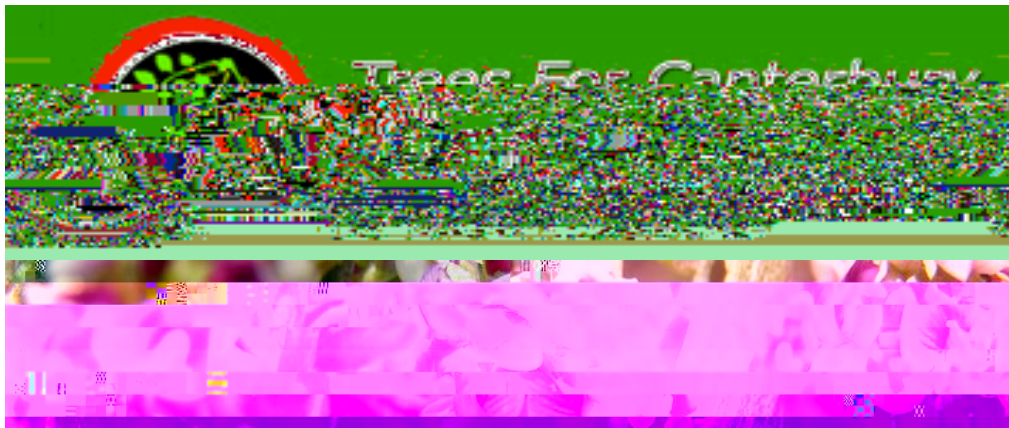


Raising Public and Business Awareness of Trees for Canterbury.



GEOG309

Edited by Alana Macgregor, Caitlin Adlam, Jess Phillips,
Maysie Turner & Sarah Giles.

Contents

1.0 Executive Summary

2.0 Literature Review

3.0 Methodology

4.0 Results

4.2 Hardcopy Surveys

5.1 FacXVLGEb010E>

Trees for Canterbury is a social enterprise based in Ferrymead, Christchurch, created to meet three

business, relating back to the philanthropic mission, of which would be the objectives set by the Green Effect Trust, that TFC adheres to. These references assist in understanding the nature of a social enterprise/NGO, and what it must achieve to qualify for the title of social enterprise. When discussing how the need for sustainability impacts the operational strategies of a non-profit pursuing the NPO's social mission was the primary objective, but that maintaining fiscal (Weerawardena, McDonald, & Mort, 2010), echoing the sentiments that were spoken by Steve about TFC in the first research meeting. Adding to this

profit be profitable in order to maintain operations to meet its mission. Profits from operations or donations are invested in capital expenditures like facilities and equipment, or revenue producing assets to provide f urther solidifying the direction that the focus question intends to pursue - and

Additional literature was also reviewed to assist with cementing a method for this research, of which will be discussed below.

3.0 Methodology

The research for this study involved two sampling methods: convenience sampling and the snowball effect. Convenience sampling was chosen due to its random nature and the ease with which it can be conducted, and the snowball effect for its ability to reach a wide audience. There was some initial hesitation in utilising the snowball effect however, due to a risk of bias within similar demographics. In the survey that used the snowball method, there was no inclusion of identifying factors such as age or location, and this survey was distributed very widely to ensure the broadest range of demographics were reached. Because of this, there was confidence in knowing that the inherent risk of bias was overcome. Both quantitative and qualitative methods were combined to optimize results. Both Siddiqui & Fitzgerald (2014) and Hesse-Biber (2010)

However, by not including age, inferences were unable to be made about the demographics reached through this method.

2. Unsure on the total number of people reached due to the broad outreach typical of most of the organisations emailed, and Facebook. Although there was a defined number of people this was sent to by email, there was no way to know how many people saw this survey but did not engage, meaning no inferences could be made about the number of people who chose NOT to participate.
3. No clear definition between commercial use and personal use. This meant no assumptions could be determined on the ratio of commercial interest versus personal interest in TFC.
4. Incorrect Qualtrics platform used. Instead of using the University of Canterbury Qualtrics account, the regular public Qualtrics was used. This meant exporting data was more time consuming and added unnecessary difficulties.

Despite these limitations, sufficient data was collected, enabling a comprehensive analysis of results.

