**Key Responses to Q1.1: "What is heritage? What does it mean to you?"**

* **Participant 1 (P1)**:
  + **Perspective on Heritage**: Primarily views heritage in a physical context, associating it with old buildings.
  + **Personal Influence**: This perspective is influenced by P1’s background as a structural engineer, working with physical structures.
  + **Intangible Heritage**: Acknowledges that heritage can also be intangible (e.g., traditions, societal changes), similar to how UNESCO defines it. However, P1 is more focused on tangible aspects like buildings.
* **Participant 2 (P2)**:
  + **Perspective on Heritage**: Values the stories and people connected to heritage sites more than the physical buildings.
  + **Interest**: Finds the personal stories behind buildings (e.g., architects, former residents) particularly appealing. For P2, heritage is about the connection between people and places.
  + **Contrast to P1**: Opposite to P1, P2 is more interested in the intangible aspects that correlate with the physical structures.
* **Participant 3 (P3)**:
  + **Perspective on Heritage**: Emphasizes the evolution of heritage understanding over time.
  + **Experience with Heritage**: Joined when the organization was the "New Zealand Historic Places Trust" and has noticed an increasing focus on both the physical buildings and the stories behind the inhabitants.
  + **Inclusion of Maori Sites**: Appreciates the recent inclusion of Maori cultural heritage into the official narrative, highlighting a shift from focusing only on European heritage sites to a broader perspective.
* **Participant 4 (P4)**:
  + **Perspective on Heritage**: Believes heritage is undefined and subjective.
  + **Local Heritage Example**: As someone from New Plymouth, P4 stresses the importance of recording the "correct story" and expresses concerns about the representation of heritage in publications.
  + **Critical View**: Suggests that heritage organizations, such as Heritage New Zealand, might need to reconsider their perspectives based on local stories and records.

**Key Responses to Q1.2: "What do you know about Heritage New Zealand, Paharee Tonga?"**

* **Participant 4 (P4)**:
  + **Viewpoint**: Mentioned that a key manager from Heritage New Zealand spoke at the commencement of Heritage Week in New Plymouth. His comments upset some audience members, highlighting the different interpretations of heritage.
  + **Caution**: Emphasizes the need for careful communication about heritage, as people have varying opinions. Suggested accurately recording heritage information in a clear and visible way.
* **Participant 3 (P3)**:
  + **Viewpoint**: Enjoys reading the quarterly magazine from Heritage New Zealand and has visited many heritage sites across the country.
  + **Personal Experience**: Became interested in heritage by visiting historic sites, such as Hurworth and other places in Otago. These visits sparked a desire to support the organization and its mission.
* **Participant 1 (P1)**:
  + **Viewpoint**: Sees Heritage New Zealand as not just custodians of buildings but also advocates for heritage preservation by lobbying the government for funding.
  + **Role**: Believes the organization not only manages its own buildings but also advises on other buildings, offering guidance on preservation efforts. Gave an example of consulting with Heritage New Zealand about the strengthening of the Egan Tai Gallery in Timaru, highlighting their advisory role in heritage projects.
* **Participant 2 (P2)**:
  + **Viewpoint**: Has a broad understanding of Heritage New Zealand’s role, seeing it as responsible for looking after old buildings across the country and maintaining a list of heritage sites, some of which can be visited by both members and non-members.

**Key Responses to Q2.1: "What does membership have to do with Heritage New Zealand?"**

* **Participant 1 (P1)**:
  + **Reason for Joining**: P1 joined Heritage New Zealand primarily for the reciprocal membership benefits when traveling overseas, particularly in the UK.
  + **Personal Value**: P1 values the membership as a way to support the preservation of old buildings in New Zealand. Though P1 enjoys receiving the magazine, they often don’t have time to read it but appreciate the email updates.
  + **Membership Preferences**: Prefers paying a five-year membership in one lump sum, as it allows them to enjoy the benefits without thinking about the cost annually.
* **Participant 6 (P6)**:
  + **Reason for Joining**: P6 believes membership supports a worthy cause, namely maintaining old buildings. They also enjoy the reciprocal membership benefits, particularly with the National Trust in Britain.
  + **Personal Value**: Loves the high-quality magazine, though doesn’t read every page, and sees membership as a form of fundraising for heritage preservation.
* **Participant 3 (P3)**:
  + **Reason for Joining**: P3’s primary motivation was financial support for the Historic Places Trust to help them buy and preserve new places.
  + **Personal Value**: Uses the membership card when traveling overseas but views membership as a financial contribution to heritage preservation projects. Suggests that Heritage New Zealand could appeal for more specific project funding.
* **Participant 2 (P2)**:
  + **Reason for Joining**: Joined to get a discount on a tour and found it was cheaper to buy a membership than pay for multiple visits and tours. Enjoyed the first year so much that they renewed for a second year.
* **Participant 4 (P4)**:
  + **Reason for Joining**: Joined after attending the formation meeting for Heritage Taranaki and was nominated to be part of the committee.
  + **Personal Value**: Interested in more than just buildings, P4 values the historical context that comes with them. Reads the magazine and shares it with local old folks' homes, where it is appreciated as an alternative to typical magazines.

