



Wellington City Council Eco-City proposal survey

- In April 2012, Wellington City Council invited public submissions on their proposal to establish a new Council Controlled Organisation that would encompass Zealandia, Wellington Zoo, the Botanic Gardens and Otari-Wilton's Bush—known as the Eco-City model. The Council invited Wellington residents' views on this and three other models.
- When Councils carry out this type of consultation it often attracts residents with a specific vested interest in the outcome. This research aimed to gather a wide range of views from Wellington residents who might not otherwise make a submission regarding the Eco-City proposal.
- Five hundred and thirteen Wellington City residents completed an online survey based on the Wellington City Council's Eco-City submission form. The vast majority of these respondents have not made a formal submission regarding the Eco-City proposal (98%).
- The survey took an average of 8.1 minutes to complete and included both ratepayers (65%) and non-ratepayers (35%).

How the survey was carried out

- Five hundred and thirteen Wellington City residents completed the survey online between 30th April – 16th May 2012.
- All respondents are members of the Colmar Brunton Fly Buys panel. The sample was drawn in proportion to Statistics New Zealand age by gender counts for Wellington City residents.
- Wellington City Council designed the questions for its consultation process, which was being conducted independently from this survey. This survey was designed to mirror the consultation document.
- Colmar Brunton conducted the fieldwork and analysed the results.
- The survey took an average of 8.1 minutes to complete.
- The data are weighted so the overall percentages are representative of Wellington City residents by age and gender. Sample profiles can be found in Appendix B.
- The sample includes both ratepayers (65%) and non-ratepayers (35%).



513
interviews



30th April –
16th May
2012



Average
8.1 mins
per survey



65%
ratepayers,
35% non-
ratepayers

APPENDIX E

Most residents support the Eco-City Model as described in the Eco-City proposal.

Currently, most residents support the Eco-City Model, but one third of residents showed support for another model, or no model at all.

71% of residents prefer the Eco-City model.

12% prefer the WEVA model

6% prefer the Parks and Gardens model

5% prefer the Stand-alone CCO model

6% prefer none of these models

Of the 29% of residents who do not prefer the Eco-City model:

42% prefer the WEVA model

20% prefer the Parks and Gardens model

17% prefer the Stand-alone CCO model

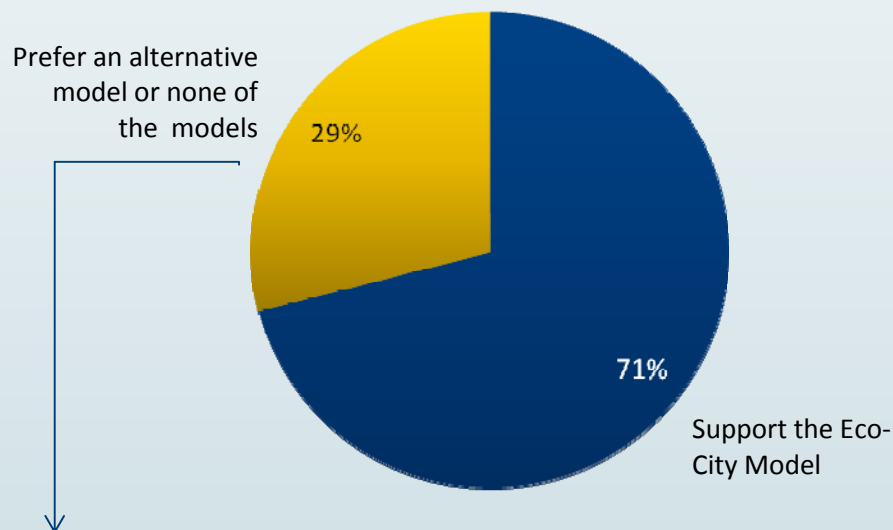
21% prefer none of these models

Ratepayers were less likely to prefer the Eco-City model (68%) relative to non-ratepayers (77%).

Regardless of their support many residents showed an appreciation for the unique nature of Zealandia, its importance to Wellington and New Zealand, and the work carried out by its volunteers.

Most residents support the Eco-City Model, but almost 30% of residents prefer another option

29% of residence prefer an alternative model to the Eco-City approach.



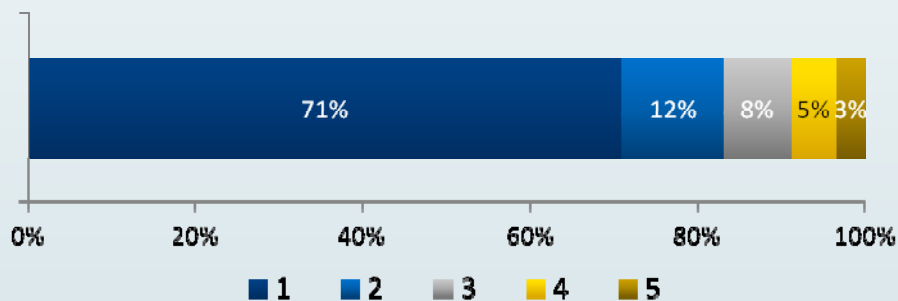
Of those residents who do not support the Eco-City model:

- 42% prefer the WEVA model
- 20% prefer the Parks and Gardens model
- 17% prefer the Stand-alone CCO model
- 21% prefer none of these models

Source: Q1
Base: All residents (n=513)

Wellington residents prefer the Eco-City Model more than any other option

71% of residents prefer the Council's preferred model: the Eco-City Model.