4.0 Results

4.1 Qualtrics

Bar graphs and pie charts have been executed successfully to plot a number of results gathered from our hard copy and Q

Figure 1.

Word of mouth was the most common response for how people came to be aware of TFC, as shown in Figure 1. Word of mouth accounted for 39.4% of responses, whilst Events (such as community planting days, tours and school visits)

4.2 Hardcopy Surveys

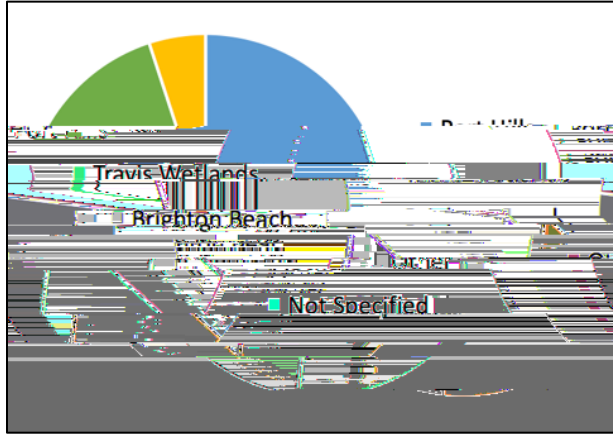


Figure 4. Recreational areas most frequently visited by respondents

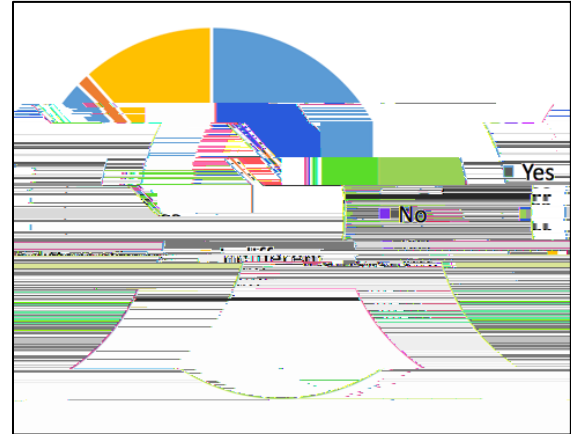


Figure 5. Responses stating native plants are a factor of enjoyment in recreational areas.

The Port Hills is shown to be the most popular recreational area visited by survey participants in the Canterbury region at 37%. This is followed by New Brighton beach at 25% and Travis Wetland at 15%. The survey also prominently included key areas such as the Botanical Gardens, Hagley and Sumner (Figure 4.). Native plants were a factor of the respondents' enjoyment in the recreational areas mentioned above, with 75% agreeing with this statement. Conversely, an indifferent category was chosen by 12% of respondents (Figure 5.).

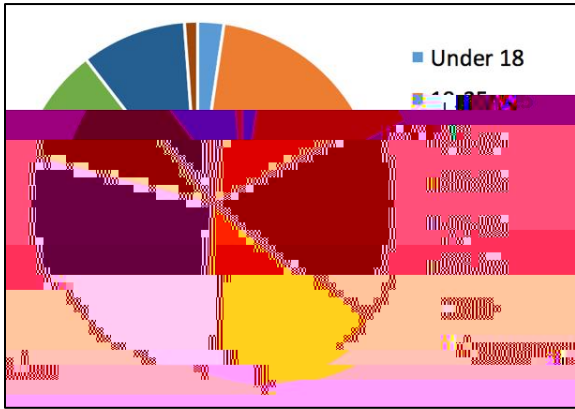


Figure 6. Age of respondents in market and recreational areas

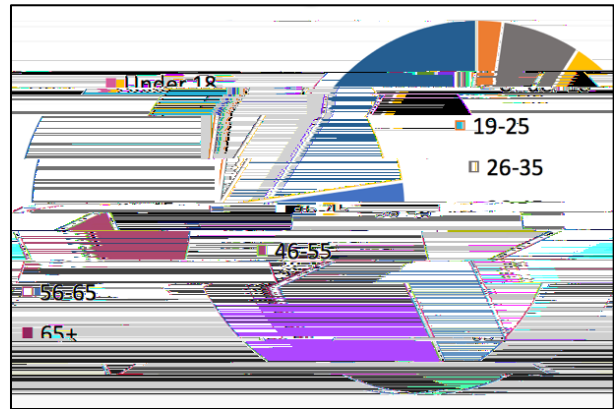


Figure 7. Age of respondents at TFC nursery site

The most prominent age range in the market and recreational area responses is the 46-55 year age bracket at 28% followed by the 26-35 and 36-45 categories at 19% and 15% respectively. In contrast, survey data from the TFC nursery site show that accumulatively, 77% of respondents fall within categories of 45 years and above (Figure 7.).

