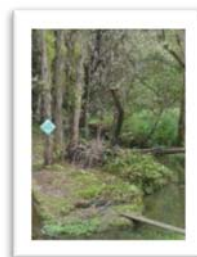




SEQ Land for Wildlife Program: Results of the 2013 Membership Survey



SEQ LAND FOR WILDLIFE PROGRAM: RESULTS OF THE 2013 MEMBERSHIP SURVEY



A word cloud illustrating the mostly commonly used words from survey participants in response to Question 34: *How can Land for Wildlife best support you in managing weeds on your property?*

The report was prepared by Rachel Eberhard, of Eberhard Consulting and Diana James, consultant, with the guidance of Deborah Metters (SEQ Catchments), Stephanie Reif (Sunshine Coast Council), Lexie Webster (Gold Coast City Council) and Lyndall Rosevear (Logan City Council). Many thanks to the SEQ Land for Wildlife network – officers and members, who generously contributed their time and thoughts to this survey and report.

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Prepared by:



On behalf of:



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Executive summary

The Land for Wildlife (LfW) program is a voluntary, community conservation program that supports landholders to conserve wildlife and habitats on their properties. In South East Queensland (SEQ) ten local governments deliver the program, with SEQ Catchments providing a regional coordination and support role.

SEQ LfW currently has more than 3,700 members. Standard LfW services offered by local governments are similar across councils and include property visits, personalised advice, property maps and information products. In addition to these services, some councils also offer workshops, field days, incentives and grants. The SEQ LfW network surveys its membership every 5-7 years to assess and demonstrate outcomes, as well as improve program delivery. This report documents results from the 2013 membership survey.

Members were surveyed in July-August 2013. 1,124 members that manage 27,740 ha of LfW properties completed the survey. The survey achieved a 30% response rate, which is considered a good result for an active, membership-based organisation. Most respondents (82%) completed the survey online (versus a paper version inserted in the newsletter). Personalised email invitations to the online survey proved particularly effective (37% response rate). Councils that were able to provide email contacts for most of their members consequently benefitted from higher response rates (e.g. Lockyer Valley, Brisbane and Sunshine Coast Councils). Some caution should be applied in extrapolating results to the full membership, however, as a number of indicators suggest a sample bias towards highly involved, high achieving members.

The typical LfW household is two people, no children, both in work. They have owned their lifestyle or bush block for 10 years, and been a LfW member for seven years. Interestingly, 32% of respondents indicated that they have owned their property for over 20 years indicating a long-term commitment to their land and local community. People who have owned their land for longer are more likely to attend more LfW events, be more confident of their conservation skills and have achieved larger areas of weed management and revegetation.

Most LfW properties are lifestyle or bush blocks (88% of responses). Larger LfW properties (over 16 hectares) constitute 21% of respondents. LfW members on larger properties were found to be significantly different to other members and are more likely to be primary producers, motivated by economic as well as environmental reasons, highly value grants and funding and have an interest in erosion control.

Only 9% of survey respondents report earning an important income from their property (mostly grazing, but also horticulture, tourism and other commercial operations). Income-earning LfW properties are found predominantly in the Lockyer Valley, Scenic Rim and Sunshine Coast Council areas and are more likely to engage in streambank management than other LfW members. Over half of respondents (53%) reported that their property is adjacent to another LfW property or

conservation reserve – suggesting a potential role of LfW properties in buffering and extending the conservation estate.

Analysis suggests that the membership can be segmented on the basis of property type, household composition and motivations:

- A typical LfW household is two people (both working and with no children), living on a small (2-25 ha) lifestyle block,
- Farmers and institutional properties (schools, government, tourism and other commercial enterprises) are distinct groups within the membership.

Motivations vary across these groups. As expected, environmental motives dominate, but health and social motivations are also very strong. Economic motivations are also important drivers for working households and households with families, as well as primary producers. Health motivations were associated with households with one or more adults who are retired or not working. Strong social motivations were found across the membership types, including primary producers and commercial and institutional property owners.

The survey results provide a resounding endorsement of the current suite of services provided by the LfW program. Members highly value property visits, tailored property advice, technical advice particularly on plant identification and weed control, and contact with LfW officers. They also highly value the newsletter and the LfW technical notes are frequently used. A typical LfW member contacted a LfW officer, received a visit and attended an event in the last 12 months. On average, respondents accessed LfW services or resources ten times in the last year. The quarterly newsletter was read by an impressive 99% of respondents, and has an estimated readership of 6,355 people. Members reported that all LfW services were useful (but particularly the newsletter (91%), property visits (90%), technical notes (82%), incentives (71%) and contact with officers (70%). The survey found that LfW members who access LfW services and resources more frequently are more likely to be newer members that highly value all LfW assistance, report improvements in skills and knowledge and are extremely satisfied with the LfW program.

Weed control is still the dominant activity undertaken on LfW properties, consistent with the findings from the 2006 survey results. Weed identification is the number one workshop topic of choice and most LfW members report that their knowledge and skills have improved in relation to weed identification (91% of respondents) and weed management (84%) as a result of their LfW membership. Almost all respondents (97%) said that weed control is important (75% report it as very important). On average, survey respondents have controlled 3.5 hectares of weeds and most respondents (95%) plan to undertake weed control work in the next year. Qualitative data suggests that LfW members want more personalised technical advice and practical assistance such as labour, grants and herbicides to help them control weeds.

Only one quarter (26%) of respondents engaged in pest animal control and one third (36%) in fire management on their LfW properties, reflecting the more technical and sometimes regulatory nature of these land management activities.

LfW events such as workshops and field days were attended by 49% of members, mostly non-working LfW members, such as retirees. Qualitative responses indicate that many LfW members have difficulty in accessing workshops, often due to work or family commitments.

There is a strong association between member's level of engagement with the LfW program and members' confidence in their skills and overall satisfaction with the program. Members report that their knowledge and skills in all major program areas (weed identification, native plant identification, revegetation/planting, habitat requirements and wildlife identification) have improved as a result of participating in the LfW program. Long-term LfW members are more assured of their conservation skills and have improved larger areas of land through weed control and revegetation. They also actively recruit others to the LfW program and wish to attend more LfW events.

Members are highly satisfied with the program, and actively advocate on its behalf. More than 40% of LfW members actively recruit others to the program, indicating strong loyalty and advocacy for the program. LfW members in Logan are the strongest program advocates. Members would like more of the same services (more visits, more contact, more services).

Together, LfW respondents report spending 60,000 days and \$2.25M in cash on conservation activities on their LfW property in the last year. Interestingly these results show a large increase (2-3x) in time spent, but a similar level of cash spent, compared to the 2006 survey results. Nearly 20% of responses reported over 73 days (500 hours) spent on conservation activities in the last year. In total, this effort is valued at \$16.25M per annum. Extrapolated to the full membership, this represents a 7-18-fold return-on-investment for local governments and SEQ Catchments (conservative estimate). Collectively, survey respondents have planted 1.2M trees, managed 3,485 ha of weeds and revegetated 3,900 ha. Some LfW members (18 properties) have planted more than 10,000 trees each.

More than a third of survey respondents report accessing grants and 41% of them find environmental grants very useful (note that grants are not offered in most Council areas). The highest proportion of members accessing grants was recorded from the Sunshine Coast and Redland council areas.

The survey tested and clearly demonstrated that the LfW program delivers a range of benefits to members, as well as on-ground environmental outcomes. Members reported benefits in improved environmental knowledge, greater social connectivity and improved physical activity. Interestingly members also reported improved relationships with council through increased information about council initiatives and a greater appreciation of the role of council. All of these benefits were widely recognised by the members surveyed.

The survey also found that LfW members value the environment beyond their property gate, with 75% of respondents considering environmental issues beyond their property and that 88% report that LfW has helped with their understanding of habitat connectivity. These findings support the delivery of a regional LfW program, as currently occurring in SEQ with the partnerships between local governments and SEQ Catchments.

Some 18% of members surveyed reported having a Voluntary Conservation Agreement or similar arrangement in place (or in progress). Awareness, uptake and interest in Voluntary Conservation Agreement (VCAs) and similar mechanisms have increased significantly since the previous survey. More than half (56%) of those surveyed expressed an interest in learning more about VCAs. This is a considerable increase from the 2006 survey where 9% reported their intention to pursue a VCA, and a further 29% reported that they would consider it. The LfW program will need to provide adequate information and advice on conservation covenants to meet the increasing interest from members.

The survey clearly demonstrates that the LfW program is meeting member expectations. Members are highly satisfied and value all aspects of the current service delivery model (information resources and personalised extension services). The survey results provide some detail about the motivations and barriers to conservation action and how these vary across the membership. There is some opportunity for the program to be more cost-effective and achieve greater impact by tailoring services to address the needs of these specific groups within the membership.

Members want access to more of the services currently provided, and meeting this demand is a challenge for the program. Enhancing the social dimensions of the program with more peer-to-peer activities, and utilising more online and mobile technologies offer possible strategies to help meet this demand. The program also needs to consider how it responds to the opportunities provided by an increased interest in VCAs.

The survey provides some evidence of delivering nature conservation outcomes, by demonstrating the program's impact on member knowledge, skills and behaviours, and some data on on-ground achievements (area revegetated etc.). For example, most respondents (80%) report that the condition of their property has improved due to the LfW program. However, a survey instrument has limited capacity to demonstrate the link between participation in LfW and the achievement of environmental outcomes. Some suggestions to strengthen this evidence base through case studies, spatial analysis and monitoring are provided. This survey found that 58% of respondents are engaged in wildlife monitoring, suggesting that the LfW program could build on this interest to better demonstrate the link between LfW and environmental outcomes.

In summary, the 2013 survey provides a strong endorsement of the current SEQ LfW program and some suggestions for its further improvement and adaptation.

1. Introduction

Land for Wildlife (LfW) is a voluntary, community conservation program that supports landholders to conserve wildlife and habitats on their properties. Originating in Victoria, the scheme has now been expanded and adopted nationally. In South-East Queensland (SEQ), LfW has been operating since 1998, and is currently delivered by ten local governments. SEQ Catchments provides a regional coordination and support role.

LfW provides a foundation and framework for landholders to integrate conservation objectives with other land uses. LfW properties range from small residential blocks to hobby farms and commercial agricultural or pastoral enterprises. LfW sits at one end of a spectrum of conservation options open to private landholders. Voluntary Conservation Agreements and conservation covenants represent more formal (legal) commitments, and may be registered on the property title in perpetuity.

In SEQ, LfW involves 3,700 members, with approximately 200 new properties joining annually. LfW offers councils a way to support landholders leveraging council's investments in the program with landholder commitments of time and resources to achieve conservation benefits. Support services offered vary by local government area, but include workshops, field days, incentives, grants and information products. LfW and other voluntary conservation efforts contribute to both private and public conservation objectives. Regional biodiversity targets are a strong driver of program funding support.

The SEQ LfW program aims to regularly survey their membership to assess and demonstrate outcomes and improve program delivery. The last regional survey was undertaken in 2006, although the Sunshine Coast Council surveyed its membership in 2012. This document reports on the most recent (2013) regional survey. A Steering Committee of local governments and SEQ Catchments was formed to work closely with the consultants in developing, implementing and interpreting the survey.

The 2013 SEQ LfW survey objectives included:

- providing feedback on program delivery (what people like and use, or don't)
- collecting information on what conservation outcomes are being achieved by members, and how LfW contributes to this
- better understanding of landholder motivations in adopting conservation practices, and
- estimating the return-on-investment value.

The survey results will be used to improve program delivery and to substantiate and promote the program's benefits.

2. Methods

This section describes the activities undertaken to complete the three major tasks identified (survey preparation and design, survey implementation and survey analysis and reporting).

Survey design and preparation

This task included preparatory work to develop and refine the survey, including a workshop with the Management Team designated by the LfW Steering Committee. Steps included:

- a short literature review of relevant survey approaches
- review of previous surveys in SEQ and elsewhere in Australia
- development of broad conceptual design and options for discussion
- preparation, facilitation and documentation of a workshop with the Management Team
- preparation of multiple drafts of the survey instrument in paper and web versions
- refinement in response to feedback from the Management Team, and
- finalisation of the survey.

Dr Diana James conducted the literature review that addressed two key propositions:

- to identify program performance measures that can be assessed and/or validated via the survey instrument and analysis, and
- to consider how theories of community engagement, motivation, capacity, and adoption can inform survey design.

Key literature used in the development of broad survey concepts included the following: Binney & Whiteoak, 2010; Fenton, MacGregor, & Cary, 2000; Greiner & Gregg, 2011; Schirmer, Dovers, & Clayton, 2012; Zammit, 2012.

The SEQ LfW network had developed an extensive list of survey objectives. Additional priorities were solicited from higher-level managers – these provided a different perspective, and highlighted the need to demonstrate benefits, assess cost-effectiveness, understand linkages to strategic regional outcomes and determine whether members advocate the program.

The Management Team workshop built a conceptual model of the LfW program, encompassing aspects highlighted in the survey objectives (e.g. motivations and barriers, links to other programs, on-ground achievements and wider benefits (outcomes)). Survey objectives were prioritised, and operational details discussed. Incentives for online completion of the survey were considered important to meet the project's time and budget constraints.

The model was subsequently developed further (Figure 1) and constructs identified (Figure 2). The model illustrates how the LfW program seeks to influence landholder's knowledge, attitudes and motivations for conservation actions. In turn, these enable the adoption of land conservation practices that can lead to wider benefits (environmental and other outcomes). Membership factors influence whether individuals join the program and how they engage with it. A key area identified in the workshop was the recognition that wider benefits can include health and social benefits as well as a better relationship with councils (who deliver the LfW program). These were incorporated into the model and subsequently the survey design.

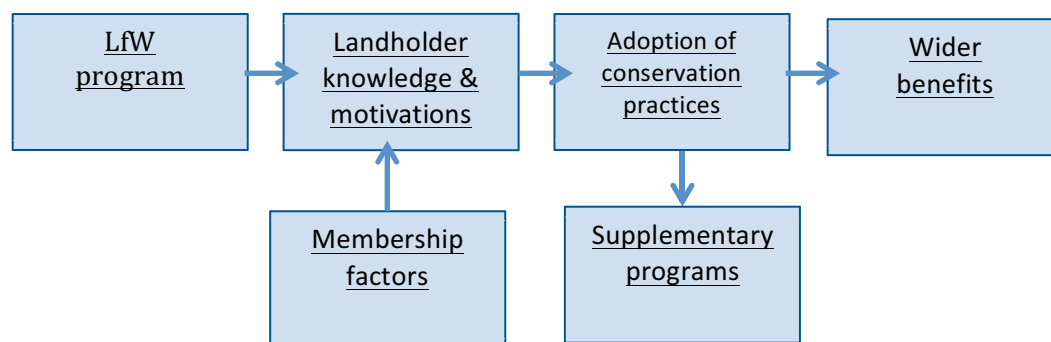


Figure 1 Conceptual model of the LfW program

Constructs were developed to provide a more detailed framework for survey development. Landholder attitudes were dropped as a construct (despite its conceptual validity) because it was felt that members, through self-selection, had already demonstrated a favourable attitude to conservation. An iterative process was used with the Management Team to develop questions that tested the identified constructs. One area of considerable discussion was member characteristics. These were given a relatively lower priority, reflecting the fact that the program is not currently segmented based on member characteristics. There were also concerns that members might perceive personal questions as intrusive (e.g. asking for income levels).

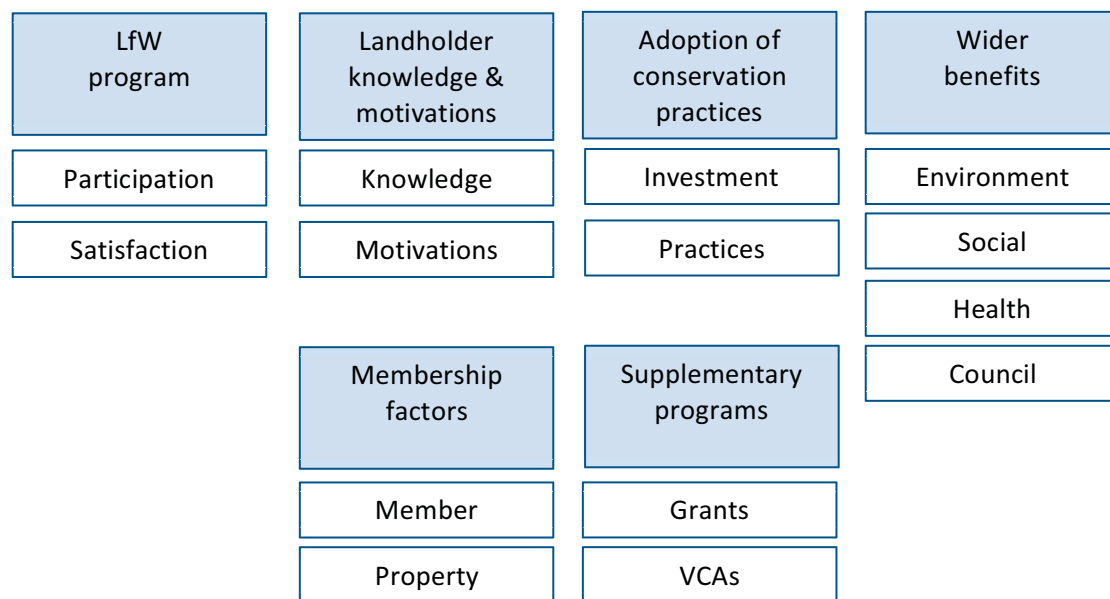


Figure 2 Model and constructs identified for survey development

Following four rounds of review, the survey was then tested on twelve LfW members. This provided valuable feedback in the form of members' comments, their survey data and observer notes. A number of questions were modified in response.

