



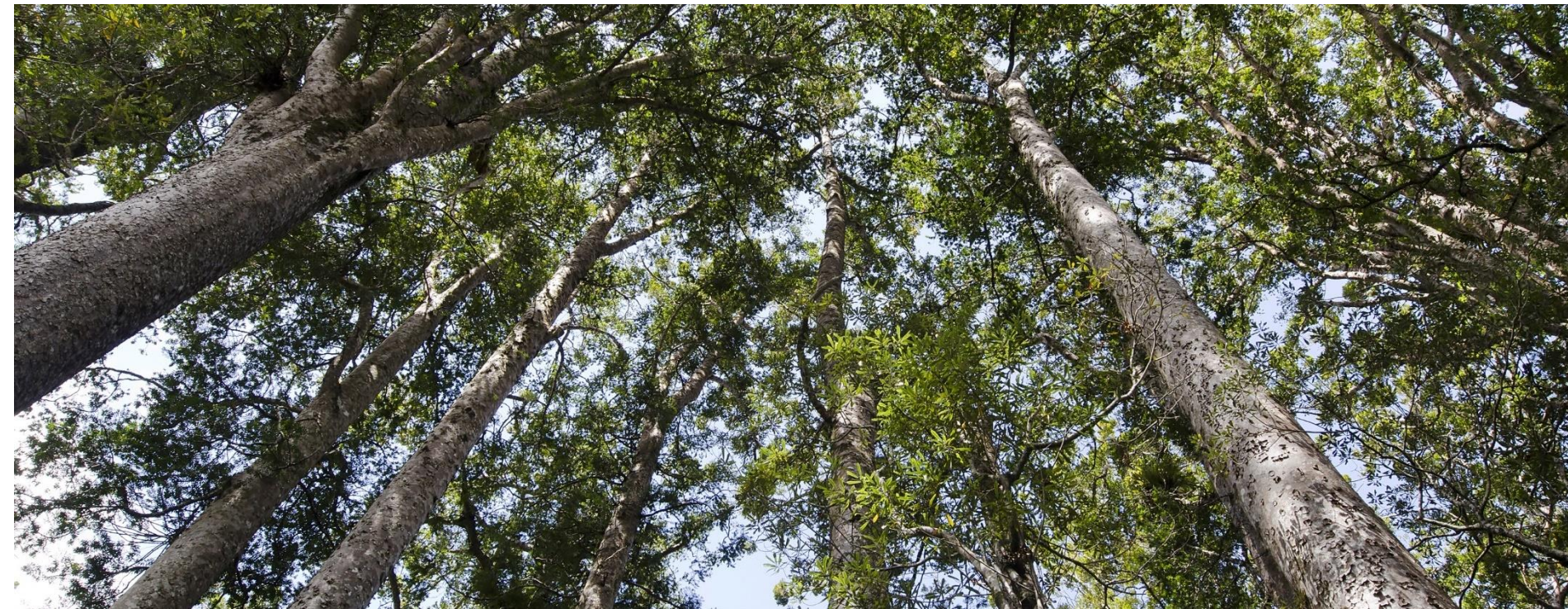
# ENCOURAGING ACTION TO PREVENT THE SPREAD OF THE KAURI DIEBACK



Qualitative report  
March 2016

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# INTRODUCTION, OBJECTIVES AND METHODOLOGY

# INTRODUCTION AND OBJECTIVES

**In a concerted effort to contain the spread of Kauri Dieback disease by reducing soil movement, the Ministry for Primary Industries (MPI) and partner agencies have undertaken various communication and engagement activities aimed at:**

1. enhancing the perceived value that communities place on keeping Kauri standing, and
2. getting users of forests in the upper North Island to follow specific hygiene/preventative measures.

**Quantitative research was undertaken in 2011 to:**

1. track awareness, perceptions and self-reported behaviours related to Kauri Dieback disease, and
2. to inform the development of communication and engagement activities.

**This research has been commissioned to:**

1. evaluate the effectiveness of the activities by providing up-to-date measures of awareness, perceptions and self-reported behaviours, against which comparisons can be made with the 2011 research, and
2. inform further development of the Programme's ongoing communication and engagement strategies and messaging – and provide up-to-date understanding of the barriers to people following the hygiene/preventative measures.



This research comprises two phases: A quantitative survey of upper North Island residents and a subsequent qualitative phase. This report presents the findings from the qualitative research.

# RESEARCH QUESTIONS FOR THE QUALITATIVE PHASE

Based on the findings from the 2015 quantitative survey, MPI and Colmar Brunton agreed on the key research questions for the qualitative phase.

## THESE WERE:

1. How concerning is Kauri Dieback relative to other threats to native forests, wildlife and environment?
2. How important is it to manage Kauri Dieback relative to other threats?
3. How do people feel about the actions required to help prevent the spread of Kauri Dieback? What encourages or discourages people to take these actions?
  - What are people's perceptions of disinfecting their equipment and gear? Does the need to use disinfectant encourage or hinder compliance?
4. To what extent do people feel their actions will make a difference? And, for what reasons do they feel their actions will or will not make a difference?
5. Is advocacy happening? What encourages or discourages advocacy?
6. How effective would specific tactics be on compliance? Specifically:
  - Specific messaging
  - The use of different ambassadors to connect with various audience.