The use of products and services provided by TFC as indicated by market and recreational area respondents is predominantly for private purposes at 41%. This is followed by respondents that answers such as use for working activities and

Figure 11.

Survey results collected from the TFC store show that 57% of respondents feel that the store location has a weighting on their choice of retailer. However, for 25% of respondents this was not a factor, as they preferred to shop elsewhere respondents (Figure 11.).

5.0 Discussion

The results that have arisen from the hard copy and Qualtrics surveys provided sufficient amounts of information to interpret. However, they also highlight issues that can be addressed and possibly

on the Facebook page could be to schedule posts on set days or weeks, so that the audience can come to rely on the frequency of posts, in turn solidifying audience engagement. The Facebook page has proven successful for community events

general well-being. This is supported by Wak.

stating that the store location had no bearing on retailer choice, it is unclear as to why they have chosen this option as this question did not contain an open-response component. This is supported

The second finding indicated that TFC have a large privatized clientele base that is predominantly categorized within the older demographics. The most prominent age range of respondents was above 45 years of age with private use being the most preferred use of products and services provided by the TFC nursery. These main findings identify exactly who is utilising the products and services from TFC, but also highlights the areas for potential outreach.

The third main finding indicated that the location of the TFC nursery has dominant influence of choice of retailer, indicating the need for members of the public in the West and South areas of Christchurch to be given the opportunity to shop with TFC.

The main findings of this research align with the four key themes discussed in the methodology section. The general lack of awareness about the services and products provided by TFC has been highlighted in the third main finding from Qualtrics, with the first and second findings relating to the age and associated methods of interaction, and the benefits of native planting. The main findings from the hardcopy surveys influenced the key themes of the benefits of native planting, and the availability and accessibility of products.

7.0 Recommendations

Through the comprehensive analysis and discussion of the results, six recommendations for the future growth and sustainability of TFC have been compiled. These have been separated into short-term and long-term, with the short-term focusing on the promotion and profitability of the business, and the long-term focusing on the sustainability of the business.

Short-term recommendations:

Increase TFC social media presence.

- Paid ads on Facebook.
- Shorter and more engaging captions on Facebook posts.
- Promotion of Facebook page within a specified distance. This would be self-directed, and TFC would had total control over their outreach.

Increase on-the-day advertising for planting days and nursery tours. As touched on briefly in the methodology, signage on a popular thoroughfare is likely to encourage interest. Prominent signage on main roads would garner more attention, encourage participation and increase the awareness of TFC.

Implementation of a gold coin donation at planting days and nursery tours.

Long-term recommendations:

An 'Adopt a Plant' scheme. This would be similar to the Meadow Fresh planting days that primary and intermediate schools have historically participated in, where instead of just asking for donations, adults and children are given the opportunity to be involved in the cultivating, planting and maintenance of a tree. Because TFC make their own paper from recycled milk cartons, there is the possibility for an environmentally friendly nametag to be attached. This has the potential to encourage more people to donate and get involved, while improving their own knowledge of native plants.

Creation of a business database to target the types of businesses and organisations contacted for the Qualtrics survey for this research paper. The purpose of this database would be similar to a loyalty club, where those who have signed up would be offered promotions and discounts on services and products from TFC.

Consideration of a market stall or pop up shop once a month on the West or South side of Christchurch. This would enable TFC to offer their products to customers who cite accessibility as a reason for not purchasing products. This long-term recommendation is the most ambitious, due to the logistics of having to secure a suitable area, and the availability of staff.

We envision that by implementing at least some of these recommendations, TFC could see an increase in the range of clientele they provide for, and the profitability of the business, while remaining environmentally and economically sustainable.