Survey implementation

This task involved setting up the online (Survey Monkey) and paper-based survey instruments, soliciting survey responses and the survey period. Steps included:

- setting up the on-line survey (transposing survey questions, layout, email addresses etc.)
- developing the layout of the paper survey
- finalising of incentives and encouragement strategies for online completion
- launching the survey (by post, email and web access)
- responding to queries
- receiving responses during the survey period (5 weeks), and
- entering data from paper survey responses.

The finalised survey was established on-line using the Survey Monkey program. A graphic designer prepared the layout of the paper-based survey (see Appendix A). The survey and invitation to participate were incorporated into the quarterly LfW newsletter. A suite of over 20 prizes was offered to encourage participation. The top prizes, including an iPad, accommodation and meals at select LfW properties, were reserved for on-line survey participants.

The survey was launched by an email invitation (where email addresses were known) and an insert in the July 2013 LfW newsletter. Five weeks was allowed for survey

completion. Two reminder emails were sent to respondents who had not completed the survey online. The consultants received over 20 email queries. Difficulties with accessing or using the online survey were mostly resolved by correspondence. If not, members were directed to the paper survey enclosed with the newsletter.

Nearly one thousand (924) online surveys were entered (dominated by members who responded to the personalised email invitation). A further 195 paper surveys were received and then entered into Survey Monkey. A further five late paper surveys were included in the qualitative data analysis (open-ended questions) but not the quantitative data analysis. A total of 1,124 surveys were received.

Quality checks were performed on the data entry of paper surveys. Individual's contact details (provided for the prize draw or the receipt of additional information on covenants) were stored securely and details kept separate to survey data. Paper surveys were returned to SEQ Catchments. Contact details for those wishing to enter the prize draw were sorted randomly. The winners were checked for valid surveys (all were) before the prize draw was finalised.

Data analysis and reporting

This task involved the preparation and analysis of quantitative (numeric) and qualitative (textual) data. Steps included the following:

- exporting data from Survey Monkey to Excel
- cleaning and reducing the dataset
- importing Excel data into SPSS (Statistical Package for the Social Sciences) for analysis
- importing Excel data into Dedoose software for analysis
- conducting quantitative and qualitative analysis
- compiling results and draft report, and
- reviewing results with the Management Team.

Dr Diana James led the quantitative analysis and Rachel Eberhard the qualitative analysis. Analytical software was used for efficient and effective processing of the large data set. Analytical steps are detailed below.

Data cleaning

Data cleaning is the process of detecting and correcting inaccurate records. Common sources of error were typing (entry by respondents), misinterpretation of questions, fabricated data, measurement errors, and missing data. Standardisation of data was also required for variables that allowed respondents choice in question response (i.e.

acres verses hectares). Each variable was reviewed on a case-by-case basis using logic checks and expected associations between variables. Based on permeations, a set of rules was established to correct each variable. In instances where the data could not be corrected according to these rules, it was removed and left blank (converted to missing data). During analysis, records with missing data were excluded.

Descriptive statistics

Descriptive statistics aim to summarise a sample. These quantitatively describe the key features of a data set. Some measures that are commonly used are measures of central tendency and measures of variability or dispersion. Measures of variation or dispersion are expressed by the standard deviation or variance, and are more difficult to interpret. Measures of central tendency include the mean, median and mode. The mean is the arithmetic average of a set of values, or distribution. However, for skewed distributions, the mean is not necessarily the same as the middle value (median), or the most likely (mode). Nevertheless, many skewed distributions are best described by their mean. **Reporting all three central statistics gives insight into the nature of the sample in the absence of dispersion measures.**

Univariate analysis: involves describing the distribution of a single variable.

Univariate analysis was conducted for each survey question. For each variable summary statistics reported include mean, median, and mode. In some cases, skewedness or being bi-modal (having two common responses) was also reported, when data varied greatly from normal. In cases where variables were continuous (i.e. open responses like 'property size'), categories were created to improve the visual presentation of data. Most data was categorical (meaning discrete, i.e. scale responses) and simply reconfigured into bar graphs or pie charts.

Bivariate analysis: involves describing the distribution of two variables. In the LfW survey, councils were considered a central variable of interest. Thus, bivariate analysis was used to show the relationship between pairs of variables. Frequencies for the sample were tabulated by council area for each question. The method used to describe the relationships between councils and variables was cross-tabulations. Cross-tabulations show relationships with variables, but no tests of significance were undertaken on data. The reasons council relationships were not tested are twofold: (1) the project did not aim to compare councils, and (2) data in some councils were too few (only a small number of cases) to be statistically sound.

Frequencies: frequencies are the number of times an event occurred, or rather, the number of respondents who reported the same answer. Frequencies are measured by descriptive statistics (described above as mean, median and mode), but can also be expressed as absolute counts (whole numbers) or percentage (portion of the total

sample response). The letter 'n' represents the total sample response. For example, the total number of survey respondents in the quantitative analysis was $n=1124$. However, not all respondents answered all questions or data was cleaned and removed. For some questions the total number of respondents was greatly reduced. Therefore, measures of central tendency and percentages must be viewed in conjunction with the n value.

Associations and tests of significance

Following simple descriptive statistics, and bivariate analysis reporting, data was explored for associations or relationships with other variables in the data set. Tests of statistical significance are used to establish whether a relationship between two variables is real or just a chance (random) occurrence. Tests of significance use probability theory and the normal curve. Tests of significance were set high, at the $p = .01$ level, meaning the probability of the result being correct is 99% and likelihood of error is 1%. However, while associations may be statistically significant (a relationship does exist), the differences may be small. Differences that were both large and significant are reported here.

Non-parametric statistics: Distinctions are made between two different types of statistical techniques: parametric and non-parametric. The word parametric comes from parameter, or characteristic of a population. Parametric tests make assumptions about the population that the sample has been drawn, which often includes that the shape of the distribution is normal. Non- parametric techniques, on the other hand, do not have such stringent requirements and are sometimes referred to as distribution-free tests. These techniques are also ideal to use for data that are measured on nominal (categorical) scales. While non-parametric tests are less 'fussy', a disadvantage is that they tend to be less sensitive. That is, non-parametric statistics are more likely to not detect an association between variables.

Due to the nature of data and the existence of non-normal distributions, the decision was made to use more stringent non-parametric tests. The specific test used was determined by the nature of the variables explored (continuous and/or categorical). Analysis was predominantly conducted using the following non-parametric techniques:

- Chi-square for independence (2 categorical variables, with 2 or more levels)
- Mann-Whitney Test (1 categorical variable with 2 groups, and 1 continuous variable)
- Kruskal-Wallis Test (1 categorical variable with 3 or more levels, and 1 continuous variable)
- Spearman Rank Order Correlation (2 continuous variables)

The information output from each test is quite complex and often involves more than one table. Given the large number of variables and even larger number of tests undertaken, the output results are not included within the body of the report. Key findings (statistically significant) are reported against each question in the results section.

Qualitative data

Qualitative data was separated. Blanks and uninterpretable data were removed. Answers were read through to gain familiarity with the data and an understanding of the common themes. This process of immersion was used to generate a framework of concepts and key words relevant to the four qualitative questions. A concept tree was developed based on the conceptual framework (Figure 1) and items identified from the immersion process. Samples from two questions were coded to test and refine the concept tree before application to the full dataset. Tagging was applied at the level of each respondents answer to each question. The final concept tree comprises 86 items under 13 constructs. A total of 3,088 qualitative answers were received, and 5,109 tags were identified (an average of 1.7 tags per answer).

Frequency analyses were run on the tagged data. Constructs and items that were referred to frequently (>100 and > 30 mentions respectively) were reported. Tagged excerpts were extracted and reread to clarify meaning. Quotes were extracted to demonstrate views commonly expressed by members.

Reporting

The two consultants collaborated on the assessment of results and report preparation. The Management Team was consulted on report options. A draft report was prepared and reviewed by the Management Team several times before finalisation.

As well as this report, other products delivered as part of this project include the following:

- The complete, cleaned dataset, with personal details removed
- Contact details, by local government of individuals who requested further information on Voluntary Conservation Agreements, and
- Files, by local government and in aggregate, of all qualitative answers.

3. Discussion and recommendations

The following section includes key findings, evaluation findings, member typologies and concluding recommendations.

Key findings

Survey response

SEQ LfW members responded strongly to the survey (30% response rate), preferring online to paper surveys by 4:1. Only 200 members submitted paper-based surveys, but they were significantly different from their peers who submitted surveys online (suggesting that bias would be introduced if this form of survey was not provided in the future). Characteristics of this group suggest an older cohort, but the limited demographic data collected prevents confirmation of this.

This result is slightly higher than the previous 2006 survey (27%) response. This was the first time an online version of the survey and email invitation was offered alongside a paper-based survey. The strong response to the personalised email invitation suggests that this provides a ready opportunity for increased participation. Councils that were able to provide comprehensive email data for members benefitted with a higher response rate.

Survey bias

While a 30% response rate is good by industry standards, it is important to understand which members did and did not participate. Amongst the survey questions are a number that can be benchmarked against Council data. These suggest that the survey has captured a high proportion of 'high achieving' members – those who have larger properties, and have revegetated or planted larger areas. Similarly the survey captured a very high proportion of members who have Voluntary Conservation Agreements or similar mechanisms in place. For this reason, extrapolating findings to the whole membership has been approached cautiously, despite the good overall response rate.

LfW members and properties

The typical LfW household is two people, no children, both in work. They have owned their lifestyle or bush block for 10 years, and been a LfW member for seven years. Only 9% of survey respondents report earning an important income from their property (mostly grazing, but also horticulture, tourism or other commercial operations). Income-earning LfW properties are found predominantly in the Lockyer Valley, Scenic Rim and Sunshine Coast Council areas. Over half of respondents reported that their property is adjacent to another LfW property or conservation

reserve – suggesting a potential role in buffering and extending the conservation estate.

Superficially the LfW membership may seem homogenous, yet this is not the case. Statistically significant associations between property type and household composition and many survey variables demonstrate that there are distinct differences in the membership. These offer great potential to the LfW network in terms of market segmentation - understanding the distinctive motives, constraints and benefits of engaging these different parts of the membership

Working couples, families, retirees and mixed (working and retired) households on lifestyle blocks have different motivations and constraints to how they can engage with the program. Two other distinct groups exist – farmers and commercial or institutional properties. These differences are explored further under ‘member typologies’ in the following section.

This survey provides the first clear evidence of these differences. Future surveys should incorporate additional member data to allow a more definitive segmentation of the membership and interpretation of survey findings. Specifically, future surveys should ask respondents to provide information on their age, educational level, income and occupation.

Member motivations

While environmental motivations are very strong across the membership, economic, social and health motivations are also significant and, importantly, vary across the membership.

Economic motives are important for some members e.g. graziers, tourism enterprises, and not for others. Social motives vary from low to high across the membership, and health is a strong motive for many members. These differences provide important pointers to engagement drivers for different segments of the membership.

LfW services

The survey results provide a resounding endorsement of the current suite of services provided by the LfW network. Specifically, members appreciate:

- Visits by LfW officers that provide tailored advice and property plans
- Technical advice, particularly on weed and plant identification, weed and pest management and revegetation.
- Contact with LW officers, providing ongoing support and recognition of conservation efforts.
- The notes are valued by members and frequently used

- The newsletter is read by everybody (99%) and is highly valued by members.

LfW members appear to receive a high level of support – on average members attend an LfW event, receive a visit and contact an officer by phone or email each year (in addition to reading the newsletter and referring to the LfW notes four times).

The level of contact that members have with the program is strongly associated with other desirable measures such as confidence and perceived improvement in knowledge and skills, and overall satisfaction with the program. While the LfW services offered are very popular, qualitative comments provide a sense of the 'unquenchable demand' for more visits, contact and advice. The challenge for the LfW network is to realise these benefits in a cost-effective way.

LfW member knowledge and skills

LfW members reported some improvement across five areas of knowledge and skills (weed identification, native plant identification, revegetation /planting, habitat requirements and animal identification). When members were asked specifically about weed management (the most time-consuming activity that most members undertake) members reported that their knowledge had improved (88% of respondents), their skills had improved (84% of respondents), their practices had changed (64% of respondents) and the condition of their property had improved (80%) as a result of joining LfW. Longer membership is associated with improved confidence in skills and knowledge and conservation abilities, and larger areas cleared of weeds or revegetated.

LfW member satisfaction and advocacy

Almost all members are satisfied with the LfW program (92%), most are very satisfied (63% of those surveyed). Members actively advocate the program, and a significant proportion (40%) recruit new members.

LfW performance indicators

Survey results suggest some impressive member contributions. LfW members report spending over 60,000 days per year on private conservation (valued at \$14M) and \$2,25M cash per annum. Interestingly, this is an increased level of effort (2-3 times) but similar level of cash investment to that reported per member in the 2006 survey.

The LfW program across South East Queensland has expanded since 2006, with approximately double the membership and a higher level of council support, including a much larger grants program. These survey results suggest that council investment achieves a 7-18-fold return-on-investment. That is, for an annual

investment of \$3M by councils and SEQ Catchments, between \$22-\$55M is invested by private landholders in conservation activities (cash and in-kind resources).

Overall, members directly reported planting 1.2M trees. Some members have planted very significant numbers – with 7 properties report planting > 20,000 trees and a further 11 properties report planting > 10,000 trees.

Members reported controlling 3,600 ha of weeds and revegetating 4,000 ha. As more than half of the respondents recorded that their property is adjacent to another LfW property or conservation area, this suggests a useful complement to the formal conservation estate.

Access grants and VCAs

Many members report accessing grants (37%), but this varied significantly between councils. Awareness and interest in formal conservation agreements is high. About 18% reported having, or working towards, a Voluntary Conservation Agreement (VCA) or similar agreement, and more than half requested additional information on VCAs, covenants and nature refuges. This is a significant increase since the 2006 survey, when only 29% of members said they were prepared to consider a conservation agreement. The LfW program will need to consider how to meet this demand, and whether the current suite of formal conservation agreement products is appropriate for all of these members. Other forms of recognition may help to motivate members who are not eligible for the conservation agreements currently available.

Wider benefits

Members reported perceived benefits in terms of broader scale environmental knowledge, as well as improved relationship with council, social and health benefits. For the first time, these findings provide evidence that members recognise the multiple benefits of participating in the program. For the LfW program, this suggests that highlighting these benefits could provide greater recognition and support for the program within councils, and potentially further afield.

Evaluation findings

The survey brief identified some key evaluation questions for the SEQ LfW program.

Determine if LfW is effective in meeting LfW member expectations.

The survey clearly demonstrates that the SEQ LfW program is meeting member expectations. The high levels of participation and engagement with the program, reported usefulness of individual elements, overall satisfaction and levels of

advocacy amongst members evidence this. While programs vary across councils, the survey has highlighted strong support for the engagement model provided by LfW (one-on-one and group support, facilitated through personal contact with officers and supported by technical material and a regular newsletter).

Determine if LfW is effective in delivering nature conservation outcomes as per the aims of the LfW program.

The relationship between the LfW services and conservation outcomes is complex – mediated by landholder and property characteristics, knowledge, skills and behavioural attributes and practice adoption. The survey has demonstrated that members perceive that their knowledge, skills and practices have improved as a result of participation in the program.

The survey reports the number of trees planted as well as the area of weeds controlled and revegetated. These figures indicate some benefit, but provide no assessment of either the contribution of LfW to these measures, or the adequacy of these against regional biodiversity targets.

Additional lines of evidence would be required to address the effectiveness of LfW in achieving nature conservation outcomes. The survey results could be complemented by additional evaluation work such as:

- Better information about members and non-members (by comparison) to understand who does and does not participate in the LfW program
- Longitudinal case studies that follow members over time to explore the mechanisms that link program participation, changes in practice and achievement of conservation outcomes.
- More systematic monitoring of on-ground changes – through landholder tools and systems and/or periodic surveys that LfW could facilitate e.g. bird surveys
- Spatial analysis of the potential conservation values of LfW properties, and the private property estate in general, against regional and local biodiversity plans and targets.

Determine what motivates/hinders LfW members from doing nature conservation work.

The survey provides some evidence to answer this question. Motivations are complex and vary across the network. Environmental motives are dominant across all members, but social and health motives are also very strong. For some members economic motives are also important. This information can inform member recruitment and service strategies. The qualitative survey results demonstrate that barriers to action include labour, time, money, knowledge and support. A more

sophisticated understanding of the membership can target strategies for particular segments, such as the following:

- Recruit experienced and knowledgeable members to provide additional technical advice and motivational support for less experienced members
- Consider how LfW can facilitate volunteers or peer networks to address labour demands, particularly for older members
- Scheduling workshops at a variety of times and locations to suite those who can or can't attend on weekdays, evenings, weekends etc. Providing events that are suitable for family participation
- Facilitating access to cheap resources where possible, building on existing supply, subsidy, share or grant arrangements for plants, herbicides, tools etc.

