

Raising Public and Business Awareness of Trees for Canterbury.



GEOG309

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

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1.0 Executive Summary

This report outlines the research conducted by a team of third year Geography students at the University of Canterbury, in conjunction with Trees for Canterbury, a native tree nursery in Ferrymead, Christchurch.

Trees for Canterbury is a local social enterprise focused on achieving sustainable goals within the community through the employment of disadvantaged individuals, the education of the community about the benefits of native trees, and the regeneration of vacant potential green spaces.

The aim of this research was to analyse the current levels of awareness of Trees for Canterbury, and how this can be increased to provide economic and environmental profitability. The main directive given to the researchers was to 'get the word out there'. From this directive, a research question was formed and the project developed comprehensively.

Methods of research included a combination of quantitative and qualitative data collection through the broad distribution of several surveys, both online and in person.

The main findings from the analysed data show that social media is an appropriate form of advertisement that Trees for Canterbury can engage with, and native plants are a contributing factor to people's enjoyment of recreational areas. Through the discussion of these and other subsequent findings, six recommendations are outlined for Trees for Canterbury to consider implementing. These include: increasing social media presence, implementing gold coin donations for local planting days, and the establishment of a business database for promotional purposes.

Several limitations will be highlighted in this report, including adverse weather preventing the number of responses from surveys, time constraints, and using the wrong technology platforms. These limitations may provide valuable information and insight for future research.

Trees for Canterbury is a social enterprise based in Ferrymead, Christchurch, created to meet three objectives of the Green Effects Trust: Employ, Educate, Regenerate. To employ, they will establish a sense of involvement in the community for disadvantaged people, offering acceptance, support, training, self-esteem and work ethic. Educate by working with educational institutions, teaching about environmental awareness, and regenerating by cultivating native plants for community plantings and other projects using plant material eco-sourced from local areas (Trees for Canterbury, 2017). Trees for Canterbury (TFC) offer multiple services, including a store, plant donations and educational tours around their premises.

On the front line of TFC is Steve Bush, the community partner for this research project. Steve assisted with the creation of the research question, providing information for what he would like to see in the future of the business. Sustainability was a key factor for the growth of TFC, highlighting the direction that this project was required to take. It was noted that, for a business to be self-sustaining, it requires business coming in so that products and services can go out; to quote Steve: “The more we make, the more we can give away” (Bush, 2017). On these premises, the question “How can awareness be raised of the existence of Trees for Canterbury and the services they provide within the Canterbury region?” was created, with the intent of researching the ways in which TFC could grow their client base, therefore bringing in the funds to continue to comply with their social mission.

2.0 Literature

Literature researched provided us with a greater understanding of social enterprises and their structures and business missions. Gidron and Hasenfeld define social enterprises: “very broadly, social enterprises are organizations that are driven by a social mission and apply market-based strategies to achieve a social (or environmental) purpose.” (Gidron & Hasenfeld, 2012). Easterly and Miesing state that “To ensure that the NGO was “giving back to the community” through its social ventures, these ventures needed to accomplish the goals of the organization’s philanthropic mission.” (Easterly & Miesing, 2009). TFC falls under the overarching heading of non-government organisation (NGO), due to the profit going directly back into the organisation, and not to stakeholders or a governing body. This quote by Easterly and Miesing solidifies the nature of the

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 organisation, Weerawardena, McDonald and Mort stated that “Universally, they agreed that pursuing the NPO's social mission was the primary objective, but that maintaining fiscal sustainability was critical to the mission.” (Weerawardena, McDonald, & Mort, 2010), echoing the sentiments that were spoken by Steve about TFC in the first research meeting. Adding to this quote further, Weerawardena, McDonald and Mort also state that “In fact, it is essential that a non-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 funding for future operations.”, further solidifying the direction that the focus question intends to pursue - “How can awareness be raised of the existence of Trees for Canterbury and the services they provide within the Canterbury region?”

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)

suggest that qualitative and quantitative data can, when combined successfully, allow research results to be generalized for future studies.

For the purpose of this study, three surveys were conducted over three weeks. This included two hard copy surveys and one online survey. One of the hardcopy surveys was left at the TFC premises for customers in store to fill out of their own accord. These responses were collected once a week (*Appendix A*). The second hard copy survey was distributed around various public spaces in Christchurch: Lyttelton and Riccarton weekend markets, Travis Wetlands and the Botanic Gardens (*Appendix B*). The markets provided the widest range of participants for the hardcopy surveys, which is believed to be in part due to the signage and promotion of TFC at the market stalls. The signage and banners used in the stalls created a conversation starter, indicating that the utilisation of signage in popular thoroughfares does encourage interest from the public.