# HOW WE CARRIED OUT THE RESEARCH



TWO DAY ONLINE  
QUALITATIVE FORUM

34 Forest users



UPPER  
NORTH  
ISLAND



FIELDWORK DATES:  
17 and 19 February 2016

## TARGET POPULATION

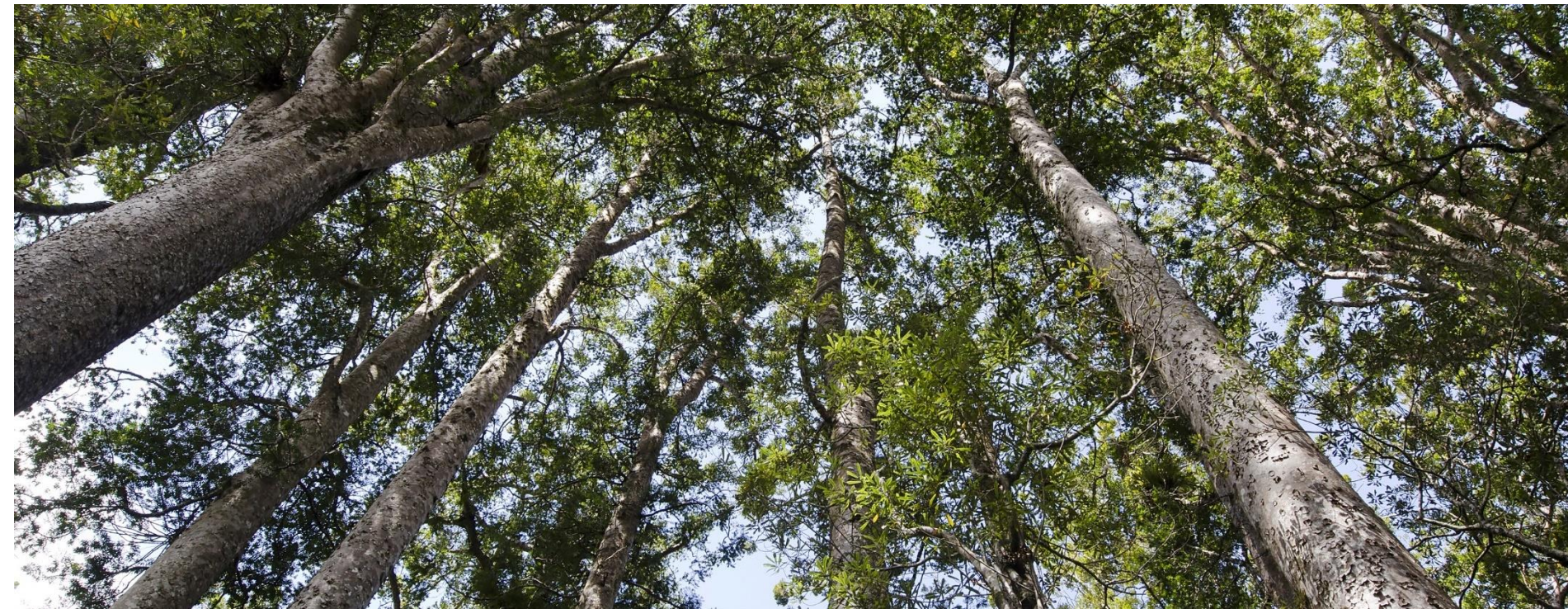
Forest users (including walkers, dog walkers, mountain bikers, hunters),

Farmers and land owners, and

Non-compliant users.

Note: throughout this report we refer to the target population as forest users.





## SUMMARY AND RECOMMENDATIONS

# SUMMARY AND RECOMMENDATIONS

## CONCERN OF KAURI DIEBACK RELATIVE TO OTHER THREATS.

Kauri Dieback is considered serious and important to manage because of the trees' uniqueness, magnificence, and historical significance to our country. A strong sense of connectedness to Kauri reinforces the importance of managing any threats to the trees.

Yet, other environmental threats are considered more concerning, making Kauri Dieback less of a priority. Some other threats are seen as irreversible and affect a wider range of animals, flora and fauna (whereas Kauri Dieback affects one species).

## RECOMMENDATION

Look for ways to strengthen awareness of, and emotional connection to, the value of Kauri to our country (e.g. raise awareness of the impact of Kauri Dieback and communicate the trees' iconic, unique status). Strong emotional connectedness reduces complacency.

The perception that other threats are more serious because they affect several species supports a whole of biosecurity campaign approach. This approach would target Kauri Dieback, as well as other threats.





# SUMMARY AND RECOMMENDATIONS

## ATTITUDES TO COMPLIANCE

Forest users perceive specific groups of people (e.g. some dog walkers, tourists) to be either deliberately or accidentally non-compliant. They also feel people are ignorant about Kauri Dieback and how it is spread, simply diffuse responsibility, or question the effectiveness of the compliant actions.

While there are many who believe every action counts (high self-efficacy), others question the difference their actions can make when other people and threats can undo their efforts. This generates complacency.

Those who value Kauri and have a strong emotional connection to the trees are likely to advocate actions to save Kauri. A lack of knowledge about the disease, how it is spread, and the effectiveness of compliant actions all act as barriers to advocacy. People are also unlikely to speak up if they feel uncomfortable telling others what to do.

## RECOMMENDATION

At a practical level, target specific groups with signage that provides clear, simple instructions in different languages and/or with visuals at all relevant locations. Ensure cleaning equipment is available everywhere it is required to be used.

Reassure about the effectiveness of required actions and the disinfectant used (and the safety of the disinfectant for people, pets and equipment). Engender a sense that the issue is everyone's problem.

Consider targeted ways for education and advocacy to occur. For example, tourist venues and accommodation, teach children in schools (who will tend to educate family), and dog clubs/pet shops.



# SUMMARY AND RECOMMENDATIONS

## EFFECTIVENESS OF MESSAGING AND THE AMBASSADOR CONCEPT ON COMPLIANCE.

Forest users want information about what is required from them to help stop the spread of Kauri Dieback, and why it is important to manage the disease.

Messaging and language needs to be motivational and appeal to people's moral conscience. Any language that is too direct, abrupt and confrontational risks being counterproductive.

An ambassador needs to be a respected, iconic New Zealander who is inspirational, honest, credible and passionate about nature. Educating children about Kauri Dieback and actions to prevent the spread is considered an effective medium to spread the word.

## RECOMMENDATION

Ensure messaging clearly conveys how forest users can help and why it is important they do so.

While there are a range of famous New Zealanders who could act as ambassadors, consider equipping children to act as ambassadors.





# PERCEPTIONS OF KAURI DIEBACK DISEASE

## FOREST USERS CONSIDER KAURI DIEBACK SERIOUS

The 2015 quantitative survey found most residents (72%) perceive Kauri Dieback as serious for New Zealand. Similar to the quantitative findings, the reasons Kauri Dieback is considered serious is because the trees are iconic and unique to New Zealand, support the tourism industry and have a spiritual or cultural connection.

“ If we no longer had the Kauri, it would be a black stain on our conscious, because it is preventable if we all do our bit. There is one very large Kauri, in a native reserve in Albany, Auckland's North Shore. ... The Kauri sits right in the middle, and it's the largest in Auckland or the North Shore I believe. It's impressive I must say, it's awe inspiring. I wasn't expecting to be that impressed, after all it's just a tree right? Something very special about these trees, they sit there like kings of the forest, outliving everything else.

Northland, Walker, Dog walker, Male, 35-44 years, Other European ethnicity

.....  
This affects our country hugely as the Kauri is so important to our heritage .

Auckland, Dog walker, Female, 45-54 years, NZ European

”



## HOWEVER, SOME ARE NOT AS CONCERNED ABOUT KAURI DIEBACK

All forest users agree that it would be a shame to lose our Kauri forests and trees. However, a few forest users are not as concerned about Kauri Dieback.

### THE KEY REASONS ARE:

They perceive any loss as the result of natural evolution.

