%
Study of nature/ eco systems	13	3%
Don't know	56	11%
Other	20	4%

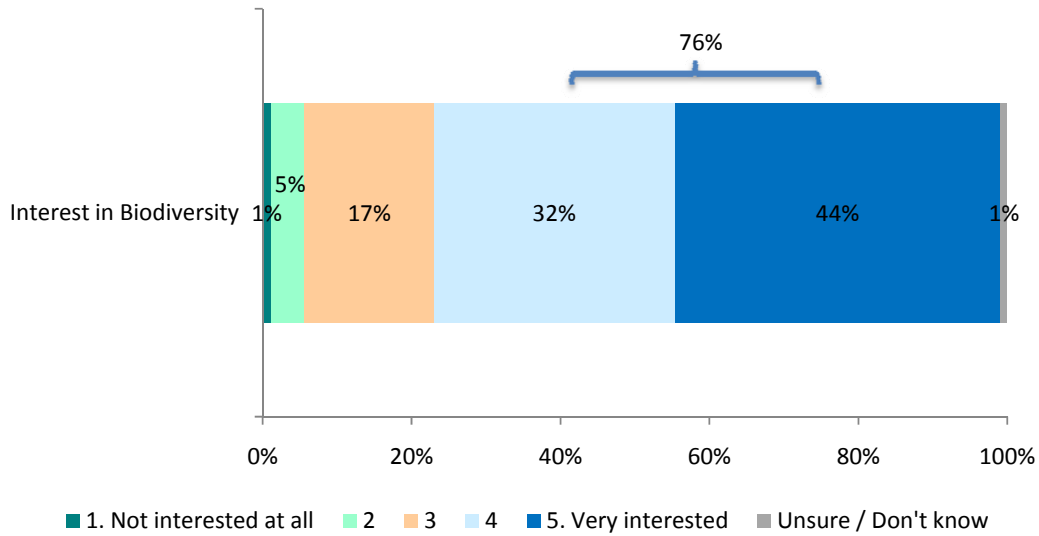
Selection of comments on Biodiversity from those with limited knowledge

- *"An area with different types of habitat and different animals living together."*
- *"A balance of conditions keeping the environment sustained and the living elements in balance with the diversity."*
- *"A biological population with a range of differing specimens."*
- *"A broad range of living creatures working in harmony?"*
- *"Having a number of species of flora and fauna in a given area."*
- *"Having a variety of different species."*
- *"Having a variety of plants, trees and animals."*
- *"How to look after the environment in a biological way through the public's opinions."*
- *"How we handle our waterways and storm water."*
- *"Something to do with plants and saving the environment."*
- *"Protecting our environment from pollution in numerous ways."*
- *"Working with communities/people to keep streams clean, keep areas predator free and do what you can to save and protected endangered species, habitats including trees, forest etc."*
- *"I am not at all certain what it means now that you ask."*
- *"I am only guessing something to do with keeping clean our water in our rivers, lakes and ocean etc?"*
- *"New Zealand has two main types of species: Native and exotic. I think biodiversity means that we need to re-vital[ise] native species, uproot exotic pests and let in exotic species which are not going to harm our ecosystem."*
- *"I cheated! I looked it up in the dictionary. It means a wide variety of animals and plants in their natural environment."*
- *"I have no idea just a new jargon word."*
- *"I presumed it meant people ... but I gather not."*
- *"I think I might mean that we protect the environment for all species."*
- *"I think it could have something to do with animals. Could mean how many different types of animals and what they are or something like that?"*
- *"I think it might mean or have something to do with Auckland landscape or Auckland public areas? Sorry, I'm not to sure."*
- *"Just like society, I understand the term to accept other biology while conserving native plants and animals."*

4.2 Impact of biodiversity

Panellists were told “The focus of the Biodiversity Strategy is on indigenous species and ecosystems. Indigenous (native) species are species that evolved in New Zealand or arrived here without human assistance. They include migratory species that regularly travel to and from New Zealand, such as whales, seabirds and wading birds.”

Q3A How interested are you in Auckland’s indigenous biodiversity?

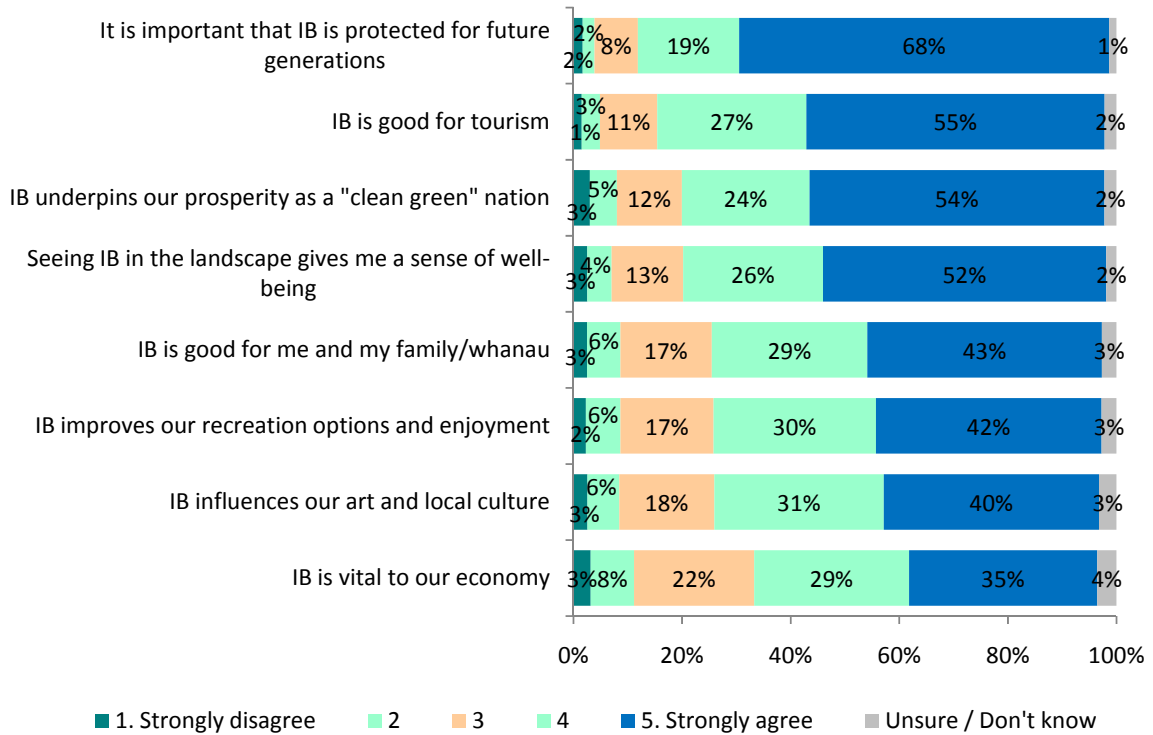


Base: Panellists participating in survey n= 2555

Three quarters of participants (76%) were interested in Auckland’s indigenous biodiversity, and 6% were not interested.

Interest levels were similar between people of different geographic areas, ages and genders, but were higher among Pacific (86%) and Maori (82%) participants than Europeans (76%).

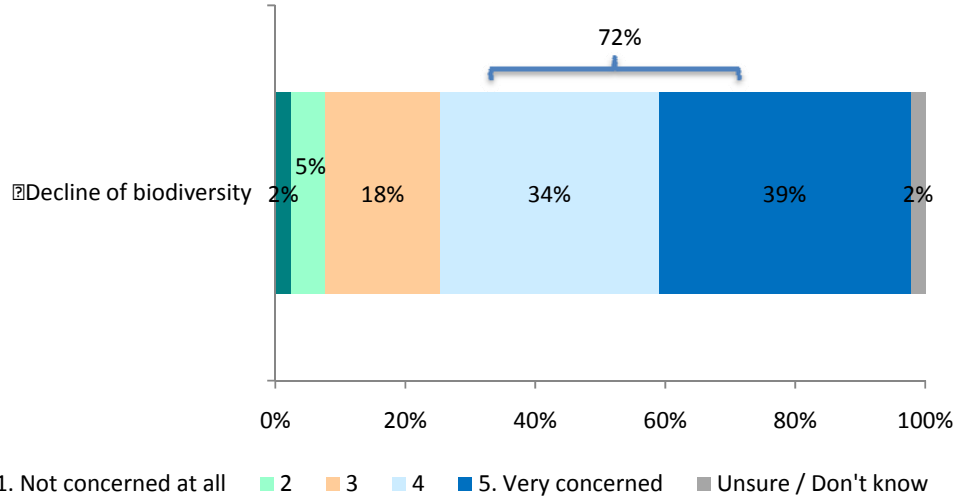
Q4A How much do you agree or disagree with the following statements? (Note 'indigenous biodiversity' has been abbreviated to 'IB' in the chart below to save space)



Base: Panellists participating in survey n= 2555

A large majority of panellists agreed that it is important to protect indigenous biodiversity for future generations (87%) and that indigenous biodiversity is good for tourism (82%). Around three quarters agreed that indigenous biodiversity underpins our prosperity (78%), gives people a sense of well-being (78%), is good for families (72%), improves recreation (71%) and influences our art & culture (71%). Slightly fewer than two-thirds (63%) agreed that indigenous biodiversity is vital to the economy.

Q5A How concerned are you about the decline of indigenous biodiversity in Auckland?

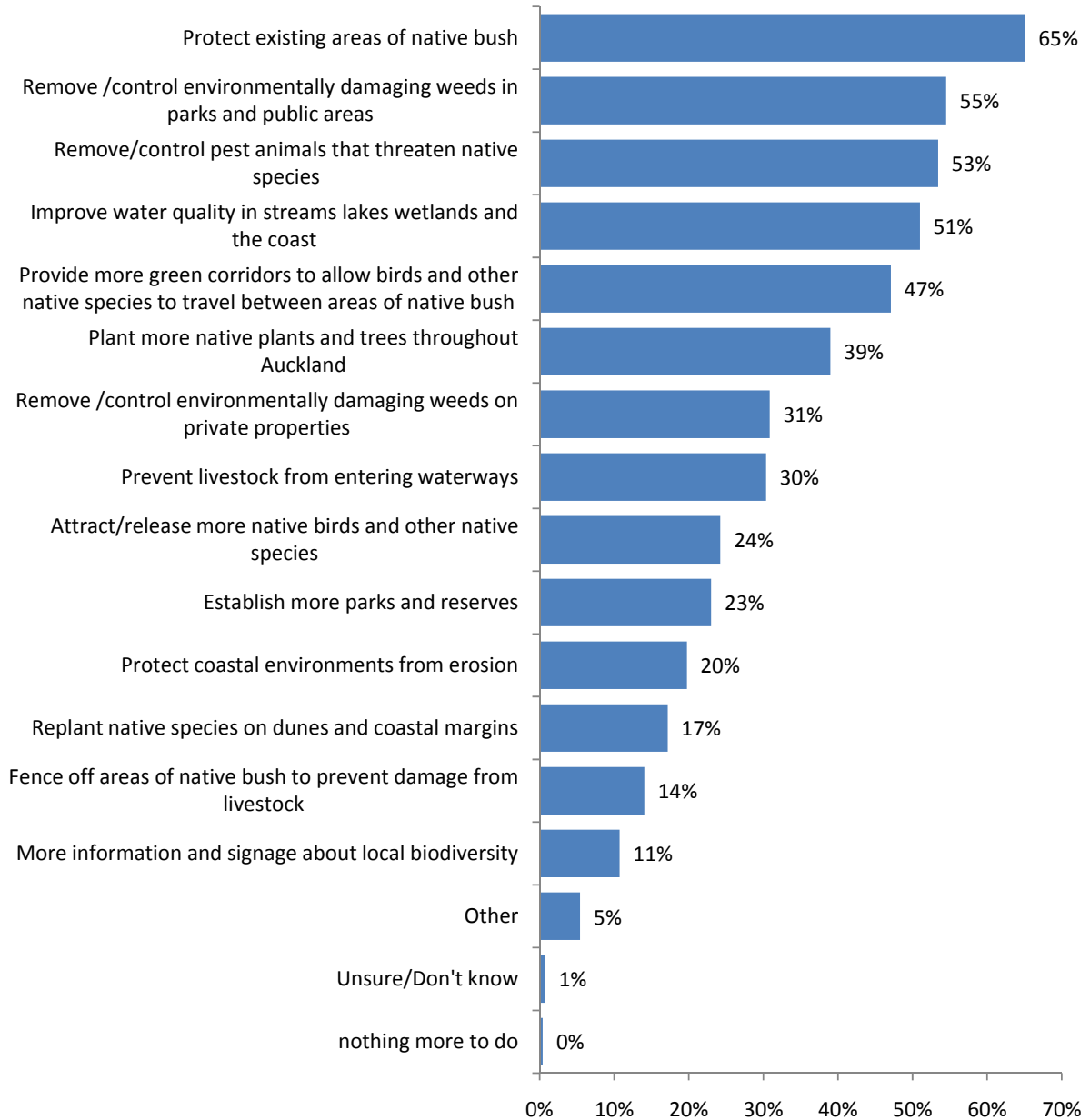


Base: Panellists participating in survey n= 2555

Almost three quarters of participants were concerned about the decline of indigenous biodiversity in Auckland, and only 8% were not concerned.