The third survey conducted was set up online, created using the web-based platform Qualtrics (*Appendix C*). This was emailed to over 100 community groups and organisations, including other social enterprises, landscape architects and residents' associations (*Appendix D*). These groups were chosen because of the similarity of environmental values to TFC (social enterprises), their potential commercial interest in TFC (top 12 landscape architects on Google), and their wide reach within the community (community groups). Alongside distribution via email, this survey was also promoted on the researchers' personal Facebook pages and Facebook pages associated with the University of Canterbury, thoroughly taking advantage of the snowball effect.

The initial aims for survey completion was 100 hardcopy responses and 300 online responses. In total, 408 responses were received. 130 of these were hardcopy (an amalgamation of in store surveys and location/market based surveys) responses and 278 were from Qualtrics, ensuring a wide range of demographics and contrasting results.

From the completion of surveys and subsequent responses, four overall themes emerged. These themes were:

- 1) General lack of awareness about what TFC do
- 2) Age and associated methods of interaction
- 3) Location and accessibility; and

4) The benefits of native planting.

These themes set the premise for the remainder of this study.

3.1 Limitations

Several limitations were found with the three surveys. Upon reflecting on these limitations, the implications for the analysis of the results were discussed, as well as for possible future research. This is in line with Siddiquil & Fitzgerald (2014) who argue that the ability to integrate mixed methods in research is vital to attaining quality outcomes for the progress of the research.

Limitations of the hardcopy surveys:

1. Adverse weather at Riccarton market potentially limited the number of responses retrieved.
2. Time constraints prevented more than one visit to Travis Wetlands and the Botanic Gardens, preventing a wider range of responses being recorded.
3. Many people did not want to stop and complete a survey; in fact, many people would avoid eye contact, change their course of direction away from surveyors or suddenly find themselves to be busy on their phone when they realised there was a survey opportunity close by.
4. Many questions were misinterpreted or answered too vaguely to interpret. One of the questions provided was "How long have you been aware of TFC?". Two answers given were "Forever", and "A while.". Another question read "How long have you been aware of TFC?", to which the respondent answered, "I just know." These vague responses and misinterpretations meant that several results were not able to be properly analysed.

Limitations of Qualtrics:

1. Leaving out a question on the age of the respondent. This was left out initially because it was decided that age was irrelevant due to the intended commercial target audience.

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 Qualtrics surveys. As the purpose of this research was to discover how can awareness be raised for TFC and the services they provide within the Canterbury region, it was valuable to understand how respondents had initially heard of TFC.

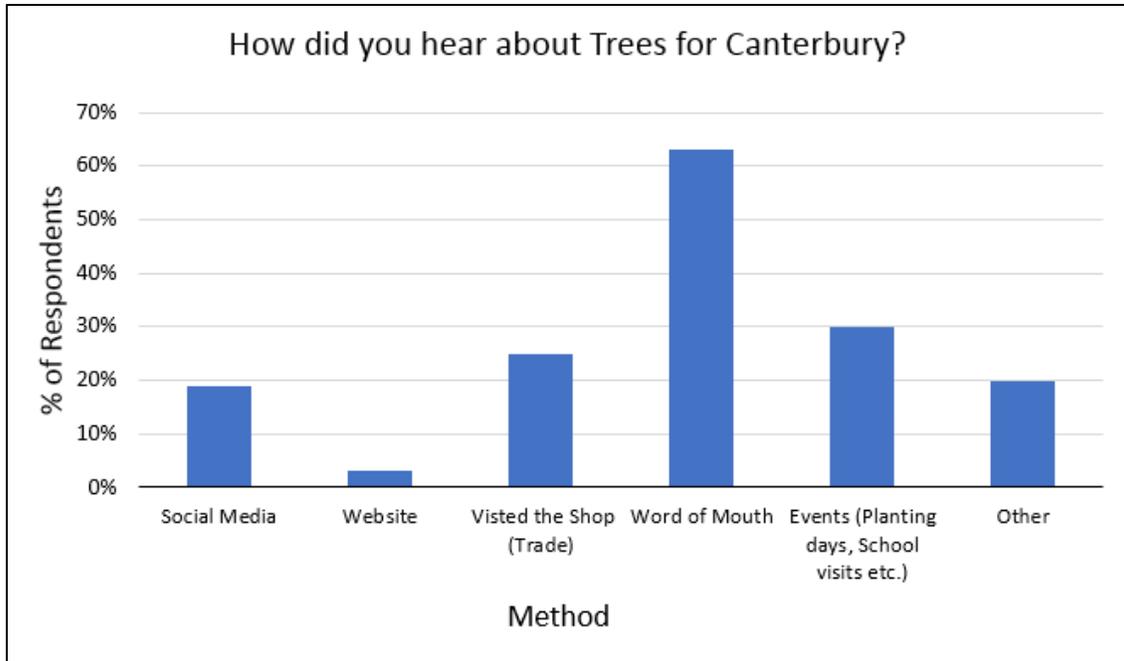


Figure 1.