A belief that Kauri trees could become resilient to Kauri Dieback and the disease disappears naturally.

They have trust in others to solve the issue, or feel it is not their problem to solve.

“ If nature allows the spread of PTA, we should let it do it. Kauri trees are ancient and they will have to evolve or die, that is how the natural selection works. We live in a different world than hundred years ago and there are other trees that will replace Kauri eventually.

Auckland, Walker, Mountain biker, Male, 25-34 years, Other European ethnicity

There is so much that is not known about Kauri Dieback including whether they may eventually build a natural resistance to it?

Northland, Walker, Dog walker, Landowner, Female, 55-64 years, NZ European

I think PTA will eventually run its course, yes some Kauri (large ones at that) sadly will die, but I suspect PTA will eventually run out of hosts and extinguish itself once hosts become too sporadic.

Bay of Plenty, Walker, Mountain biker, Female, 25-34 years, NZ European

PTA is not so much a concern for me and my family. I trust the scientists to solve this problem, given that the government supplies the funds for research and solution finding process.

Auckland, Walker, Farmer, Male, 55-64 years, Other European ethnicity

”

## AND SOME FEEL OTHER THREATS ARE MORE CONCERNING

Similar to the 2015 quantitative survey, forest users tend to feel there are other threats to New Zealand's native wildlife that are more concerning than Kauri Dieback. These include the introduction of pest species, climate change, and human activity (including population growth and resulting pollution and housing developments, and people not respecting our native wildlife, flora and fauna).

### KAURI DIEBACK IS NOT CONSIDERED AS THREATENING BECAUSE:

Animal extinction is seen as an irreversible threat, whereas plants are considered easier to regenerate.

A sense that Kauri Dieback is easier to manage than other threats.

Kauri Dieback is specific to one species, whereas whole native forests are at risk from other threats.

“With all the threats that are present it is hard to prioritise. The decimation of wildlife appears to be the main concern. Once an animal is extinct it is gone forever. With plants this is different. We can collect and store seeds and have the ability to bring lost specimen back to life once the threats have been removed.

Auckland, Walker, Farmer, Male, 55-64 years, Other European ethnicity

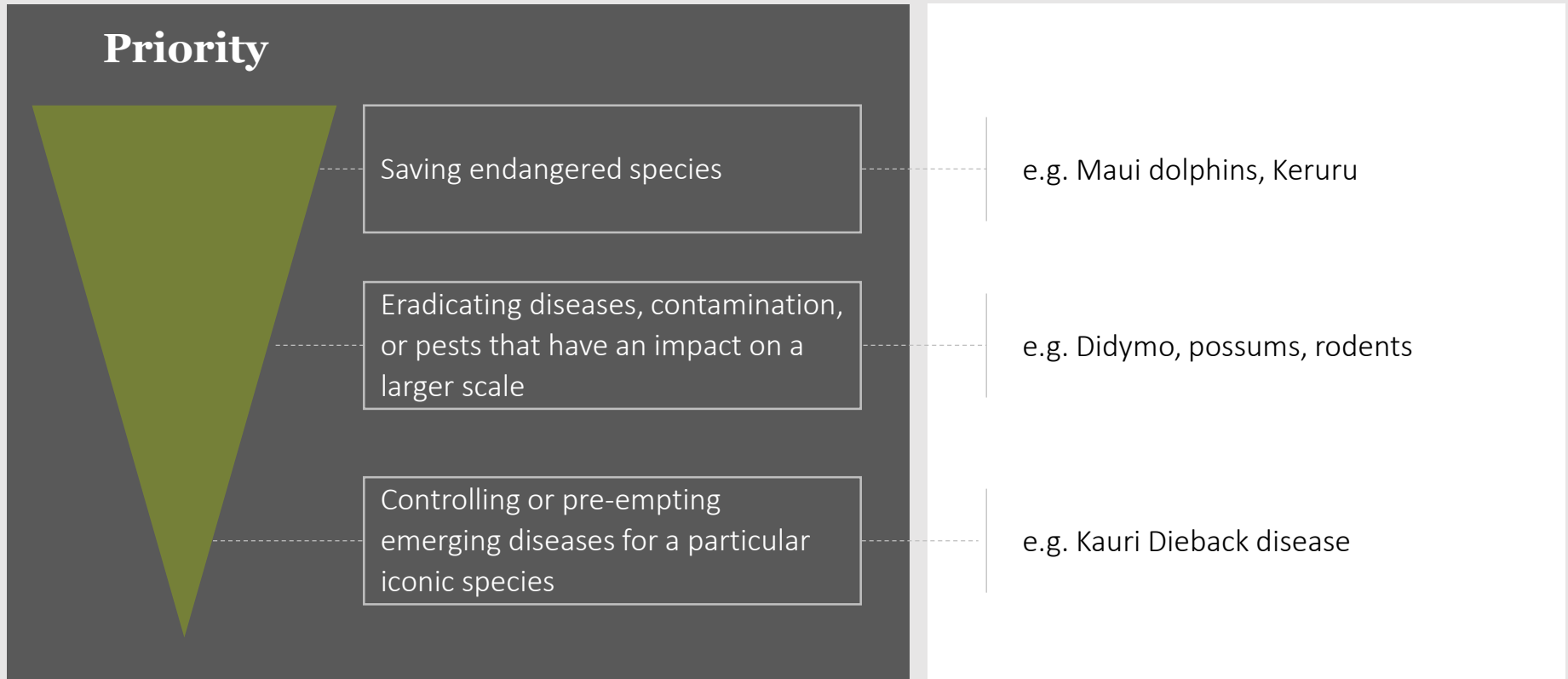
While PTA and loss of Kauri trees are concerning, in a big picture, the problem is relative easily mitigated by raised awareness and other interventions. Wider habitat loss and environment impact such as rising temperature, on the other hand, are harder to mitigate and impact would be far wider reaching.

Auckland, Walker, Dog walker, Mountain biker, Hunter, Male, 35-44 years, Māori

Wild animal control is more important as it is relevant to all native forests, not just those containing Kauri.

Northland, Walker, Landowner, Male, 55-64 years, NZ European

# PERCEIVED HIERARCHY OF PRIORITIES IN TACKLING THREATS



Although Kauri Dieback disease is regarded as a threat, it is not always considered as a high priority as other threats.

# YET, KAURI DIEBACK IS STILL PERCEIVED AS IMPORTANT TO MANAGE

Even though some forest users are not as concerned about Kauri Dieback as they are about other threats, they still consider it is vital to manage (indeed, 89% of residents in the quantitative survey believe it is important to manage the disease).

The iconic significance the Kauri trees hold for New Zealand is the major driver for many to want to preserve the species.