Women were more concerned than men (75% compared to 68%) and Pacific Peoples were more concerned than those of other ethnicities (86% compared to 74% of Maori, 73% of Europeans and 67% of Asians). Residents of west Auckland were slightly more concerned than those living in other areas (77%).

Q6A How could indigenous biodiversity be improved in your neighbourhood? Please select up to five activities you think should be given priority to protect and restore biodiversity in your area.

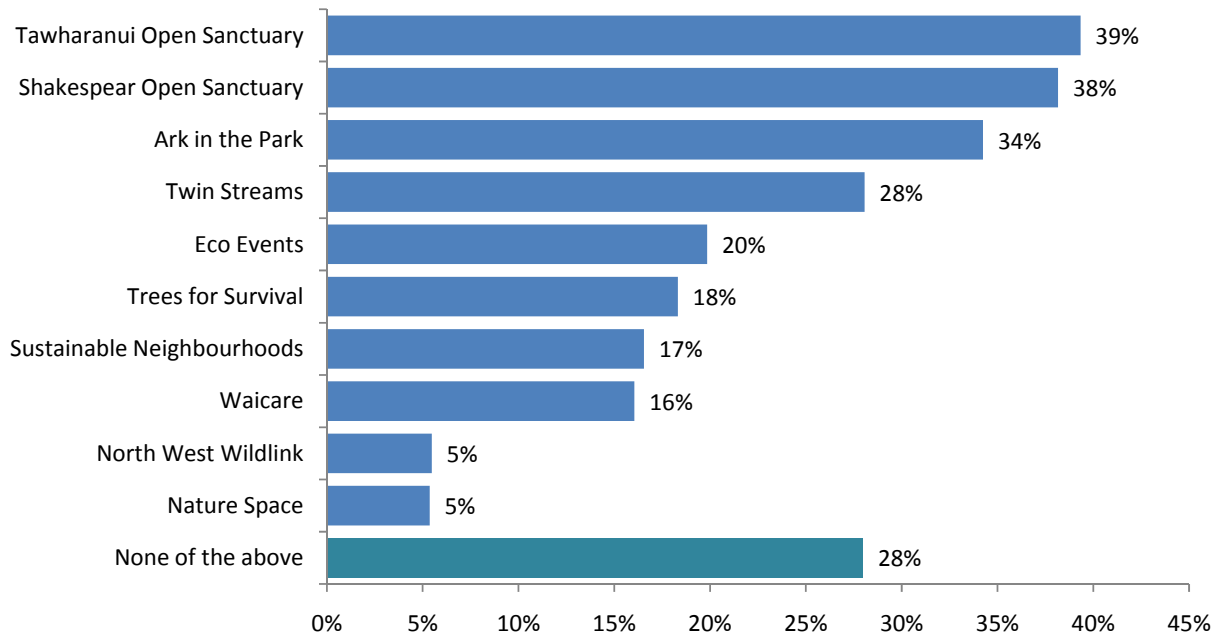


Base: Panellists participating in survey, excluding those who were 'not concerned at all' at Q5A n= 2493. Note this was a multiple response question, so responses add to more than 100%

Two-thirds of panellists felt that protecting existing areas of native bush was a priority, to improve indigenous biodiversity. Over half of participants also felt that controlling weeds and pest animals, and improving water quality were important priorities.

4.3 Auckland Council projects and support

Q7A Auckland Council supports a number of projects promoting biodiversity. Which of the following projects are you aware of?



Base: Panellists participating in survey n= 2555. Note this was a multiple response question, so responses add to more than 100%

Overall, 72% of participants were aware of at least one of the above initiatives, while 28% were not.

Awareness was highest for the Tawharanui, Shakespear Reserve and Ark in the Park sanctuary initiatives, with over a third of participants aware of each of these. Twin Streams also had relatively high awareness, but fewer than a quarter of participants were aware of the council's other biodiversity projects.

Awareness of several of these initiatives was highest among residents of the local area – for example 54% of north Auckland residents were aware of the Tawharanui and Shakespear sanctuaries, and 72% of west Auckland residents had heard of Twin Streams (58% of west Auckland residents were aware of Ark in the Park).

Awareness of the Tawharanui, Shakespear Reserve and Ark in the Park sanctuary initiatives was highest among European participants (42%, 40% and 36% respectively).

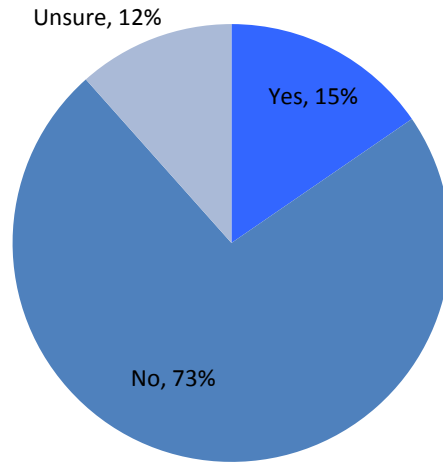
Q7B What other council supported biodiversity projects are you aware of?

Four hundred and nineteen participants mentioned other council-supported projects they knew of, including the Kaipatiki Project, various restoration initiatives on islands in the Hauraki Gulf and a long list of other projects.

What other council supported biodiversity projects are you aware of?	Number of responses n=419	% of responses
Kaipatiki Project	49	12%
Island clean up/ planting (Motutapu, Rangitoto, Rakino, Tiritiri, etc)	19	5%
Organised tree planting including Living Legends	17	4%
Conservation Volunteers	13	3%
Waterways clean up	12	3%
Friends of Oakley Creek	10	2%
Kokako project Hunua	9	2%
Coastal/ marine reserves	9	2%
Friends of the Whau	7	2%
Enviroschools	6	1%
Mahurangi Action Plan	6	1%
Mangrove removal	5	1%
Wetlands/ riparian planting	5	1%
Pest control	5	1%
EIF and other biodiversity funding	5	1%
Bioblitz	4	1%
Community gardens/ edible urban plantings	4	1%
Landcare	4	1%
Project crimson	4	1%
Weed control - Weedbusters, Weedfree	4	1%
General beach cleanups	4	1%
Forest and Bird	3	1%
Sustainable neighbourhoods	3	1%
Kauri protection	3	1%
Awhitu Landcare projects	2	0%
Fernglen Native plant garden	2	0%
Botanical gardens	2	0%
Ecomatters	2	0%
None/ don't know	15	4%
Other*	57	14%

*These were mentioned by one person only.

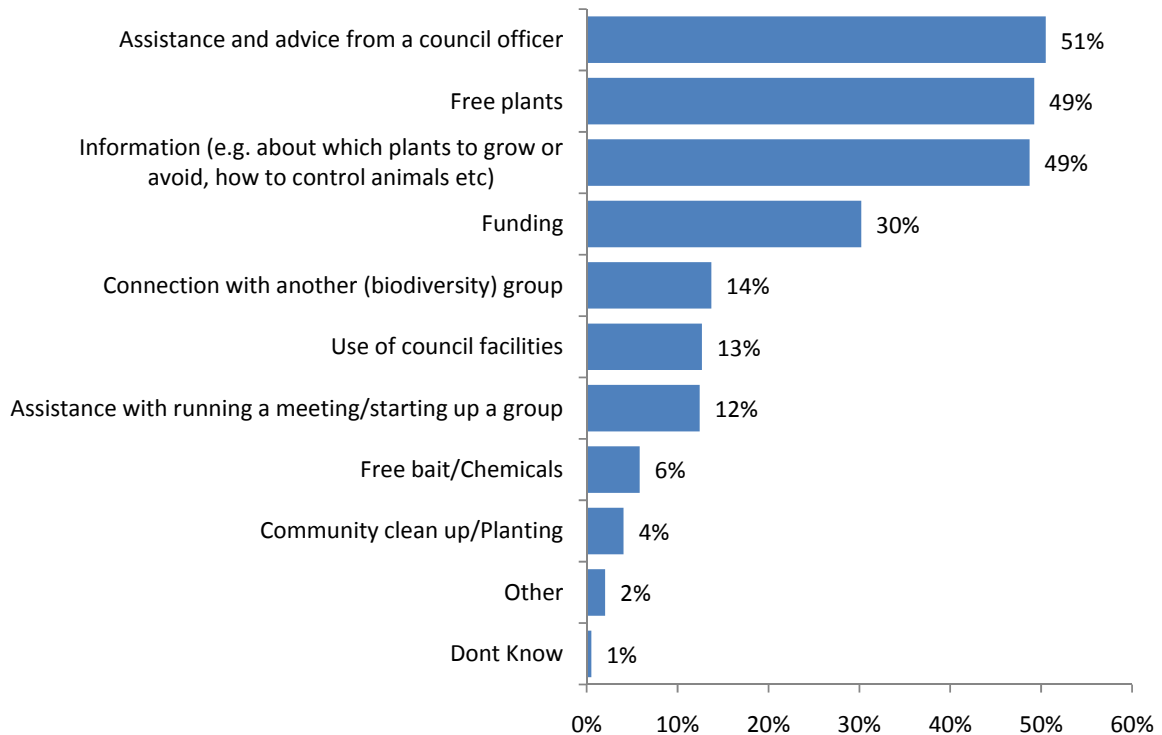
Q8A Have you, or any groups you have been associated with, ever received help and/or support from Auckland Council, or any of the former Auckland Councils, to protect and encourage indigenous biodiversity?



Base: Panellists participating in survey n= 2555

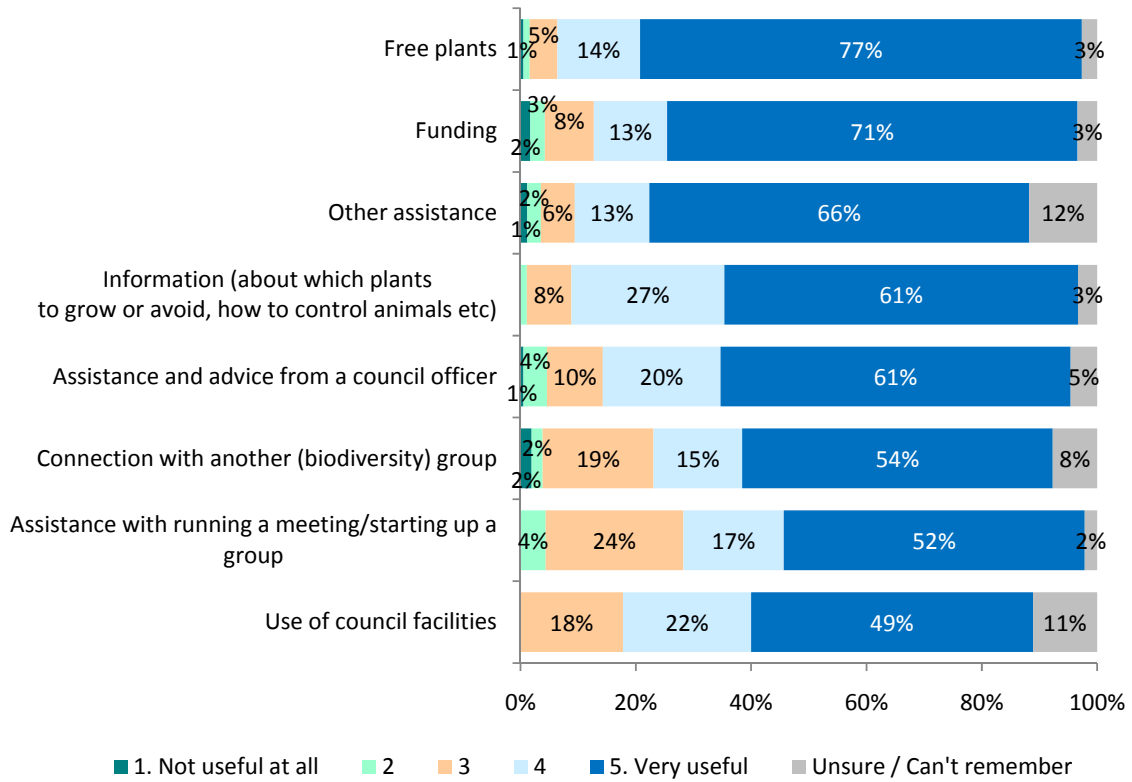
Fifteen percent of participants had received council assistance to protect and encourage Auckland’s indigenous biodiversity – mostly in the form of personal advice or assistance, free plants and/or information, as below.

Q9A What sort of help or support did you or your group receive?



Base: Panellists who had received help from council n= 394. Note this was a multiple response question, so responses add to more than 100%

Q10A How useful did you or your group find the council help and support you received?