Determine how LfW members want to participate in LfW.

Member feedback clearly supports the current LfW service delivery model. Members want more of the same – more visits, more contact, more workshops. The challenge for LfW is how to meet this demand and grow the membership in a cost-effective manner. Two opportunities were highlighted by the survey – increasing the social dimensions of the program to allow more peer-to-peer support, and using information technology more effectively. There may be opportunities to combine these strategies, for example, by mobile applications that provide access to online resources but also social networks that allow members to support each other, easing some of the burden on LfW officers.

Ascertain if the relationship between LfW officers and LfW members through property visits results in behavioural change? Determine what instigates behavioural change in LfW members?

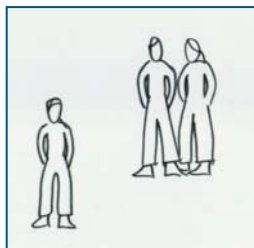
The survey clearly demonstrates that property visits, tailored advice and ongoing support are valued very highly by LfW members. The relationship between LfW officers and members is fundamental to the success of the program – evidenced by the high number of personalised and general comments that members made about contact with their LfW officers.

However, the link to behavioural change is conceptual rather than demonstrated. There is an extensive literature on evaluating extension practice, although it is dominated by the experience of programs focussed on agricultural, rather than conservation, practices. This literature informed the survey design through the development of a conceptual model of the LfW program influencing member behaviour. Future evaluation work should consider how this model can be refined, particularly exploring the links between knowledge and skills and adoption of practices and evidence to test these linkages collected.

Member typologies

A recurrent theme throughout this discussion is the value of understanding member differences. The following typologies are generalisations about the membership based upon statistically significant associations between survey variables. They are constrained, however, by the lack of additional member data, such as age, income etc. They should be treated with some caution – there are, of course, exceptions to these generalisations.

Single and couples, and families



These are lifestyle blocks with singles, couple or families. They have less knowledge and skills, so appreciate visits and property plans a lot. They use and value all services. They are very satisfied, but are not strong program advocates. A higher proportion of adults are working. Time and money are barriers to action. They value grants highly. Their motivations are economic and social, as well as environmental. They have been members a shorter time, and have achieved less on-ground outcomes. As the younger members, they are potentially the future of the program.

Mixed households (working + not working)



These are also lifestyle blocks, with a mix of adults who are working and not working. They are highly satisfied, and strong advocates for the program. They are motivated by environmental, health and social (but not economic) goals. They invest a lot of time in conservation activities, yet labour is a constraint. The social benefits of membership are strongly recognised by these members.

Retired households



These are lifestyle blocks held by older, retired members. They have been members for a long time and are confident in their own skills. They participate in LfW activities a lot. They value events more than visits and officer contact. They are mostly very satisfied and are strong program advocates. But within this group there is a cohort of less satisfied member too. They are motivated by environmental, health and social (but not economic) goals. They invest a lot of time in conservation activities. Labour is a major constraint. They report improved knowledge and skills as a result of participation in the LfW program, and high levels of on-ground achievements.

Farmers



These are mostly graziers, but also some horticultural growers. They have larger properties that provide an important source of income. They are found in specific local government areas (Scenic Rim, Lockyer Valley and the Sunshine Coast). Their motivations are environmental, economic and social, but not health. They appreciate workshops on erosion control, but place less value on visits and property plans. They access and value grants, and are more likely to have a VCA. They invest more time and resources, and rehabilitate larger areas. They invest more effort on streambank management, relatively less on weed control. They report an improved relationship with council as a benefit of participating in LfW.

Institutional owners



These properties are a mix of schools, government, tourism and other commercial enterprises. They generally have more adults, and more unpaid workers. They have larger properties that provide an important source of income. They invest a lot of time and money in conservation activities. They have strong social motivations, and report improved relationships with council as an outcome. The survey design did not suit these members well (some questions were not appropriate for these enterprises).

Recommendations

While the LfW program has clearly demonstrated its success, the following recommendations are suggested for consideration by the SEQ LfW program.

1. Build a **better understanding of members** (profiling). As outlined above, several distinct member 'types' exist, each with their own characteristics, interests, and constraints. Recognising and understanding these differences will enable development of **tailored services**, with the potential to be both cost-effective and high impact.

Opportunities to build on the typologies exist through systematic collection of member data within the program (e.g. when members join, receive their first property visit, or leave the program).

Future member surveys should collect enhanced demographic data (e.g. age, education level, income and occupation) to develop clearer member profiles i.e. membership segments.

Future activities (e.g. workshops, working bees, newsletters etc.) should all be viewed as opportunities to collect information about member preferences and satisfaction, as a means to ongoing tracking data on program performance, between major five-year membership surveys.

Some examples of tailored services include:

- Facilitating volunteers or peer networks to address the labour needs of older members
- Scheduling workshops at a variety of times and locations to suite those who can or can't attend on weekdays, evenings, weekends etc.
- Providing events that are suitable for family participation
- Streambank restoration advice specifically for farmers.

2. Focus on the **social dimensions of the program**. The social aspects of the program are a strong motivator, a valued benefit, and potentially provide an opportunity to share the workload and address member needs.

Some examples of social program elements include:

- Online forums (social media)
- Local buddy or peer support networks (where experienced and knowledgeable members provide advice and support to less experienced members)
- Events that allow sufficient time and conditions for social interaction.

3. **Member recognition and property protection.** Members value recognition, and there is high interest in formal conservation agreements. The LfW program needs to be able to service the demand for more information and applications for VCAs and other similar conservation agreements. For those members who are interested but not able to access these formal agreements (availability and eligibility requirements vary by council area), consider alternate recognition systems (for both members and their properties).

Many members commented on their pride in hosting LfW workshops or visits on their properties. Additional mechanisms for recognising the achievements of LfW members may include awards, profiles in the LfW newsletter and online case studies. An Open Property Scheme, initially held in 2008 and to be held again in 2014, may offer an opportunity to recognise LfW members, as well as providing valuable social networking opportunities.

4. **Opportunities for more on-line member engagement.** Survey response via web and email channels was very high. As part of the program, councils should systematically collect and maintain member records, including email addresses. Demand is strong for increased information, contact with LfW officers and other members. Several services could be enhanced by emerging technology, such as social networking services and mobile applications.

Some examples of these services include:

- Social media allowing members to exchange information and recommendations directly with each other (technical information and experiences)
- Social media tools to support collaborative or subsidised supply of tools and raw materials such as labour pools, bulk purchase arrangements, etc.)
- Access to short videos demonstrating weed control techniques
- On-line weed and plant identification tools
- On-line citizen science initiatives e.g. the Great Koala Count, Atlas of Living Australia and Rabbitscan.

The benefits of this approach are reduced distribution costs, increased outreach, and data collection capacity to track 'real-time' reader attention and interest.

5. **Measuring behavioural change and environmental outcomes.** The core objective of the program is to achieve environmental outcomes through the land management practices of LfW members. Examples of how additional evidence of environmental or behavioural change outcomes could be collected include:
- Longitudinal case studies that track participation, activities and environmental outcomes of specific members or groups of members over time
 - More systematic monitoring of on-ground changes – through landholder tools and systems and/or periodic surveys e.g. bird surveys
 - Spatial analysis of the potential conservation values of LfW properties, and the private property estate in general, against regional and local biodiversity plans and targets.
 - Collation and analysis of LfW Officer knowledge regarding behavioural change and adoption rates of recommendations provided through property visits and management plans.
6. **Meeting growing demand for member services.** While the survey results clearly demonstrate that members are highly satisfied with the LfW program, results also point to a demand for even more services. Members want more information, more contact with officers, more visits, more events, more grants and incentives. Reiterating some earlier comments, suggestions for how to meet this demand include:
- Making better use of peer to peer learning amongst the network – using those with time, knowledge and skills, some of whom are keen to share
 - Using information technology and social networking to provide better access to information e.g. via apps or expertise, via officers or other members
 - Working bees and/or local networks that provide mutual assistance, particularly labour, but also providing social benefits
 - Exploring opportunities to provide contact details for other service providers (e.g. consultants, labour pools), and bulk purchase or subsidise materials.

4. Results

Survey response

Most respondents (82%) completed the survey online, either responding to a link within a personalised email, or to a web-link provided with the newsletter (Figure 3). Within this group, personalised emails that requested members complete the online survey proved particularly effective. Personalised emails achieved a significantly higher response rate (37% versus the overall response rate of 30%). Less than one fifth (18%) of respondents responded by completing the paper survey.

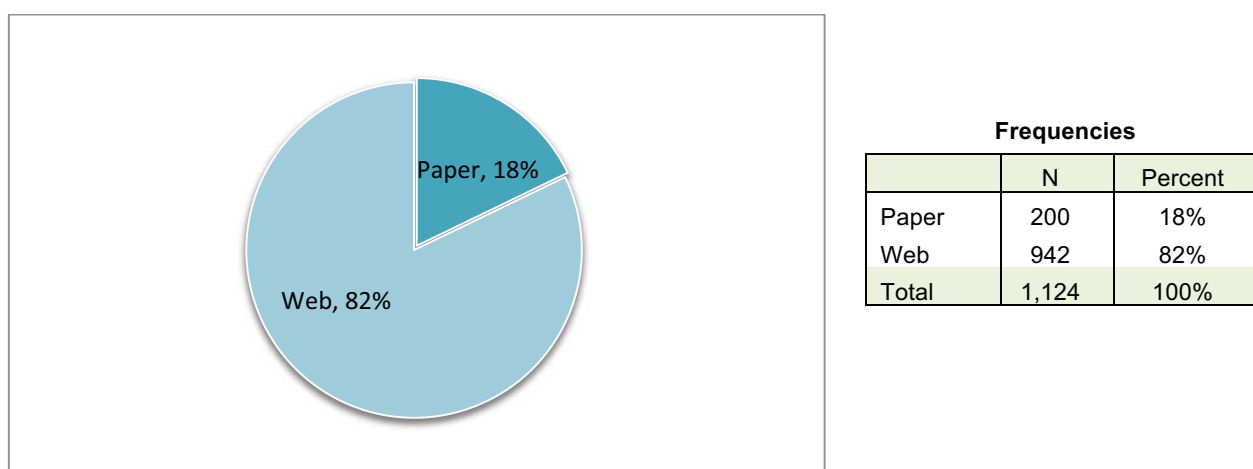


Figure 3: SEQ LfW member's survey response pathways

Associations

Significant differences were found between those who responded by paper or web-based surveys. Respondents who submitted paper surveys are more likely to:

- have owned their property for longer (Q1) and been members for longer (Q2)
- have less contact with LfW via officers (Q11.1) and visits (Q11.2)
- place less value on property visits (Q12.1) and incentives (Q12.8), and
- be less satisfied (Q16) and less likely to advocate (Q17.1 and Q17.2) the LfW program.

These associations suggest that members who completed paper surveys may be older members. However, as respondents were not asked their age, this cannot be confirmed.

Councils

Table 1 shows the LfW membership, survey response rate and the survey pathway respondents used, for each council. Table 1 (and subsequent tables showing results by council) only reports results where members also answered Question 8 'What council area is your LfW property in'.

Table 1: SEQ LfW membership, survey response rate and pathway, by council

Council	Measure	Members	Members emailed	Overall response	Survey Method		
					Measure	Paper	Online
Brisbane	Count	675	508	248	Count	49	196
	% of membership		75%	37%	% of response	20%	80%
Gold Coast	Count	442	357	150	Count	20	130
	% of membership		81%	34%	% of response	13%	87%
Ipswich	Count	204	24	26	Count	9	17
	% of membership		12%	13%	% of response	35%	65%
Lockyer Valley	Count	153	91	63	Count	14	49
	% of membership		59%	41%	% of response	22%	78%
Logan	Count	207	141	67	Count	12	55
	% of membership		68%	32%	% of response	18%	82%
Moreton Bay	Count	460	30	49	Count	12	37
	% of membership		7%	12%	% of response	25%	76%
Redland	Count	159	111	50	Count	3	47
	% of membership		70%	31%	% of response	6%	94%
Somerset	Count	85	16	18	Count	7	11
	% of membership		19%	21%	% of response	39%	61%
Scenic Rim	Count	235	5	31	Count	12	19
	% of membership		2%	13%	% of response	39%	61%
Sunshine Coast	Count	1, 074	835	401	Count	54	347
	% of membership		78%	37%	% of response	14%	87%
Toowoomba	Count	44	0	4	Count	3	1
	% of membership		0%	9%	% of response	75%	25%
Total	Count	3,738	2,118	1,104	Count	195	909
	% of membership		57%	30%	% of response	18%	82%

Q1 Length of property ownership

Q1. How long have you owned your *LfW* property? _____ Years

On average, survey respondents have owned their property for 15.9 years (Figure 4). The most common (mode) ownership length is 10 years, with 13 years (median) being the mid-point of ownership length amongst all survey respondents. Data indicates that, compared with the general population, most LfW members are longer-term property holders.

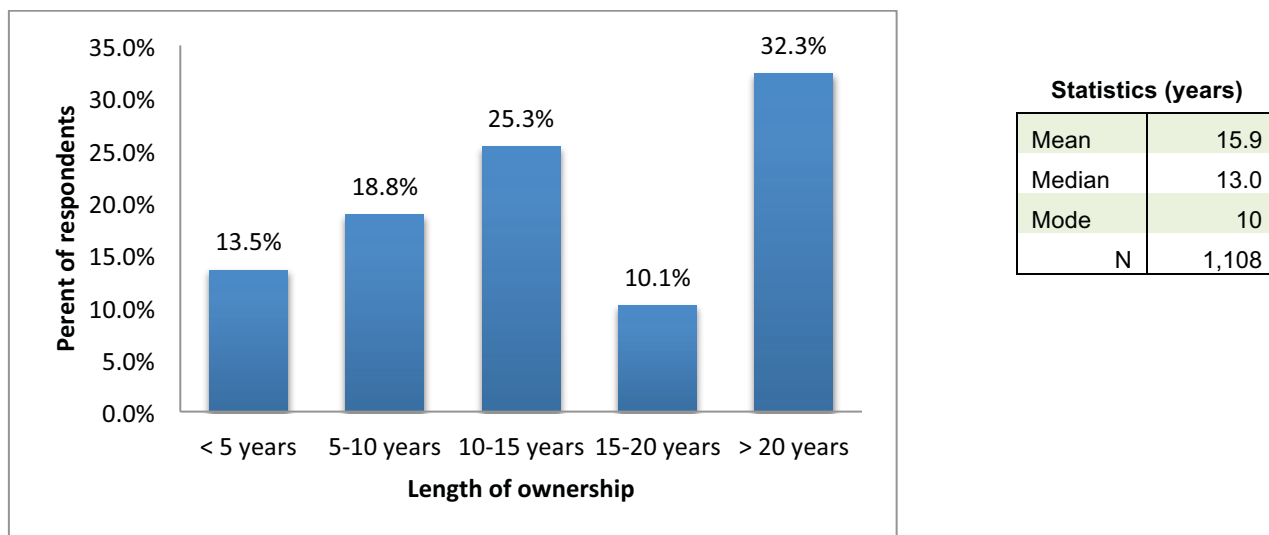


Figure 4: Length of property ownership of SEQ LfW members

Associations

Data was explored to identify relationships between length of property ownership and other survey variables. Members who have owned their property for longer were found to differ from those who have owned their properties for a shorter period of time.

Respondents who have owned their property for longer are more likely to:

- have been members longer (Q2), have retired (Q10) and have less children living on property (Q9)
- have improved larger areas through revegetation (Q28) and weed control (Q29)
- attend more events (Q11.3), and place more value on events (Q12.5) with less emphasis on visits (Q12.1) and property plans (Q12.2)
- be assured of their conservation skills and knowledge (Q18), and
- be less motivated by economic reasons (Q20.2, 20.8 and 20.10).

Recall, the converse is also true for all of the above statements. For example, respondents owning their property for shorter period of time are more likely to be more likely to be motivated by economic reasons, have more people living on their property, and so forth. Associations suggest

that LfW members who have owned their property for longer are likely to be older, and retired from the workforce.

Councils

Table 2 shows that the average (mean) length of property ownership ranges from 13.5 (Moreton Bay) to 20.2 (Redland) years. Note that results for councils with low numbers of survey responses are less reliable (i.e. Ipswich, Scenic Rim, Somerset, Toowoomba). Overall, these figures indicated a relatively stable constituency.

