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

**Participant 1**

* Heritage is mainly about buildings and sites, including old buildings and historic places.
* For New Zealand, heritage is not only about old things but also includes iconic modern buildings.
* They mentioned that the meaning of heritage is “captivating” and has intrinsic value.

**Participant 2**

* Heritage should focus on preserving old buildings so that future generations can learn about the past and avoid repeating mistakes.
* Has a narrower understanding of heritage, mainly focused on the protection of buildings.

**Participant 3**

* Heritage symbolizes the past, including lifestyles and cultural meanings.
* Heritage is not just about the buildings themselves but also about their social significance and the contributions of the communities that built them.

**Participant 4**

* Mentioned that heritage is “old things” and “historical artifacts.”
* Believes heritage holds value for the future, making it important to protect them.

**Participant 5**

* Heritage represents the past and how we arrived at where we are today.
* Believes heritage doesn’t have to be ancient but should have meaning in shaping the nation or identity.

**Question Q1.2: "What do you know about Heritage New Zealand?"**

**Participant 1**

* Heritage New Zealand is an advocacy group focused on promoting heritage protection and education to the government.
* They found the organization’s website engaging and helpful for educating the public about heritage.

**Participant 2**

* Thinks the organization’s main role is to protect old buildings and advocate to the government.
* Expressed confusion about some recent activities of the organization, feeling that it has broadened its scope too much, reducing focus.

**Participant 3**

* Believes Heritage New Zealand mainly preserves old buildings and includes an educational component.
* Mentioned that the organization submits opinions to Parliament and shares information with its members.

**Participant 5**

* Believes the organization preserves historic buildings but should also emphasize the social context of buildings to make the protected heritage more meaningful.

**Question Q2.1: "What is the link between Heritage New Zealand membership and heritage protection?"**

**Participant 1**

* Membership allows them free access to heritage sites, and they see these locations as spaces for exhibitions and gatherings.
* Emphasized that these sites should host more events to attract a wider audience.

**Participant 2**

* Believes that membership provides a sense of belonging to heritage sites.
* Occasionally participates in art and music exhibitions and feels this approach is appealing.

**Participant 3**

* Sees membership as a charitable contribution aimed at supporting heritage protection.
* Values the reciprocal access to heritage sites in other countries, which is an important aspect of membership.

**Participant 4**

* Values the opportunity to bring family to visit heritage sites and explore buildings they wouldn’t normally visit.
* Uses the Heritage New Zealand website to plan trips and explore more heritage sites.

**Participant 5**

* Feels the free admission benefit of membership is a significant attraction and especially enjoys the Heritage New Zealand magazine.
* Feels that the organization’s presence reassures people that heritage is being protected.

**Question Q3.1: "What benefits are most important to you?" and Q3.2: "Are there any benefits you feel are missing?"**

**Participant 1**

* Believes that the value of membership is not just in free entry but in the feeling of supporting heritage.
* Hopes the organization’s benefits will more clearly demonstrate their contribution to heritage protection.

**Participant 2**

* Mentioned that the organization’s event promotions are insufficient, making them feel like they missed out on many interesting activities.
* Finds the current magazine content too broad and suggests it should focus more on heritage buildings and sites.

**Participant 3**

* Enjoys attending open days and events at heritage sites, seeing these as effective in engaging more of the public.
* Disinterested in commercial discounts provided by the organization and questions if they truly benefit it.

**Participant 4**

* Believes heritage protection and free entry are important benefits but suggests that more engaging activities could attract younger members.

**Question Q3.3: "Would you pay more if you really like the magazine, knowing that we can put some money towards heritage protection?"**

* **Participant 1, 3, 4:** Yes, they would be willing to pay more if they liked the magazine, knowing it would support heritage protection.
* **Participant 2:** No, they don’t enjoy the magazine and would only consider paying more if it were improved.

**Question Q3.4: "Would you pay more for a membership that includes a card with reciprocal benefits?"**

* **Participant 5:** Suggested that an app could replace the need for a physical card, enhancing convenience.

**Question Q3.5: "Would you be agreeable to absorb the cost if we increased advertisements by about 10 or 20%?"**

* **All Participants:** Agreed to this suggestion.
* **Participant 2:** Added that they’d like to see the museum more involved with Heritage New Zealand through sponsorships or partnerships, though they hadn’t noticed any specific collaborations recently.

**Key Responses to Question Q5: "Feedback on Membership Categories"**

* **Participant 3:** Shared that a museum recently adjusted its membership structure, charging $75 for individuals, which may be a model to consider.
* **Participant 2:** Expressed strong resistance to paying for museum entry, viewing public museums as community assets and opposing additional fees.
* **Participant 4:** Indicated they wouldn’t likely become a member if similar fees applied to art galleries, though they are willing to support underfunded galleries.
* **Participant 1:** Discussed Motat’s approach, where members receive a family pass that can be gifted, adding a community value aspect.

**Key Responses to Question Q6.1: "When was your last visit to a heritage property?"**

* **Participant 4:** Recently visited Overstone House, which provided a memorable experience with a tour.
* **Participant 2, 3:** Discussed visits to a range of historical sites, some of which are not under Heritage New Zealand’s purview, highlighting interest in heritage outside the official scope.

**Key Responses to Question Q6.3: "Is free entry the main benefit you're interested in?"**

* **Participants 2, 3, 4:** Confirmed free entry as a significant benefit.

**Key Responses to Question Q6.4: "Do you want membership primarily for overseas reciprocal benefits?"**

* **Participant 2:** Suggested they value reciprocal benefits but seem more focused on New Zealand properties.

**Key Responses to Question Q6.5: "Magazine as a membership benefit?"**

* **Participant 5:** Finds the magazine a valuable reminder of membership with visual content that reinforces the organization’s goals.
* **Participant 3:** Noted the style of the magazine has changed, potentially impacting its appeal.

**Key Responses to Question Q8.1: "What keeps you as members?"**

* **Participant 4:** Considers the organization important to both personal and national heritage.
* **Participant 5:** Feels that membership is about supporting heritage protection rather than personal benefits.
* **Participant 1:** Enjoys supporting the organization and considers perks like visiting as secondary benefits.
* **Participant 2:** Feels a moral responsibility to support heritage preservation due to a personal interest in history.
* **Participant 3:** Describes a long-standing family connection to heritage and emphasizes the importance of advocacy and preservation efforts in their area.