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) received 18.75% of responses. Other ways people became aware of TFC included visiting the store, accounting for 15.6%, social media at 11.8%, and their website, receiving the lowest percentage of responses at 1.8%. The ‘other’ category gave respondents the option to include a written response. Common written responses included signage and different media types such as the radio and TV. One of the responses repeated throughout surveys included the theme of hearing about TFC through friends, parents, or staff members. These answers fall under the ‘Word of mouth’ category, suggesting that this question may have been misinterpreted by some people.

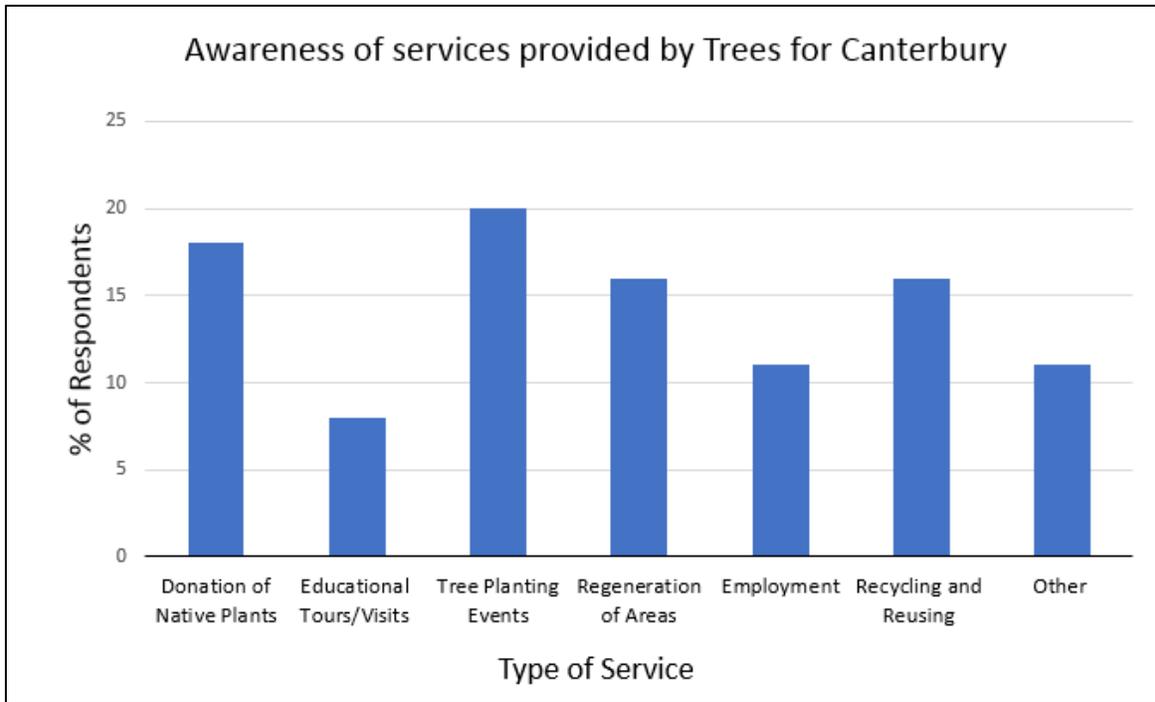


Figure 2.

The graph shown in Figure 2. represents the awareness of specific services provided by TFC. Tree planting event days received the highest number of responses at 19.75%, followed by the donation of plants at 17.5%, and the regeneration of local areas at 16.3%. Other services that people were aware include recycling and reusing at 15.6%, the employment of disadvantaged individuals at 11.1%, and educational tours at 8.1%. 11.4% of people responded with 'other', with frequent written answers including 'not sure' and mentioning the retail of plants in store.