Forest users believe the level of devastation and the emotional impact of the loss of Kauri trees would be significant.



Additionally, given Kauri Dieback affects all tree ages, a few disagree that regenerating Kauri would be easily manageable.

## IN PARTICULAR KAURI:

Are unique to New Zealand.

Have strong connection to Māori culture and spiritual beliefs.

Hold historical and generational significance.

Possess unique characteristics relative to other New Zealand native trees – their beauty and size.

Create a unique eco-system.



## IN FOREST USERS' OWN WORDS: KAURI DIEBACK IS IMPORTANT TO MANAGE

“

[If Kauri no longer existed] I would greatly miss being able to take overseas guests to see what remains of our Kauri forests. My children and grandkids would have only photographs to show to future generations, the Kauri grove conscientiously planted by our neighbour would be no more and New Zealand would have lost one of its most awe-inspiring natural assets, as any tourists love to visit the Kauri trees.

Waikato, Walker, Landowner, Female, 55-64 years, Māori

My soul would cry. It would feel as though the hearts had been ripped from our 'ancestors' - our spiritual guardians. Our land would cry, lamenting for our Majestic Giants. Our taonga would be lost to a memory. A ghost of what had stood as the pride of our land. Global treasures. I cannot even bear to think of what I would miss - as it makes one think of the unthinkable. To lose our Kauri would be to lose our identity. To lose the feeling of reverence as one walks with the ancient ones and their forest companions.

Northland, Walker, Dog walker, Landowner, Female, 55-64 years, NZ European

I would feel very sad if the Kauri trees no longer existed, these are magnificent and can live hundreds of years, I would miss their history and significance to New Zealand history and Māori. Kauri are the taonga of the forest, they are part of our heritage and considered the greatest of all trees in the forest for Māori. It would be a great loss to Māori and New Zealand as a whole. I would feel for future generations not being able to experience the grandness of these giant trees.

Waikato, Walker, Dog walker, Landowner, Female, 45-54 years, Māori

Kauri Dieback is a big concern, particularly if it affects trees of all ages, meaning that the more it spreads the more difficult it will be for Kauri to regenerate. This can have disastrous effects on the forests and the wildlife that they sustain.

Auckland, Dog walker, Female, 45-54 years, NZ European

”



## ATTITUDES TO COMPLIANCE

# FOREST USERS' BELIEFS ABOUT WHAT ENCOURAGES COMPLIANCE

Forest users provide a range of reasons to comply with the required actions to help prevent the spread of Kauri Dieback disease.

## THESE CAN BE CATEGORISED AS FOLLOWS:

Having an awareness of Kauri Dieback, how it is spread and its potentially devastating impact.

Having a strong sense of connection to Kauri and its importance to New Zealand.

Targeting specific groups, for example, educating tourists, stronger enforcement of dog walkers, and teaching our children a greater sense of personal responsibility for being the caretakers of our native environment.

Impactful signage:

- Instructions in different languages (e.g. English and Māori)
- Clear and firm instructions.

Ensuring required cleaning equipment is always available.



## IN FOREST USERS' OWN WORDS: ENCOURAGING COMPLIANCE



Another threat that comes to mind would be lack of unity in the way the threat of Kauri Dieback is approached. It is truly a case of the population en mass needing to unite in vision and follow through, and this begins not only with the raised awareness of those in this forum, but from politicians to schoolchildren... this goes right across the board.

Northland, Walker, Dog walker, Landowner, Female, 55-64 years, NZ European

Just understanding what the disease is and how it is spread should be enough for most people to want to take action to prevent such spread

Auckland, Walker, Landowner, Female, 25-34 years, NZ European

The [required] actions will help, but more people need to feel a connection with the things that we are trying to save.

Northland, Walker, Male, 35-44 years, NZ European

Perhaps we should teach our children that they are responsible for the future of the country?

Northland, Walker, Farmer, Landowner, Female, 65+ years, NZ European

Tourist guides need to be updated to educate visitors on tour.

Waikato, Walker, Landowner, Male, 55-64 years, NZ European

In all honesty there is not enough people that understand the importance of these trees.

Auckland, Mountain biker, Farmer, Male, 18-24 years, NZ European

I think the signs should be more graphic and dogs not allowed in the bush. There are signs saying to stay on the tracks and most people do, however their dogs wander off the track... I do not think that people realise the significance of this disease, perhaps more education by graphic signs and fines banning dogs from using these areas. I think having signs that really stand out, such as 'You MUST disinfect your shoes before entering and after using this bush' and 'DOGS MUST BE ON A LEASH or banned from using the bush walk', with the possibility of being fined if they are not.

Waikato, Walker, Dog walker, Landowner, Female, 45-54 years, Māori

I'm happy to take these actions to stop the spread. I do need a sign on the pathway or entrance to remind me though. We have kids and they take a lot of my focus so I need the sign reminder. I would also prefer disinfectant to be available at the carpark or forest entrance so I could disinfect right then and there. Only things that would probably stop me would be no sign reminder, no disinfectant, and fighting children taking my mind off it.

Auckland, Walker, Female, 35-44 years, NZ European



# FOREST USERS' BELIEFS ABOUT WHAT ENCOURAGES COMPLIANCE

Forest users believe the following act as barriers to undertake the required actions to help prevent the spread of Kauri Dieback.

## THESE CAN BE CATEGORISED AS FOLLOWS:

People do not take Kauri Dieback seriously or feel it is not their responsibility.

Ignorance about what people need to do to mitigate the spread of the disease.

Uncertainty about the effectiveness of the required actions.

Lack of facilities/equipment to clean footwear and equipment.

Participation in hunting requires hunters and their dogs to stray off tracks.

Dog walkers' attitudes and their lack of sense of responsibility.



## IN FOREST USERS' OWN WORDS: DISCOURAGING COMPLIANCE

“

Ignorance is a threat. If people (locals and tourists) are not fully informed, BEFORE they get to the forest, it is going to make it that much harder to enforce good practices that are routine. I still maintain this information needs to be brought to people's attention in whatever way possible - whether this be on board planes, ships, hire vehicles i.e. camper vans, rental car companies, etc. so people are WELL informed as to what they need to be prepared for.

Northland, Walker, Dog walker, Landowner, Female, 55-64 years, NZ European

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I feel people don't care enough to worry, until it's actually gone.

Nathan: Auckland, Mountain biker, Farmer, Male, 18-24 years, NZ European

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I suspect that many people simply bury their heads and say it's not my problem, why should I do anything.

Northland, Walker, Landowner, Female, 45-54 years, NZ European

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But as a hunter straying from tracks is just what happens in the bush. You can not prevent a dog chasing a pig from running around Kauri trees.