Table 2: Length of time SEQ LfW members reported owning their property, by council

Council	Length of property ownership (years)	
	Mean	N
Brisbane	18.8	242
Gold Coast	14.7	148
Ipswich	14.9	26
Lockyer Valley	16.0	63
Logan	17.0	67
Moreton Bay	13.5	49
Redland	20.2	50
Somerset	19.6	17
Scenic Rim	15.0	31
Sunshine Coast	14.1	398
Toowoomba	20.8	4
Total	15.8	1,095

Q2 Length of LfW membership

Q2. How long have you been a member of LfW? _____ Years

LfW members reported that, on average (mean) they have been with the program for 7 years (Figure 5). The most common (mode) membership length is 10 years, with 6 years (median) being the mid-point of membership length amongst all survey respondents.

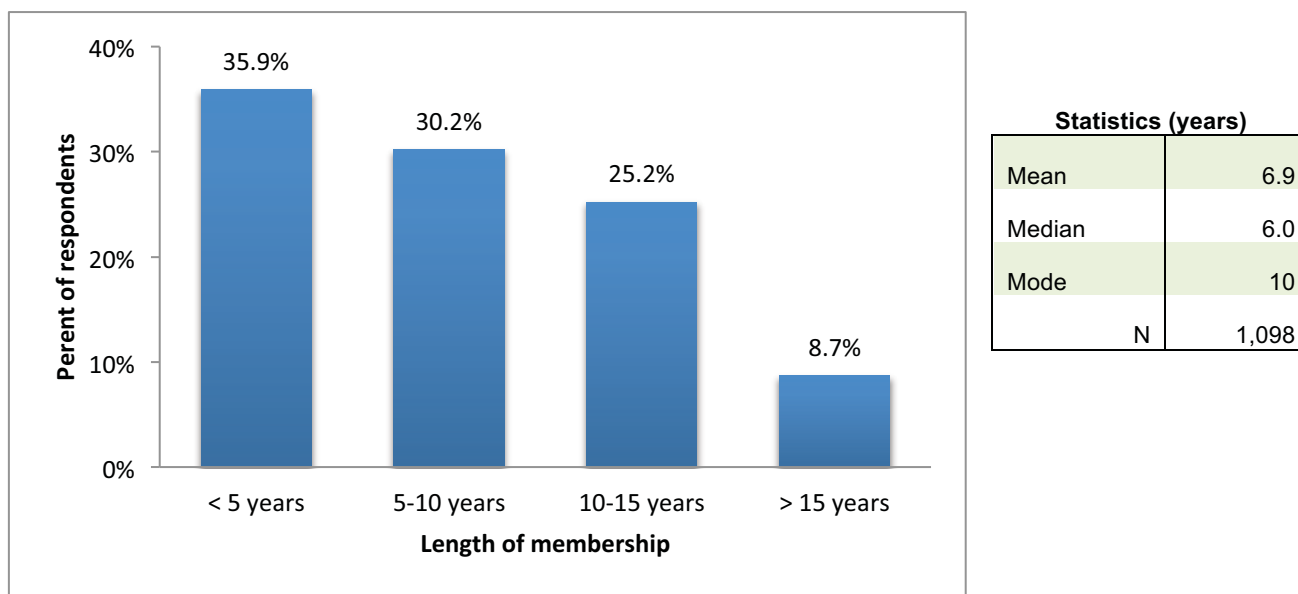


Figure 5: Length of time SEQ LfW members reported being members

Associations

Length of LfW membership was found to associate with a large number of variables, more so than length of property ownership.

Respondents who have been LfW members for longer are more likely to:

- report greater improvement in their conservation abilities (Q19), particularly in wildlife identification and habitat requirements for different wildlife
- have improved larger areas through revegetation (Q28) and weed control (Q29)
- be assured of their conservation skills and knowledge (Q18)
- actively recruit others to the LfW program (Q17.3), and
- read the newsletter (Q11.4), and value LfW events more highly (Q12.5).

Council

The average (mean) length of membership between councils ranges from 6.4 years (Moreton Bay) to 8.4 years (Redlands) (Table 3). The average length of membership reported for most councils is 6-7 years.

Table 3: Length of SEQ LfW membership, by council

Council	Length of membership (years)	
	Mean	N
Brisbane	6.5	242
Gold Coast	6.7	146
Ipswich	6.5	26
Lockyer Valley	6.5	60
Logan	6.5	66
Moreton Bay	6.4	47
Redland	8.4	49
Somerset	7.7	16
Scenic Rim	6.9	31
Sunshine Coast	7.2	399
Toowoomba	10.5	4
Total	6.9	1,086

Q3 Property size

Q3. What size is your *LfW* property?

_____ ha or _____ ac

The average (mean) *LfW* property reported by members is 25 hectares, with a median size of 4 hectares (Figure 6). However, property size is strongly right (positively) skewed with the most common (mode) property size being smaller at 2 hectares. The total land area covered by *LfW* survey respondents (n=1,086) is 27,740 hectares.

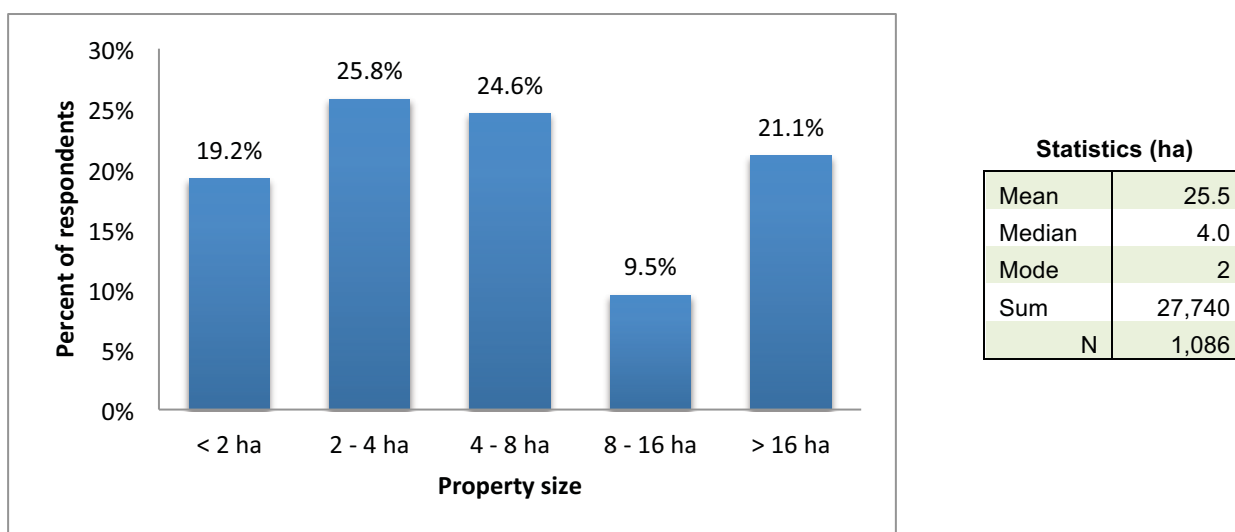


Figure 6: Property size reported by SEQ *LfW* members

Associations

Larger properties were found to be significantly different and more likely to:

- be primary producers (Q5) whose properties provide an important source of income (Q6)
- be motivated by economic reasons (particularly Q20.8 earning an income and Q20.10 profit)
- have rehabilitated larger areas through revegetation (Q28) and weed control (Q29)
- highly value council environmental grants and funding (Q12.6), but less so *LfW* visits (Q12.1), property plans (Q12.2), or incentives (Q12.8), and
- be interested in workshops on erosion control (Q15.6).

Council

As expected, the average property size reported varied between councils, from 4 hectares (Logan) to 58 hectares (Lockyer Valley) (Table 4).

Table 4: SEQ LfW property size statistics, by council

Council	N	Size (ha)		Comment
		Mean	Mode	
Brisbane	235	6.1	.8	Includes 1 property > 400 ha
Gold Coast	148	41.0	4.0	
Ipswich	24	12.6	0.8	
Lockyer Valley	61	58.2	4.0	Includes 2 properties > 400 ha
Logan	66	4.3	2.0	
Moreton Bay	48	7.3	2.0	
Redland	47	7.1	0.8	Includes 1 property > 400 ha
Somerset	16	100.5	16.2	
Scenic Rim	30	129.9	21.9	Includes 2 properties > 1,000 ha
Sunshine Coast	395	13.0	2.0	
Toowoomba	4	325.3	2.4	Includes 1 property > 1,000 ha
Total	1,086	25.5	2.0	Includes 3 properties > 1,000 ha and 4 properties > 400 ha

Q4 Main property use

Q4. What is the main use of your *LfW* property?

- ☐ Lifestyle or bush block ☐ Grazing ☐ Horticulture
☐ Government owned (e.g. school) ☐ Tourism ☐ Other commercial (e.g. golf course)

Most survey respondents (88%) use their property as a lifestyle or bush block (Figure 7). The next most reported category was properties used for grazing (6%), with the balance distributed across horticultural, government, tourism or other commercial uses.

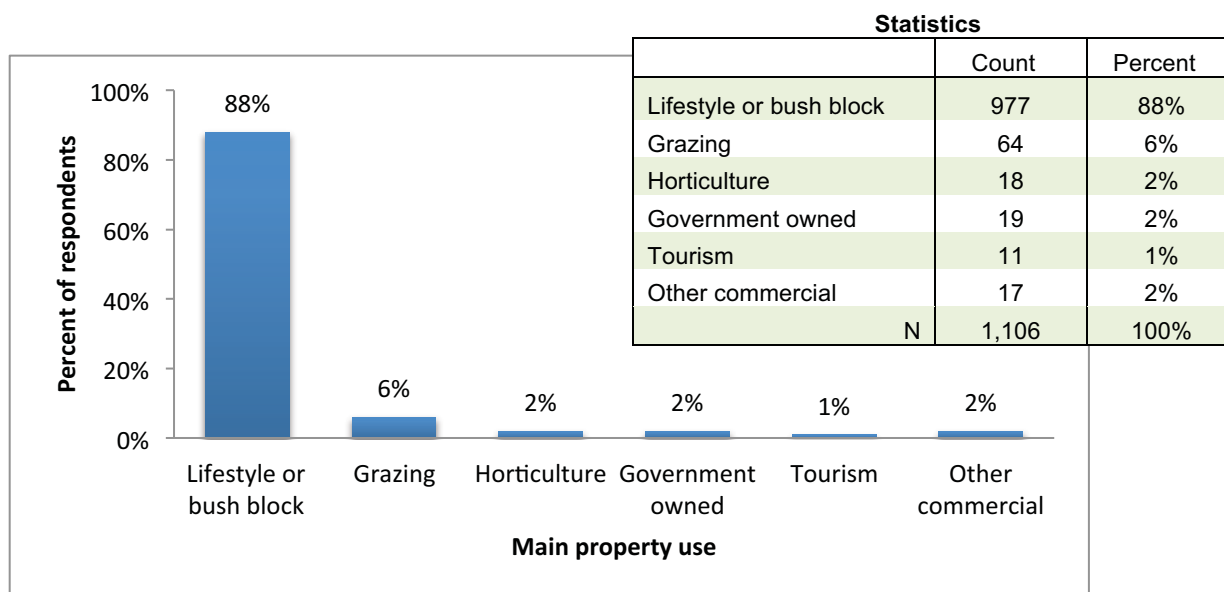


Figure 7: SEQ LfW property type

Associations

For analysis purposes, smaller enterprise types were amalgamated into two new categories: agriculture (grazing and horticulture), and other (government-owned, tourism, and other commercial). Thus, three categories – (1) lifestyle block, (2) agriculture, and (3) other – were compared against other survey variables. Key findings include:

- ‘Agriculture’ and ‘other’ enterprises are most likely to be primary producers (Q5) and provide an important source of income (Q6)
- Motivations differ – ‘lifestyle blocks’ are motivated by environmental reasons (Q20.2), ‘other’ enterprises are motivated by social reasons (Q20.8 and 9), and ‘agriculture’ enterprises are motivated by economic reasons (Q20.4-6)
- ‘Other’ enterprises are more likely to have unpaid workers (Q10.3)
- Lifestyle block residents value visits, property plans and incentives more highly (Q12.1, 12.2 and 12.8), and
- ‘Agriculture’ enterprises are more likely to receive conservation grants (Q21).

Council

Table 5 shows the types of enterprises operating on LfW properties within each council area. Note that a higher proportion of non-lifestyle (grazing and other commercial) properties were recorded in the Scenic Rim and Lockyer Valley Council areas. The greatest numbers of non-lifestyle properties (grazing and other commercial operations) were recorded in the Sunshine Coast Council area.

Table 5: SEQ LfW property type, by council

	Landholder Type						Total
	Lifestyle or bush block	Grazing	Horticulture	Government owned	Tourism	Other commercial	
Brisbane	230 94%	4 2%	0 0%	5 2%	0 0%	5 2%	244 100%
Gold Coast	135 91%	3 2%	2 1 %	2 1%	2 1%	4 3%	148 100%
Ipswich	21 81%	3 12%	0 0%	2 8%	0 0%	0 0%	26 100%
Lockyer Valley	51 81%	11 18%	0 0%	1 2%	0 0%	0 0%	63 100%
Logan	62 95%	2 3%	0 0%	0 0%	0 0%	1 2%	65 100%
Moreton Bay	44 90%	3 6%	0 0%	1 2%	1 2%	0 0%	49 100%
Redland	45 90%	0 0%	1 2%	0 0%	1 2%	3 6%	50 100%
Somerset	11 69%	3 19%	0 0%	0 0%	1 6%	1 6%	16 100%
Scenic Rim	19 66%	6 21%	1 3%	1 3%	2 7%	0 0%	29 100%
Sunshine Coast	346 87%	26 7%	13 3%	7 2%	4 1%	3 1%	399 100%
Toowoomba	3 75%	1 25%	0 0%	0 0%	0 0%	0 0%	4 100%
Total	967 89%	62 6%	17 2%	19 2%	11 1%	17 2%	1093 100%

Q5 Primary producers

Q5. Are you a registered primary producer?

☐ Yes ☐ No

Approximately 7% of LfW members reported being a primary producer (81 out of 1,106 respondents) (Figure 8).

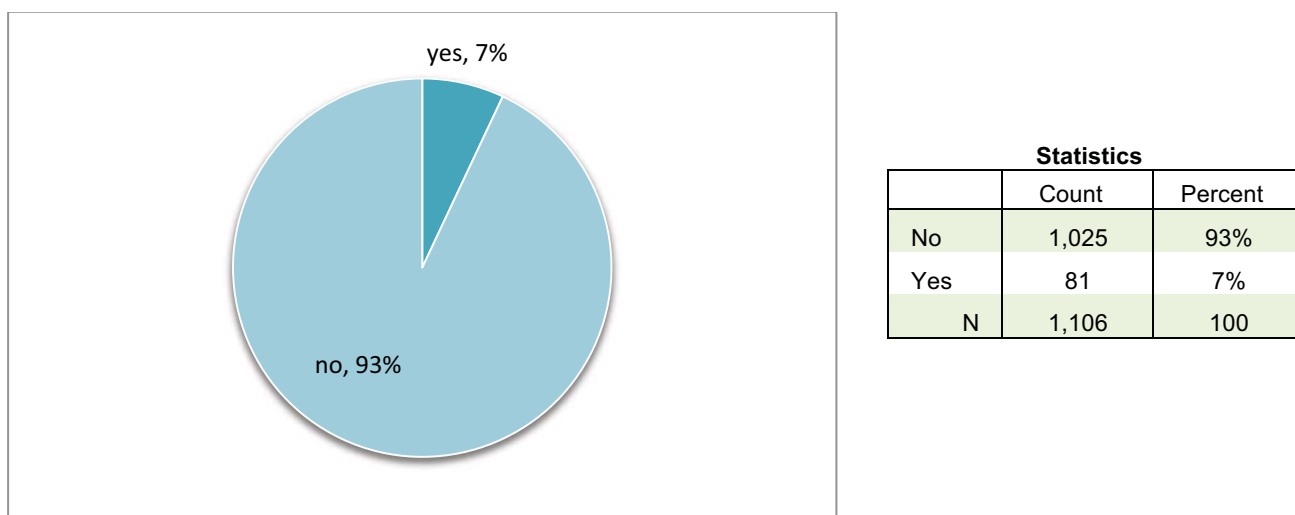


Figure 8: Proportion of SEQ LfW members reported as primary producers

Associations

Primary producers significantly differ from other LfW members across 14 variables, including council area (Q8) and whether the property provides an important source of income (Q6). Some key findings are outlined below:

- Compared to other LfW members, primary producers have larger properties (Q3) and subsequently have revegetated (Q28) and controlled larger areas of weeds (Q29)
- Primary producers are more likely to be motivated by economic reasons (Q20.5 and 20.6) and being appreciated by colleagues (Q20.8). Also, they are less likely to be motivated by health reasons (Q20.11), compared to other LfW members
- Primary producers place less value on LfW initiatives such as property visits (Q12.1), plans (Q12.2), and incentives (Q12.8)
- They are less likely to recommend LfW to others (Q17.1), and
- Primary producers are more likely to be located in specific council regions: Lockyer Valley, Somerset, Scenic Rim and Sunshine Coast.

Councils

Table 6 depicts the frequencies of LfW properties that operate as primary producers within each council area.