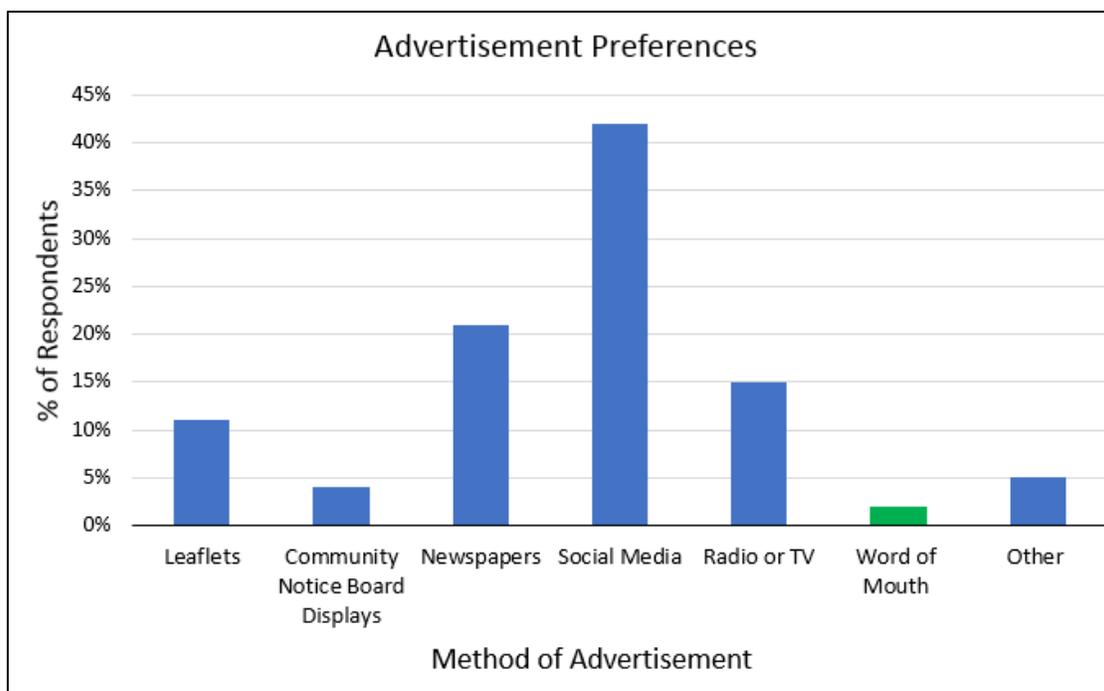


Figure 3.

The bar graph, shown in Figure 3. was used to display the most popular types of advertisement that respondents are most likely to engage with. The graph shows that social media has the highest percentage of respondents from the Qualtrics survey accounting for 42.5%. This is almost double the preference of newspapers at 22%, which is the next most popular type of advertisement. The ‘Other’ types of advertisement included in the survey were Radio or TV at 14.9%, Leaflets at 9.9%, Notice Board Displays at 4.9%, and Word of Mouth, sitting at the bottom of the results at 2.9%.

‘Word of Mouth’ has been represented in Figure 3. in green rather than blue, due to the high frequency of this occurring in the ‘Other’ category. The respondents originally selected the ‘other’ option and then with the opportunity to write their own answer, mentioned that their preferred method of advertisement that they engage with the most was by word of mouth, as that was not a category originally provided in the survey.

4.2 Hardcopy Surveys

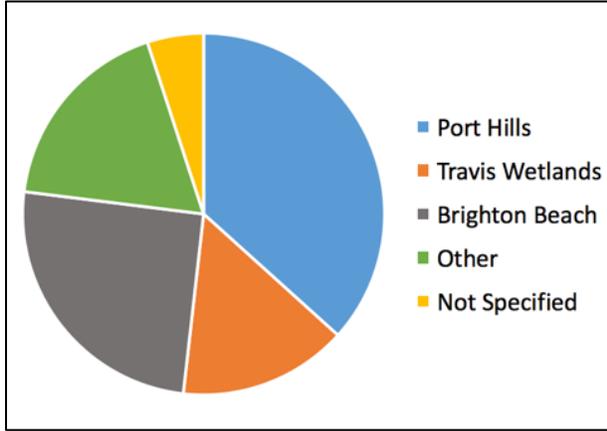


Figure 4. Recreational areas most frequently visited by respondents

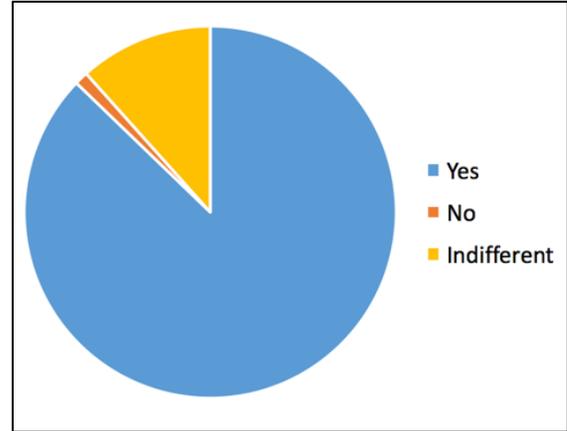


Figure 5. Responses stating native plants are a factor of enjoyment in recreational areas.

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 'other' category 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.).