Rank (1=most preferred and 5=least preferred)

"I believe that it will be more cost-effective, and as a rate payer I'd prefer money to be going to all of the main attractions but being governed by one body."

Female Pakeha from Karori, aged 25-29.

Residents from all five Wards most preferred the Eco-City model; but significantly fewer Onslow-Western residents (61%) preferred the Eco-City model compared to the other Wards.

Source: Q1
Base: All residents (n=513)

Residents' support the Eco-City model is mainly due to its efficiencies and cost savings, and that it is a sensible approach.

56%

of residents who prefer the Eco-City model mention the efficiencies and cost savings associated with the Eco-City Model.

16%

report the model as being a sensible or logical approach.

15%

see the Eco-City Model as providing cohesion or synergy between attractions.

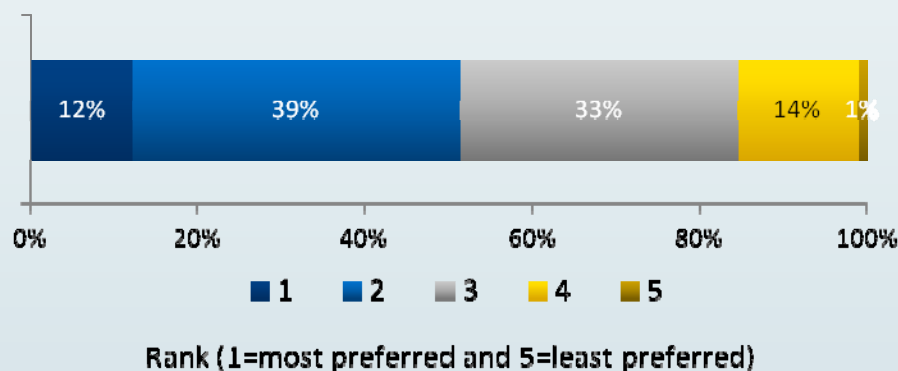
14%

would prefer that all four attractions be managed by one organisation.

Source: Q2
Base: Residents who support the Eco-City Model (n=355)

Just over one in ten Wellington residents prefer the Wellington Environment Visitor Attractions model

12% of residents prefer the WEVA Model.



“Zealandia and the Zoo are perceived as commercial visitor attractions, charging entry fees... while the botanical gardens and Otari-Wilton's Bush have free public access.”

Male Pakeha from Wadestown, aged 60-64.

Source: Q1
 Base: All residents (n=513)

Residents support the WEVA model because of the common ground between Zealandia and the Zoo.

22%

of residents who prefer the WEVA model see common ground in Zealandia and the Zoo in that they care for wildlife.

15%

note that Zealandia and the Zoo are fee-charging facilities—the Botanic gardens and Otari-Wilton's Bush are not.

15%

think that Zealandia and the Zoo should be separate from gardens and parks.

21%

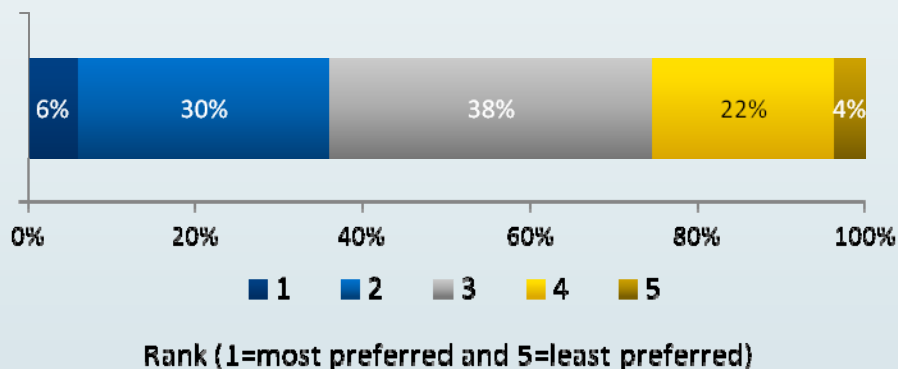
are concerned that a single CCO should not govern all natural attractions, or that some attractions might suffer under a single CCO.

Source: Q2
 Base: Residents who support the WEVA Model (n=64)

APPENDIX E

Fewer than one in ten Wellington residents prefer the Parks and Gardens model

6% of residents prefer the Parks and Gardens model.



"I'm a really big admirer of the work carried out by WCC Parks and Gardens. They seem to make things work, put a lot of effort into the work they do and have achieved some terrific results."

Female Pakeha from Tawa, aged 55-59.

Source: Q1
Base: All residents (n=513)

Residents support this model because of their admiration of WCC's Parks and Gardens Unit.

14%

of residents who prefer the Parks and Gardens model say they believe CCOs are ineffective.