**Key Responses to Q3.1: "What BENEFITS are most important to you?"**

* **Participant 3 (P3)**:
  + **Top Benefit**: Free admission to Heritage New Zealand properties.
  + **Additional Benefit**: The magazine is also very important, especially after having visited most sites. P3 continues to enjoy reading it.
* **Participant 6 (P6)**:
  + **Top Benefit**: Free admission to Heritage New Zealand properties.
  + **Second Benefit**: Access to international heritage sites, such as those under the National Trust in other countries.
* **Participant 4 (P4)**:
  + **Top Benefit**: Has not used the free admission benefit and tends to pay for admission, possibly due to forgetting to bring the membership card.
  + **International Benefit**: Has not used the international benefits, despite traveling to many countries.
  + **Accommodation Benefit**: Does not need accommodation discounts, as they live in a motorhome full-time.
* **Participant 2 (P2)**:
  + **Top Benefit**: Currently values free admission to Heritage New Zealand properties.
  + **International Benefit**: Finds international membership benefits appealing, particularly for future travel to Europe.
* **Participant 1 (P1)**:
  + **Top Benefit**: International benefits are the most important.

**Key Response to Q3.2: "Is there anything missing?"**

* **Participant 1 (P1)**:
  + **Missing Benefit**: P1 suggests the addition of a benefit similar to what exists in the UK through the Landmark Trust, where members could hire historic properties and stay in them, akin to an Airbnb experience but with a focus on heritage.
  + **Rationale**: P1 believes this could offer a more interactive and immersive way to engage with historic properties, especially for groups, couples, or friends. They see it as a potential future benefit that could bring more utilization to underused buildings.

**Key Responses to Q4.1: "What do you think about the pricing and associated costs?"**

* **Participant 6 (P6)**:
  + **Magazine Costs**: Acknowledges that the magazine is of outstanding quality in terms of paper, photography, and writing. However, notes that postage costs are high and could be a significant expense.
* **Participant 1 (P1)**:
  + **Magazine Motivation**: Suggests that improving how often the magazine is read could be more motivating, rather than letting it gather dust on the coffee table.
  + **Overall Costs**: Feels that the membership and administrative costs seem relatively inexpensive and does not believe there are significant savings to be made in this area.

**Key Responses to Q4.2: "How should we approach the decision between increasing costs versus reducing costs?"**

* **Participant 1 (P1)**:
  + **Two-Tier Membership**: Suggests considering a two-tier membership system where members can choose between a membership that includes the magazine and one that does not. This could attract younger members with lower disposable income.
  + **Benefits of Lower Costs**: A two-tier system might make membership more affordable initially and retain members for the long term.
* **Participant 6 (P6)**:
  + **Magazine Frequency**: Proposes reducing the magazine frequency from four times a year to twice a year as a cost-saving measure, suggesting that a reduction in frequency could be acceptable if it lowers costs.
* **Participant 2 (P2)**:
  + **Opt-In Magazine**: Suggests that the membership fee could remain the same, but members could opt in to receive a physical copy of the magazine. This approach separates membership from magazine distribution, potentially reducing costs.
  + **Fundraising and Membership**: Highlights the need to differentiate between membership and fundraising, indicating that additional support should be clearly communicated.
* **Participant 4 (P4)**:
  + **Frequency of Magazine**: Strongly opposes reducing the magazine frequency, arguing that reducing the number of issues would limit the information shared with members and potentially reduce the magazine's value.
* **Participant 3 (P3)**:
  + **Separate Donation Option**: Recommends offering a separate donation option in addition to the membership fee. This could include a standard membership fee and an additional category for donations, which could be tax-deductible.
  + **Magazine and Membership Costs**: Suggests breaking down the membership fee to show how much is allocated to the magazine, possibly offering a combined membership and magazine option.