Bay of Plenty, Walker, Mountain biker, Hunter, Farmer, Male, 25-34 years, NZ European

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If dogs spread the disease, do pigs, goats, possums etc. also spread it? If yes, then are we just kidding ourselves that we can be effective if we don't control all vectors?

Northland, Walker, Landowner, Male, 65+ years, NZ European

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There are responsible and non-responsible dog people. This is a huge issue amongst the dog owning community... I do, actually believe, that extra action needs to be taken for dog walkers - in as far as making it very clear that dogs must be kept on leash in areas of Kauri Dieback and to make it clear why this is necessary. Dog walkers can be very stubborn self-righteous people, and I speak from absolute experience!!!!

Northland, Walker, Dog walker, Male, 35-44 years, Other European ethnicity

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The only thing that would stop me taking these actions is if the facilities were not available to use before and after I entered the area.

Auckland, Non-compliant, Female, 55-64 years, NZ European

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# BELIEF IN WHETHER PERSONAL ACTIONS WILL MAKE A DIFFERENCE TO STOPPING KAURI DIEBACK SPREADING IS MIXED

Forest users' views about whether their actions will make a difference to stopping the spread of Kauri Dieback are mixed.

On one side, some forest users **believe their actions will make a difference** (high self-efficacy). These people feel every action counts towards preventing the spread of the disease. Some of these people also feel that role modelling the desired actions helps because others follow their lead.

In the middle are forest users who **feel their actions may contribute to helping slow the spread** of Kauri Dieback. However, they are not convinced that what they do will stop the spread.

At the other end are forest users who **do not believe their actions will make a difference** to preventing the spread of Kauri Dieback (low self-efficacy). They feel any action they take is offset by other vectors, such as animals. This group of forest users also feel their efforts are pointless if other people do not comply.

The sense of futility to comply does not necessarily discourage compliance. However, it can create a disengaged attitude, making it easier to be complacent.



# BELIEF IN WHETHER PERSONAL ACTIONS WILL MAKE A DIFFERENCE TO STOPPING KAURI DIEBACK SPREADING IS MIXED, continued

HIGH SELF EFFICACY

LOW SELF EFFICACY

“

Each and every person has the ability to make a difference, if each individual makes one small action then the world would be a much better place. If each person who enjoys the beauty of our natural forests can do a simple thing such as using the equipment provided at entry and exit points to prevent the spread of PTA, along with education, we wouldn't have such a big problem.

Auckland, Walker, Landowner, Female, 25-34 years, NZ European

I notice that when people see me disinfecting my shoes before and after my bush walk that they tend to do. I try to lead by example and feel good that I am trying to do my bit to stop spread Kauri dieback disease.

Waikato, Walker, Dog walker Landowner, Female, 45-54 years, Māori

I guess I somewhat believe [my actions will make a difference]. But, in the back of my mind I know that not everyone will, so eventually the disease will spread everywhere... I think that because not everyone will adhere to these actions ultimately the disease will spread everywhere.

Bay of Plenty, Walker, Mountain biker, Hunter, Farmer, Male, 25-34 years, NZ European



I really don't know if a few doing the right thing is enough, I wish it was.

Northland, Walker, Male, 35-44 years, NZ European

We disinfect the tracks, the shoes, backpacks (that we inadvertently placed on the ground).....but there runs a wild pig, carefree and not in the least worried about the PTA spores on his wee trotters. Disinfect that pig I say... I can tell you there's so much more wildlife potential to spread PTA than there are boots on or off tracks no matter how it originally got there.

Auckland, Walker, Male, 45-54 years, NZ European

”



## CONNECTEDNESS TO KAURI ENCOURAGES ADVOCACY

The 2015 quantitative survey found that 32% of those aware of Kauri Dieback had spoken with family, friends, visitors or networks about Kauri Dieback and encouraged them to follow preventative/hygiene actions.

For advocates, the core motivation to speak out is the strong sense of value they place on Kauri. They feel educating and encouraging others to take the desired action can help to reduce the spread of the disease and help to save Kauri.

“

The possible devastation that this disease can do to our beautiful Kauri has motivated me to speak out when I see people not disinfecting their shoes before entering the bush where I do my daily walk.

Waikato, Walker, Dog walker, Landowner, Female, 45-54 years, Māori

Going into a Kauri forest is akin to entering a religious shrine. They are places important to me and have enormous value to me. Worth talking about the threats to them.

Northland, Walker, Landowner, Male, 55-64 years, NZ European

I have no problem telling any one when something if I feel is important. ... If we can inform others when we are out using the tracks, some people will get the message. For a lot of people it's their lack of knowledge, and if we can share ours in a pleasant way we might have a chance of saving some of our trees.

Northland, Walker, Male, 35-44 years, NZ European

”

# BARRIERS TO ADVOCACY RELATE TO PEOPLE'S LEVEL OF COMFORT, AND PERCEIVED EFFECTIVENESS, TO DISCUSS THE TOPIC

The main barriers to not speaking with others about Kauri Dieback and the preventative measure are:

It is not top of mind or a topic of conversation that comes up.

A lack of knowledge of Kauri Dieback and how to prevent its spread.

Not considered a priority issue.

Uncomfortableness of 'telling others off'.

Belief that the effectiveness is limited.



“

I do not have a large social circle, and the people I normally socialise with, conversation normally revolves around the children. It is not as though I am afraid to talk about it. It is just a topic that has not been raised.

Auckland, Walker, Dog walker, Female, 35-44 years, NZ European

I haven't spoken to anyone about this dieback thing because I don't like rambling about things I know little or nothing of... This issue doesn't figure highly in my priorities.

Northland, Non-compliant, Male, 55-64 years, NZ European

I haven't spoken to others I don't want to be a nuisance to them, I let them do what they think they should do. If there was a law that you have to clean your gear than I would encourage them.

Auckland, Walker, Mountain biker, Male, 55-64 years, NZ European

I'm not so big really on this issue as I fail to see the effect. It's actually the opposite. Regardless of the disinfectant being made available on all the walkways around my area, it is obvious that the disease can't be stopped with just spraying our footwear. The number of the trees infected has grown and the ones that contracted the disease loosing their leaves, look like ghost trees and are falling over.

Auckland, Walker, Farmer, Male, 55-64 years, Other European ethnicity

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## USE OF DISINFECTANT CAN ENCOURAGE COMPLIANCE

Generally, forest users are willing to use the disinfectant and regularly practice the action before entering/exiting Kauri forests.

People are willing because they believe the action is simple and easy to do. This assumes the facilities and disinfectant are made available to them at a convenient location, and the product provided is environmentally friendly. It also has the advantage of leaving their equipment and gear clean.