Base: Panellists who had received help from council n= 394

For the most part, council assistance in these areas was considered useful – particularly the provision of free plants, funding and information from council.

Q10B Have you any comments to add on the help or support you or your group received Auckland Council, or the former Auckland Councils or suggestions for improvements?

Many of the comments regarding council’s assistance were positive and reflected the impact that council resources can make to these initiatives. However, there were also a number of gripes and suggestions, including requests for further (ongoing) assistance, more resourcing and better partnerships between the council, residents and local groups. Some groups noted that they had experienced difficulties in establishing long-term relationships with council officers due to staff turnover and changes as a result of the regional amalgamation.

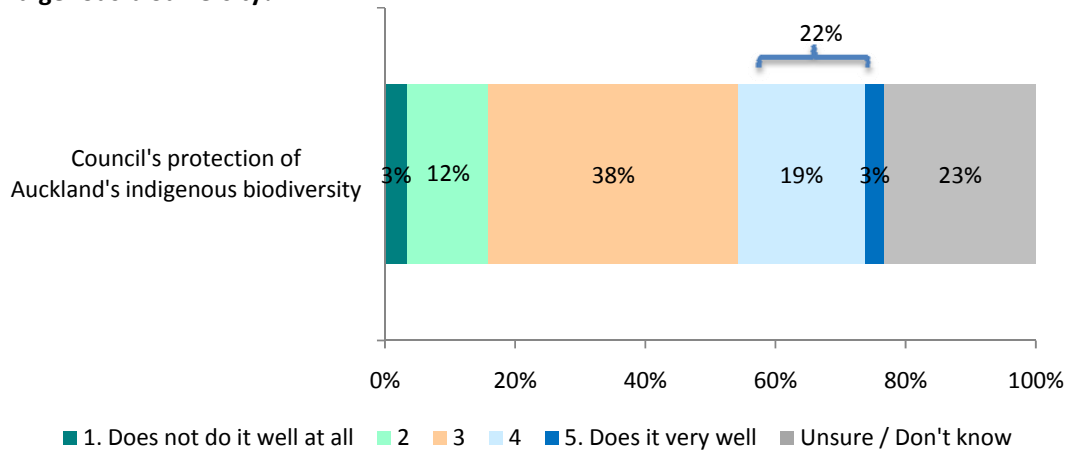
Have you any comments to add on the help or support you or your group received Auckland Council, or the former Auckland Councils or suggestions for improvements?	Number of responses n=163	% of responses
General positive comments/ thank you	36	22%
Volunteers need more assistance, funding, acknowledgment	21	13%
Weed eradication/ replanting and related info is a priority	19	12%
General complaints/ jobs not done properly/ no follow up	16	10%
Council could do more in general/ more action	15	9%
More communication/ consultation/partnership with Council	14	9%
Staff doing a great job	13	8%
Lack of funds/ alternative funding	11	7%
Education/ information is key	10	6%
It's more difficult after supercity amalgamation / lack of consistency/ relationships	9	6%
General suggestions how to do things better/ differently	9	6%
Prioritise pests and predator control (possums, rats, cats)	8	5%
These are important initiatives/ keep it going	8	5%
Involve schools	4	2%
No comment	5	3%
Other	7	4%

Selection of comments
<ul style="list-style-type: none"> • <i>“Over a period of two years the ARC carried out periodic spraying of introduced weed species which enabled us to gain control over the invasive weeds on our property. This was invaluable assistance as we have since been able to maintain this control and hence have a far healthier property as a result. It is much appreciated.”</i> • <i>“The assistance provided by the council in the past and currently is most appreciated, particularly given the current level of funding. One area the council could more vigorously pursue is getting more business support for local initiatives eg acting as a broker to help get support for weeding, planting, stream clean-ups etc. Sponsorship could be financial or in-kind, such as asking businesses to allow employees to volunteer a half or full day a year.”</i> • <i>“The council is doing a wonderful job to encourage people to look after the environment. I would like to see Enviro schools or something similar return as educating children is an important way to preserve biodiversity.”</i> • <i>“The value of the work done by volunteers is far higher than the amount of funding (in money or other forms of support) Auckland Council gives. And those hours will not be 'donated' to biodiversity/eco projects if there is no support or funding. So every dollar and every hour invested in biodiversity projects with volunteers work as a catalyst to free up many more hours and support. Please keep doing this.”</i> • <i>“The Council could take a greater role in working towards coordinating the activities of</i>

environmental groups to make the greatest use of resources.”

- *“Lack of sustainable support even for successful programmes. Funding that may be available one year is diminished or eliminated the next, which makes it difficult and sometimes impossible to continue a programme despite it's success. This needs to be addressed.”*
- *“In many ways the former North Shore City Council was very helpful to our group, delivering metal for us to spread on tracks, picking up weeds after our working bees, helping with buying plants (although we grow a lot of our own and have funded buying a large number ourselves), sometimes responding to our requests for help in maintaining tracks, helping with photocopying newsletters for us to deliver. However we have had a huge battle to get them to allow us to eradicate certain weed trees in our park despite them being on the National Weed Register and even on the Auckland weed register. They rescinded their former permission for us to fell acacias (and the current council is still withholding permission) in response to a very small but very vocal minority who say "we like tress, all trees"! The new council is not as responsive to some of our requests eg to cut back some of the growth on the tracks and erosion continues to be of great concern. Many of the relationships we had painstakingly built up over the years have gone with new lines of authority and our very competent and experienced park lawn mowing contractor has had his contract terminated because the Council rationalised its contractors. In many ways our group feels our relationship with council has gone backwards, we feel we have less say in what happens in our local park despite many years and many many volunteer hours being put in.”*
- *“Weed bins placed around Waitakere City one month each year were always very well received and made use of. Weeds out trust encouraged residents to remove weeds and replant with Natives.”*
- *“What really works is having council ask for a project plan from community groups and fund the project where the outcomes are reported on and funded by council. The outcomes are identified by community groups themselves and council support the project with e.g. free plants and input, tools etc, and local community provides the event e.g. planting/maintaining park areas.”*
- *“Would be good to have all the info on pest plants etc from the website available as brochures as well - especially old ARC information.”*
- *“The group I was involved with is Forest & Bird, central Auckland branch. We would like to work more with Council rather than setting up reserves, then having Council step in and take them away - we get little or no credit for doing the hard yakka to start the projects.”*
- *“A former council officer shot a possum that was living in our guttering and a subsequent council offered free possum traps and euthanasia. We now receive no help at all. We have many native trees on our property and cannot fell or trim any of our trees (native or exotic) without council consent yet the council has no interest in helping us to prevent them being devastated by possums and rabbits.”*
- *“A lot happened before Biodiversity became the new buzzword. There is a risk that the experts and the planners might leave the community and volunteers behind. And it is not clear yet that money spent on planning and experts will guarantee that funding will be available for action. Projects appeal, attract and retain supporters - not more publications or reports.”*

Q11A Overall, how well do you think Auckland Council currently protects and encourages Auckland's indigenous biodiversity?



Base: Panellists participating in survey n=2555.

Just over a fifth of participants (22%) felt Auckland Council was doing a good job in this area, while 16% felt council does not protect and encourage Auckland's indigenous biodiversity well. Most panellists did not have strong views on council's performance in this area however, with 38% giving a neutral rating and 23% saying they did not know.

Q11B Do you have any innovative suggestions for other ways Auckland Council could protect and encourage Auckland’s biodiversity?

Many of the suggestions focused on ways in which the council can facilitate and encourage the community to do more to protect biodiversity – including providing information and advice, running competitions, promoting urban gardens, developing partnerships with community groups to encourage further ownership, etc. In addition, people mentioned the need for regulation to support native species and limit the impact of weeds and pests, and the need for council to lead by example in the types of trees and plants it uses in Auckland’s parks and open spaces.

Do you have any innovative suggestions for other ways Auckland Council could protect and encourage Auckland’s biodiversity?	Number of responses n=1029	% of responses
Education/awareness - planting advice, how to avoid pollutants/ run competitions/events, more info	300	29%
Encourage community action/ownership - gardens, urban farming, fruit trees	168	16%
Tree/shrub planting and protection/ regulation is a priority/ native species	157	15%
Weed eradication - getting rid of pest plants is a priority/ council sets example	155	15%
Focus on schools, children and youth	120	12%
Focus on pests - bait, de-sexing, micro-chipping, especially cats/ support native species	112	11%
Advertise - publicise/ use media/ signage/ clear messages	111	11%
Waterways clean up/protection - streams, beaches & coastlines	80	8%
Tighter controls on development that impacts wildlife/ fauna	62	6%
More support/ funding for current projects and volunteers, including individual landowners	61	6%
Improved planning - urban/landscape planning/ building regulations to support biodiversity/ fewer roads & cars	57	6%
Incentive schemes/ rate rebates/ free plants	55	5%
Penalise polluters/ those not complying with environmental protection laws	52	5%
Green belts/ berm planting/ roadside planting/ ecological corridor	42	4%
Broaden the definition of biodiversity, not just native species	34	3%
Clean up rubbish/street cleaning - involve probation/correction workers/unemployed to weed & tidy	34	3%
Less bureaucracy/paper work, more action/ get serious	31	3%
More wildlife parks, sanctuaries, marine reserves, botanical gardens and ecological areas	30	3%
Consultation/partnership - meet face to face with communities/ enlist liaison officers	23	2%
Not Council's responsibility/not required/no suggestions	19	2%
Ban toxic herbicides/ poisons, monitor and restrict industrial chemical use	17	2%
Spend more/prioritise spending on biodiversity projects instead of V8/RWC	15	1%
Focus on the parks we already have - improve access, pathways, seating	12	1%
Protect & encourage bees	5	0%
Other	73	7%

Selection of comments

- *“Work in tandem with existing community groups. Encourage community gardens to try growing native species and/or plants that are beneficial to native birds and insects, as well as growing food crops.”*
- *“A transition to native plants in parks and reserves. Currently a lot of mature trees are exotic and when they need replacing, any replacements could be native instead of what was there previously.”*
- *“Allocate small neighbourhood plots such as verges etc to local gardeners to grow food and also heritage species.”*
- *“Get people composting and provide mulchers etc for this to happen almost under the spirit of community gardens.”*
- *“I am very keen on seeing the Council use trees to encourage wildlife, and to deter things like graffiti. Why have large expanses of concrete/brick walls, when they can be beautified by trees. But I am not solely talking about native trees, I would love to see the Council being proactive about planting fruit trees in public spaces, along public walkways, and most certainly near schools. Fruit trees encourage wildlife too, even native wildlife. So win win. Council looks proactive about getting fruit into the stomachs of lower socio economic families, and beautifies areas of Auckland that look barren and scarred with graffiti, and you encourage birds, bees and such things.”*
- *“I feel there is a lack of community ownership of the environment and biodiversity, and this often comes from lack of education and immersion, coupled with a feeling of powerlessness by those who take an interest and want to improve a situation. I believe school programs would be the most effective way to introduce large numbers of people to the native wildlife in and around Auckland, while more community involvement programs, such as tree planting or park maintenance (which I am aware already take place) could help build community ownership. Perhaps advertising or awareness of these projects could be raised? While I am aware of some schools having growing/gardening programs, I believe implementing gardening programs in schools where children grow both native trees and edible plants would in time have significant benefits. Similarly, spaces for community gardens could be successful, as they have been in many other cities around the world (including Wellington).”*
- *“Run something like the “fruit trees on verges” group - how about “native trees on verges”? Our verge is empty, and when I tried to plant flax, the council mowing guy ran over it. Trees on the verges would provide a lot of shelter for wild life, and would improve quality of living by screening us from the motorway.”*
- *“Replace mown grass areas with wildflower meadows. Actually control invasive weeds on public land instead of leaving them due to lack of resources / prioritisation. Make litter pick ups more effective - more oversight of contractors so they actually do pick up litter. Encourage community gardens and gardeners to weed and pick up litter themselves, as well as reporting invasive species locations and identifying private properties with invasive species. Do leaflet drops to private properties with invasive species informing them of the problem. A natural environment festival similar to the heritage festival. Make productive food trees a focus and be less stringent about indigenous species being the sole focus.”*
- *“As much hands on assistance to private individuals to do their bit as possible.”*
- *“Council needs to connect with those in local communities that have a good understanding of the biological diversity restoration needed in each local area and give financial assistance for restoration action plans to be carried out.”*
- *“Create more habitat such as planting of native bush and trees whenever possible (parks, roadside), creating wetlands, woodpiles/rock piles for insects etc. Control predatory animals in the city - tighter controls on cats (all should be collared with owners details and neutered). Invest in prevention/mitigation of pollution from runoff from agriculture and urban areas*