Table 6: SEQ LfW members that are primary producers, by council

	Primary producer		Total
	No	Yes	
Brisbane	239 98.4%	4 1.6%	243 100.0%
Gold Coast	143 96.0%	6 4.0%	149 100.0%
Ipswich	24 92.3%	2 7.7%	26 100.0%
Lockyer Valley	51 82.3%	11 17.7%	62 100.0%
Logan	65 98.5%	1 1.5%	66 100.0%
Moreton Bay	43 89.6%	5 10.4%	48 100.0%
Redland	48 96.0%	2 4.0%	50 100.0%
Somerset	11 61.1%	7 38.9%	18 100.0%
Scenic Rim	26 83.9%	5 16.1%	31 100.0%
Sunshine Coast	363 91.7%	33 8.3%	396 100.0%
Toowoomba	2 50.0%	2 50.0%	4 100.0%
Total	1,015 92.9%	78 7.1%	1,093 100.0%

Q6 Income from property

Q6. Does your property provide an important source of income?

☐ Yes ☐ No

A minority of properties 9% (100 out of 1,113 respondents) provide owners with an important source of income (Figure 9). Most respondents (91%) do not derive an important source of income from their property.

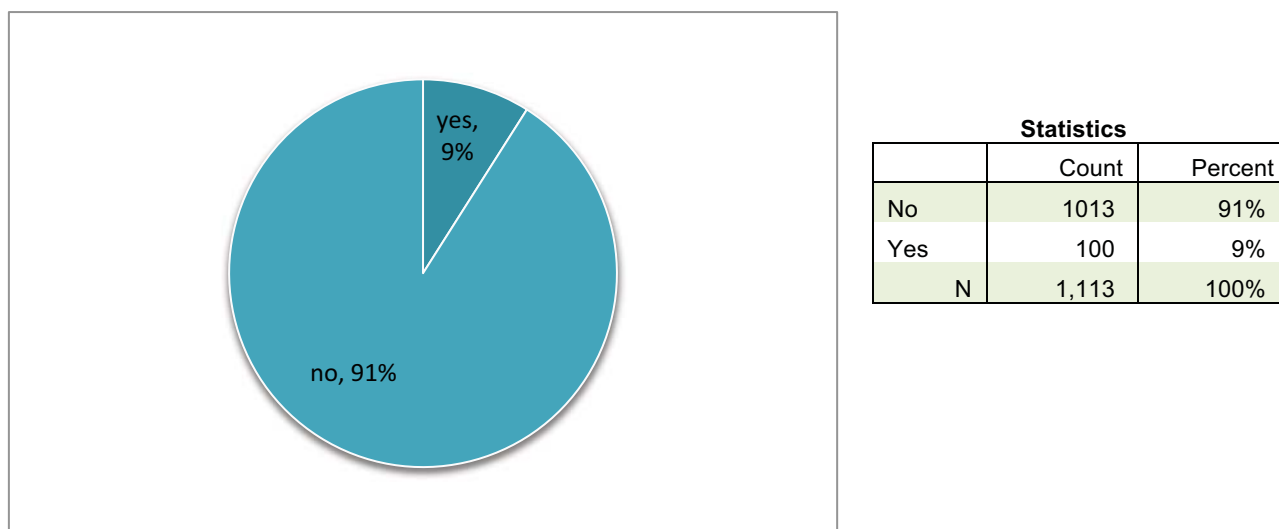


Figure 9: SEQ LfW properties that provide an important source of income

Associations

Properties that provide important sources of income are significantly different, being more likely to be larger in size (Q3) [and have controlled weeds (Q29) and revegetated larger areas (Q28)], be agricultural or other enterprises (Q4), and primary producers (Q5).

Moreover, respondents that reported their properties providing an important source of income, differed from others on 14 other survey variables. The most significant of these are reported below:

- they have owned their property for longer (Q1)
- they spend more time (labour) on their property (Q24)
- they spend proportionally less effort on weed control (Q26.1), and report less improvement in weed knowledge (Q31) from participation in LfW
- they are motivated by economic and social reasons (Q20), and
- they experience strong outcomes in terms of council appreciation and understanding (Q35).

Council

Table 7 shows the numbers of members that reported that their properties provide an important income source in each council area.

Table 7: SEQ LfW properties that provide an important income source, by council

	Important source of income		Total
	No	Yes	
Brisbane	230	12	242
	95.0%	5.0%	100%
Gold Coast	137	13	150
	91.3%	8.7%	100%
Ipswich	24	2	26
	92.3%	7.7%	100%
Lockyer Valley	52	10	62
	83.9%	16.1%	100%
Logan	64	2	66
	97.0%	3.0%	100%
Moreton Bay	45	4	49
	91.8%	8.2%	100%
Redland	46	4	50
	92.0%	8.0%	100%
Somerset	14	4	18
	77.8%	22.2%	100%
Scenic Rim	23	8	31
	74.2%	25.8%	100%
Sunshine Coast	364	37	401
	90.8%	9.2%	100%
Toowoomba	2	2	4
	50.0%	50.0%	100%
Total	1,001	98	1,099
	91.1%	8.9%	100.0%

Q7 Adjoining conservation properties

Q7. Is your property next to another *LfW* property or a conservation area (e.g. national park, state forest, reserve)?

☐ Yes ☐ No ☐ Unsure

More than half of respondents (53%) state that their properties are located alongside another LfW property or conservation area, such as a national park, state forest or reserve (Figure 10). This figure may be even higher, as 8% of respondents were unsure of the status of adjacent properties.

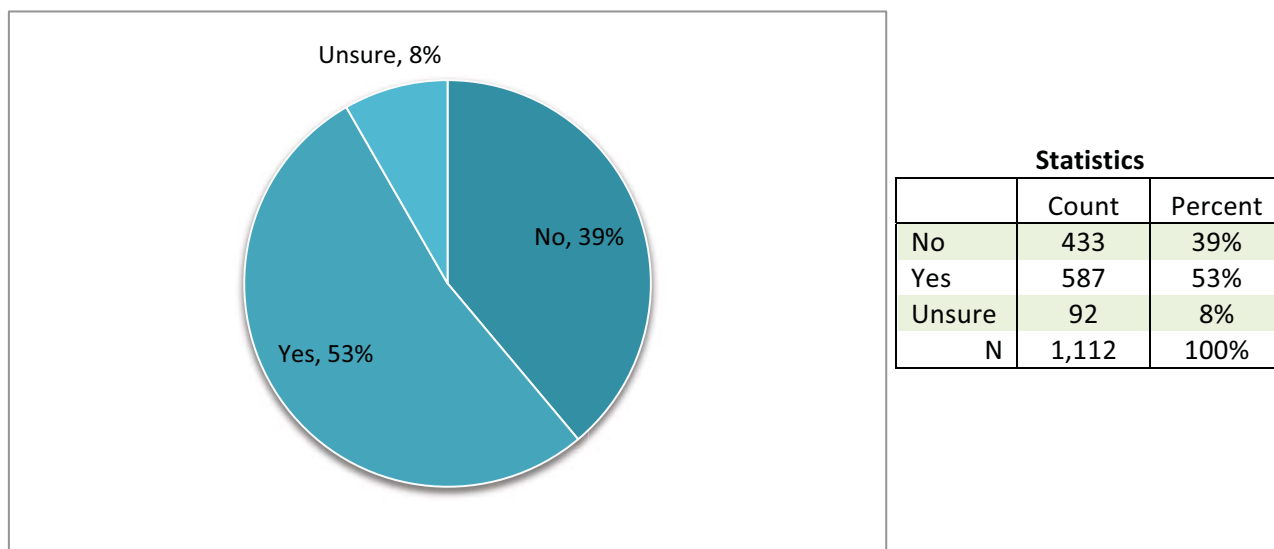


Figure 10: SEQ LfW properties adjacent to conservation areas

Associations

For analysis purposes, the response 'unsure' was removed with the remaining two categories being 'yes' and 'no'. Thus, whether or not the LfW property was located against a similar property was compared against other survey variables. It is worth noting that means were consistently different between these groups across nearly all survey variables. The largest and most significant differences are reported below. Respondents on properties adjacent to other conservation properties are more likely to:

- place greater value on the usefulness of LfW property plans (Q12.2) and grants and funding (Q12.6)
- express interest in attending a workshop on fire management (Q15.5), and
- be advocates of the LfW program – recommending, talking, and recruiting others (Q17.1-17.3).

Council

Table 8 shows the frequencies of properties that adjoin conservation areas within each council area.

Table 8: SEQ LfW properties that are next to a conservation area, by council

	Next to similar property		Total
	No	Yes	
Brisbane	86 37.7%	142 62.3%	228 100%
Gold Coast	57 41.6%	80 58.4%	137 100%
Ipswich	11 50.0%	11 50.0%	22 100%
Lockyer Valley	35 62.5%	21 37.5%	56 100%
Logan	36 60.0%	24 40.0%	60 100%
Moreton Bay	16 33.3%	32 66.7%	48 100%
Redland	16 34.0%	31 66.0%	47 100%
Somerset	11 61.1%	7 38.9%	18 100%
Scenic Rim	14 50.0%	14 50.0%	28 100%
Sunshine Coast	144 40.0%	216 60.0%	360 100%
Toowoomba	1 33.3%	2 66.7%	3 100%
Total	427 42.4%	580 57.6%	1,007 100%

Q8 Council area

Q8. What Council area is your *LfW* property in?

Refer to 'Survey response' section (Page 20).

Q9 Number of residents

Q9. How many people live on your *LfW* property?

Adults (18 years or over)

Children (<18 years)

The total number of residents was calculated by adding adults and children for each response. Survey respondents reported a total of 3,235 residents on their LfW properties (80% adults and 20% children) (Figure 11). Note that schools were removed from this analysis. The most common property profile is two adults and no children. Three quarters of LfW properties had three or less people.

There is a broad range of resident occupancies ranging from no residents (4%) to more than 7 people (3%) living on the LfW property.

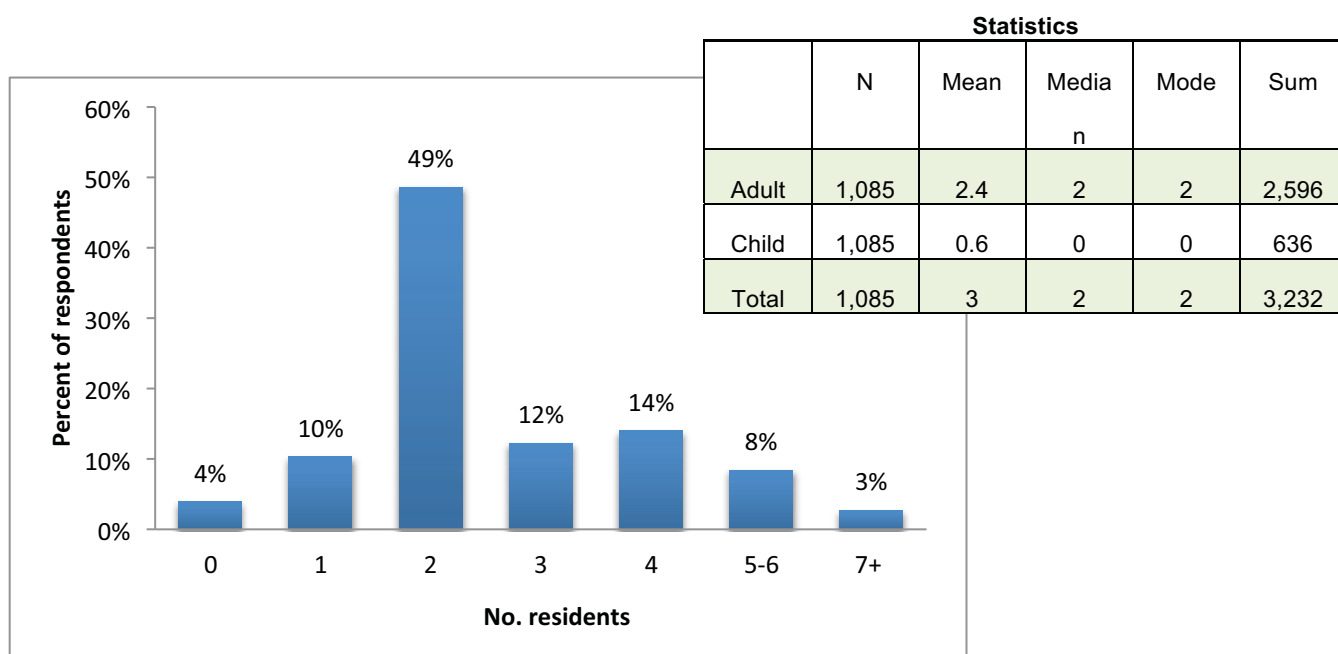


Figure 11: Residents living on SEQ LfW properties

Associations

Relationships between the total number of residents reported living on LfW properties and other survey variables were explored. Larger LfW property households are likely to:

- have owned their properties (Q1) and been LfW Members (Q2) for a shorter period of time
- have more household members working (Q10.1-3 and 20.5), and not retired (Q10.4).
- read less of the newsletter (Q14), but share it amongst more people (Q13), and
- be motivated by economic reasons (Q20.4-6), rather than looking after the environment (Q20.1).

In addition to exploring relationships between the overall number of residents, data was reviewed on the presence of children on a LfW property. Children represent a key factor in life stages, and

hence, a possible market segmentation variable. The variable children – ‘yes’ or ‘no’ – were tested against other survey variables. Findings indicate that properties with children have a larger total number of people in residence. Thus, the associations cited above apply equally to this LfW group. However, additional associations also exist that help understand outcomes on properties with children.

LfW households with children in residence are more likely to:

- spend less time (labour) on their property (Q24)
- have less property area revegetated (Q28) and weed controlled (Q29), and
- be motivated by economic (Q20.4-6), rather than environmental (Q20.1) or healthy/active lifestyle (Q20.10 and 20.12) reasons.

Council

The total number of residents was calculated during analysis. Table 9 shows the number of residents living on LfW properties by council. Note that schools were removed from this analysis, but some properties, presumably multi-occupancy, recorded high numbers of residents. The presence of these outliers is highlighted in some council areas in Table 9 below.

Table 9: Residents living on SEQ LfW properties, by council

Council		Adult	Child	Total residents	Outliers
Brisbane	N	238	237	238	
	Mean	2.3	0.7	2.9	
	Mode	2	0	2	
	Sum	535	163	698	
Gold Coast	N	144	144	144	
	Mean	2.5	0.6	3.1	One survey recorded 10 resident adults.
	Mode	2	0	2	
	Sum	357	89	446	
Ipswich	N	24	24	24	
	Mean	2.2	0.5	2.7	
	Mode	2	0	2	
	Sum	52	13	65	
Lockyer Valley	N	61	61	61	
	Mean	1.8	0.4	2.2	
	Mode	2	0	2	
	Sum	109	23	132	
Logan	N	67	67	67	
	Mean	2.0	0.8	2.9	One survey recorded 21 resident adults.
	Mode	2	0	2	
	Sum	137	56	193	
Moreton Bay	N	48	48	48	
	Mean	2.4	0.5	2.9	
	Mode	2	0	2	
	Sum	114	24	138	
Redland	N	50	50	50	
	Mean	3.2	0.7	3.9	One survey recorded 10 resident adults.
	Mode	2	0	2	
	Sum	158	35	193	
Somerset	N	17	17	17	
	Mean	2.1	0.5	2.6	
	Mode	2	0	2	
	Sum	36	8	44	
Scenic Rim	N	28	28	28	
	Mean	1.9	0.1	2.0	
	Mode	2	0	2	
	Sum	52	4	56	
Sunshine Coast	N	390	390	390	
	Mean	2.6	0.5	3.1	One survey recorded 50 resident adults.
	Mode	2	0	2	
	Sum	1005	212	1217	
Toowoomba	N	4	4	4	
	Mean	2.3	0.5	2.8	
	Mode	0	0	0	
	Sum	9	2	11	

Q10 Work status of residents

Q10. What is the work status of the adults living on the property?

How many are _____ Full-time
 _____ Part-time _____ Unpaid
 _____ work Retired _____ Other

Respondents were asked about the work status of adults who reside on the LfW property (Table 10).

Table 10: Work status of residents on SEQ LfW properties

Work status	N	Mean	Median	Mode	Sum
Full-time	1,050	0.91	1	0	953
Part-time	1,050	0.58	0	0	613
Unpaid	1,049	0.18	0	0	194
Retired	1,050	0.66	0	0	691
Other	1,050	0.15	0	0	155
Total					2,606

For reporting and analysis purposes, responses from the five questions were recoded into a single response category per property. The three new categories are as follows:

1. Working Full-time and part-time
2. Other Retired, unpaid and other
3. Mixed Working (1) and other (2) on the same property

Just over half (56%) of properties have all residents engaged in full- and part-time work. About one third (29%) of properties have residents who have retired, engaged in unpaid work or other. The remaining properties (16%) comprise adults (at least 2) engaged in a mixture of paid and unpaid work. Results are shown in Figure 12.