14%

of residents report that they don't want to see Zealandia and the Zoo merge.

13%

of residents believe the Parks and Gardens Unit do a good job.

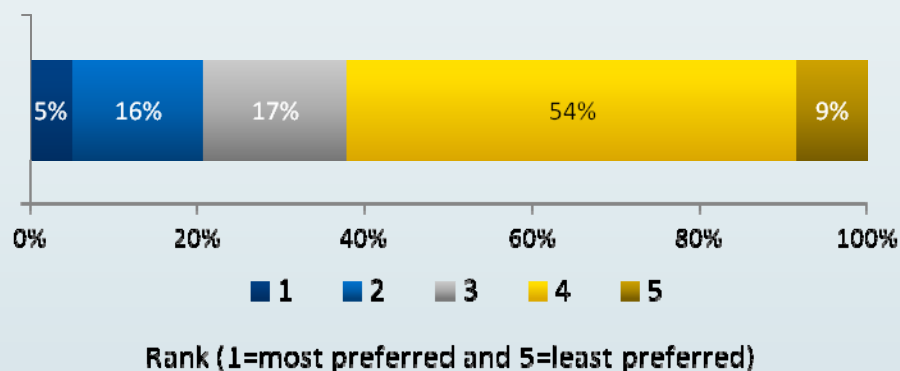
9%

of residents think it makes sense to align Zealandia with the Parks and Gardens Unit.

Source: Q2
Base: Residents who support the Parks and Gardens Model (n=52)

One in twenty Wellington residents prefer the Stand-alone Council Controlled Organisation model

5% of residents support the Stand-alone model.



"It's important for Zealandia to retain its independence. It's not a theme park or a zoo, yet it's being branded and marketed as such."

Female from Northland, aged 25-29.

Source: Q1
Base: All residents (n=513)

Residents support this model because they believe that Zealandia is unique and should be separate from the Zoo.

38%

of residents who prefer the Stand-alone model believe that Zealandia is unique and should be kept separate from the Zoo merge.

12%

believe that the other models will put Zealandia's volunteer base at risk.

12%

believe that this model will bring cost efficiencies and savings.

10%

believe that a merger could put some of the attractions at risk.

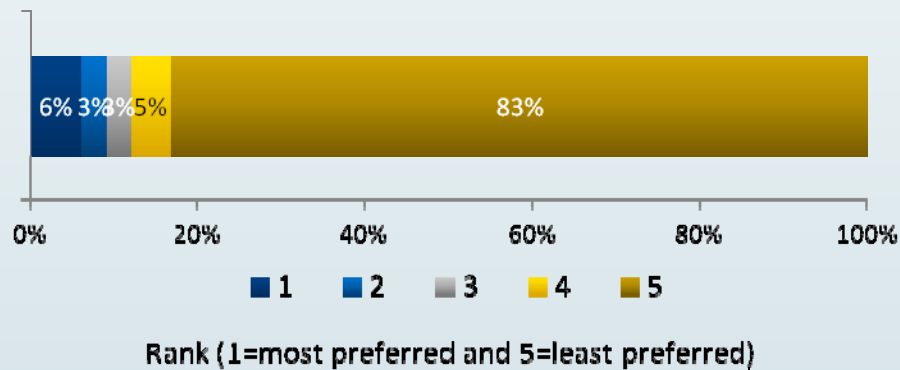
Source: Q2

Base: Residents who support the Stand-alone model (n=26)

APPENDIX E

Six percent of Wellingtonians do not support any of the proposed models or an alternative model.

6% of residents support none of the proposed models or an alternative model.



“The idea that the major animal/sanctuary care areas in our city may go under a large change of hands is a little bit scary. I think it needs to be done with great care and consideration to the areas affected.” Female Pakeha from Broadmedows, aged 25-29.

Source: Q1
Base: All residents (n=513)

Residents who support an alternative model because they believe that the natural attractions in Wellington are unique and require separate governance.

- 16% of residents who prefer an alternative say that each attractions is different (or unique) and should have separate governance.
- 14% prefer the status quo arrangement.
- 12% say that none of the models proposed consider Zealandia' volunteer base.
- 11% believe that Zealandia does not fit with any of the other attractions.

Source: Q2
Base: Residents who support an alternative (n=36)

Wellingtonians say that corporate sponsorship and changes to the current pricing structure are alternatives to funding Zealandia

14% of Wellington residents reported alternative models they would like WCC to consider.

The most popular alternative suggestions include:

11% Zealandia should operate independently

10% The status quo arrangement

9% Zealandia should be sponsored by a corporate



Source: Q3a and 3b
Base: All residents who suggested alternatives (n=78)

25% of Wellington residents suggested alternative ways WCC could fund Zealandia or Wellington's other natural attractions.

The most popular suggestions include:

21% Zealandia should be sponsored by a corporate

18% Change the current pricing structure

15% Donations, fundraising or grants



Source: Q4a and 4b
Base: All residents who suggested alternatives (n=136)

ADDITIONAL COMMENTS

APPENDIX A



Fifty-nine (12%) of respondents made additional comments about the Eco-City proposal and Zealandia.