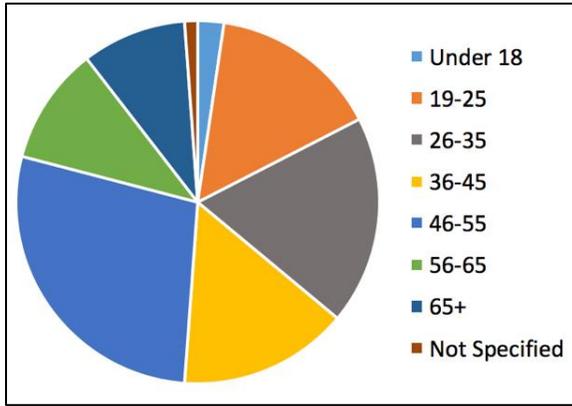


Figure 6. Age of respondents in market and recreational areas

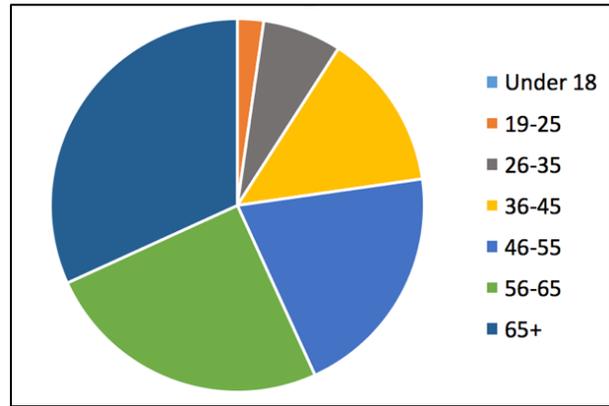


Figure 7. Age of respondents at TFC nursery site

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.).

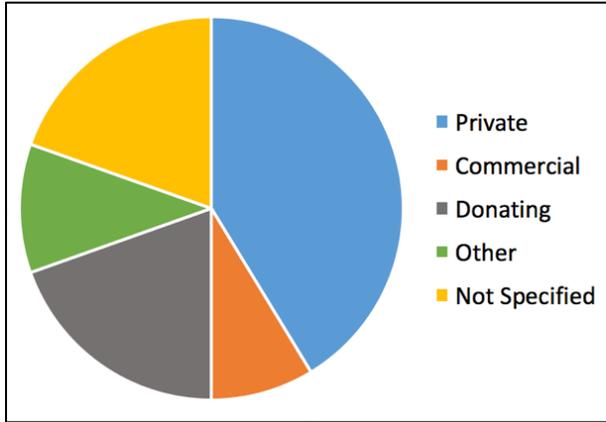


Figure 8. TFC products and services used by market or recreation respondents.

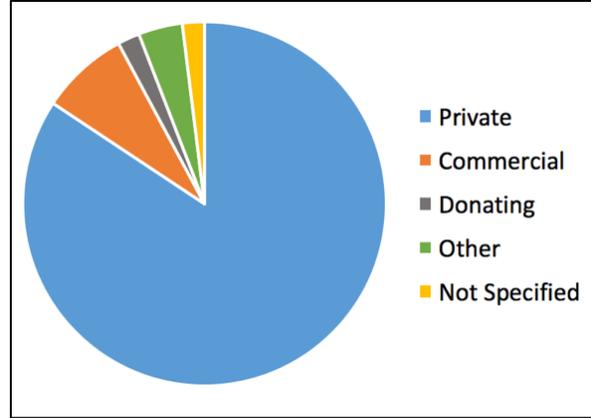


Figure 9. TFC products and services used by TFC clientele

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 use tree donations at 20%. Products and services provided in the ‘other’ category, at 11%, included answers such as use for “working activities” and “dropping off milk cartons” (Figure 8.). Alternatively, the surveys distributed at the TFC nursery presents similarities with the market and recreational area survey in that private use is still the dominant category at 84%. However, this is a significantly larger margin and accounts for most of the products and services used by the TFC nursery. Despite this, 8% of product use is for commercial purposes, an area which has room for potential growth.

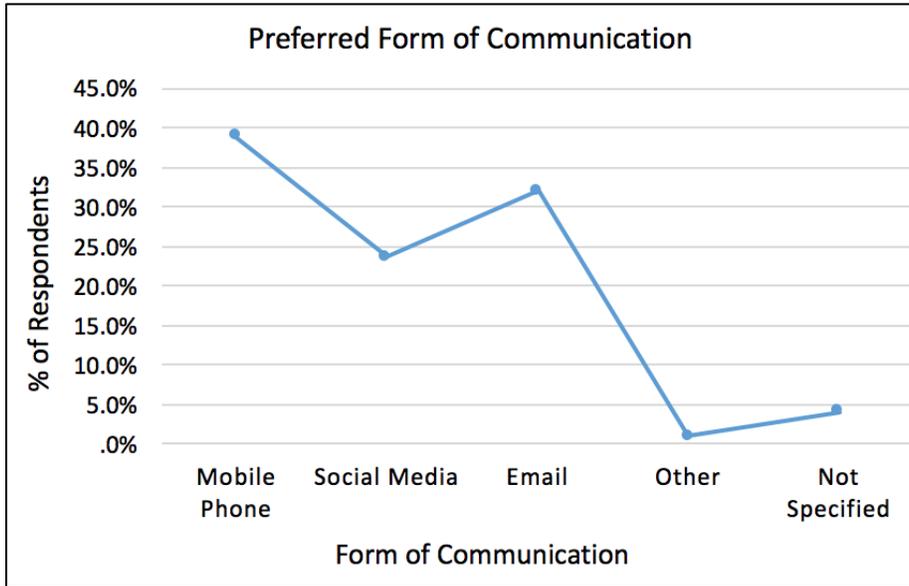


Figure 10.