“ I have always washed my footwear anyway, and kept my outdoor/trail shoes separate, in or on a bag away from other footwear. I always disinfect at the stations as well as the scrubbing brushes. I see absolutely no issue what so ever with using disinfectant, it's simple and easy. I see no disadvantages or concerns. We all use disinfectants daily in our households anyway.

Northland, Walker, Dog walker, Male, 35-44 years, Other European ethnicity

The disinfectant station where I do my walk is always well stocked with full bottles of disinfectant. They have also included built in brushes that are easy to wipe mud and dirt off my shoes. I enjoy using the station and the stiff brushes that I run my shoes through cleaning the bottom and sides of the shoes at the same time without removing them from my feet. It is very user friendly and an easy way to clean my shoes before getting into my car. The advantage is that my running shoes are cleaned after each bush walk (during winter they can get very muddy). There are no disadvantages that I can think off as it only takes a few minutes to do. I have no worries about using a disinfectant on my shoes.

Waikato, Walker, Dog walker, Landowner, Female, 45-54 years, Māori

If the disinfectant is environmentally friendly then this should be fine. Surely the disinfectant must have been through some vigorous testing to ensure limited damage to the environment but is directed at the Kauri Dieback disease.

Northland, Non-compliant, Female, 55-64 years, Pacific

”

## SOME PERCEIVED DISADVANTAGES OF DISINFECTANT USE EXIST

Some forest users question the safety and the eco-friendliness of the disinfectant, whether it can ruin personal equipment, its effectiveness, and the impact on human and pet health.

“

I wouldn't mind disinfecting my gear, bottom of the soles of my shoes etc, but I would not be doing this to the pads of my dog's feet. The chemicals in disinfectant would slowly ruin my equipment and would again shoes etc.

Waikato, Walker, Dog walker, Mountain biker, Hunter, Female, 25-34 years, NZ European

The only concern about disinfectant that I would have is making sure it's powerful enough to wipe the disease out. I would be worried the general house hold disinfectant wouldn't be strong enough.

Waikato, Walker, Dog walker, Landowner, Female, 45-54 years, Māori

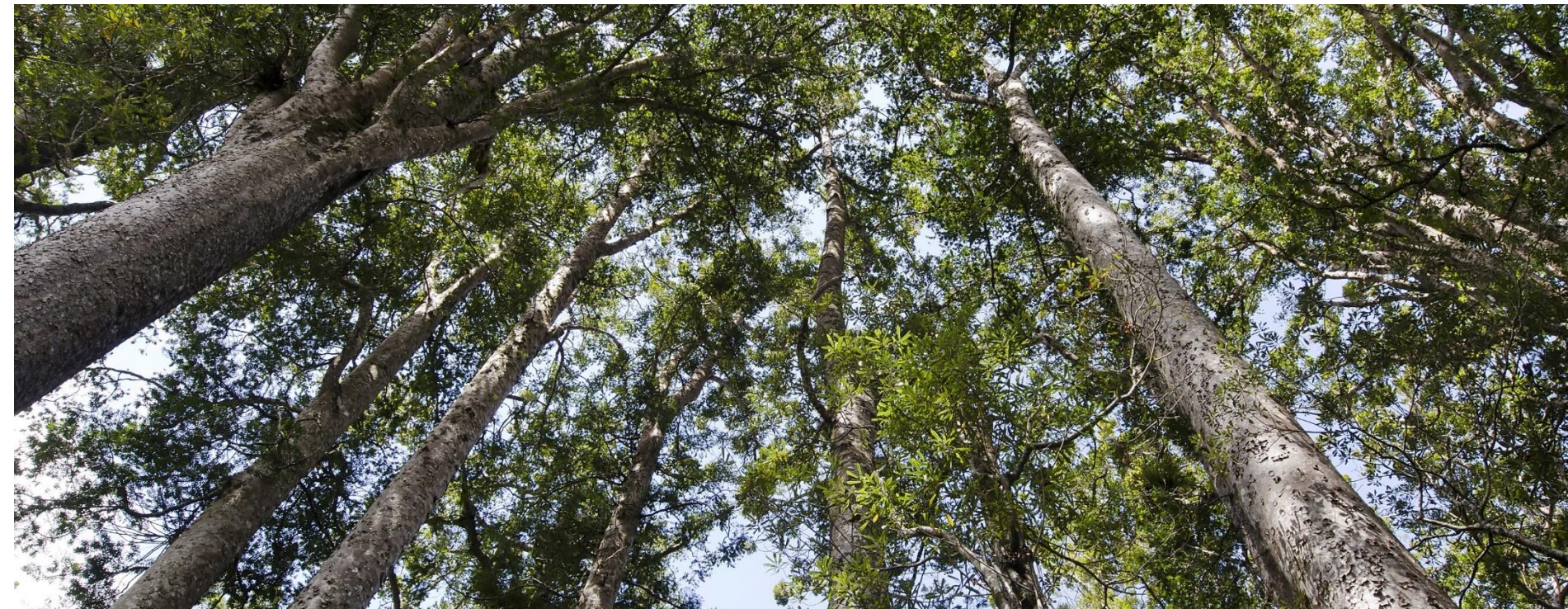
As mentioned before I have concerns about certain chemicals being used as a disinfectant. I worry about potential side effects including harm to other native organisms and also whether it is safe to touch. I don't mind spraying the bottom of my shoes, but where does the disinfectant end up?

Northland, Walker, Dog walker, Landowner, Female, 55-64 years, NZ European

”

Yet, forest users do not believe these disadvantages would make them less likely to clean their stuff.





## SPECIFIC TACTICS TO ENCOURAGE ACTION

# ENCOURAGING ACTION THROUGH MOTIVATIONAL MESSAGING

Forest users tend to feel that messages and language that encourage action needs to be motivational and appeal to people's emotions and moral conscience.

Their overall impressions of the messages\* are that they provide valid points, are clear about what is required from forest users to help stop the spread of Kauri Dieback, and have a motivational element.



THE MESSAGE OUTTAKE IS THAT FOREST USERS NEED TO BE RESPONSIBLE AND TAKE THE ISSUE SERIOUSLY.



FOREST USERS ALSO FEEL THE USE OF VISUALS OR SYMBOLS WOULD HELP TO CONCEPTUALISE THE POSSIBLE CONSEQUENCES, AND BE EFFECTIVE FOR TOURISTS/NON-ENGLISH SPEAKERS.



I think a message like "will you do your part to help save our Kauri" speaks to my conscience. I would be more likely to act morally, especially if there is a disinfecting station with this sign on it.