32% of comments were in favour of the Eco-City Model

16%

describe Zealandia as an asset to Wellington and/or New Zealand.

4%

note that it is positive that WCC intends to keep Zealandia. However...

3%

thought that Zealandia needs more public involvement

3%

want to see the public awareness of Zealandia raised.

34% of comments were against the Eco-City Model

29%

of people said that Zealandia was currently too expensive.

3%

said that Zealandia was not worth the maintenance it required.



34% of comments were neither for or against the Eco-City Model

9%

of people said that there was not enough information to make an informed decision on any of the models.

8%

said it was important to keep Zealandia, regardless of the model that is ultimately chosen.

APPENDIX E

SAMPLE PROFILES



APPENDIX B

	Unweighted	Weighted
Gender		
Male	45%	48%
Female	55%	52%
Age		
18 to 29 years	18%	29%
30 to 39 years	18%	23%
40 to 49 years	21%	19%
50 to 59 years	17%	12%
60 or more years	26%	17%
Ratepayer status		
Ratepayer	73%	65%
Non-ratepayer	27%	35%

APPENDIX E

	Unweighted	Weighted
Up to \$30,000	3%	4%
\$30,001 to \$50,000	6%	6%
\$50,001 to \$70,000	11%	10%
\$70,001 to \$100,000	21%	23%
\$100,001 up to \$120,000	14%	14%
More than \$120,000	31%	31%
Unsure	1%	1%