The most preferred form of communication used by market and recreation respondents is the mobile phone at 39%. The use of email was also a dominant category at 32%, followed by social media at 24% respectively. The ‘other’ category was chosen by a single respondent stating that a ‘brochure’ was the most effective communication form (Figure 10).

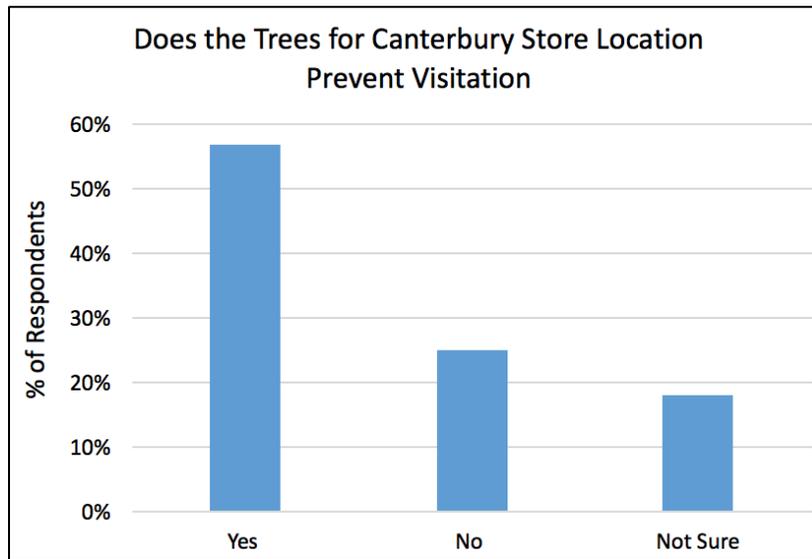


Figure 11.

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. The ‘not sure’ category was also selected by 18% of 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 improved. Such issues include limitations in data collection, the wording of survey questions, and not including options thought to be irrelevant to the target audience.

Data collected from the Qualtrics survey showed that ‘Word of Mouth’ was the most frequent response on how people initially became aware of TFC (Figure 1.). Although slightly less common, other ways people became aware of the organisation were through visiting the store, events (school visits, tree planting days) and from social media.

These results suggest that in order to grow a greater outreach of awareness of their organisation, TFC may need to invest in, and have a more active approach in advertising through various formats of media. This is because although advertisement through word of mouth is currently being effective, it alone does not ensure a consistent growth of awareness and long-term sustainability of the organisation.

Social media proved to be the most popular type of advertisement among the Qualtrics survey respondents, as shown in Figure 3. Because the Qualtrics survey was based online, it was expected that respondents may choose a form of digital media to engage with, due to the respondents that this was sent to using online networking for their businesses. This is supported by Kaplan & Haenlein stating that in recent years, social media has proven to become one of the top tools used by business executives (Kaplan & Haenlein, 2010). Recently, social media has become omnipresent and important for social networking and content sharing (Asur & Huberman, 2010), further supporting the social media theme present in the results.

5.1 Facebook

TFC own and run an informative Facebook page where they advertise, educate, and update people on relevant and important information. The implications of the results show that it is essential that the Facebook page is kept up to the highest standard possible due to the engagement the community have with it. However, higher success in interaction on the Facebook page could possibly stem from keeping the posts short, simple and more regular than what they currently are. A number of the posts aimed towards educating people on native plants are long and intricately detailed. There is a possibility that people may see the length of some of these and immediately not engage with it if they do not have the time, or are not interested in the specified topic. For those who do engage with the posts, and enjoy the content provided, it is necessary to continue supplying them with the knowledge, so to not risk losing the current audience. A possible way to ensure that both types of audience can be engaged is by posting a link at the end of a post directing the user to a more detailed blog page on the intended topic, providing the lengthy information to those who do want to see it. TFC do not post on their Facebook page regularly, with fluctuations depending on the time of the year and the events occurring at a given time. On method of improvement for this issue

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, being used to update followers on upcoming events and the details necessary for those who want to attend. The aftermath of plantings is posted for the audience to acknowledge what was achieved, with a run down on how it went.

5.2 Community Planting Days

The Qualtrics survey found that the community planting days that TFC initiate are the most popular service that people were aware of (Figure 2). The responses from this question tie in with the second highest responses, stating that the public are aware of TFC for their participation in green space regeneration. Figure 1. also shows that the third most common response to awareness for TFC came from planting days and events, reinforcing the theme that the planting days and regeneration of areas is a very prevalent and necessary part of the organisation. This suggests that these events are working as an effective outreach for both growing awareness for the organization and as a tool for community engagement. Research has found that the connections and relationships formed during community based events (such as those held by TFC) are beneficial for enhancing networking and resilience (Cinderby et al, 2015). Therefore, as word of mouth is currently the most frequent form of increasing awareness as shown in Figure 1., it can be suggested that if the number of such events held by the organisation were to increase, this would not only lead to a number of social benefits within the community, but also increase public awareness of TFC. This corresponds with physical survey data, in that the recreational areas identified in Figure 4. feature two areas that have hosted successful community planting events by TFC, those areas being the Port Hills and Travis Wetland (Trees for Canterbury, 2017).