Waikato, Walker, Dog walker, Landowner, Female, 45-54 years, Māori

Overall impression is that we depend on people to stop the spread of the Kauri Dieback disease and everyone must do their bit. The message is that Kauri are susceptible to Dieback disease and if people are not careful, the damage will be great.

Auckland, Walker, Dog walker, Mountain biker, Hunter, Male, 35-44 years, Māori

What stands out for me when reading these messages is that Kauri Dieback disease is a real threat and should be taken seriously. If one cannot be responsible for cleaning ones gear then they should not use the bush where Kauri is. Be responsible is the message that stands out for me.

Waikato, Walker, Dog walker, Landowner, Female, 45-54 years, Māori



\* Messages shown to forest users are provided on the following pages.

## MESSAGE A IS MOTIVATIONAL



**“Kauri Dieback disease is killing our Kauri forests . New trees can be infected with just a tiny amount of soil. Will you do your part to help save our Kauri?”**



Emotional and motivational tone – tapping into people’s desire to act.



Inclusive – makes forest users feel responsible.



Sense of urgency and seriousness.

**BUT**



A few forest users feel it is too passive or weak to encourage action.



This message makes you think, makes you a part of the problem, it gives you the power to help fix the problem.

Northland, Walker, Female, 35-44 years, NZ European

This message is emotional, it is asking us directly if we want to do something about it. It is motivational, but it does not explain what we need to do.

Auckland, Dog walker, Female, 45-54 years, NZ European

It doesn't give any information which is useful.

Northland, Walker, Farmer, Female, 55-64 years, NZ European



## MESSAGE B INFORMS ABOUT WHAT ACTIONS ARE REQUIRED, BUT CAN BE SEEN AS TOO AGGRESSIVE



**“Clean all soil off all your gear, every time you enter and leave an area with Kauri. Use disinfectant only once your gear is totally clean. Avoid going off track, and never walk on the ground beneath a Kauri’s branches – damaged Kauri roots are more open to attack from Kauri Dieback.”**



Some forest users like the direct and simple manner of this message. They like that it provides clear instructions about how to help stop the spread of Kauri Dieback disease.



The key outtake is to take responsibility and the required actions to help out.



However, many forest users believe this message is aggressive.



Good description of what people can do to stop the spread. I like the direct and simple instruction.

Auckland, Walker, Dog walker, Mountain biker, Hunter, Male, 35-44 years, Māori

This message reminds me of an instruction manual. It's ok for those who are au fait with what's happening, but I feel it's a bit long for a newcomer.

Northland, Non-compliant, Male, 55-64 years, NZ European

A bit demanding and aggressive. It might put people off even walking into bush areas.

Northland, Walker, Farmer, Female, 55-64 years, NZ European





## MESSAGE C LACKS STRENGTH



**“Don’t assume anywhere is free of Kauri Dieback – infected trees may not show it.”**



Conveys the information that any tree is susceptible.



But, it is not seen as a powerful message and can confuse some forest users.



This message is good because it makes us realise that any tree can be infected. However it doesn't have enough information in it for me.

Bay of Plenty, Walker, Mountain biker, Female, 25-34 years, NZ European

Message C offers nothing and would likely be shrugged off.

Northland, Non-compliant, Male, 55-64 years, NZ European

Message C is rather confusing . If the Dieback is not visible are we to assume that all trees are infected?

Northland, Walker, Farmer, Landowner, Female, 65+, NZ European



## MESSAGE D MOST LIKELY TO DISCOURAGE SUPPORT



**“If it’s not practical to clean your gear, go somewhere where there aren’t Kauri.”**



Most forest users find this abrupt and rude. They believe that while some may comply, others will ignore the message.

“ I could take this message two ways, be compliant and use the disinfectant, or if I was someone who did not like being told what to do, deliberately ignore it and be even more reluctant to clean my shoes. I am the compliant type so I would obey the sign. My husband however may not, (he hates being told what to do).

Waikato, Walker, Dog walker, Landowner, Female, 45-54 years, Māori

I don't like the tone of this at all ... A great way to gain zero support.

Northland, Non-compliant, Male, 55-64 years, NZ European

I feel this is a very negative message. I think it would make people think 'stuff it' and enter the track anyway.

Auckland, Walker, Male, 45-54 years, NZ European

While some may abide by this message I think the majority may see it as a raised finger moment. I know that it initially had that impact on me when I first read it...and I'm a conscientious bush user. For me it's just a little awkward. Make it practical!!! Don't give people a reason not to comply with the requirements.

Auckland, Walker, Landowner, Female, 25-34 years, NZ European



## Messages A and B together are effective because they tap into forest users' emotion and provide knowledge



**“Kauri Dieback disease is killing our Kauri forests . New trees can be infected with just a tiny amount of soil. Will you do your part to help save our Kauri?”**



— This message taps into one of forest users' key reasons to comply – their strong emotional connection to Kauri.



**“Clean all soil off all your gear, every time you enter and leave an area with Kauri. Use disinfectant only once your gear is totally clean. Avoid going off track, and never walk on the ground beneath a Kauri's branches – damaged Kauri roots are more open to attack from Kauri Dieback.”**



— This message provides clear instructions about how individuals can help mitigate the spread of the disease. It addresses a barrier to compliance - people's ignorance about what they can do.



Message A is the most likely to get people to think positively about protecting the Kauri and then if its mixed with message B, which can be used as a how to guide on protecting the Kauri, that will be the most effective messaging.

Auckland, Walker, Hunter, Male, 25-34 years, NZ European



Further enhance this message combination by:

- Joining the two messages with connecting words. For example, ‘Will you do your part to help save our Kauri? This is how you can...’ This also softens the demanding tone of message B.
- Consider how to address people's low level of self-efficacy. Give them a reason to believe their actions will make a difference and persuade of the value of their complaint behaviour.

# ENCOURAGING ACTION THROUGH AN AMBASSADOR

There is a general consensus that an effective ambassador needs to be a respected, iconic New Zealander who is inspirational, honest, credible and passionate about nature.

“ Good communication skills, passionate about the message they are spreading. Credibility in terms of their knowledge or experience, trustworthy because they are sincere.

Auckland, Walker, Dog walker, Mountain biker, Hunter, Male, 35-44 years, Māori

”

Forest users provide a range of high profile sportspeople and other well known New Zealanders as examples.