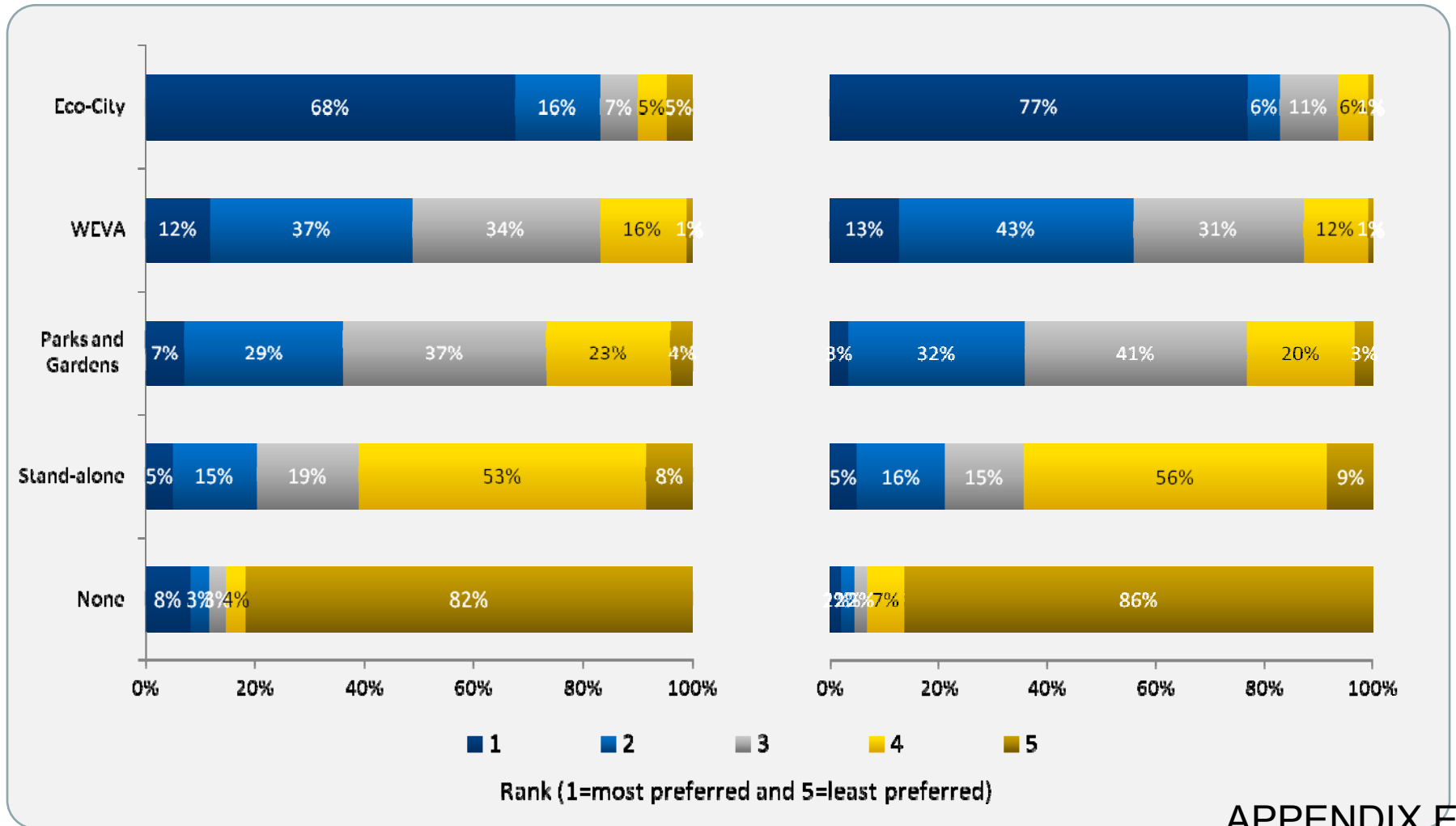
ADDITIONAL DATA



APPENDIX C

Ratepayers

Non-ratepayers



Preference by subgroup

	Total	Gender		Age					Ratepayer Status	
		Male	Female	18-29	30-39	40-49	50-59	60+	Ratepayers	Non-Ratepayers
Eco-City	71%	68%	73%	76%	75%	67%	68%	62%	68%	77%
WEVA	12%	13%	12%	11%	11%	15%	13%	13%	12%	13%
Parks and Gardens	6%	5%	7%	6%	4%	4%	10%	7%	7%	3%
Stand-alone CCO	5%	6%	4%	5%	3%	6%	2%	7%	5%	5%
None/alternative	6%	8%	5%	1%	7%	9%	7%	11%	8%	2%

Preference by Ward

	Total	Ward				
		Eastern	Lambton	Northern	Onslow-Western	Southern
Eco-City	71%	70%	72%	76%	61%	83%
WEVA	12%	14%	11%	11%	14%	11%
Parks and Gardens	6%	8%	7%	2%	7%	3%
Stand-alone CCO	5%	4%	5%	5%	7%	-
None/alternative	6%	4%	4%	5%	11%	3%

APPENDIX E

Residents' coded reasons for preferring the Eco-City model

Code	Respondents whose comments fall under each code
Efficient, cost savings, and better use of funds—value for money	56%
It's a sensible, practical, logical, and/or balanced approach	16%
More cohesion, cooperation, synergies, organisation, alignment and/or less competition between attractions	15%
All attractions should be managed by one organisation/consolidated	14%
I like this option best	8%
The unique identity of each attraction should remain catered for	6%
More power, growth, funding, income, return, and/or development under a single CCO	6%
Best benefits, outcomes, results and/or chance of success	6%
Zealandia will still remain and its identity will benefit	5%
They are similar attractions and have similar elements	5%
Potential for better promotion of attractions (eg, combination packages)	5%
Better/cheaper for ratepayers	4%
Agree with WCC's reasons for preferring this option	3%
Because it's WCC's preferred option	3%
Council will/should have greater control over finances	3%
It has the lowest risk	3%
It has an environmental or green focus	3%

APPENDIX E

Residents' coded reasons for preferring the Eco-City model (cont.)

Code	Respondents whose comments fall under each code
Council will be able to appoint the right people or more highly skilled people	2%
Would operate independently from the Council	1%
Could help to reduce Zealandia admission price because it's too expensive	1%
Attractions should not receive public funding—it should be user pays	1%
Zealandia has been loosing money, spending too much money, or needs more money to survive	*
Karori Sanctuary Trust has been ineffective	*
Would prefer more information	*
Other	7%
No comment	2%

Residents' coded reasons for preferring the WEVA model

Code	Respondents whose comments fall under each code
Both Zoo and Zealandia care for wildlife or have wildlife focus and similar staff skills	22%
Zoo and Zealandia are both commercial (fee charging) attractions	15%
Zoo and Zealandia do not fit with garden and parks, and should be separate	15%
This would give Zealandia some independence and/or autonomy	13%
CCO governing all attractions would not benefit individual attractions	11%
Don't want all attractions governed by a single CCO	10%
It's the best model/the model I like	10%
Less or similar cost savings as Eco-City model	9%
Low cost and/or efficient	8%
Council will maintain control	7%
Good compromise—high benefits and low risk	4%
Zoo and Zealandia attract similar people	3%
Zealandia would benefit from working with the Zoo	2%
Less risk—I don't want the Council having to charge for using parks and gardens	2%
Easier to understand WEVA model	1%
Don't think Otari fits with Zealandia	1%
Other	10%

APPENDIX E

Residents' coded reasons for preferring the WEVA model (cont.)

Code	Respondents whose comments fall under each code
No comment	4%
Don't know	2%

Residents' coded reasons for preferring the Parks and Gardens model

Code	Respondents whose comments fall under each code
Don't want a CCO—CCOs are ineffective	14%
Better than merging with the Zoo and Zealandia—the Zoo is too different	14%
The Parks and Gardens Unit is a good and/or effective—they will do a good job	13%
There will be staffing, management, equipment, and/or resource efficiencies	12%
Zealandia is a type of park/garden—makes sense to align it with Parks and Gardens unit	9%
Good idea to incorporate Zealandia within the Council	7%
I just like the idea; it works; it's the best option	7%
It will remove the corporate/commercial structure of Zealandia	5%
Zealandia relies on its volunteers/donations	5%
Parks and Gardens are free/accessible	4%
Cost effective	4%
This will drive innovation and reduce pricing	3%
The most environmentally focused option	3%
Less expensive than forming a CCO	2%
Other	17%
No comment	10%