### Key Responses to ****Q5: “Feedback on Membership Categories”****

* **Participant 1 (P1)**:
  + **Family vs. Individual Membership**: The $5 difference between an individual and family membership feels disproportionate. It seems like a family membership is much cheaper relative to the cost of an individual membership, making it potentially undervalued.
  + **Life vs. Joint Life Membership**: Suggests that the pricing between life and joint life memberships might need adjustment. A 50% increase might be more equitable. Additionally, questions arise about flexibility if members change their status (e.g., marriage, divorce).
  + **Family Membership for Single Adults**: Feels that a single adult with children should still be able to benefit from the family membership if the cost is only $5 more.
* **Participant 2 (P2)**:
  + **Youth Discounts**: Proposes considering a membership category for younger people (e.g., under 25) to introduce them to memberships at a lower cost.
  + **Family Membership Pricing**: Suggests increasing the family membership fee to reflect its value more accurately, indicating that the current price is too low for families.
* **Participant 3 (P3)**:
  + **Senior Citizen Discount**: Questions the need for reduced fees for senior citizens, arguing that many seniors may be financially better off than in their working years. Points out that the age for New Zealand superannuation is 65, not 60.
* **Participant 4 (P4)**:
  + **Family Membership for Large Families**: Agrees that the disparity in pricing for larger families is an issue.
* **Participant 6 (P6)**:
  + **Family Membership**: Similar concerns about the pricing disparity for larger families.
  + **Child Admission**: Suggests that the membership categories do not address child admission fees and proposes adding a category or discount for children.

### Key Responses to ****Q6.1: Last Visit to Heritage Properties****

* **Participant 6 (P6)**:
  + **Visit Description**: A couple of years ago, visited a historic mission house and church up in Northland during a biking trip. The location was significant as it was the site where the treaty was signed. The visit was memorable due to the knowledgeable and enthusiastic volunteer guide who shared compelling historical stories, including the dramatic account of 400 waka arriving and performing a haka. The experience was enhanced by the isolated, scenic location and the historical significance of the site.
* **Participant 1 (P1)**:
  + **Visit Experience**: Uncertain if they have visited any Heritage New Zealand properties. They mentioned attending organized tours, such as one at the British High Commission, but these were often held during work hours, making attendance difficult. They expressed an interest in learning more about available properties in Wellington.
* **Participant 3 (P3)**:
  + **Visit Description**: Attended two visits:
    - **Waitangi Day Event**: At the old government building, where the host was exceptional, displaying thorough knowledge and engaging appropriately with visitors.
    - **Mission Station at St. John the Baptist, Waimati North**: Encountered a host who was perceived as insensitive and overbearing, providing excessive information and not recognizing when visitors had enough. This contrasted sharply with the positive experience at the Waitangi Day event.

**Key Responses to Q6.2: Expectations for Member Experiences at Properties**

* **Participant 1, 3, 6**: No

### Key Responses to ****Q7.1: Welcome Pack and First Month Experience****

* **Participant 1 (P1)**:
  + **Welcome Pack Contents**: Expects to receive a welcome email and membership card. This simple approach is satisfactory.
  + **First Month Experience**: It's crucial to confirm receipt of the membership fee and process registration within the first week to acknowledge the member's sign-up.
* **Participant 2 (P2)**:
  + **Welcome Pack Contents**: Suggests including information about local and nationwide sites, particularly those close to the member's location. This helps new members discover relevant attractions.
  + **First Month Experience**: Proposes asking new members about their interests (e.g., domestic or international sites) during registration to provide personalized recommendations and information.
* **Participant 4 (P4)**:
  + **Welcome Pack Contents**: Recommends including the membership card and information about local attractions (e.g., within 100 kilometers) to help new members explore nearby resources. This can enhance their engagement and interest in the membership.

**Key Responses to Q7.2: Interest in Digital Options**

* **Participant 6 (P6)**:
  + **Digital Integration**: Suggests integrating a digital aspect by combining the membership card with a barcode. This would require scanners at heritage sites to verify membership digitally. However, they acknowledge that implementing this may present challenges.

### Key Responses to ****Q8.1: What Keeps You as Members?****

* **Participant 6 (P6)**:
  + **Benefits and Cause**: Membership is valued for both the benefits and the support for heritage. Even if the benefits are not heavily used, the sense of contributing to a worthy cause is important.
* **Participant 3 (P3)**:
  + **Support for Heritage**: Similar to P6, the motivation is to support the organization's work and cause.
* **Participant 4 (P4)**:
  + **Contribution and Usage**: Membership is useful for sharing the magazine with others, especially in social contexts like moving into a retirement village. They also suggest moving towards a digital membership card due to cost considerations and the widespread use of smartphones.
* **Participant 1 (P1)**:
  + **Professional and Personal Interest**: Membership is valuable both personally and professionally, given their work with heritage buildings. Feeling like they are contributing to the preservation of historic sites is a key motivator. They also enjoy visiting properties and plan travel around visiting new sites.