## SPORTS FIGURES

Richie McCaw (most popular)

Brendon McCullum

Kane Williamson

Irene Van Dyk

Temepara George

Dan Carter

## OTHER HIGH PROFILE NAMES THAT ARE MENTIONED ARE NZ TV PRESENTERS WHO ARE DEEM TO HOLD CREDIBILITY

Judy Bailey

Kevin Milne

## OTHER FAMOUS NAMES MENTIONED

Maggie Barry

Lorde

Celebrities from hunting/fishing TV shows

## ENCOURAGING ACTION THROUGH AN AMBASSADOR, continued

A few forest users believe New Zealand children/students would be effective ambassadors. They suggest teaching children in schools about Kauri Dieback disease, and they will advocate and educate parents and extended family.

“ I think the local school children would be the best ambassadors. If we went to the local schools and did a project with the kids promoting stopping Kauri Dieback disease they are the ones that would educate their parents and spread the word around the district quickly. Children are our future and they are the ones that have the most to lose if we were to lose our Kauri trees.

Waikato, Walker, Dog walker, Landowner, Female, 45-54 years, Māori

”

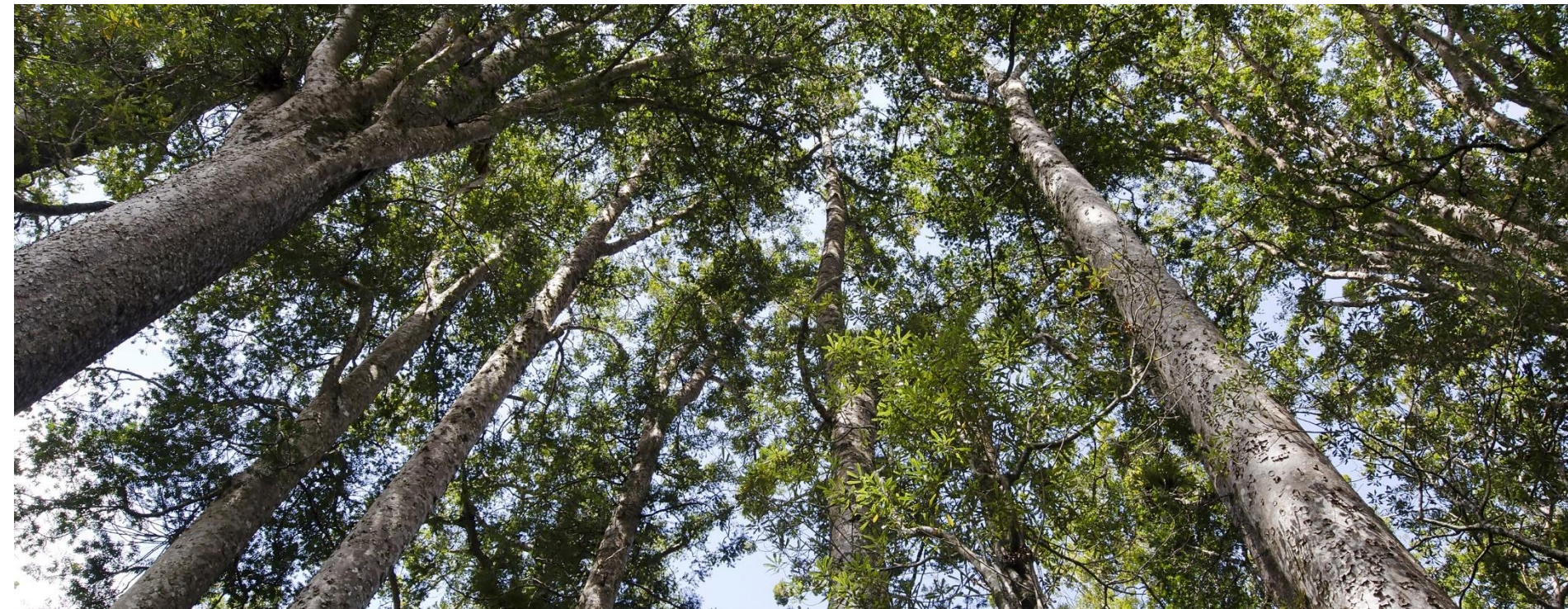


However, one forest user questions the effectiveness of an ambassador.

“ I am totally against the idea of an ambassador. It is just another useless action and a total waste of money. We would be better off directing that money into research and real problem solution.

Auckland, Walker, Farmer, Male, 55-64 years, Other European ethnicity

”



## APPENDIX

# DEMOGRAPHIC PROFILES

## REGION

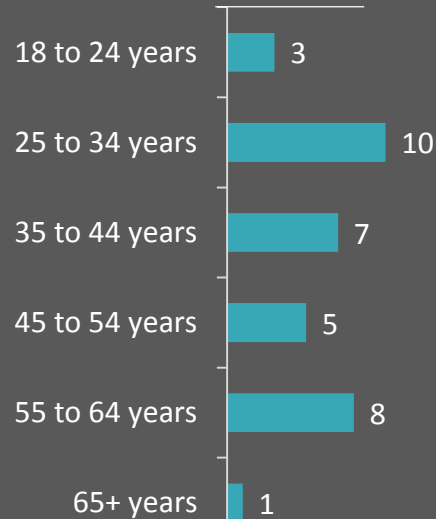
Number

Northland	12
Auckland	12
Waikato	6
Bay of Plenty	4



## AGE

Number



## ETHNICITY

Number

New Zealand European	26
New Zealand Māori	2
New Zealand Pacific	2
Pacific Island	1
Other European	3

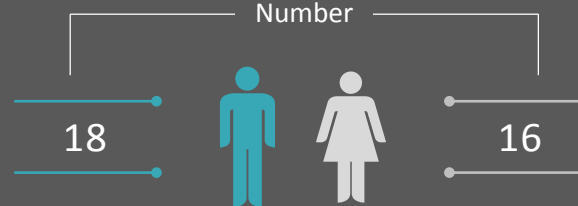
## ALLOWS MULTIPLE ACTIVITIES

Number

Walking/Tramping	30
Walking a dog	8
Mountain biking	7
Hunting	6
Farming	7
Land Owner	10
Non-compliant	4

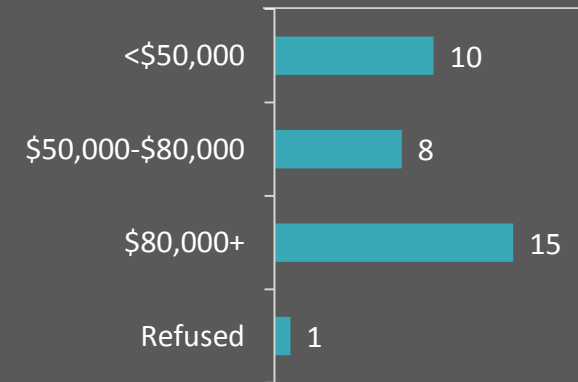
## GENDER

Number



## INCOME

Number



Note: Based on actual numbers and not percentages



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