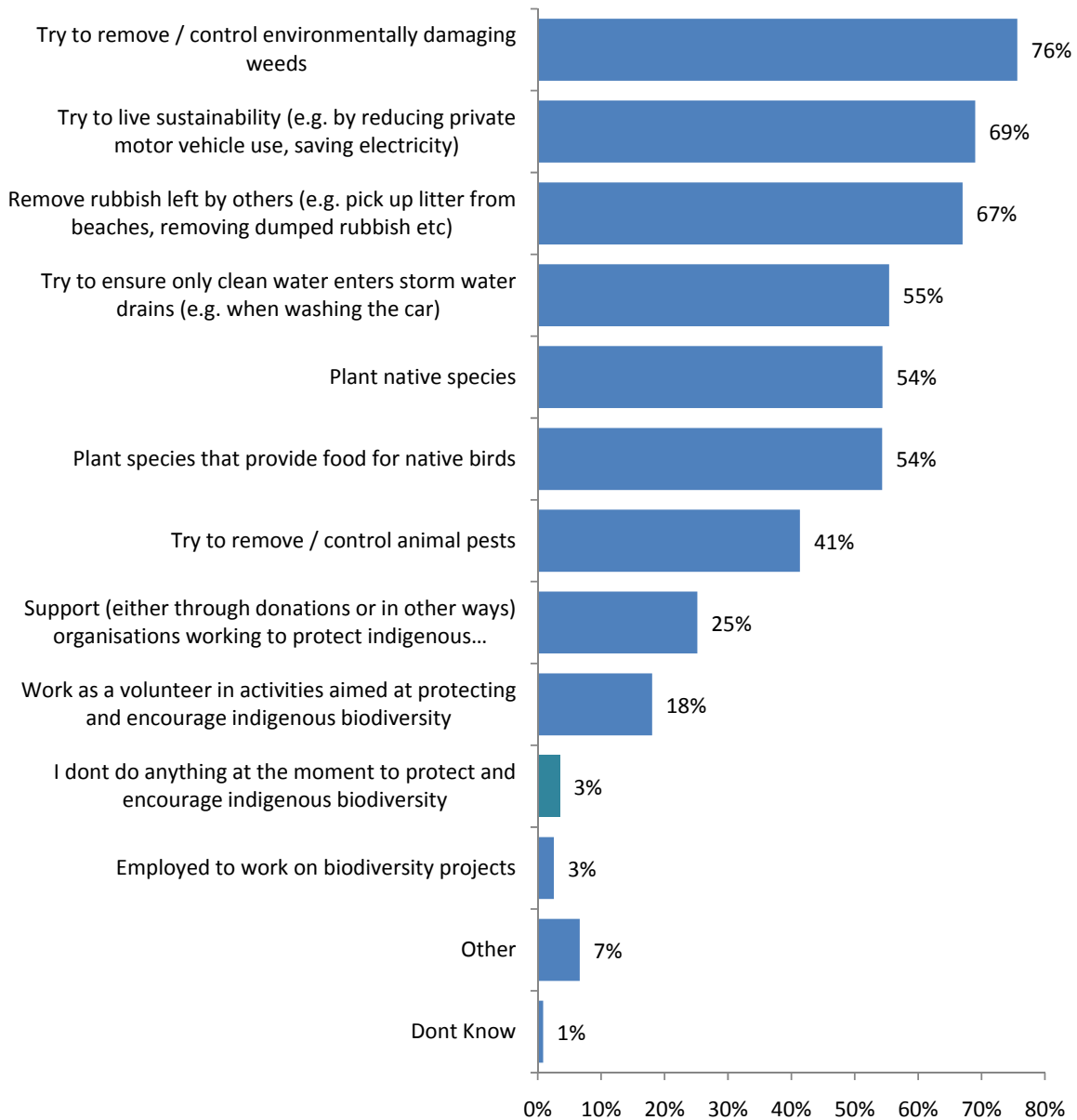
(green margins, settling ponds/wetlands for storm water)."

- *"Create refuges for threatened plant species in parks and reserves that are managed for weeds and pest animals. This could be implemented in tandem with a public awareness campaign creating awareness of the species present and their vulnerable status in New Zealand. In general, more threatened species should be planted during community planting days. Where plant species have become locally extinct, e.g. Mimulus repens in salt marsh habitats around Auckland, consideration should be given to re-introducing them to their native habitats. Contractors who "control" weeds often cause more damage by inadvertently spreading weeds and killing non-target plants. This is largely due to a dire lack of training. Any contractor employed by the Council must be able to meet basic standards before they are let loose in the field."*
- *"Deal with noxious weeds on council land and HELP home owners deal with theirs so not cross seeding each other...shouldn't be punitive."*
- *"Donate trees to primary schools, get children involved in planting them (if there is already an initiative like this it needs to be promoted better, as I'm a teacher)."*
- *"Education and promoting better understanding. The Ecocity concept of Waitakere needs to be rolled out through the Auckland region at large. Community members need to feel engaged and feel a part of the journey. The existing incentive programme for composting (if you attend an education workshop you get assistance to purchase a composting system) encourages people to get involved. Perhaps something similar could be rolled out for biodiversity e.g. incentivising people to remove pest plants from their properties and their neighbourhoods."*
- *"Feeding stations in urban parks."*
- *"Free bird aversion classes for dog owners. Well advertised free lecture 'field trips' to educate people about our local environment. Competitions to win, say, family trips to Tiritiri Matangi ro Maungatautari - to see what could be brought back. Be seen, by perhaps moving the ports totally to Whangarei and Tauranga, to be repairing damage to Auckland harbour and the Hauraki Gulf. Be seen to be encouraging sustainable energy options, resource utilisation for homeowners. i.e.: solar hot water heating; solar power back into the grid; water tanks; grey water recycling systems; weekly compost collections with rubbish. Encourage more beehives in the city. Also be seen to establish 'green corridors' in not only urban/suburban areas but industrial and farmed areas. Establish predator fenced areas in city parks. Schedule and be seen to do tree work outside of bird nesting times of the year - pruning trees/cutting hedges/dropping trees in spring and early summer - certainly doesn't help the bird (or indigenous lizard) populations. Coordinate and make public transport systems much cheaper and readily available - so people want to use them - and don't take their cars. If Biodiversity is a global view of a system and the health of that system - then the responses we take need to reflect that are holistic."*
- *"Get local groups to adopt a park. Council to provide free plants for planting. Get rid of the introduced birds like magpies and rosellas."*
- *"Get railways to clean up there weed distribution corridor. Check septic tank leakage and clean up streams. Get tough on cats and other killer pets as you have done for dogs."*
- *"Have Council clean up its own act and lead by example, particularly with weed control, pest control and uncontrolled stormwater discharge of contaminants into waterways from roading, carparks etc in rural areas. Start there and then ask private individuals to help."*
- *"I would like to see protection of older homes in neighbourhoods which often stand on land that has older trees. For example recently a beautiful bush, privately planted on a section on Faulder Avenue in Westmere was destroyed by a developer. The Councils current regulations placed no restraints on this - or none that made any difference and the neighbourhood was not notified. This is dishonest and unethical and casts doubt on the sincerity of surveys such as this."*

4.4 Personal involvement

Panellists were told “Biodiversity can be found everywhere, on public and private land, in highly modified and in undisturbed environments, in parks and in people’s back yards. Sharing knowledge, skills, positive action, responsibility and greater involvement by everyone is needed to address the wide range of pressures affecting biodiversity.”

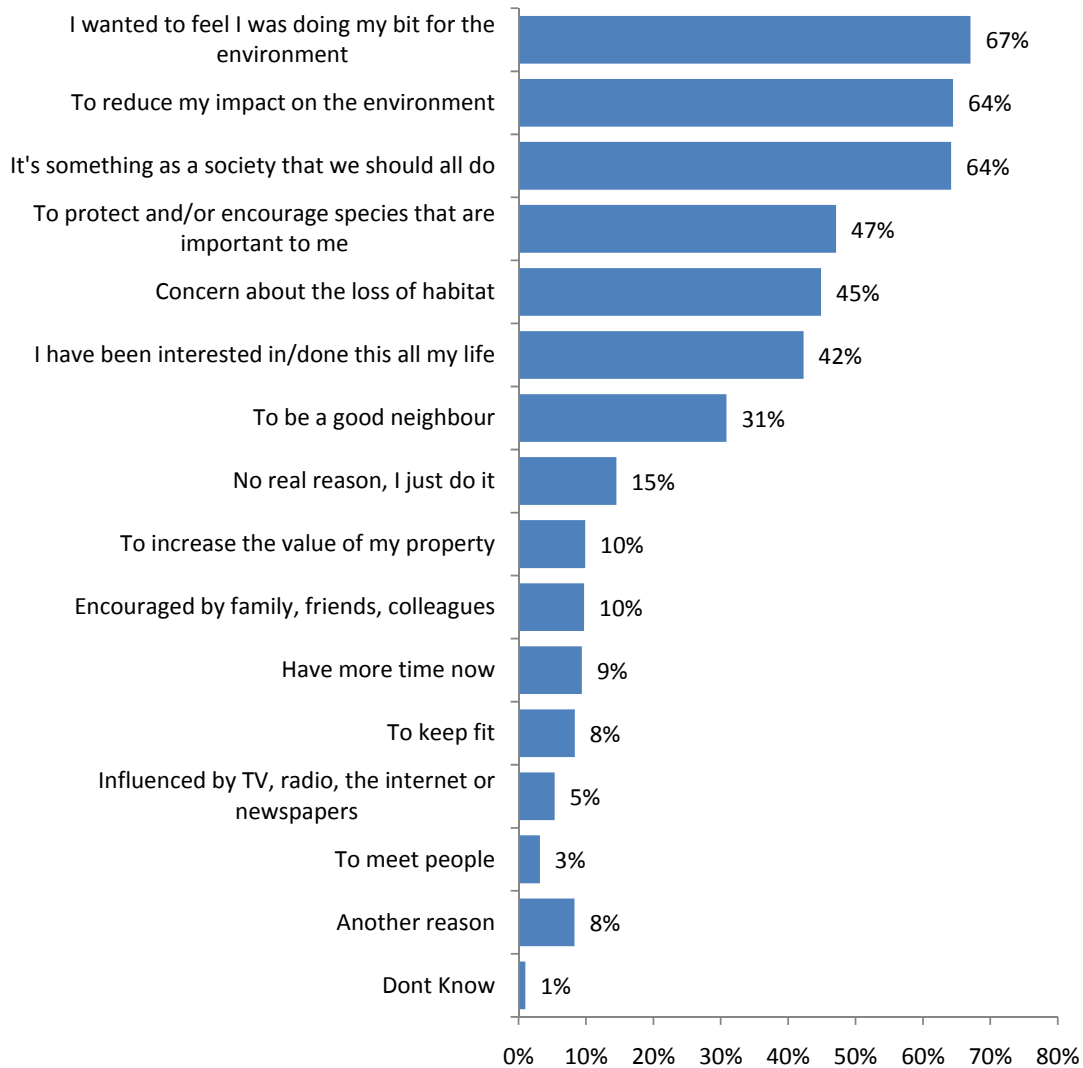
Q12A What, if anything, do you do as an individual to protect and encourage indigenous biodiversity where you live?



Base: Panellists participating in survey n= 2555. Note this was a multiple response question, so responses add to more than 100%

Most panellists do a number of things to protect and encourage biodiversity (either directly or indirectly), such as removing weeds, living more sustainably, picking up rubbish, etc. As expected, a smaller proportion of participants actively support, or volunteer their time to, groups working to protect indigenous biodiversity. Only 3% said they do not do anything to protect and encourage indigenous biodiversity.

Q13A What motivated you to take these actions?

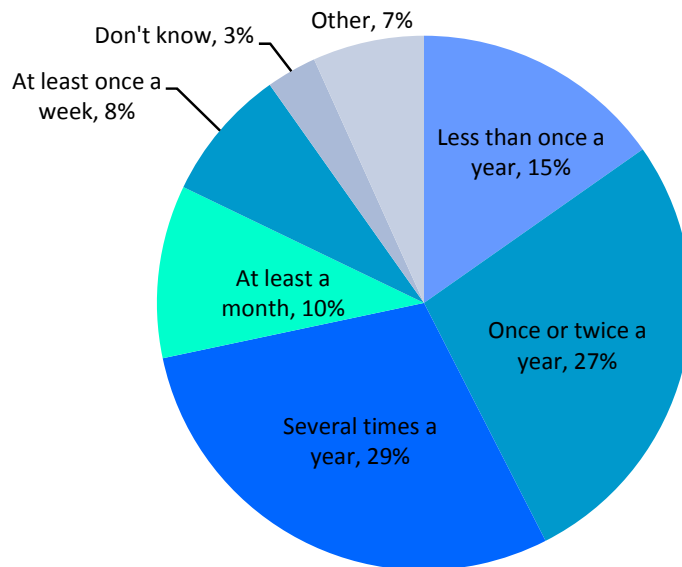


Base: Panellists participating in survey, excluding those that don't do anything for biodiversity n= 2466. Note this was a multiple response question, so responses add to more than 100%

Most are motivated by a desire to 'do their bit' or reduce their impact on the environment, and/or because it's something that they feel is an important societal issue. Almost half are concerned about habitat loss, trying to protect certain species, and/or have been interested all their life.