8.0 Acknowledgements

Alana, Caitlin, Jess, Maysie and Sarah would like to extend their deep gratitude to the following persons for their involvement with this project:

Steve Bush & the TFC family

Simon Kingham

GEOG309 course coordinator

Heather Purdie

Project supervisor

Justin Harrison

Laboratory, Field & Equipment Technician

Tamsin Laird

Outreach coordinator

Sue Rowe

Riccarton market

Kelly Donnelly

Lyttelton market

9.0 References

Asur

Wakefield, S., Yeudall, F., Taron, C., Reynolds, J., & Skinner, A. (2007). Growing Urban Health: Community Gardening in South Toronto. *Health Promotion International*, 22(2), 92-101.

Weerawardena, J., McDonald, R. E., & Mort, G. S. (2010). Sustainability of Nonprofit Organizations: An Empirical Investigation. *Journal of World Business*, 346-356.

10.0 Appendix A

Participant Survey

This survey is assisting a geography research project conducted by a small group of third year students.

Your response remains anonymous.

Please acknowledge that

11.0 Appendix B Participant Survey

Trees for Canterbury is a project of The Green Effect Trust established in 1990 with three main aims Employ, Educate and Regenerate through the planting and donation of nearly 1,000,000 native plants and trees. This 1-3-minute survey is assisting a University of Canterbury Geography research project and your response remains anonymous.

Please acknowledge that you have read and understand the consent form by ticking this box and providing today's date:

1. What is your age bracket?

Under 18	19-25	26-35
36-45	46-55	56-65
65+		

2. Have you heard about Trees for Canterbury?

Yes No (skip to question 7)

3. How did you hear about Trees for Canterbury?

Word of mouth Signage

Social Media

Other (please specify)

4. To your understanding, which of the following services are you aware that Trees for Canterbury provide:

Appendix C cont.

Q4.

Local radio stations

Local radio/television

Displays on community noticeboards

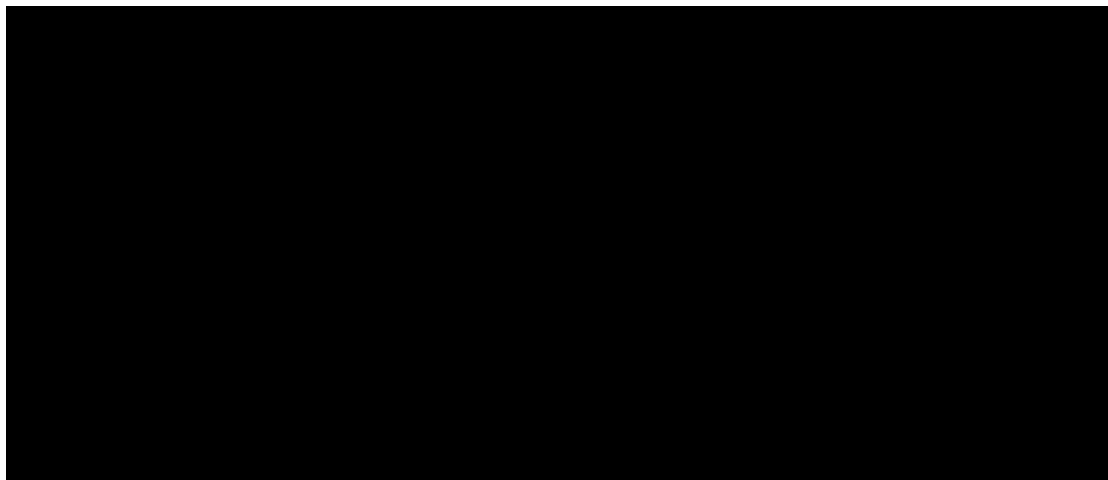
Newspapers

Social Media

or TV

Radio

Other



at apply.) Q6. What factors influence your commercial support of a business? (Select all that