5.3 Hardcopy Survey Data

The inclusion of native plants in recreational areas have a direct correlation to the enjoyment of the area. This shows that native plants play a vital role in fostering community interaction and

general well-being. This is supported by Wakefield, Feudal, Taron, Reynolds & Skinner (2007), who found that community gardens built on otherwise vacant land have numerous positive health benefits, including increasing physical activity. The respondent age bracket gives an indication of the age demographic of community members that spend the most time in the specified recreational areas (Figure 6). This aids in determining the most appropriate methods that TFC can use to raise awareness. Comparatively, the predominantly older demographic clientele recorded at the TFC nursery suggests that the nursery site achieves greater awareness and interaction with these age categories as opposed to younger demographics which identifies outreach that requires strengthening (Figure 7).

The preferred use of products and services provided by TFC for private use is indicative of the primary use of the organisation for a significant number of respondents (Figure 8). This highlights an area of strength within TFC that has the potential to expand profitability, maintenance and productivity of the nursery. The awareness of tree donations also identifies a potential strategy of achieving community engagement as mentioned in recommendations below. Similarly, the responses from the TFC clientele also specify a preference for the private use of products and services (Figure 9). Whilst this shows success in this area, the lack of respondents in the remaining categories signify areas that require growth and attention to foster an overall growth in commercial operations at the nursery site.

The most favourable form of communication platform utilised by market and recreational area respondents show that mobile phone and email use are the most prominent (Figure 10). Though this depicts a differing outcome to the online Qualtrics survey data, in which social media was the most favoured, as mentioned above this may reflect the platform thorough which respondents completed the survey. These outcomes provide valuable insight into potential avenues for increasing the awareness of TFC in conjunction with engaging the community through platforms that are interacted with the most.

Perhaps one of the greatest findings was that the location of the store influences an individual's decision on choosing to utilise the products and services provided by TFC. Because the nursery location has a weighting on choice of retailer, it is potentially more likely that respondents may choose to shop at larger retailers within a closer proximity (Figure 11). Despite 25% of respondents

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 by Moeller, Fassnacht & Ettinger (2009) who found that the convenience of accessibility is an important factor in a person's decision to visit a store, and has a flow on effect on customer retention.

6.0 Main Findings

There were several main findings from the Qualtrics survey. The first finding showed that social media was the most prominent form of advertisement that people are most likely to engage with. Because the surveys were sent out online via email and Facebook, this may be why there is a strong relationship between the method of delivery, and the result from that particular question of the survey.

The second main finding indicated that word of mouth is a popular method of communication, and the way in which numerous respondents became aware of Trees for Canterbury. This could be related to the services that Trees for Canterbury provide such as the tree planting days and educational tours which are based on community involvement, therefore increasing awareness of the organisation through word of mouth.

The third main finding from Qualtrics was there was a general lack of awareness about the products and services that TFC have to offer, relating back into one of the four key themes of awareness, indicating that more engagement with the community through social media and other forms of communication should be utilised by TFC.

There were two main findings from the two hardcopy surveys. The first finding showed that the native plants have significant influence on people's enjoyment of specific areas. The Port Hills was the most frequently visited recreational area by hardcopy survey respondents, followed by New Brighton beach. 75% of these respondents also believe that native plants are a factor of their enjoyment in these areas. The relationship between these results may lie in the nature of the environments, displaying dense, varied native species.

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

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Tamsin Laird

Outreach coordinator

Sue Rowe

Riccarton market

Kelly Donnelly

Lyttelton market

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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 you have read and understand the consent form by ticking this box and providing todays date:

What is your age bracket?

Under 18 19-25 26-35

36-45 46-55 56-65

65+

How did you hear about Trees for Canterbury?

Word of mouth Social Media

Signage Other (Please Specify)

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

Tree Planting Shop (trade)

Educational Tours Donation of Trees

Regeneration of green spaces

What do you use products and services from Trees for Canterbury for?

Private use Commercial use

Donating Other (please specify)

How long have you been aware of Trees for Canterbury:

Please specify (approximation) _____

Would you utilise a Trees for Canterbury market stall if it were closer to your home than their store is?

Yes No Not sure

Thank you very much for taking the time to complete this survey. Your feedback is valued and very much appreciated!