Those who said they work as a volunteer at question 12A were asked about this activity:

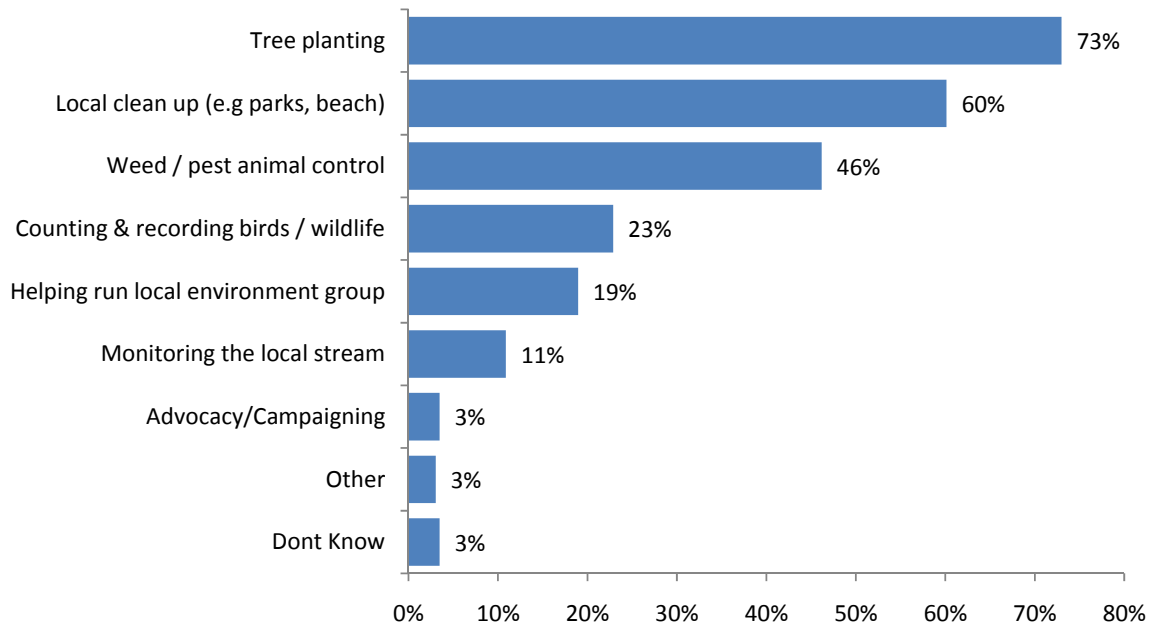
Q14A How often do you work as a volunteer on biodiversity related projects?



Base: Panellists that work as a volunteer in activities aimed at protecting and encouraging indigenous biodiversity n= 459

Among those who volunteer their time, 19% do so at least once a month, 29% do so several times per year, and 42% volunteer once or twice a year, or less often.

Q14B Which of the following types of volunteer projects have you taken part in?



Base: Panellists that work as a volunteer in activities aimed at protecting and encouraging indigenous biodiversity n= 459. Note this was a multiple response question, so responses add to more than 100%

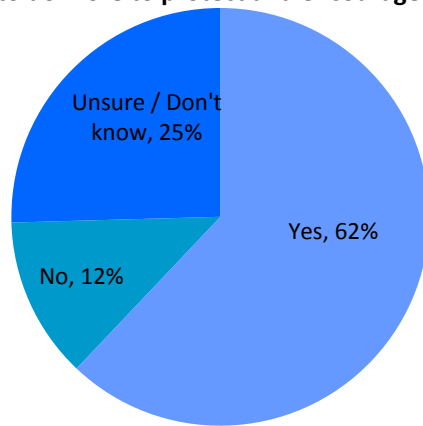
Most volunteers get involved in tree planting and local clean up operations, and a smaller core group are involved with stream monitoring, recording wildlife, helping run the group and campaigning on their behalf.

Q15A What project(s) have you worked on in the last 12 months?

Volunteers mentioned a huge number of different projects, activities, planting days, clean up/weeding days, local community action groups, 'friends of' organisations that had some involvement in protecting and enhancing indigenous biodiversity.

What project(s) have you worked on in the last 12 months?	Number of responses n=375	% of responses
Local community action/ individual/private projects	102	27%
Plant care - tree planting, potting, watering	73	19%
Beach clean up/ Sustainable Coastlines	53	14%
Various weeding/clean up projects	39	10%
Forest and Bird - planting, count	28	7%
Streams (cox, twinstreams, Meola)	23	6%
Pest eradication - Baiting/ trapping	22	6%
Motutapu Restoration project	22	6%
Motuihe	20	5%
Ark in the Park/ Waitakeres	19	5%
Friends of Whau	12	3%
Tawharanui	11	3%
Friends of Oakley Creek	11	3%
Kaipatiki	10	3%
TOSSI, SOSSI	10	3%
Bird counting	8	2%
Landcare	7	2%
Tiritiri Matangi	6	2%
Le Roy's Bush	6	2%
Shakespear Sanctuary	6	2%
Centennial Park Bush Society, Campbells Bay	5	1%
Piha	5	1%
Long Bay	5	1%
Conservation Volunteers	4	1%
Rotoroa planting	3	1%
Living legends	3	1%
Hunua Habitat	3	1%
Monarch butterfly trust	2	1%
I cant remember the details	3	1%
Trees for survival	4	1%
None	14	4%
Other	58	15%

Q16A Would you like to do more to protect and encourage indigenous biodiversity in Auckland?

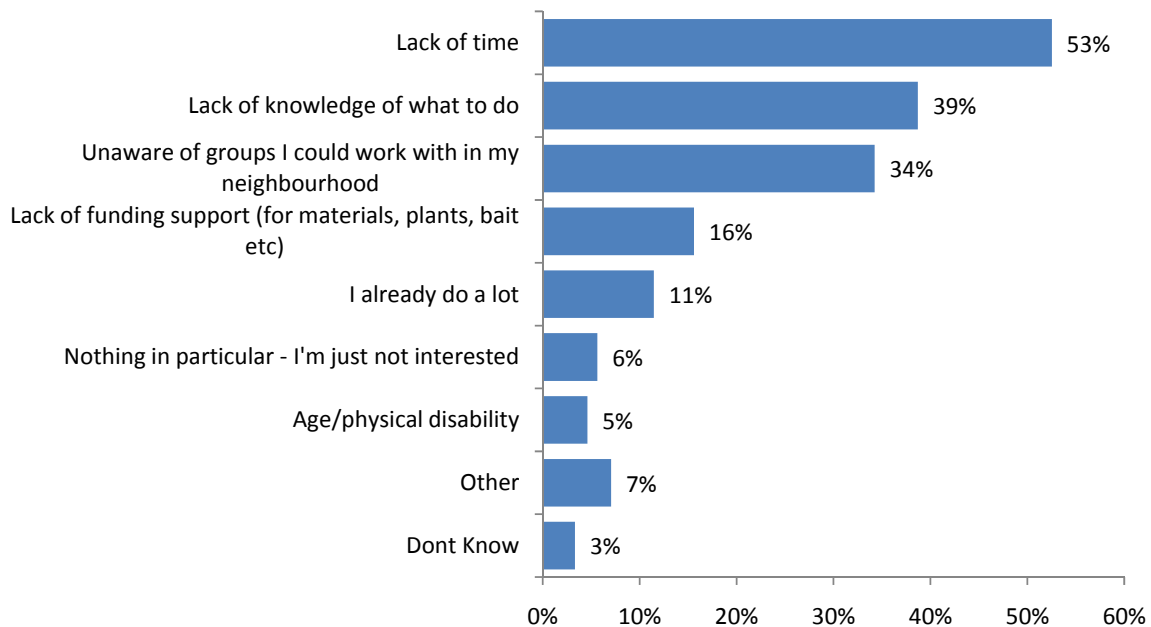


Base: Panellists participating in survey n= 2555

Almost two-thirds of panellists would like to do more to protect and encourage indigenous biodiversity in Auckland, while a quarter were not sure – only 12% felt that they did not want to do more.

Asian participants were significantly more likely to want to do more (76%) than people of other ethnicities. Women were more likely to want to do more than men (64% compared to 60%). Those aged 25-44 years were more likely to want to do more (73%) than those aged 55 years or over (55%). There were no significant differences by geographic area.

Q16B What, if anything, prevents you from doing more for Auckland’s indigenous biodiversity?

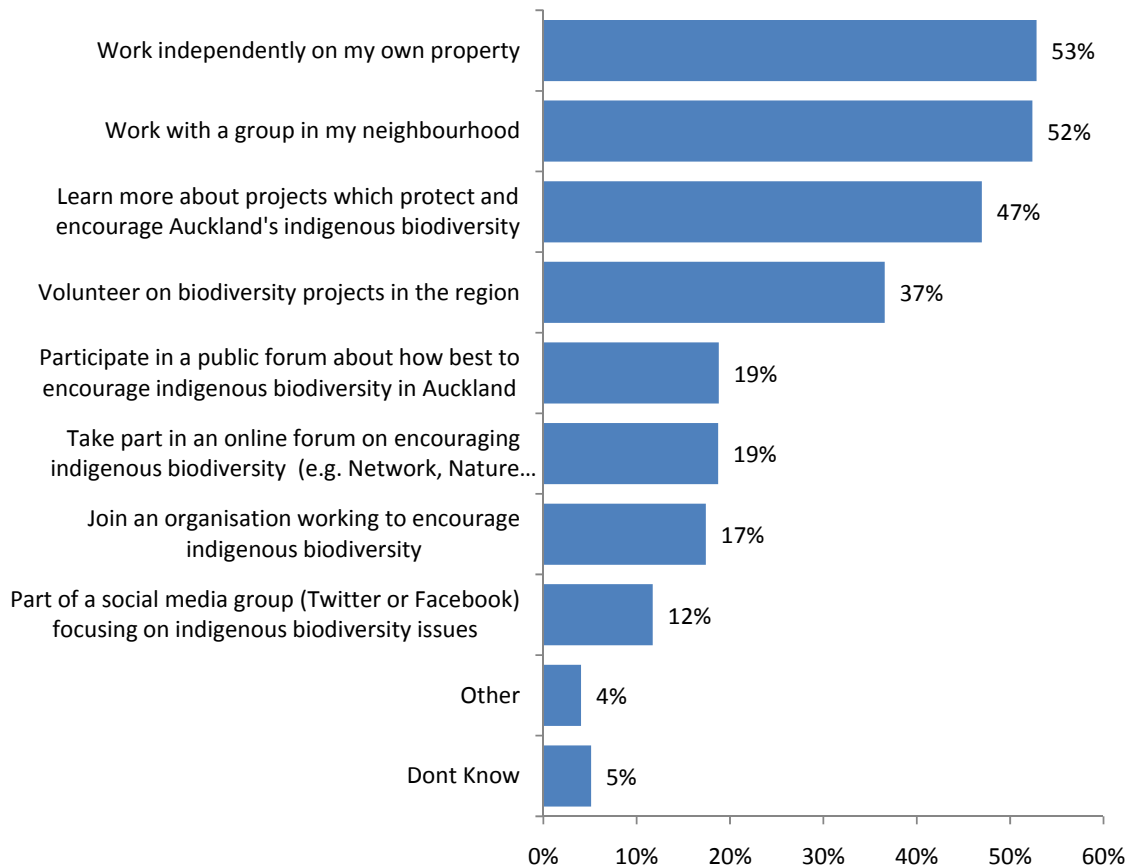


Base: Panellists participating in survey n= 2553. Note this was a multiple response question, so responses add to more than 100%

While over half of participants felt that they simply didn’t have time to do more, awareness was also a common issue, with over a third saying that they did not know what to do and/or which groups were active in their area.