APPENDIX E

Residents' coded reasons for preferring the Stand-alone CCO model

Code	Respondents whose comments fall under each code
Zealandia has a unique restoration and/or conservation focus—its goals need to be preserved	14%
It's the best option; It's the one I like	14%
Zealandia, the Zoo and/or other attractions should be kept separate—they are unique	13%
There will be some cost efficiencies, benefits and/or savings	12%
The other models put Zealandia's volunteer base at risk	9%
Merger with Zealandia would put the other attractions at risk—these organisations should succeed/fail on their own	7%
Will be less about making money, less commercial and/or less profit driven	7%
Zealandia is successful and it operates effectively	5%
Central Government or DOC should have some input/contribution	5%
Merger with Zoo would be bad for Zealandia	4%
Merging the attractions will make it hard to identify inefficiencies—it will confuse costs	4%
Other	25%
No comment	3%

APPENDIX E

Residents' coded reasons for not preferring any model or an alternative model

Code	Respondents whose comments fall under each code
Each attraction is too different or unique and they need separate governance	16%
Prefer status quo; I don't want any changes	14%
The proposed models don't consider Zealandia's volunteer base—Zealandia depends on volunteers	12%
Zealandia doesn't fit with the other attractions—it is too different or unique	11%
Zealandia should be given Council funding or an annual subsidy	10%
I don't want any more Council money given to Zealandia	9%
Not enough evidence to support Council's options; WCC needs to do more research	8%
CCOs not efficient and/or too political and/or beaurocratic	7%
I don't know enough to say—it's a complex issue	7%
Admission prices for attractions are too high	6%
Would need to see more information to decide	4%
Zealandia should be given more time or another chance to keep running as it	4%
Zealandia should focus on conservation and not on making money	4%
Zealandia/The Sanctuary Trust has been successful	4%
Zealadia and Te Papa should be aligned	3%
The Zoo doesn't fit with the other attractions—it is too different or unique	2%
A single organisation would have too much power and would be a drain on Council/ratepayers	2%

APPENDIX E

Residents' coded reasons for not preferring any model or an alternative model

Code	Respondents whose comments fall under each code
Options are not radical and/or not drastic enough	2%
A single organisation could not cater for unique needs of all attractions	2%
Zealandia and Otari/Wilton's Bush should be aligned	2%
Other	25%
Don't know	3%
No comment	2%

APPENDIX E

FULL QUESTIONNAIRE



APPENDIX D

WELLINGTON CITY COUNCIL ECO CITY SURVEY 2012 109103962

Introductory email invitation for Fly Buys panellists

SUBJECT: Survey about the Wellington Eco City proposal

Hi [INSERT FIRST NAME]

We'd like to invite you to give us your views about **Wellington City Council's Eco city proposal**.

If you qualify and complete this survey you'll collect **10 Fly Buys Points!** These points will show up on your Fly Buys account approximately 14 days after the survey close date.

It should take no longer than **8 minutes to complete this survey**, depending on your answers. We hope you find it interesting!

So that your views can be included we need you to finish the survey by **Wednesday 16 May 2012**. This survey may close earlier if our target number has been reached.

Your answers are **completely confidential**. Your views will be grouped with those of others so that individual people and their answers cannot be identified.

To start, just click on the link below. If you need to, you can stop the survey at any time on the way through and return to the same point at a later date.

[INSERT UNIQUE LINK]

If your link wraps over two lines you may need to enter a code and password, these are:

Code: [INSERT CODE]

Password: [INSERT PASSWORD]

Thanks, in advance, for your time and your views!
Colmar Brunton

PS If there are other Fly Buys cardholders in your household that would like to register to collect Fly Buys Points with Colmar Brunton, just [click here](#).

If you would like to contact us about this survey, simply reply to this email or alternatively email us at survey@colmarbrunton.co.nz

Screening questions

S1 Firstly we have a few questions just to check we're surveying the right people.

In which of the following areas do you live?

Please select one only.

Lower Hutt	1	CLOSE
Upper Hutt	2	CLOSE
Porirua	3	CLOSE
Kapiti Coast	4	CLOSE
Wellington City	5	
Carterton	6	CLOSE
Masterton	7	CLOSE
Greytown, Martinborough, or elsewhere in South Wairarapa	8	CLOSE
Tararua District	9	CLOSE
In another area	10	CLOSE
Don't know	11	CLOSE

CLOSE SCRIPT: I'm sorry. We would like to survey just Wellington city residents for this research. Thank you very much for your interest.

S2 In which of these Wellington suburbs do you live?

Please select one only.