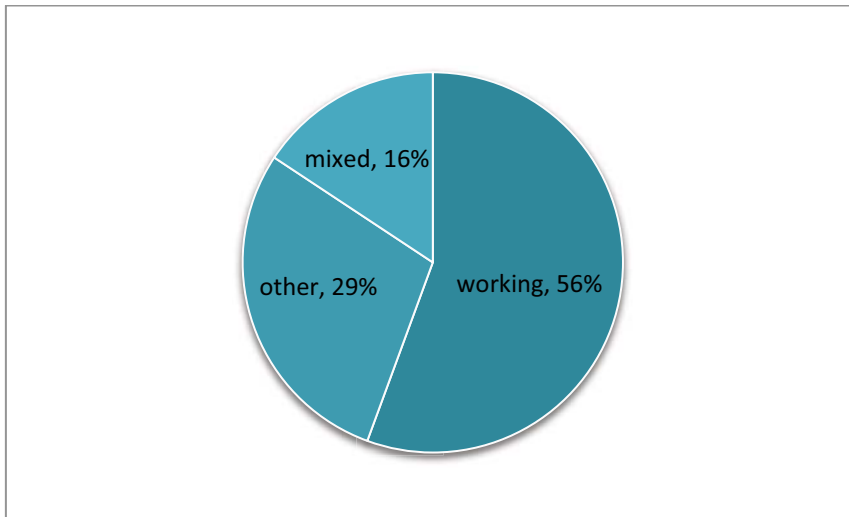


Figure 12: Work status of adult residents per property

Associations

Differences between these three groups were explored. Key findings are outlined below:

- 'Mixed' work status is associated with a higher number of total residents (Q9), likely multi-generational households.
- 'Other' work status, which includes properties with only retired residents, have owned the property (Q1) and been LfW members (Q2) for longer.
- Events (Q11.3) are attended more often by residences in 'other' (includes retirees), and this group also reads the LfW newsletter (Q14) in greater depth.
- 'Other' category is considerably less interested in earning an income from their property (Q20). This signifies they are likely self-funded and self-sufficient, and
- 'Working' properties are most motivated by economic (Q20.5 and 6) and social (Q20.8) reasons e.g. being appreciated by colleagues.

Council

Table 11 shows the work status of residents living on LfW properties by council.

Table 11: Work status of residents on SEQ LfW properties, by council

		Full-time	Part-time	Unpaid	Retired	Other
Brisbane	Mean	1.0	0.4	0.1	0.6	0.1
(N=231)	Sum	226	91	32	146	31
Gold Coast	Mean	1.2	0.6	0.1	0.6	0.2
(N=142)	Sum	167	86	12	82	27
Ipswich	Mean	1.4	0.4	0	0.2	0.3
(N=23)	Sum	31	10	1	4	6
Lockyer Valley	Mean	0.5	0.5	0.2	0.5	0.2
(N=58)	Sum	31	28	9	31	9
Logan	Mean	1.0	0.4	0.1	0.4	0.3
(N=63)	Sum	62	25	6	28	18
Moreton Bay	Mean	1.0	0.6	.01	0.6	0.2
(N=47)	Sum	47	26	4	28	8
Redland	Mean	0.9	0.8	0.3	1.1	0.2
(N=49)	Sum	43	40	14	53	11
Somerset	Mean	0.6	0.7	0.7	0.4	0.1
(N=18)	Sum	11	13	13	7	1
Scenic Rim	Mean	0.3	0.4	0.4	0.9	0
(N=26)	Sum	7	10	11	22	0
Sunshine Coast	Mean	0.8	0.7	0.2	0.7	0.1
(N=377)	Sum	312	278	87	278	44
Toowoomba	Mean	2.3	0	0	0.8	0
(N=3)	Sum	7	0	0	2	0
Total	Mean	0.9	0.6	0.2	0.7	0.2
(N=1,037)	Sum	944	607	189	681	155

Q11 Contact with LfW

Q11. In the past 12 months, how many times have you had the following contact with LfW?	6 or more	3-5 times	Twice	Once	None
a. Phoned or emailed a LfW Officer for advice or support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Had a LfW Officer visit your property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Attended a LfW field day or workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Read the LfW Newsletter (published 4 times per year)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Referred to the folder of LfW notes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This section examines how frequently members access the five major avenues of contact with LfW. Members make good use of LfW resources!

The most utilised type of contact was via published materials, firstly being the newsletter, followed by LfW notes. Interpersonal communication was strongest via direct contact with LfW officers by phone or email, followed by property visits. Events were attended by just under half of respondents (49%) but 20% attended two or more in the past 12 months.

In general, members who more frequently access one form are more likely to use another form. That is, respondents who more frequently contact LfW Officers are more likely to access other LfW resources (Q11). In addition, respondents who have more frequent contact with LfW resources are more likely to 'highly value the usefulness' of all LfW services (Q12).

To quantify the annual frequency of contact by LfW members, the total number of contacts with LfW resources per respondent was also calculated. This was done conservatively by converting responses into digits as follows: 'none' = 0, 'once' = 1, 'twice' = 2, '3-5 times' = 4, and '6 or more' = 6.

Results show that respondents accessed the LfW resources on average 10 times per year (Table 12 and Figure 13). Nearly half of respondents (48%) are frequent users, accessing LfW resources between 10 and 30 times per year.

Table 12: Member contact with the SEQ LfW program in the last 12 months

Frequencies			
Type	Mean	Median	Mode
Officer	Once-twice	Once	None
Visit	Once	Once	None
Event	Once	None	None
Newsletter	3-5 times	3-5 times	3-5 times
Notes	Twice	Twice	3-5 times
Total ^a	10 times	9 times	8 times

N = 1,062

NOTE: a = sum of contacts made with LfW in the past 12 months.

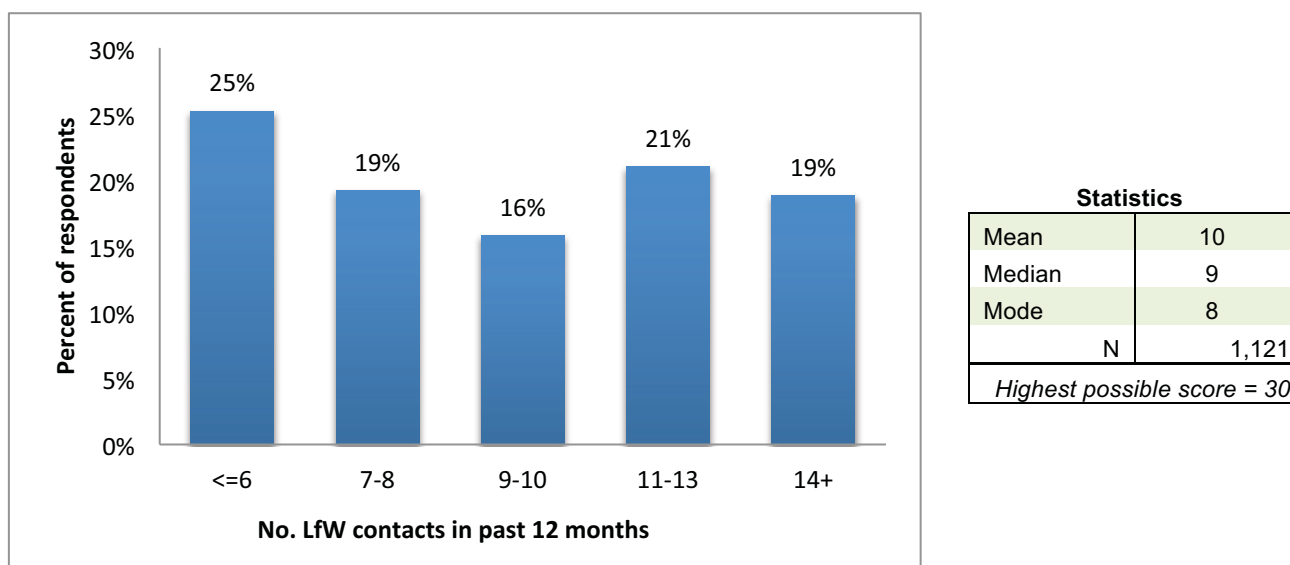


Figure 13: Total member contacts with the SEQ LfW program in past 12 months

Associations

The frequency of member contact with LfW was associated with other survey variables. Thus, the frequency of contact by members is a good indicator of other attitudes, knowledge and behaviour within the LfW framework. With the exception of the newsletter, which appears highly accessed by nearly all members, the four types of contact correspond positively with member engagement and change in skills and knowledge.

Respondents who access LfW resources more frequently (excluding the newsletter) are more likely to:

- have been members for a shorter length of time (Q3)
- highly value the usefulness of all LfW assistance (Q12)
- express interest in attending all types of workshops, excluding fire management (Q15)
- be extremely satisfied with LfW (Q16) and advocate for the program (Q17)
- consider their conservation skills above average (Q18)
- report improvement in skill and knowledge across all conservation areas (Q19), and
- be motivated by environmental (Q20.1-3), social (Q20.7-8), and health reasons (Q20.10-20.12).

Q11.1 Phoned or emailed a LfW Officer for advice or support

Frequent users accounted for more than one quarter of respondents (26%), contacting officers three or more times in the past year (Figure 14). Nearly two thirds of LfW survey respondents directly contacted their LfW Officer. The remaining third (34%) did not contact LfW officers by phone or email.

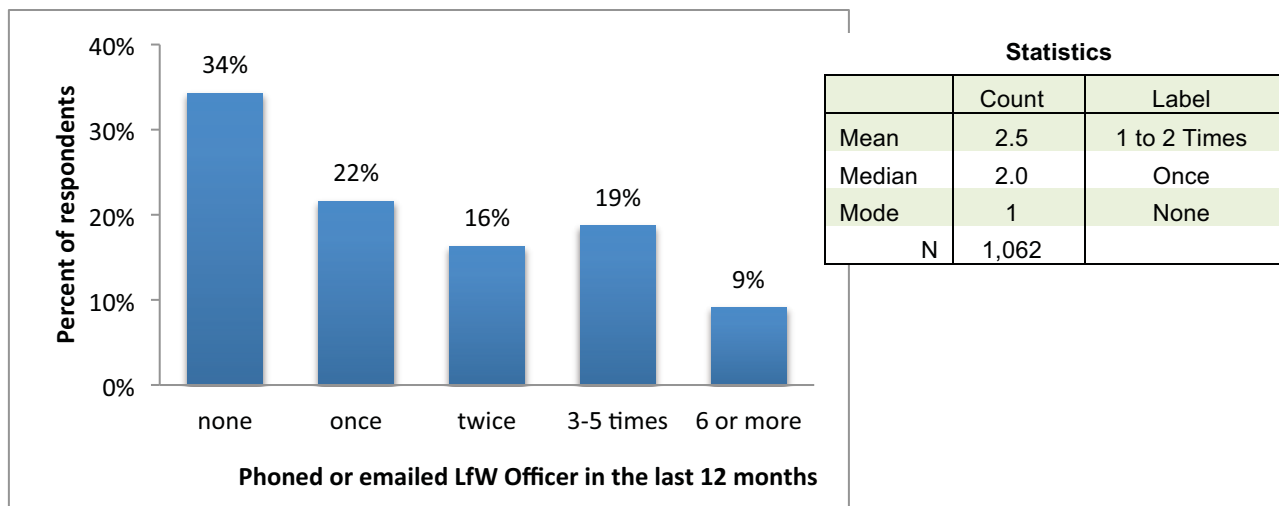


Figure 14: Member contact with SEQ LfW officer in past 12 months

Q11.2 Had a LfW officer visit your property

Frequent service users (11%) were visited on three or more occasions in the last 12 months. The majority of respondents (60%) experienced at least one visit to their property in the past 12 months. The remaining 40% of respondents did not receive a property visit in the last year (Figure 15).

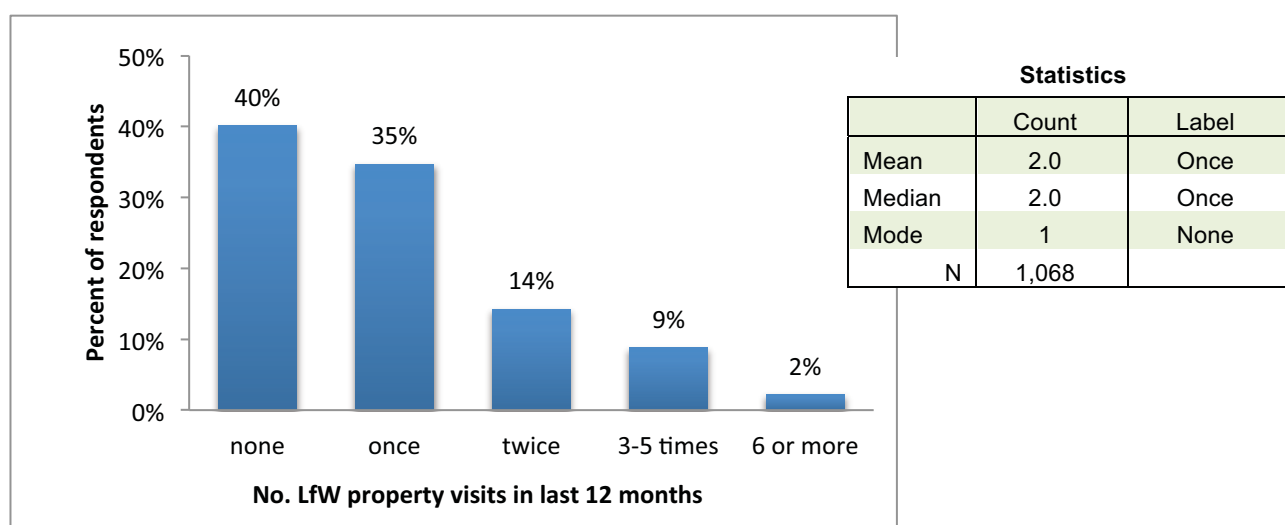


Figure 15: SEQ LfW members receiving a property visit in past 12 months

Q11.3 Attended a LfW field day or workshop (event)

Nearly half (48%) of respondents attended a LfW event in the past 12 months (Figure 16). One fifth (20%) of respondents attended two or more events. Over half (52%) did not attend any field days or workshops.

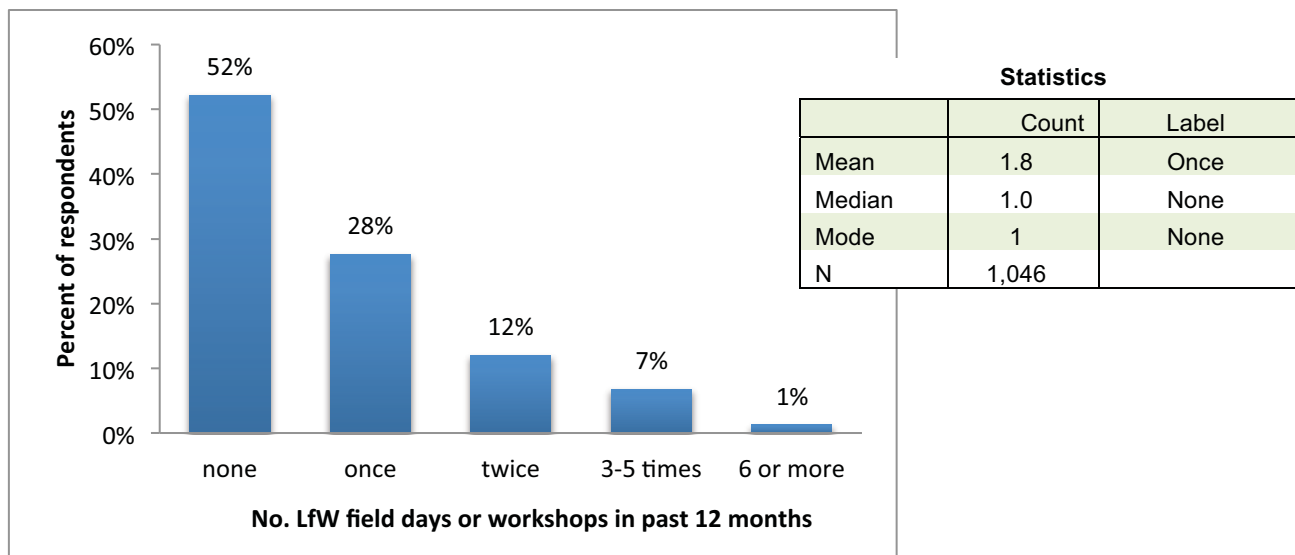


Figure 16: SEQ LfW members attending an event in past 12 months

Q11.4 Read the LfW newsletter (published 4 times per year)

The newsletter was the most frequently accessed resource. Some portion of it is read by an impressive 99% of respondents (Figure 17). Only 9 out of 1,108 respondents reported not reading the LfW newsletter in the past 12 months. Three-quarters are described as regular readers, reading three of the four newsletters produced each year.