Those who said they would like to do more to protect and encourage indigenous biodiversity at Q16A were asked:

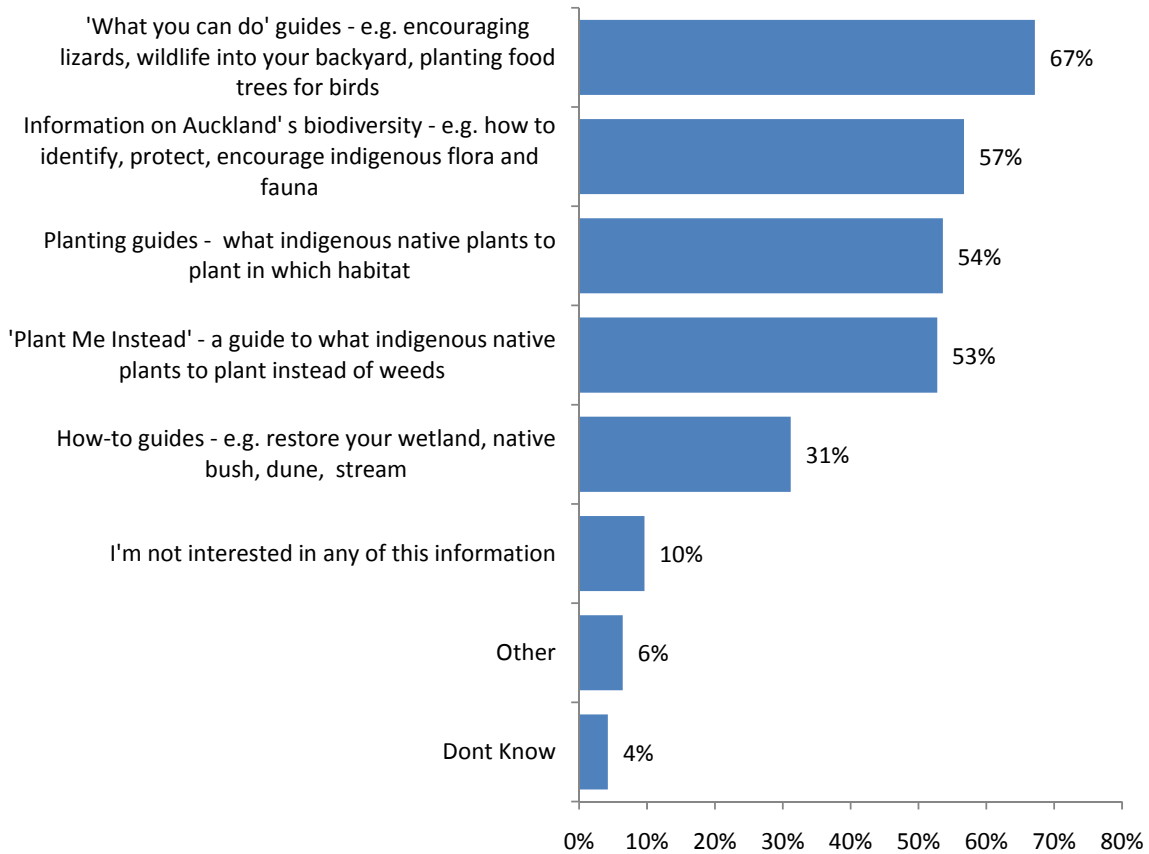
Q17A How else would you like to be involved in protecting and encouraging Auckland’s indigenous biodiversity?



Base: Panellists who said they would like to do more to protect and encourage indigenous biodiversity at Q16A n= 1586. Note this was a multiple response question, so responses add to more than 100%

Initiatives in which people can work independently in their own property and/or as part of a local group were the most popular – indicating that efforts could be focused on enabling and encouraging these activities. Online forums and social media groups had more of a niche appeal, as did public forums and taking part in organisations working to encourage indigenous biodiversity.

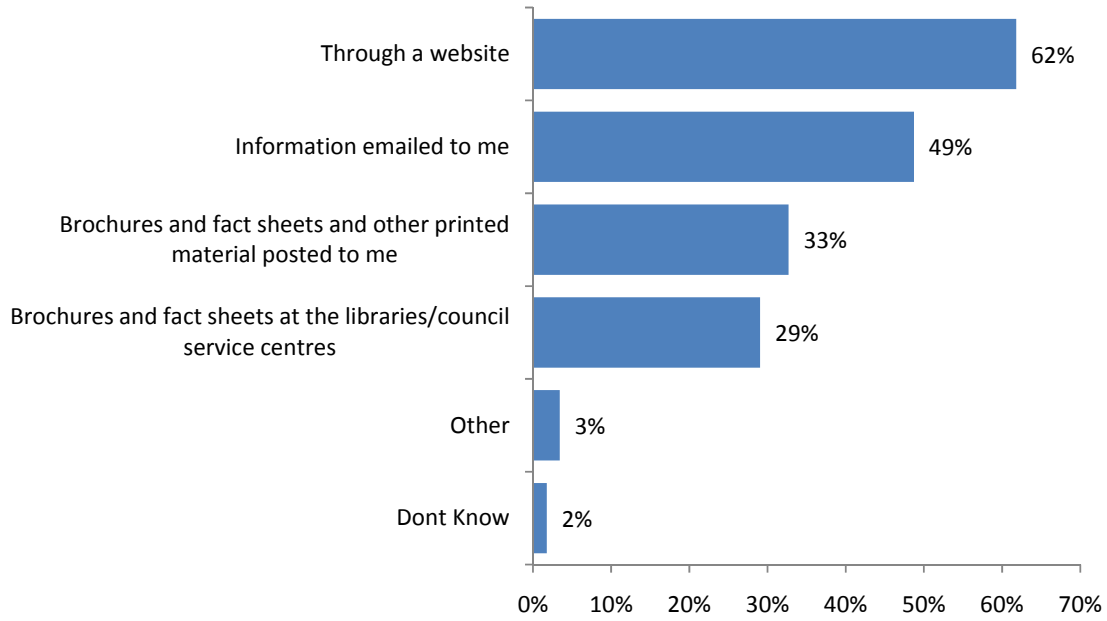
Q18A Auckland Council can provide a range of resources to those who would like more information about protecting and encouraging indigenous biodiversity. Which of the following would you be interested in?



Base: Panellists participating in survey n= 2555. Note this was a multiple response question, so responses add to more than 100%

There was a reasonably high level of interest in all of the above resources – particularly the ‘what you can do’ guides, general information on Auckland’s biodiversity, planting guides and ‘plant me instead’ guides.

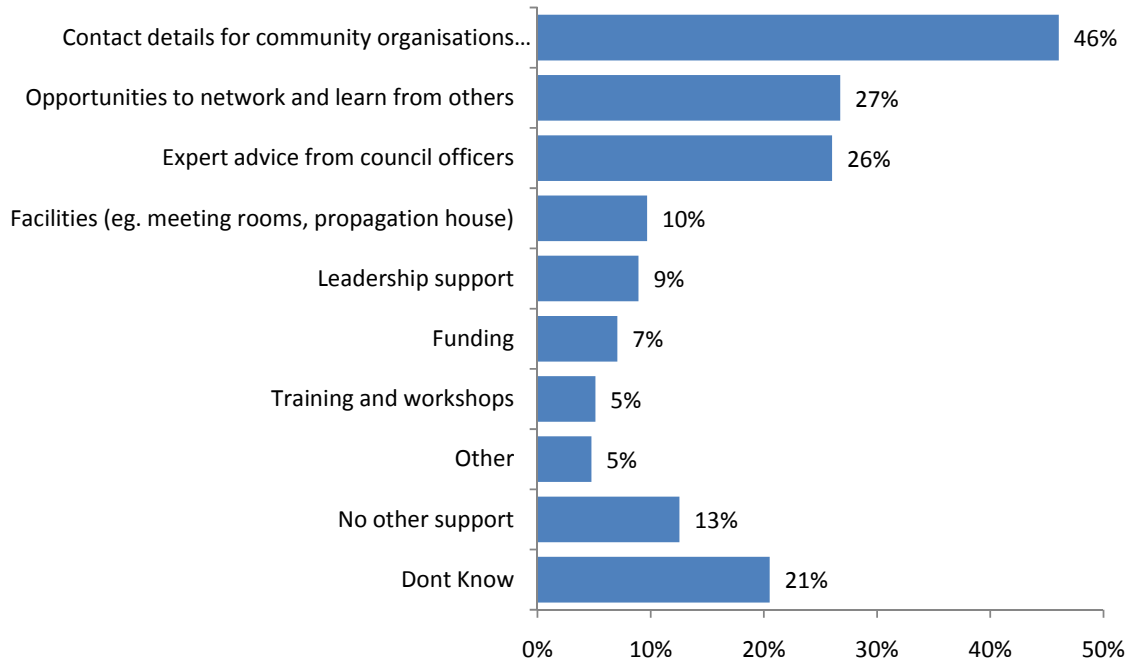
Q19A How would you prefer to access this information?



Base: Panellists participating in survey, excluding those that said 'I'm not interested in this information' at Q18A n= 2309. Note this was a multiple response question, so responses add to more than 100%

Most would prefer online and/or email information over hard copy brochures and fact sheets.

Q19B What other support would help you to protect and encourage indigenous biodiversity in Auckland?



Base: Panellists participating in survey, excluding those that said 'I'm not interested in this information' at Q18A n= 2510. Note this was a multiple response question, so responses add to more than 100%

In line with the results at 16B, many would find it helpful to know the contact details of local community organisations, while around a quarter of participants would like to tap into networking opportunities and/or receive expert advice from Auckland Council officers.

Q20A What would motivate you to do more to protect and encourage indigenous biodiversity in Auckland?

Again, further information and education was sighted as the biggest potential motivator – to encourage people to have a wider understanding of the issues and what they can do. Others would like to have an opportunity to get involved in a local group to foster a sense of community togetherness. Unfortunately, some people felt that they did not have sufficient time, energy or opportunity to do more. Others need further evidence that the council and government is committed to looking after the environment through their wider practices and policies.

What would motivate you to do more to protect and encourage indigenous biodiversity in Auckland?	Number of responses n=1711	% of responses
Information - a greater awareness/understanding, interest, ideas	483	28%
Limitations - health, age, time, weather, money, don't own a property, not much garden	266	16%
Chance to become involved with a team/ community project/ sense of togetherness	205	12%
Confidence - faith in council's approach, planning & commitment, faith in central Govt	204	12%
Already motivated	198	12%
Seeing results/ a plan or goal/ recognition of efforts/ a better future for children & community	160	9%
Something in my direct local area/ related to my work	123	7%
Incentive schemes - rate rebates, affordable plants	108	6%
Specific campaigns, advertising, promotion, brochures	107	6%
If council provided help & encouragement/ expertise/ made it easy to be involved	87	5%
More community input/ community approval & involvement	80	5%
Child friendly/ family / fun events	40	2%
Funding - if council was funded/resourced appropriately, funding from central govt.	36	2%
More realistic approach - less use of 'buzzwords' - indigenous/sustainable, broader approach to sustainability, not just natives	34	2%
Council provided tools/ equipment/ for public to assist	22	1%
Less bureaucracy/paper work, more action	15	1%
Control of pests	12	1%
Focus on schools, children and youth	12	1%
Employers provide a day off / programmes	8	0%
Seeing business & industry playing their part	3	0%
Nothing/ not much	54	3%
Don't know/ already stated in previous question/ no comment	62	4%
Other	48	3%

Selection of comments

- *“Clear understanding for what was required, solid argument to encourage me to assist. Some assistance with skills, plants and money from the council.”*
- *“A bit more knowledge of what to do and the resources available for expert help.”*

- *“A dedicated website with information and perhaps a monthly newsletter with relevant tips for that season, in terms of what to plant, what to look out for etc. This perhaps already exists, as admittedly I haven't gone out of my way to find it!”*
- *“Knowing simple things that I could do at home that would make a difference and if we all did them would make a material difference.”*
- *“Communicate the problem more widely. Used to hear a lot from the Waitakere city council about Weed control but don't really hear anything any more. I know a lot about Kauri Dieback from TV segments and coverage. It's about agenda setting. It's just not communicated why it is a general public issue, its a fringe issue for environmentalist. Everyone else gets on with their lives littering and damaging their local environment because the issue hasn't been translated to be important for them.”*
- *“Continuing support to environmental projects from the council would give residents a good positive sign about the importance of biodiversity. Education about the impact of what we are doing to our environment would motivate me even more to continue to work with the environment. Education about the impact of bad farming practices, education about the impact of pesticides on bees and insects, education about the impact of feral cats on bird and insect life - all of these things would motivate me and more people to become more socially responsible.”*
- *“Education about smaller things I could do that would not impact the time I have.”*
- *“A biggy. It would be a major change of my interests in life which are directed into other channels. I respect and support those who engage with these issues, but myself am not especially involved enough to divert my efforts from other interests.”*
- *“Don't know. I suffer from a chronic illness so am unable to do much that would tax my energy.”*
- *“Getting involved with a local community group that has clear direction.”*
- *“Having a community group to work with i.e. working together as a team rather than battling on my own. Incentives to remove pest plants and plant more indigenous species on my property.”*
- *“Knowing others are also interested. Interaction with others promoting biodiversity.”*
- *“Evidence that the Auckland Council cares does what it can to help; e.g. an immediate declaration to stop using the poisons I named earlier.”*
- *“If council would take an active roll in protecting the environment instead of giving developers cart blanche in cutting down trees and removing green areas. At the moment council only gives lip service and P.R. spin but are very poor when it comes to doing something about it.”*
- *“Knowing that that there is a clear strategy for protection and development rather than an ad hoc approach where developers appear to get what they want without needing to contribute.”*
- *“Limited length initiatives which target and hit a problem with all guns blazing and involve the whole community by getting them actively engaged (even if only in 'moral support/approval' role) e.g. target tobacco weed or rats for one month.”*
- *“Making it as easy as possible. Possibly offering financial incentives to people who regularly support local biodiversity projects a suggestion may be a small reduction in rates.”*
- *“More communication about how to deal with weeds and what it could be like if we really focused on improving the bush in my local area (i.e. Tuff's Crater). A goal would be great e.g. 20% more bush with 50% more bird life - take the environment back to 1940. But am only interested in my local area / backyard. Perhaps discounted plants and sprays for killing weeds.”*
- *“More publicity and promotion from the Council. eg There tends to still be an "us and them" approach between the Council and the Public. There does not appear to be much signage about in public areas regarding special species so there is no "buy in" from the public.*

Certain Council departments still tend to 'boss' rather than 'serve' the public and miss out on a major resource, ie the cooperation of the public in helping improve the environment. Reward rather than penalise is the key."