Aro Valley	1
Berhampore	2
Breaker Bay	3
Broadmeadows	4
Brooklyn	5
Chartwell	6
Central City	7
Churton Park	8
Crofton Downs	9
Glenside	10
Grenada North	11
Grenada Village	12
Hataitai	13
Happy Valley	14
Highbury	15
Horokiwi	16
Houghton Bay	17
Island Bay	18
Johnsonville	19
Kaiwharawhara	20
Karaka Bays	21
Karori	22
Kelburn	23
Khandallah	24
Kilbirnie	25
Kingston	26
Kowhai Park	27
Linden	28
Lyall Bay	29
Makara	30
Makara Beach	31

Maupuia	32
Melrose	33
Miramar	34
Mitchelltown	35
Moa Point	36
Mornington	37
Mount Cook	38
Mount Victoria	39
Newlands	40
Newtown	41
Ngaio	42
Ngauranga	43
Northland	44
Ohariu Valley	45
Oriental Bay	46
Owhiro Bay	47
Paparangi	48
Pipitea	49
Rarua	50
Rongotai	51
Roseneath	52
Seatoun	53
Seatoun Bays/Karaka Bays	54
Southgate	55
Strathmore Park	56
Takapu Valley	57
Tawa	58
Te Aro	59
Thorndon	60
Vogeltown	61
Wadestown	62
Wilton	63
Woodridge	64
I don't live in any of these suburbs	65

CLOSE

CLOSE SCRIPT: I'm sorry. We would like to survey just residents in particular suburbs for this research. Thank you very much for your interest.

S3 Are you...?
Please select one only.

Male	1
Female	2

S4 Which of the following age groups are you in?
Please select one only.

18 - 19	1
20 - 24	2
25 - 29	3
30 - 34	4
35 - 39	5
40 - 44	6
45 - 49	7
50 - 54	8
55 - 59	9
60 - 64	11
65 - 69	12
70 - 74	13
75 Plus	14

CHECK QUOTAS. IF FULL CLOSE WITH: I'm sorry. We have already surveyed a lot of people in a similar demographic group to you. Thank you very much for your interest.

Background information

Thank you for completing those questions. You're just the person we're looking for.

Over the next five screens we're going to provide you some information about Wellington City Council's Eco City proposal. Then we're going to ask you a few straight forward questions.

Please click next to continue.

SCREEN 1

Wellington City Council, Eco-City proposal April 2012

Wellington City Council is considering changing the governance and management structure for Zealandia and the city's other natural attractions – Wellington Zoo, Otari-Wilton's Bush and the Botanic Garden.

At the present time, the current management structures are:

- The zoo is run by a CCO, Wellington Zoo Trust.
- Zealandia is run by an organisation called the Karori Sanctuary Trust.
- The Botanic Garden and Otari-Wilton's Bush are part of the Council's Parks and Gardens business unit.

Please click next to continue.

SCREEN 2

Background – Why are we considering a new structure?

The proposal we are considering is the result of a recommendation of a Council working group. The working group was set up to consider a request for more ratepayer funding by the organisation that runs Zealandia.

- Zealandia was established – and is governed – by the Karori Sanctuary Trust.
- The Council has been a major financial supporter of the sanctuary, including providing a \$10.4 million loan to build the new visitor centre.
- Visitor numbers at Zealandia continue to grow, but at a slower rate than was forecast when the visitor centre was built.
- The trustees have told the Council that without ongoing financial support, Zealandia will not be able to continue.
- We regard Zealandia as an extremely valuable asset for the city and want to see it continue. However, we are not prepared to continue to provide funding for Zealandia without closer management control, and the working group was asked to propose a solution.

The working group's objectives were to:

- preserve the identity of Zealandia as a place for conservation of New Zealand's nature heritage, flora and fauna and as an ecological asset to the city;
- maintain Zealandia as a place for visitor attraction and education; and
- reduce the cost to the Council and ratepayers.

Please click next to continue.

SCREEN 3

The different options we are considering

The working group identified a number of options and considered in detail four that seemed reasonably practicable:

- Stand-alone Council Controlled Organisation model**
Provide an operational funding grant to Zealandia, sufficient to ensure operations are maintained but change the governance so that Zealandia becomes a Council Controlled Organisation.
- Wellington Environmental Visitor Attractions model**
Establish a common governance structure to create a strategic alignment between Zealandia and Wellington Zoo and provide operational funding.
- Parks and Gardens model**
Incorporate Zealandia within the Council as part of the Parks and Gardens business unit and provide operational funding.
- Eco-City model**
Establish a common governance structure to create a strategic alignment between Zealandia, the Wellington Zoo, the Wellington Botanic Garden and Otari-Wilton's Bush and provide operational funding.

This is our preferred option.

Please click next to continue.

SCREEN 4

Assessing the different options

The Council considered the different options identified by the working party, and its assessment of the likely costs, potential benefits and risks. These are summarized below.

You can find more about the different options in the full statement of proposal. The Council will not make a final decision about what might happen until this consultation process is completed.

	OPTION 1. Standalone CCO model	OPTION 2. WEVA model	OPTION 3. Parks and Garden model	OPTION 4. Eco-City model
Description	All four attractions continue as stand alone entities. Zealandia becomes a CCO.	Zealandia and the Zoo managed by a single CCO. They remain separate entities.	Zealandia becomes part of the Council's Parks and Gardens business unit.	All four attractions managed by a single CCO but retain their individual identity.
Cost Savings Benefits	Low	High	Medium-High	High
Revenue and Soft Benefits	Medium	High	Medium-High	High
Risk Assessment	Medium-High	Medium	Medium	Medium
Total Council funding required over three years*	\$2.850 million	\$1.338 million	\$1.614 million	\$1.338 million
Comment	Gives the Council greater management control of Zealandia, but because it remains a standalone entity there are limited opportunities for cost saving.	Enables both entities to leverage strong shared management and administration. Offers opportunities to grow revenues.	Offers cost saving benefits but the opportunities for revenue generation are not so strong.	Brings the four attractions under one governance structure which present the best potential option for cost savings, benefits and opportunities to grow revenue.