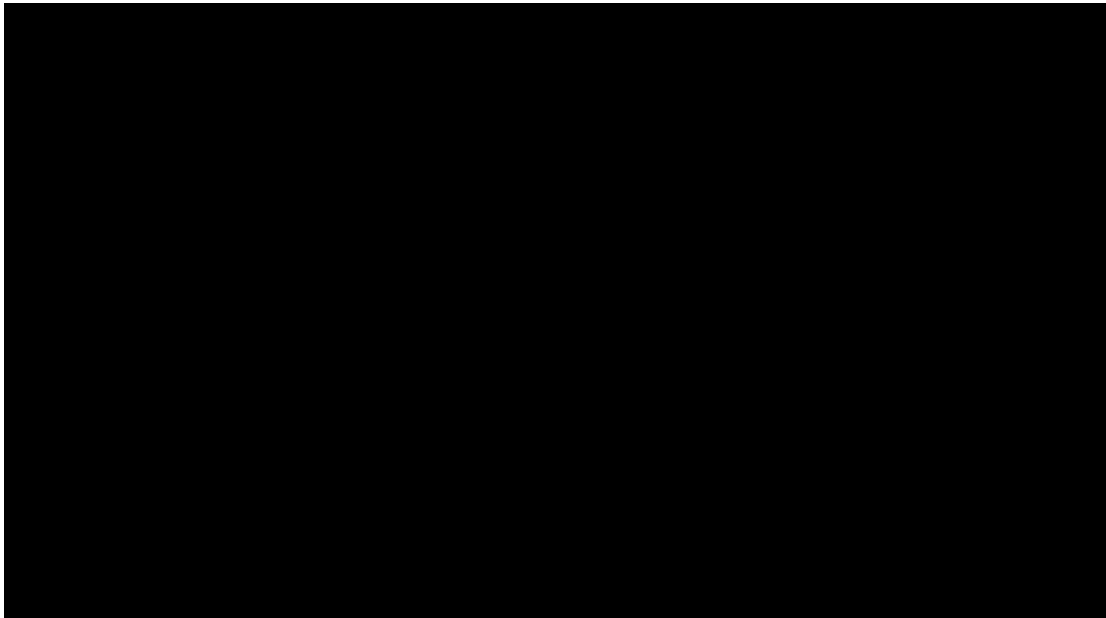
Their values (eg, they align with your personal and/or commercial values)

Cost of their products

Opportunities for local promotion, development or public participation

Quality of customer service (online or in person)

Appendix C cont.



13.0 Appendix D

Social Enterprises

(Sourced from rebuildchristchurch.co.nz)

Avon-Otakaro Network

Christchurch Coastal Pathway

Gapfiller

Greening the Rubble

Project Lyttelton

Rebuild Christchurch foundation

Commercial

Billygoat Landscape Architects

Broadfield Landscaping and Drainage

Canopy Landscape Architects

Chris Glasson Landscape Architects

Debbie Rimmer Landscape Designer

Form Landscape Architects

Goom Landscapes

Greenscapes

Kamo Marsh Landscape Architects

Morgan + Pollard

Outerspace Landscapes

Rough + Milne

Community Gardens

(Sourced from cinch.org.nz)

Canterbury Horticultural Society

Christchurch South Community Gardens

Canterbury Community Gardens

New Brighton Community Gardens

Belfast Community Garden

Heathcote Community Garden

IHC/IDEA Community Garden at St Johns Church

Kaiapoi Community Garden

Kirwee Community

Lincoln Community Garden

Linwood Resource Centre Community Garden

Opawa Community Garden

Phillipstown Hub Community Garden

Rangiora Community Garden

Redcliffs Community Garden

Riccarton West Community Garden

Richmond Community Garden at Avebury House

Rolleston Envirotown Community Garden

Smith Street Community Garden

Springston Sg (en-GBa.[])ra BT1 0 TJETBT1 1 0 0 1 323.6

Riccarton Bush-Kilmarnock Residents Association
Riccarton Park Residents Association
Russley, Avonhead and Memorial Residents Association
Somerfield Residents Association
Southshore Residents Association
Spencerville Residents Association
St James Avenue Residents Association
Styx Residents Group
Sumner Community Residents Association
Taylors Mistake Association
Templeton Residents Association
Victoria Neighbourhood Association
Westmorland Residents Association
Windsor/Westhaven Residents Group
Woolston Community Association
Yaldhurst Rural Residents Association