Q20B We are looking for a symbol (e.g. a mascot, image or emblem) to promote interest in indigenous biodiversity. What symbol or mascot do you think would encourage Aucklanders to care more for our indigenous biodiversity?

There were a large number of different ideas for a mascot, and little consensus between participants, however, a tui (or a tui / plant combination) was the most frequently mentioned suggestion. Some type of native bird was mentioned by a significant proportion of panellists, as were other native species such as tuatara, ponga, pohutukawa and kowhai.

What symbol or mascot do you think would encourage Aucklanders to care more for our indigenous biodiversity?	Number of responses n=1809	% of responses
Tui	290	16%
Lizard/ gecko/ skink/ tuatara	161	9%
Kiwi	126	7%
Bird in general (native)	101	6%
Kereru	95	5%
Fern/ silver fern/ koru/ ponga	83	5%
Concern regarding unnecessary spending/ not needed/ don't like them	76	4%
Combination of tree/ bird/ plant/ stream/ animal	73	4%
Tui and a plant (kowhai, flax, pohutukawa etc)	69	4%
Pukeko	69	4%
Pohutukawa	64	4%
Fantail	57	3%
Tree/ plant in general	54	3%
Extinct animals - moa, huia	38	2%
Ocean theme - sea, Rangitoto, beach, water, shells etc	37	2%
An endangered species	32	2%
Kowhai	30	2%
Marine life - fish, whale, orca, kina etc	28	2%
Weta	26	1%
Kauri	25	1%
Cartoon/ stylised mascot	25	1%
Stylised icon - emblem, woven, collage	25	1%
Native animal in general - endemic to Auckland	22	1%
Use existing council logo, don't waste any more money	22	1%
Kokako	21	1%
Child/ person	18	1%
Auckland specific theme - skytower, sails, auckland icon	14	1%
Maui dolphin/ dolphin in general	14	1%
Insect, bee, centipede, snail, cockroach, worm	14	1%
Ideas for motto	14	1%
Frog	13	1%
Bellbird	11	1%
Morepork	11	1%

Cat, possum, bear, dog, rat	10	1%
Nikau	9	0%
Flax bush	8	0%
Little Blue Penguin	8	0%
Something green/ sustainable	8	0%
Run a competition, get schools/children to do it, get a designer	8	0%
Kea	7	0%
Kakapo	7	0%
Maori design	7	0%
Kaka	5	0%
Takahe	5	0%
Mangrove plant	4	0%
Butterfly/ monarch	4	0%
NZ theme - multicultural, map, island, cloud, flag	4	0%
Saddleback	2	0%
Don't know	123	7%
Other	98	5%

4.5 Final comments

Q22B Have you any other comments to make about protecting and encouraging Auckland's biodiversity?

Have you any other comments to make about protecting and encouraging Auckland's biodiversity?	Number of responses n=561	% of responses
General positive feedback/ agree it is important	118	21%
Education - planting advice, competitions, more info	71	13%
Council need to be proactive/ realistic/ open minded / consult	57	10%
Concern regarding expense, rates, consent/compliance costs	50	9%
Tree planting/ protection is a priority, giveaway free natives	43	8%
Find a balance - development vs planting	41	7%
Focus on school/ children	40	7%
Weed eradication is a priority - roadside, mangroves	36	6%
Pollution priority - litter fines, promote recycling, composting, anti guy fawkes	32	6%
More support/ funding for current projects and volunteers	27	5%
Focus on threats/pests - bait, desexing, microchipping, cat curfew, cat registration	24	4%
Don't exclude all exotics/ all biodiversity is important	22	4%
Waterways clean up/ protection a priority	20	4%
Encourage community action/ community gardens	20	4%
Comments regarding survey/ questions/ issues	20	4%
Marine preservation a priority - fishing, ocean, harbour, beaches	19	3%
Consider population growth/ immigrant education priority	14	2%
Less bureaucracy, paper work, brochures	10	2%
People need to come first/ work with needs of people	6	1%
Landowners need autonomy on their properties/ encourage yards	6	1%
Against pest control/ spraying	5	1%
Leave things alone/ survival of the fittest	5	1%
Time is critical	4	1%
No comment	14	2%
Other	33	6%

5 How have the results been results used?

Results of the survey will be used to enable Auckland Council to improve engagement with community groups across Auckland on a range of biodiversity issues. It will also serve as a benchmark against which changes, in response to Council initiatives, can be gauged. The survey indicated a need for improved communications – many of the concerns expressed are already being addressed through the Biodiversity Communications Plan

Appendix I Questionnaire with tables

Q1A: How would you describe your understanding of the term Biodiversity?	Number of responses n=2552	% of responses
I know a lot about the term Biodiversity	600	24%
I know a bit about the term Biodiversity	1413	55%
I have heard of the term Biodiversity	424	17%
I have never heard of the term Biodiversity	82	3%
Unsure	33	1%

Base: Panellists participating in survey n= 2552

Q2A: What does biodiversity mean to you?	Number of responses n=1971	
Open text		

Q2B: Please say briefly what you think biodiversity might mean	Number of responses n=487	
Open text		

Q3A: How interested are you in Auckland's indigenous biodiversity?	Number of responses n=2555	% of responses
1. Not interested at all	28	1%
2	116	5%
Total disagree (1 & 2)	144	6%
3	444	17%
4	826	32%
5. Very interested	1118	44%
Total agree (4 & 5)	1944	76%
Unsure / Don't know	23	1%

Base: Panellists participating in survey n= 2555

Q4Ai: Indigenous biodiversity is good for tourism	Number of responses n=2555	% of responses
1. Strongly disagree	38	1%
2	87	3%
Total disagree (1 & 2)	125	5%
3	269	11%
4	702	27%
5. Strongly agree	1403	55%
Total agree (4 & 5)	2105	82%
Unsure / Don't know	56	2%

Base: Panellists participating in survey n= 2555

Q4Aii: Indigenous biodiversity is vital to our economy	Number of responses n=2555	% of responses
1. Strongly disagree	81	3%
2	204	8%
Total disagree (1 & 2)	285	11%
3	565	22%
4	729	29%
5. Strongly agree	885	35%
Total agree (4 & 5)	1614	63%
Unsure / Don't know	91	4%

Base: Panellists participating in survey n= 2555

Q4Aiii: Indigenous biodiversity underpins our prosperity as a "clean green" nation	Number of responses n=2555	% of responses
1. Strongly disagree	77	3%
2	127	5%
Total disagree (1 & 2)	204	8%
3	306	12%
4	601	24%
5. Strongly agree	1387	54%
Total agree (4 & 5)	1988	78%
Unsure / Don't know	57	2%

Base: Panellists participating in survey n= 2555

Q4Aiv: Indigenous biodiversity improves our recreation options and enjoyment	Number of responses n=2555	% of responses
1. Strongly disagree	58	2%
2	163	6%
Total disagree (1 & 2)	221	9%
3	438	17%
4	764	30%
5. Strongly agree	1062	42%
Total agree (4 & 5)	1826	71%
Unsure / Don't know	70	3%

Base: Panellists participating in survey n= 2555

Q4Av: Indigenous biodiversity influences our art and local culture	Number of responses n=2555	% of responses
1. Strongly disagree	66	3%
2	149	6%
Total disagree (1 & 2)	215	8%
3	448	18%
4	797	31%
5. Strongly agree	1013	40%
Total agree (4 & 5)	1810	71%
Unsure / Don't know	82	3%

Base: Panellists participating in survey n= 2555

Q4Avi: Seeing indigenous biodiversity in the landscape gives me a sense of well-being	Number of responses n=2555	% of responses
1. Strongly disagree	65	3%
2	114	4%
Total disagree (1 & 2)	179	7%
3	337	13%
4	658	26%
5. Strongly agree	1333	52%
Total agree (4 & 5)	1991	78%
Unsure / Don't know	48	2%

Base: Panellists participating in survey n= 2555

Q4Avii: It is important that indigenous biodiversity is protected for future generations	Number of responses n=2555	% of responses
1. Strongly disagree	43	2%
2	56	2%
Total disagree (1 & 2)	99	4%
3	204	8%
4	476	19%
5. Strongly agree	1742	68%
Total agree (4 & 5)	2218	87%
Unsure / Don't know	34	1%

Base: Panellists participating in survey n= 2555

Q4Aviii: Indigenous biodiversity is good for me and my family/whanau	Number of responses n=2555	% of responses
1. Strongly disagree	64	3%
2	157	6%
Total disagree (1 & 2)	221	9%
3	430	17%
4	732	29%
5. Strongly agree	1103	43%
Total agree (4 & 5)	1835	72%
Unsure / Don't know	69	3%

Base: Panellists participating in survey n= 2555

Q5A: How concerned are you about the decline of indigenous biodiversity in Auckland?	Number of responses n=2555	% of responses
1. Not concerned at all	62	2%
2	135	5%
Total not concerned (1 & 2)	197	8%
3	451	18%
4	859	34%
5. Very concerned	991	39%
Total concerned (4 & 5)	1850	72%
Unsure / Don't know	57	2%

Base: Panellists participating in survey n= 2555

Q6A: How could indigenous biodiversity be improved in your neighbourhood? <i>Select all that apply</i>	Number of responses n=2493	% of responses
Remove /control environmentally damaging weeds on private properties	769	31%
Remove /control environmentally damaging weeds in parks and public areas	1359	55%
Plant more native plants and trees throughout Auckland	972	39%
Establish more parks and reserves	573	23%
Protect existing areas of native bush	1622	65%
Attract/release more native birds and other native species	604	24%
Provide more green corridors to allow birds and other native species to travel between areas of native bush	1174	47%
Fence off areas of native bush to prevent damage from livestock	350	14%
Prevent livestock from entering waterways	757	30%
Protect coastal environments from erosion	492	20%
Replant native species on dunes and coastal margins	428	17%
Improve water quality in streams lakes wetlands and the coast	1271	51%
Remove/control pest animals that threaten native species	1332	53%
More information and signage about local biodiversity	267	11%
Unsure/Don't know	18	1%
Nothing more to do	10	0%
Other	135	5%

Base: Panellists who are concerned about decline of indigenous biodiversity n= 2493. Note this was a multiple response question, so responses add to more than 100%

Q7A: Auckland Council supports a number of projects promoting biodiversity. Which of the following projects are you aware of? Select all that apply	Number of responses n=2555	% of responses
Nature Space	137	5%
Trees for Survival	468	18%
Twin Streams	717	28%
Waicare	410	16%
Eco Events	507	20%
North West Wildlink	140	5%
Sustainable Neighbourhoods	423	17%
Ark in the Park	875	34%
Shakespear Open Sanctuary	975	38%
Tawharanui Open Sanctuary	1005	39%
Don't Know	715	28%

Base: Panellists participating in the survey n= 2555. Note this was a multiple response question, so responses add to more than 100%

Q7B: What other council supported biodiversity projects are you aware of?	Number of responses n=419	% of responses
Open text		

Q8A: Have you, or any groups you have been associated with, ever received help and or support from Auckland Council, or any of the former Auckland Councils, to protect and encourage indigenous biodiversity?	Number of responses n=2555	% of responses
Yes	394	15%
No	1865	73%
Unsure	296	12%

Base: Panellists participating in survey n= 2555

Q9A: Auckland Council supports a number of projects promoting biodiversity. Which of the following projects are you aware of? Select all that apply	Number of responses n=394	% of responses
Information (e.g. about which plants to grow or avoid, how to control animals etc)	192	49%
Assistance and advice from a council officer	199	51%
Free plants	194	49%
Use of council facilities	50	13%
Funding	119	30%
Connection with another (biodiversity) group	54	14%
Assistance with running a meeting/starting up a group	49	12%
Free bait/Chemicals	23	6%
Community clean up/Planting	16	4%
Other	8	2%
Don't Know	2	1%

Base: Panellists who have received help and or support from Auckland Council to protect and encourage indigenous biodiversity n= 394. Note this was a multiple response question, so responses add to more than 100%