* The total Council funding required for each option is the forecast prepared by the working group for the three years from 2012/13 to 2014/15 and take into account the cost of savings benefits they identified. The funding forecasts do not take into account revenue options identified by the working group but not yet fully scoped. Nor do they take account of the cost to the Council of the interest on the \$10.4 million loan provided to Zealandia interest free, nor depreciation costs for which no cash funding provision was made in the Karori Sanctuary Trust's funding request. Further detail on the financial assumptions are in the full Statement of Proposal.
The funding request from the Karori Sanctuary Trust to Council on which the working group based its analysis was for \$950,000 per year for three years. After the working group had prepared its recommendations the trust revised its funding request to \$700,000 per year for three years.

Please click next to continue.

SCREEN 5

If the preferred option was adopted, how would the new Eco-City charitable trust be formed?

To form Eco-City, Karori Sanctuary Trust will become a CCO. The new Eco-City CCO will be created as a charitable trust, and the four attractions will be brought together under a single board of trustees appointed by the Council. Management and operational staff for the four attractions will all be employed by Eco-City. Ownership of the assets will be with the Council.

What is a council controlled organisation?

A Council Controlled Organisation (CCO) is set up to independently manage Council facilities or deliver specific services and development on behalf of Wellington residents. As the major stakeholder, the Council retains control, but appoints appropriately qualified and experienced people to run the organisation on its behalf. The CCO is expected to achieve the objectives of its shareholders as specified in the statement of intent.

Now that you've read this information we have a few questions for you. If you'd like more information about the Eco City proposal before answering these questions, a PDF document with a fuller summary of the proposal can be found [here](#).

Please click next to go to the first question.

Questions

- Q1 Listed below are the different options the Council considered for the governance and management structure of Wellington's natural attractions (Zealandia, Wellington Zoo, Otari-Wilton's bush, and the Botanic Garden).

Please rank these options from 1 (your most preferred option) to 5 (your least preferred option). Please use each number only one.

Eco city model (the Council's preferred option)	
Wellington Environmental Visitor Attractions model	
Parks and Gardens model	
Stand alone Council Controlled Organisation model	
None of the models listed/ An alternative model	

- Q2 Why did you select [INSERT RANK ONE OPTION FROM Q1a] as your preferred option?

Please type your answer in the box below.

- Q3a Are there any alternative models you would like the Council to consider?

Please select one only.

Yes	1
No	2

GO TO C

- Q3b Please describe the alternative model or models you'd like the Council to consider.

Please type your answer in the box below.

- Q4a Are there any other ways the Council should consider for funding Zealandia or Wellington's other natural attractions?

Please select one only.

Yes	1
No	2

GO TO C

- Q4b Please describe the other ways the Council should consider for funding Zealandia or Wellington's other natural attractions.

Please type your answer in the box below.

- Q5a Those are all the questions we have. Would you like to make any other comments?

Please select one only.

Yes	1
No	2

GO TO C

- Q5b Please provide your comments below.

Please type your answer in the box below.

Demographics

We now have a few more background questions. These help us to understand the views of different people.

- Q6a Are you a ratepayer?

Please select one only.

Yes	1
No	2

- Q6b Have you made a formal submission to Wellington City Council about the Eco City proposal?

Please select one only.

Yes	1
No	2

- Q6c Which of these groups do you fit into? You can be in more than one.

Please select all that apply.

New Zealand European	1
New Zealand Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Another Pacific Island group (please tell us)	7
Chinese	8
Indian	9
Another Asian group (please tell us)	10
Another European group (please tell us)	11
Another ethnic group (please tell us)	12
Don't know	13
Prefer not to say	14

- Q6d Do you live with a partner?

Please select one only.

Yes	1
No	2

GO TO Q6f

- Q6e What is the approximate combined annual income of you and your partner from all sources, before tax?

Please select one only.

\$20,000 or less	1	CLOSE
\$20,001 to \$30,000	2	CLOSE
\$30,001 to \$50,000	3	CLOSE
\$50,001 to \$70,000	4	CLOSE
\$70,001 to \$100,000	5	CLOSE
\$100,001 up to \$120,000	6	CLOSE
More than \$120,000	7	CLOSE
Don't know	8	CLOSE
Prefer not to say	9	CLOSE

Q6f What is your personal annual income from all sources, before tax?
Please select one only.

\$5,000 or less	1
\$5,001 to \$10,000	2
\$10,001 to \$20,000	3
\$20,001 to \$30,000	4
\$30,001 to \$50,000	5
\$50,001 to \$70,000	6
\$70,001 to \$100,000	7
\$100,001 up to \$120,000	8
More than \$120,000	9
Don't know	10

[Close](#)

That's the end of the survey. Thank you for your time today. You have collected 10 Fly Buys Points for completing this survey. Please remember these points may take up to 14 days to be added to your account after the close date of the survey.