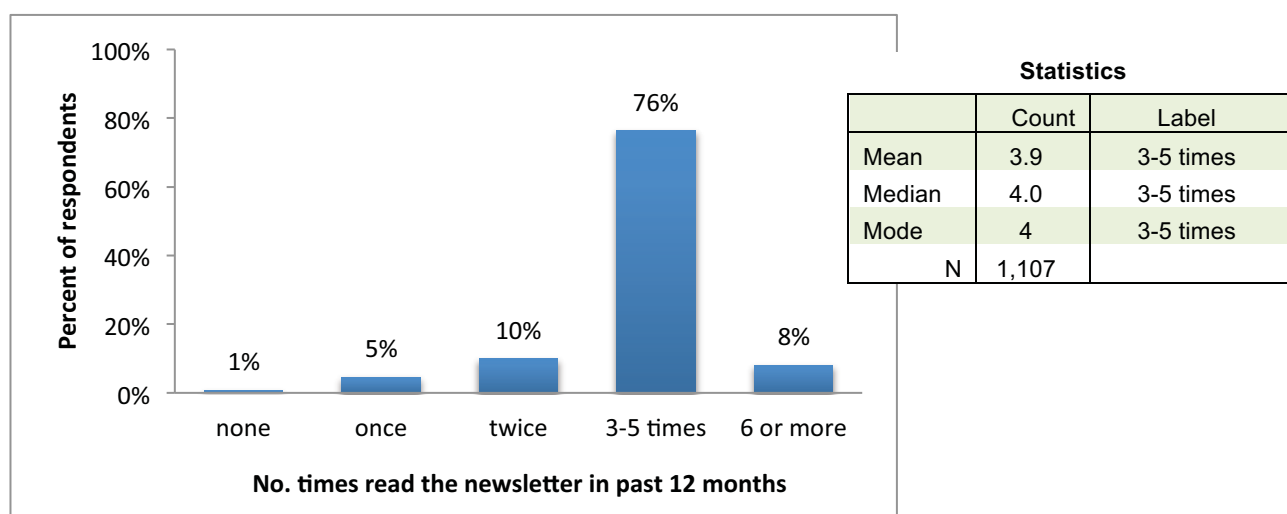


Figure 17: SEQ LfW members that read the newsletter in the past 12 months

Q11.5 Referred to the LfW notes

Compared to the newsletter, readership of the notes is much more variable (Figure 18). While some respondents have never read the notes (14%), others have referred to them six or more times in the last year (19%). Two thirds of respondents (69%) accessed their LfW notes at least twice during the year.

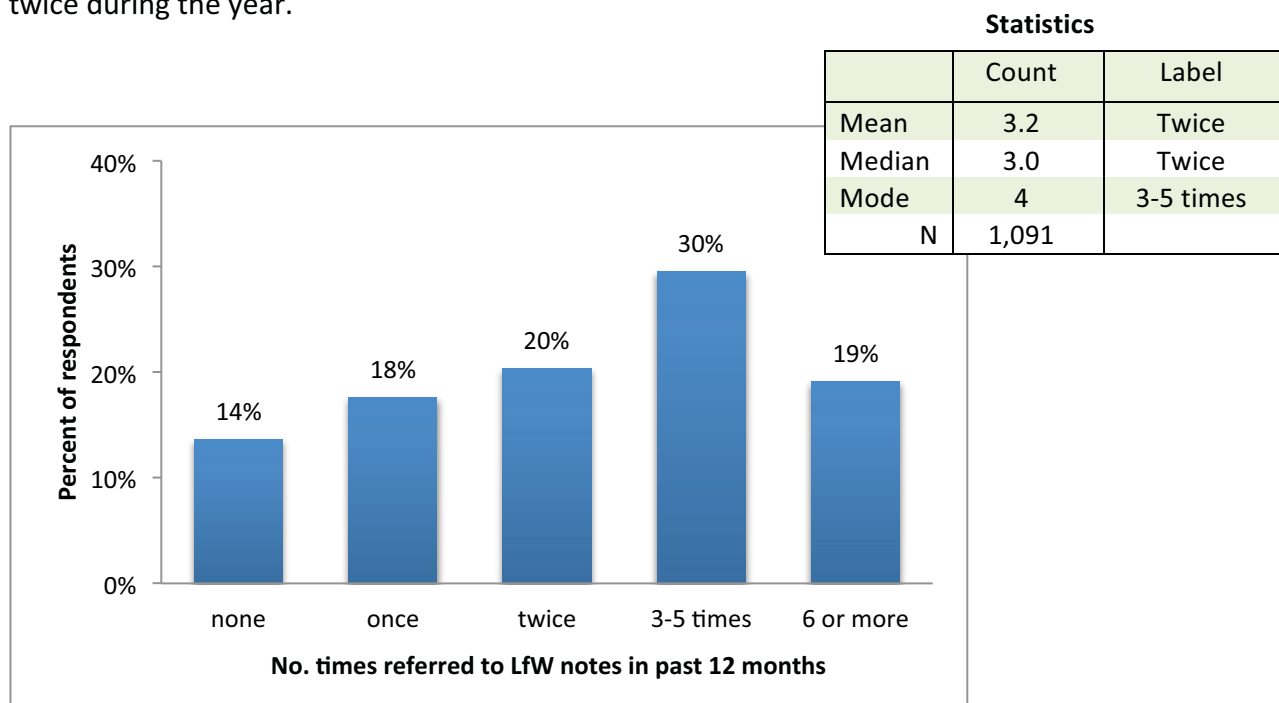


Figure 18: SEQ LfW members referred to notes in the past 12 months

Council

Member contact with LfW is summarised by council area in Table 13. Results show that the newsletter was the most highly accessed resource in all areas. Excluding the newsletter, differences are noted. Brisbane, Gold Coast, Logan, Redlands and Somerset members reported contacting their officers more frequently. Brisbane members reported receiving more visits to their properties.

Table 13: Frequency of member contact with SEQ LfW program activities, by council

Council	Statistic	1. Officer	2. Visit	3. Event	4. Newsletter	5. Notes	N (total)
Brisbane	Mean	twice	twice	once	3-5 times	twice	245
Gold Coast	Mean	twice	once	once	3-5 times	3-5 times	150
Ipswich	Mean	once	none	none	3-5 times	twice	25
Lockyer Valley	Mean	once	once	once	3-5 times	twice	63
Logan	Mean	twice	once	once	3-5 times	twice	67
Moreton Bay	Mean	once	once	once	3-5 times	twice	49
Redland	Mean	twice	once	once	3-5 times	twice	50
Somerset	Mean	twice	once	once	3-5 times	3-5 times	18
Scenic Rim	Mean	once	once	none	3-5 times	twice	31
Sunshine Coast	Mean	once	once	once	3-5 times	twice	400
Toowoomba	Mean	none	none	none	3-5 times	twice	4
Total	Mean	once-twice	once	once	3-5 times	twice	1,102

Q12 Perceived usefulness of LfW services

Q12. Overall, how useful has the following LfW assistance been?	Very useful	Fairly useful	Neutral	Not so useful	Not at all useful	Not applicable
a. Initial LfW Officer visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Property report / management plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Phone or email contact with a LfW officer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Revisit by LfW Officer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. LfW workshops and field days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Council environmental grants and funding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. LfW Newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. LfW Incentives (e.g. plants, nest boxes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Folder of LfW notes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Respondents were asked to evaluate the perceived usefulness of nine different LfW services. Results indicate that overall, respondents moderately to strongly value the usefulness of each service (Table 14). The most valued services offered by LfW are property visits and the newsletter.

One aspect to note in the question format is that members were given the option of responding 'not applicable'. The inclusion of this option raises two issues. Firstly, it cannot be determined why the service is 'not applicable' to these respondents (it may not be offered by their council, or it may not be relevant to their property or household).

Secondly, this category was not removed during statistical analysis. This means that results are conservative estimates in terms of perceived usefulness. Nevertheless, results consistently indicate that members consider all forms of assistance useful.

Activities are ranked in order of perceived (fairly to very) usefulness as follows:

1. Newsletter 91%
2. Property Visits 90%
3. Notes 82%
4. Incentives 71%
5. Officer Contact 70%
6. Property Reports 70%
7. Events 57 %
8. Revisit 56%
9. Council grants 49%

Table 14: Perceived usefulness of SEQ LfW services

Statistics				
Activity	N	Mean	Median	Mode
Q12.1 Visit	1,115	Fairly- very useful	Very useful	Very useful
Q12.2 Plan	1,083	Neutral – fairly useful	Fairly useful	Very useful
Q12.3 Officer	1,082	Neutral – fairly useful	Fairly useful	Very useful
Q12.4 Revisit	1,085	Neutral	Fairly useful	Very useful
Q12.5 Events	1,089	Neutral	Fairly useful	Very useful
Q12.6 Grants	1,087	Not so useful - Neutral	Neutral	Very useful
Q12.7 Newsletter	1,109	Fairly- very useful	Very useful	Very useful
Q12.8 Incentives	1,097	Fairly useful	Very useful	Very useful
Q12.9 Notes	1,095	Fairly useful	Fairly useful	Very useful

Q12.1 Perceived usefulness of the initial LfW officer visit

More than 90% of respondents consider the initial property visit to be fairly to very useful (Figure 19).

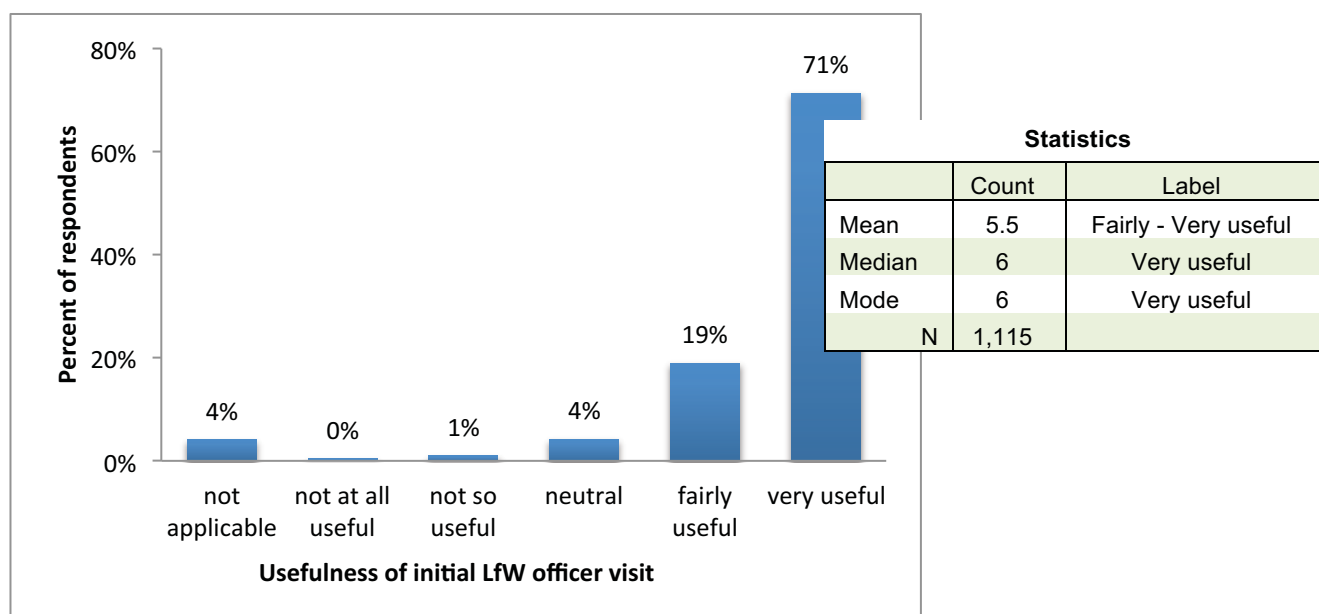


Figure 19: Perceived usefulness of initial SEQ LfW officer visit

Q12.2 Perceived usefulness of the property report / management plan

The majority of respondents (70%) rate property reports as fairly to very useful (Figure 20). A portion of members (15%) reported that this activity was not applicable. A few respondents (3%) consider the property report as not particularly useful.

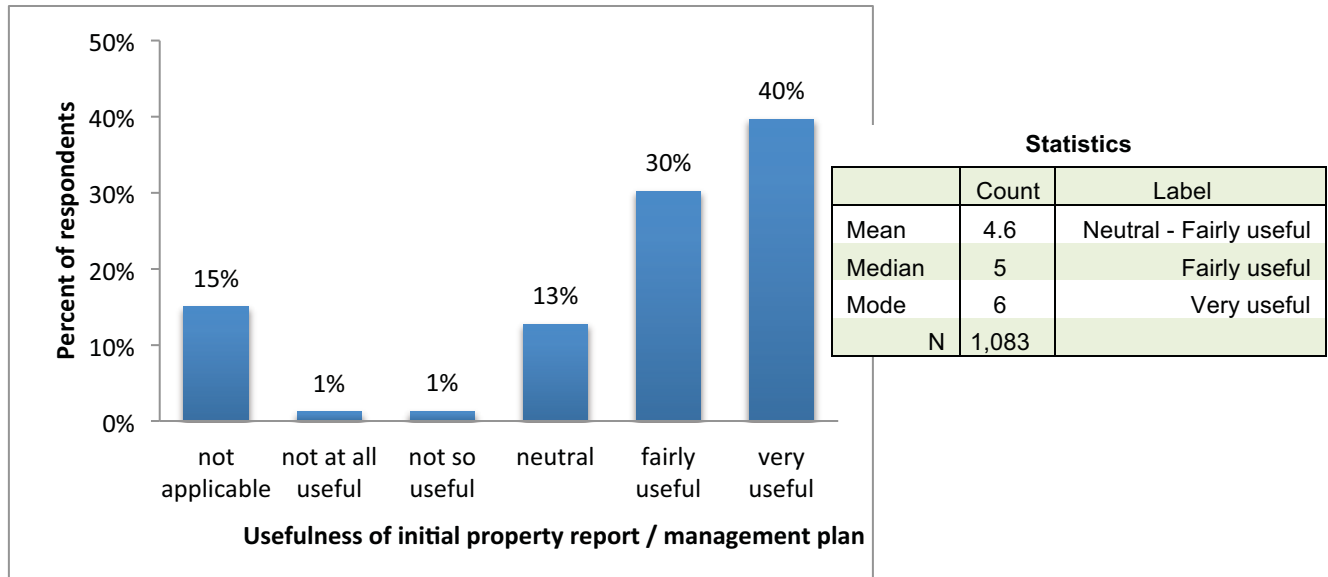


Figure 20: Perceived usefulness of SEQ LfW property plan

Q12.3 Perceived usefulness of phone or email contact with a LfW officer

The majority of respondents (70%) consider contact with a LfW officer as fairly to very useful (Figure 21). A small proportion (2%) of members do not consider contact with officers as useful.

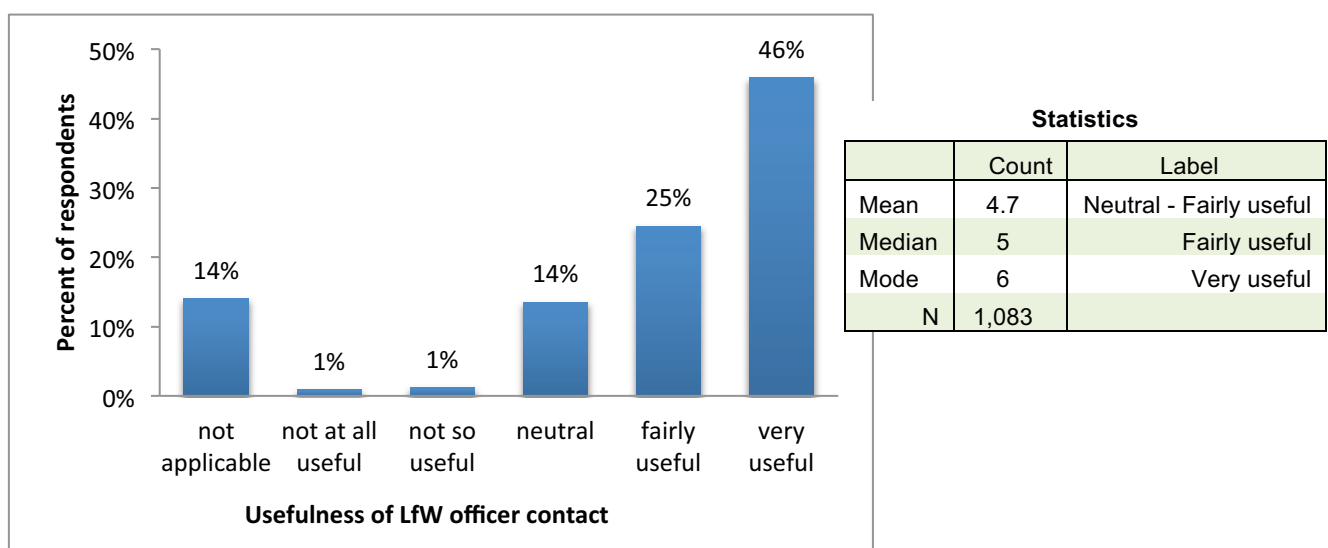


Figure 21: Perceived usefulness of contact with SEQ LfW officers

Q12.4 Perceived usefulness of revisit by LfW officer

More than half (56%) of respondents reported property revisits as being fairly to very useful (Figure 22). Quite a large proportion, nearly a third of respondents, said that this activity was not applicable.