Q10Ai: Information (e.g. about which plants to grow or avoid, how to control animals etc)	Number of responses n=181	% of responses
1. Not useful at all	0	0%
2	2	1%
Total not useful (1 & 2)	2	1%
3	14	8%
4	48	27%
5. Very useful	111	61%
Total useful (4 & 5)	159	88%
Unsure / Can't remember	6	3%

Base: Panellists who have received help and or support from Auckland Council to protect and encourage indigenous biodiversity n=181

Q10Aii: Assistance and advice from a council officer	Number of responses n=196	% of responses
1. Not useful at all	1	1%
2	8	4%
Total not useful (1 & 2)	9	5%
3	19	10%
4	40	20%
5. Very useful	119	61%
Total useful (4 & 5)	159	81%
Unsure / Can't remember	9	5%

Base: Panellists who have received help and or support from Auckland Council to protect and encourage indigenous biodiversity n=196

Q10Aiii: Free Plants	Number of responses n=188	% of responses
1. Not useful at all	1	1%
2	2	1%
Total not useful (1 & 2)	3	2%
3	9	5%
4	27	14%
5. Very useful	144	77%
Total useful (4 & 5)	171	91%
Unsure / Can't remember	5	3%

Base: Panellists who have received help and or support from Auckland Council to protect and encourage indigenous biodiversity n=188

Q10Aiv: Use of council facilities	Number of responses n=45	% of responses
1. Not useful at all	0	0%
2	0	0%
Total not useful (1 & 2)	0	0%
3	8	18%
4	10	22%
5. Very useful	22	49%
Total useful (4 & 5)	32	71%
Unsure / Can't remember	5	11%

Base: Panellists who have received help and or support from Auckland Council to protect and encourage indigenous biodiversity n=45

Q10Av: Funding	Number of responses n=118	% of responses
1. Not useful at all	2	2%
2	3	3%
Total not useful (1 & 2)	5	4%
3	10	8%
4	15	13%
5. Very useful	84	71%
Total useful (4 & 5)	99	84%
Unsure / Can't remember	4	3%

Base: Panellists who have received help and or support from Auckland Council to protect and encourage indigenous biodiversity n=118

Q10Avi: Connection with another (biodiversity) group	Number of responses n=52	% of responses
1. Not useful at all	1	2%
2	1	2%
Total not useful (1 & 2)	2	4%
3	10	19%
4	8	15%
5. Very useful	28	54%
Total useful (4 & 5)	36	69%
Unsure / Can't remember	4	8%

Base: Panellists who have received help and or support from Auckland Council to protect and encourage indigenous biodiversity n=52

Q10Avii: Assistance with running meeting/starting up a group	Number of responses n=46	% of responses
1. Not useful at all	0	0%
2	2	4%
Total not useful (1 & 2)	2	4%
3	11	24%
4	8	17%
5. Very useful	24	52%
Total useful (4 & 5)	32	70%
Unsure / Can't remember	1	2%

Base: Panellists who have received help and or support from Auckland Council to protect and encourage indigenous biodiversity n=46

Q10B: Have you any comments to add on the help or support you or your group received from Auckland Council, or former Auckland Councils or suggestions for improvements?	Number of responses n=163	
Open text		

Q10C: You said council gave you or your group other help or support. How useful did you find that?	Number of responses n=85	% of responses
1. Not useful at all	1	1%
2	2	2%
Total not useful (1 & 2)	3	4%
3	5	6%
4	11	13%
5. Very useful	56	66%
Total useful (4 & 5)	67	79%
Unsure / Can't remember	10	12%

Base: Panellists who have received help and or support from Auckland Council to protect and encourage indigenous biodiversity n=85

Q11A: Overall, how well do you think Auckland Council currently protects and encourages Auckland's indigenous biodiversity?	Number of responses n=2555	% of responses
1. Does not do it well at all	89	3%
2	316	12%
Total not do it well (1 & 2)	405	16%
3	983	38%
4	495	19%
5. Does it very well	79	3%
Total does it well (4 & 5)	574	22%
Unsure / Don't know	593	23%

Base: Panellists participating in survey n= 2555

Q11B: Do you have any innovative suggestions for other ways Auckland Council could protect and encourage Auckland's biodiversity?	Number of responses n=1029	
Open text		

Q12A: What, if anything, do you do as an individual to protect and encourage indigenous biodiversity? <i>Select all that apply</i>	Number of responses n=2555	% of responses
Try to remove / control environmentally damaging weeds	1933	76%
Try to remove / control animal pests	1057	41%
Plant native species	1389	54%
Plant species that provide food for native birds	1388	54%
Remove rubbish left by others (e.g. pick up litter from beaches, removing dumped rubbish etc)	1712	67%
Try to ensure only clean water enters storm water drains (e.g. when washing the car)	1416	55%
Support (either through donations or in other ways) organisations working to protect indigenous biodiversity	643	25%
Work as a volunteer in activities aimed at protecting and encourage indigenous biodiversity	461	18%
Try to live sustainability (e.g. by reducing private motor vehicle use, saving electricity)	1763	69%
Employed to work on biodiversity projects	65	3%
I don't do anything at the moment to protect and encourage indigenous biodiversity	89	3%
Don't know	22	1%
Other	169	7%

Base: Panellists participating in survey n= 2555. Note this was a multiple response question, so responses add to more than 100%

Q13A: What motivated you to take these actions? <i>Select all that apply</i>	Number of responses n=2466	% of responses
I wanted to feel I was doing my bit for the environment	1654	67%
To protect and/or encourage species that are important to me	1162	47%
Concern about the loss of habitat	1107	45%
To reduce my impact on the environment	1590	64%
I have been interested in/done this all my life	1043	42%
Have more time now	232	9%
To keep fit	206	8%
It's something as a society that we should all do	1583	64%
Influenced by TV, radio, the internet or newspapers	132	5%
Encouraged by family, friends, colleagues	240	10%
To meet people	78	3%
To increase the value of my property	244	10%
To be a good neighbour	761	31%
No real reason, I just do it	358	15%
Don't know	25	1%
Another reason	205	8%

Base: Panellists participating in survey n= 2466. Note this was a multiple response question, so responses add to more than 100%

Q14A: How often do you work as a volunteer on biodiversity related projects?	Number of responses n=459	% of responses
Less than once a year	70	15%
Once or twice a year	125	27%
Several times a year	134	29%
At least a month	48	10%
At least once a week	37	8%
Don't know	14	3%
Other	31	7%

Base: Panellists who work as a volunteer and encourage biodiversity n= 459.

Q14B: Which of the following types of volunteer projects have you taken part in? <i>Select all that apply</i>	Number of responses n=459	% of responses
Local clean up (e.g parks, beach)	276	60%
Tree planting	335	73%
Counting & recording birds / wildlife	105	23%
Monitoring the local stream	50	11%
Helping run local environment group	87	19%
Weed / pest animal control	212	46%
Don't know	16	3%
Advocacy/Campaigning	16	3%
Other	14	3%

Base: Panellists who work as a volunteer and encourage biodiversity n= 459. Note this was a multiple response question, so responses add to more than 100%

Q15A: What project (s) have you worked on in the last 12 months?	Number of responses n=375	
Open text		

Q16A: Would you like to do more to protect and encourage indigenous biodiversity in Auckland?	Number of responses n=2555	% of responses
Yes	1586	62%
No	319	12%
Unsure / Don't know	650	25%

Base: Panellists participating in survey n= 2555

Q16B: What, in anything, prevents you from doing more for Auckland's indigenous biodiversity? <i>Select all that apply</i>	Number of responses n=2553	% of responses
Lack of time	1342	53%
Lack of knowledge of what to do	989	39%
Unaware of groups I could work with in my neighbourhood	875	34%
Lack of funding support (for materials, plants, bait etc)	399	16%
I already do a lot	293	11%
Nothing in particular - I'm just not interested	144	6%
Don't know	85	3%
Age/Physical disability	118	5%
Other	180	7%

Base: Panellists participating in survey n=2553. Note this was a multiple response question, so responses add to more than 100%

Q17A: How else would you like to be involved in protecting and encouraging Auckland's indigenous biodiversity? <i>Select all that apply</i>	Number of responses n=1586	% of responses
Participate in a public forum about how best to encourage indigenous biodiversity in Auckland	298	19%
Work independently on my own property	838	53%
Volunteer on biodiversity projects in the region	580	37%
Work with a group in my neighbourhood	831	52%
Learn more about projects which protect and encourage Auckland's indigenous biodiversity	745	47%
Take part in an online forum on encouraging indigenous biodiversity (e.g. Network, Nature Space)	297	19%
Part of a social media group (Twitter or Facebook) focusing on indigenous biodiversity issues	186	12%
Join an organisation working to encourage indigenous biodiversity	276	17%
Don't know	81	5%
Other	64	4%

Base: Panellists participating in survey and Q16A=Yes n=1586. Note this was a multiple response question, so responses add to more than 100%

Q18A: Auckland Council can provide a range of resources to those who would like more information about protecting and encouraging indigenous biodiversity. Which of the following would you be interested in? <i>Select all that apply</i>	Number of responses n=2555	% of responses
Information on Auckland's biodiversity - e.g. how to identify, protect, encourage indigenous flora and fauna	1449	57%
'What you can do' guides - e.g. encouraging lizards, wildlife into your backyard, planting food trees for birds	1716	67%
How-to guides - e.g. restore your wetland, native bush, dune, stream	797	31%
Planting guides - what indigenous native plants to plant in which habitat	1369	54%
'Plant Me Instead' - a guide to what indigenous native plants to plant instead of weeds	1348	53%
I'm not interested in any of this information	246	10%
Don't know	108	4%
Other	164	6%

Base: Panellists participating in survey n=2555. Note this was a multiple response question, so responses add to more than 100%

Q19A: How would you prefer to access this information? <i>Select all that apply</i>	Number of responses n=2309	% of responses
Brochures and fact sheets and other printed material posted to me	755	33%
Brochures and fact sheets at the libraries/council service centres	671	29%
Information emailed to me	1125	49%
Through a website	1427	62%
Don't know	41	2%
Other	79	3%

Base: Panellists participating in survey n=2309. Note this was a multiple response question, so responses add to more than 100%

Q19B: What other support would help you to protect and encourage indigenous biodiversity in Auckland? <i>Select all that apply</i>	Number of responses n=2521	% of responses
Contact details for community organisations working in your area	1161	46%
Opportunities to network and learn from others	674	27%
Expert advice from council officers	656	26%
Facilities (eg. meeting rooms, propagation house)	244	10%
Leadership support	225	9%
No other support	316	13%
Funding	178	7%
Training and workshops	129	5%
Don't know	517	21%
Other	120	5%

Base: Panellists participating in survey n=2521. Note this was a multiple response question, so responses add to more than 100%

Q20A: What would motivate you to do more to protect and encourage indigenous biodiversity in Auckland?	Number of responses n=483	
Open text		

Q20B: We are looking for a symbol to promote interest in indigenous biodiversity. What symbol or mascot do you think would encourage Aucklanders to care more for our indigenous biodiversity?	Number of responses n=1809	
Open text		

Q22B: Have you any other comments to make about protecting and encouraging Auckland's biodiversity?	Number of responses n=561	
Open text		

Appendix II Respondent profile

	All respondents n=2555	Percentages (%) n=2555	Statistics NZ Percentages (%) 2006 census
Gender			
Female	1500	59%	51%
Male	1040	41%	49%
Prefer not to say/Unknown	15	1%	
Age			
15-24 years	87	3%	20%
25-34 years	280	11%	19%
35-44 years	522	20%	21%
45-54 years	537	21%	17%
55-64 years	585	23%	12%
65-74 years	414	16%	7%
75+ years	99	4%	6%
Prefer not to say/Unknown	31	1%	
Ethnicity (Multiple response)			
European	2272	89%	55%
Maori	137	5%	11%
Pacific Peoples	69	3%	15%
Asian	135	5%	18%
Middle Eastern, Latin American, African	34	1%	1%
Other	1	0%	8%
Unknown	63	2%	
Local Board			
Albert-Eden	208	8%	7%
Devonport-Takapuna	128	5%	4%
Franklin	112	4%	4%
Great Barrier	8	0.3%	0.1%
Henderson-Massey	139	5%	8%
Hibiscus and Bays	178	7%	6%
Howick	132	5%	9%
Kaipatiki	171	7%	6%
Mangere-Otahuhu	54	2%	5%
Manurewa	70	3%	6%
Maungakiekie-Tamaki	110	4%	5%
Orakei	226	9%	6%
Otara-Papatoetoe	48	2%	6%
Papakura	40	2%	3%
Puketapapa	55	2%	4%
Rodney	169	7%	4%
Upper Harbour	73	3%	3%
Waiheke	49	2%	1%
Waitakere Ranges	174	7%	3%
Waitemata	282	11%	5%
Whau	123	5%	5%
Other/Unknown	6	0%	-

Demographics from People's Panel registration information