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:

Tree Planting Shop (trade)
 Educational Tours
 Donation of Trees
 Regeneration of green spaces

5. What do you use products and services from Trees for Canterbury for?

Private use Donating
 Commercial use

Other (please specify)

6. How long have you been aware of Trees for Canterbury:

Please specify (approximation)

7. What recreational area(s) do you most visit/enjoy?

Port Hills
 Travis Wetlands
 New Brighton beach

Other (please specify)

8. Are native plants a factor of your enjoyment in these recreational areas?

Yes No Indifferent

9. Which form(s) of communication do you most prefer?

Mobile phone
 Social Media
 Email

Other (please specify)

Thank you very much for taking the time to complete this survey. Your feedback is valued and very much appreciated!

12.0 Appendix C

. This survey has been approved by Dr Heather Purdie at the University of Canterbury. Any queries or concerns regarding this survey or the broader project can be made to her by phone (tel. +64 3 364 2987 ext. 94131) or by email (heather.purdie@canterbury.ac.nz). Your response remains completely anonymous and all data collected will be destroyed by the end of our 2017 academic year. Should you wish to discontinue this survey, feel free to exit any time; however part responses may be recorded where appropriate. Please indicate below that you have read and understand the above.

- Yes, I have read and understand that this survey is anonymous and all data will be destroyed by the end of 2017. I understand I can exit this survey at any time, and any part responses may still be recorded.

Q1. Have you heard of or are you aware of Trees for Canterbury?

- Yes
 No (please go to Q3)

Q2. If so, how did you become aware of the organisation?

- Social media
 Website
 Visited the shop in person (trade)
 Word of mouth
 Events (planting days, school visits etc)
 Other

Q3. What sorts of advertising do you engage the most with? (i.e. where do you see the most advertising? Select all that apply.)

- Social Media
 Written (Newspapers, magazines etc.)
 Signage (billboards, street or footpath signs etc)
 Audio (radio, TV etc.)
 Other

Appendix C cont.

Q4.

What method of advertising is most likely to draw your attention to a business? (Please select one.)

- Leaflets/handouts
- Displays on community noticeboards
- Newspapers
- Social Media
- Radio or TV
- Other

Q5.

Which of the following services are you aware of that Trees for Canterbury provide? (Select all that apply.)

- Donations of native plants
- Educational tours/visits
- Tree planting events
- Regeneration of local recreational areas with natives
- Employment of disadvantaged individuals
- Recycling and reusing milk cartons
- Other (or not sure)

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

- Their values (eg. they align with your personal and/or commercial values)
- Cost of their products
- Opportunities for involvement (eg. employment, public participation)
- Range and quality of products
- Quality of customer service (online or in person)
- Other (or not sure)

Appendix C cont.

Q7. What reasons might prevent you from using Trees for Canterbury (i.e. lack of awareness about their services, location, they only have native vegetation, cost compared to other larger nurseries, less product range compared to larger nurseries etc.)

Q8.

How would an increased level of awareness of Trees for Canterbury (for yourself and/or community) encourage your own and/or community participation with the organisation? (eg. participating in planting days, volunteering at the business site, buying products, supporting their services through your own business etc.)

Q9. What do you think the benefits are of restoring Canterbury's native flora and fauna? (for instance, after the February 2017 Port Hills fires.)

Q10. What form of contact would you most likely use to get in touch with Trees for Canterbury?

- Phone
- Social media
- Website/email
- In person
- Other

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

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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 Secret Community Garden

Lincoln Envirotown

Sumner Van-Asch Community Garden

Wai-Ora Trust

Community Associations

(Sourced from cinch.org.nz)

Appendix D cont.

Addington Neighbourhood Association
Amberley District Residents Association
Avondale Residents Association
Avon Loop Planning Association
Avonside Community Group
Awatea Residents Association
Beckenham Neighbourhood Association
Belfast Area Residents Association
Bryndwr Community Group
Cashmere Residents Association
Cass Bay Association
Central Riccarton Residents Association
Charleston Neighbourhood Association
Charteris Bay Residents Association
Chester Street East Community
Christchurch Estuary Association
Christchurch Combined Residents Association
Cracroft Residents Association
Dallington Residents Association
Deans Avenue Society
Diamond Harbour Community Association
Englefield Residents Association
Gilberthorpes Estate Residents Association
Gore Bay and Port Robinson Ratepayers Association

Halswell Community Project
Halswell Residents Association
Heathcote Valley Community Association
Ilam & Upper Riccarton Residents Association
Inner City East Neighbourhood Group
Inner City West Neighbourhood Association
Kennedys Bush Road Neighbourhood Association
Kaianga Residents Association
Lower Cashmere Residents Association
Lincoln Community Committee
Linden Grove Residents Association
Little River-Wairewa Community Trust
Lyttelton Community Association
MOA Neighbourhood Group
Mt Pleasant Memorial Community Centre
Neighbourhood Support Canterbury
New Brighton Residents Association
North New Brighton Residents Association
Northshore Residents Association
Northwood Residents Association
Ouruhia Residents Association
Parklands Residents Association
Pegasus Residents Association
Prebbleton Community Association
Redcliffs Residents Associations
Redwood Residents Associations

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