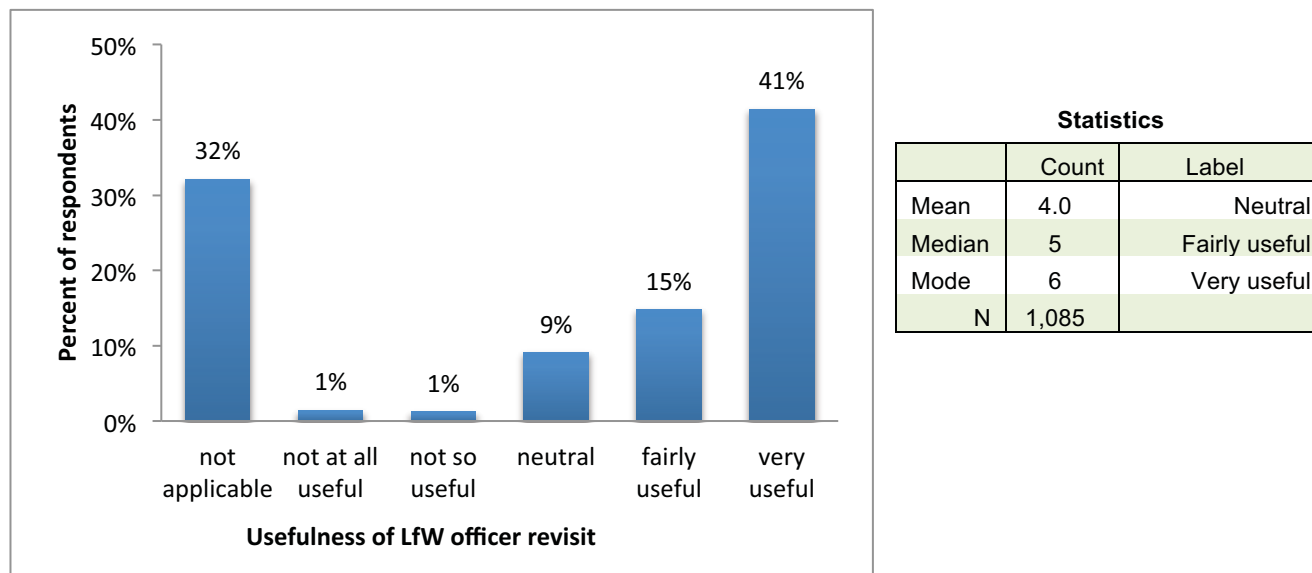


Figure 22: Perceived usefulness of SEQ LfW property revisit

Q12.5 Perceived usefulness of LfW Events

More than half of respondents (57%) reported events as being fairly to very useful (Figure 23) large portion (29%) reported events as being not applicable.

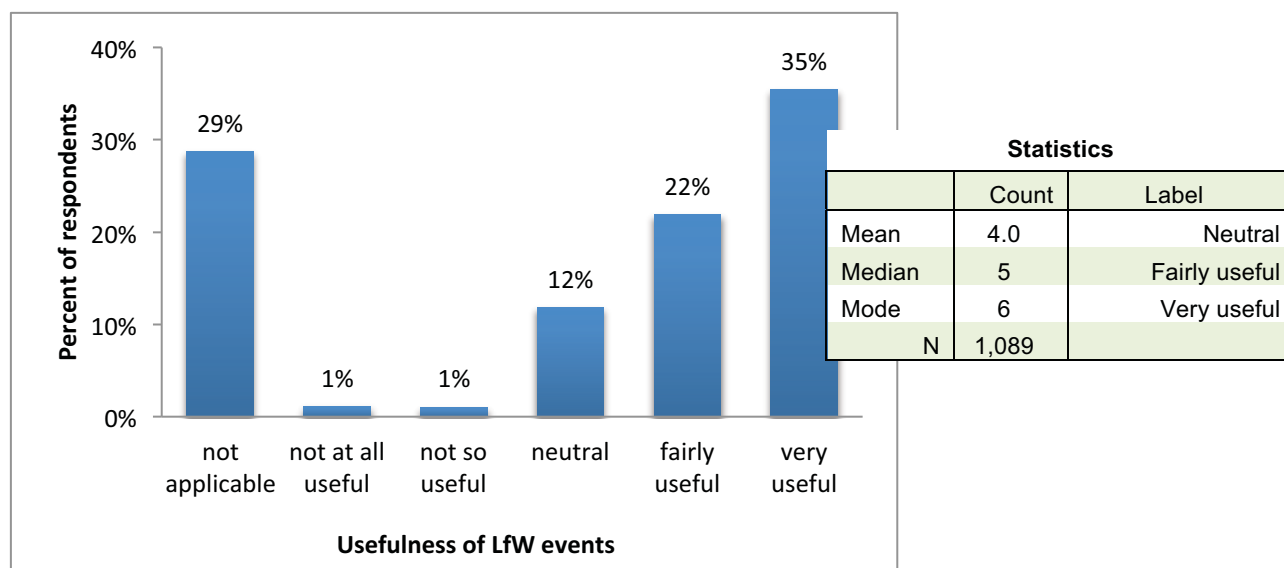


Figure 23: Perceived usefulness of SEQ LfW events

Q12.6 Perceived usefulness of council environmental grants and funding

Less than half (49%) reported council grants and funding as being fairly to very useful (Figure 24). More than a third (36%) reported this activity as not applicable.

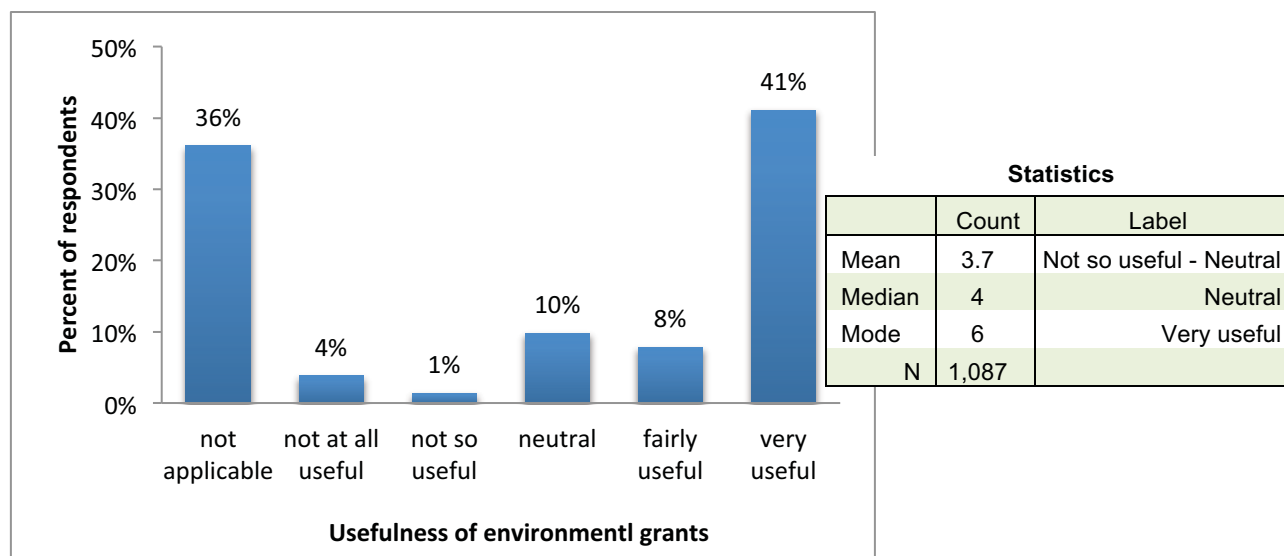


Figure 24: Perceived usefulness of environmental grants

Q12.7 Perceived usefulness of the LfW newsletter

Most respondents (92%) reported the newsletter as being fairly to very useful (Figure 25). Less than 1% of respondents reported the newsletter as being not applicable. The high accessibly of the resource coupled with strong usefulness scores, positions the newsletter as a very favourable resource.

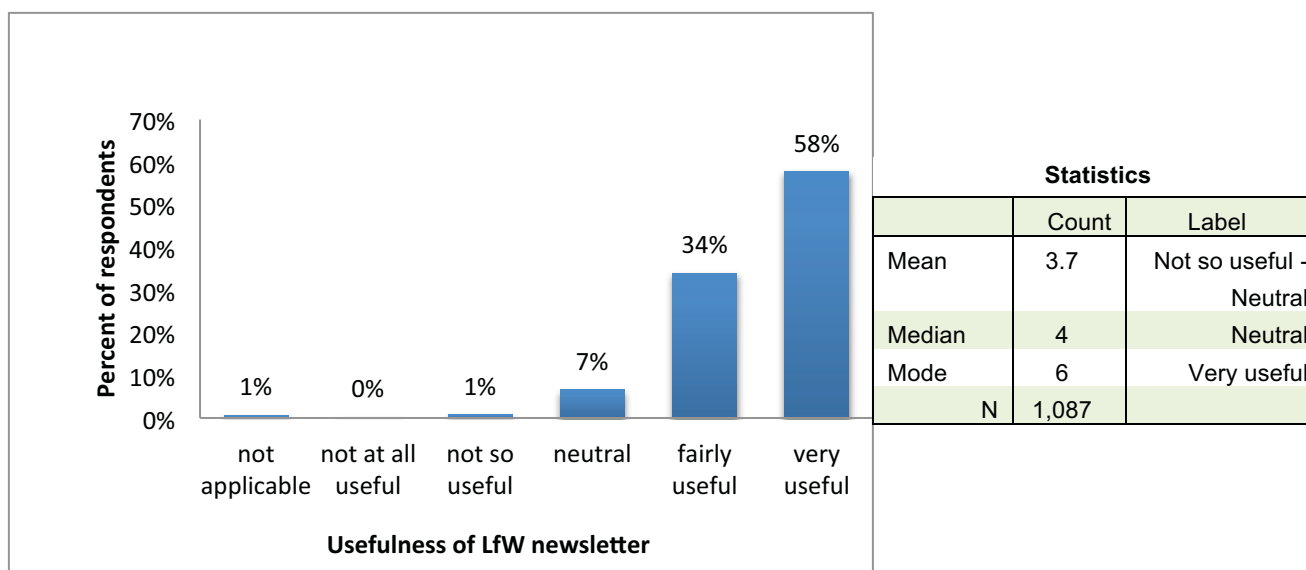


Figure 25: Perceived usefulness of the LfW newsletter

Q12.8 Perceived usefulness of LfW Incentives (e.g. plants, next boxes)

The majority of respondents (71%) reported LfW incentives as being fairly to very useful (Figure 26). A small proportion (16%) reported incentives were not applicable.

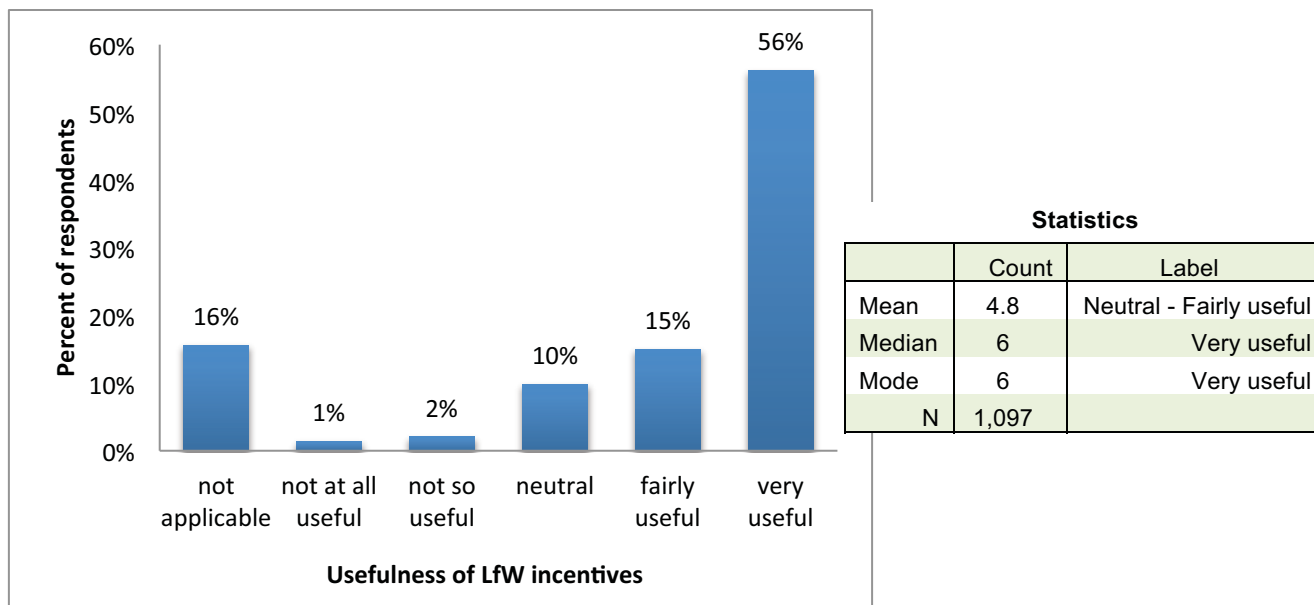


Figure 26: Perceived usefulness of SEQ LfW incentives

Q12.9 Perceived usefulness of the folder of LfW notes

More than 80% of respondents view the LfW notes as fairly to very useful (Figure 27).

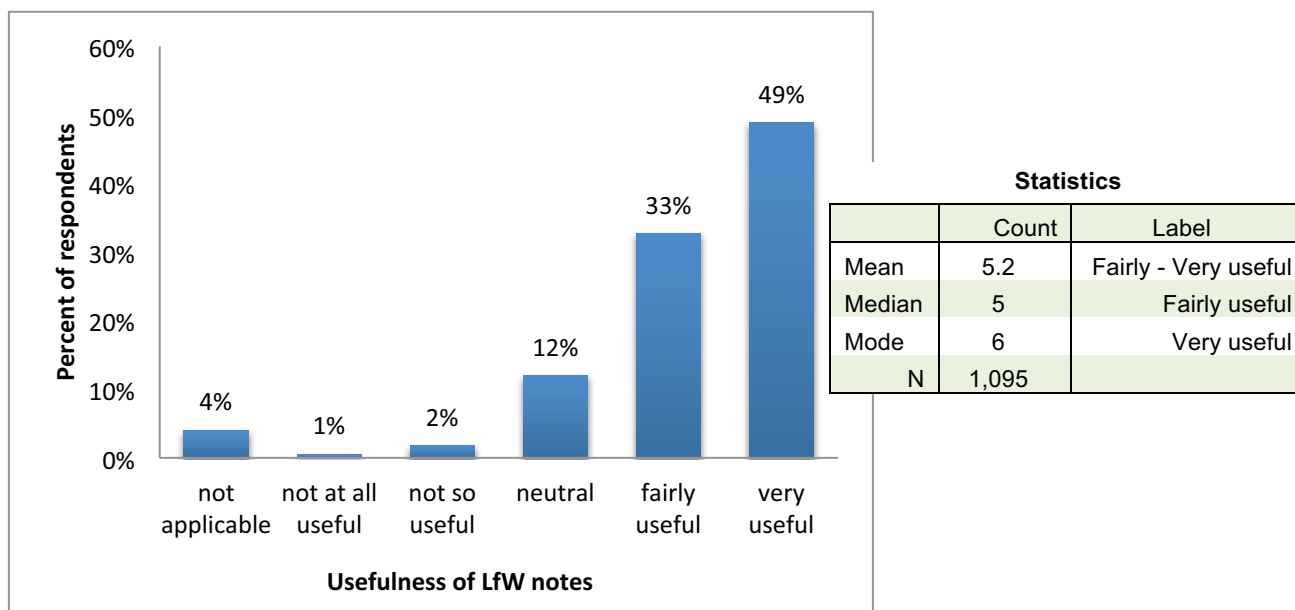


Figure 27: Perceived usefulness of SEQ LfW technical notes

Council

Table 15 overleaf shows the average responses rating the usefulness of LfW services by council. This table highlights differences between councils (e.g. some councils may not offer incentives while others do) as well as differences in how LfW members perceive the usefulness of those services.

Table 15: Perceived usefulness of SEQ LfW services, by council

Council	Statistic	1. Visit	2. Plan	3. Officer	4. Revisit	5. Events	6. Grants	7. Newsletter	8. Incentives	9. Notes	N (total)
Brisbane	Mean	Very useful	Fairly useful	Fairly useful	Fairly useful	Neutral	Neutral	Fairly useful	Fairly useful	Fairly useful	241
Gold Coast	Mean	Very useful	Fairly useful	Fairly useful	Neutral	Neutral	Not so useful	Very useful	Fairly useful	Fairly useful	146
Ipswich	Mean	Fairly useful	Neutral	Neutral	Not so useful	Neutral	Neutral	Fairly useful	Fairly useful	Fairly useful	25
Lockyer Valley	Mean	Fairly useful	Neutral	Fairly useful	Not so useful	Neutral	Not so useful	Fairly useful	Neutral	Fairly useful	61
Logan	Mean	Very useful	Fairly useful	Fairly useful	Not so useful	Fairly useful	Neutral	Very useful	Very useful	Fairly useful	66
Moreton Bay	Mean	Fairly useful	Neutral	Neutral	Not so useful	Neutral	Not so useful	Very useful	Fairly useful	Fairly useful	47
Redland	Mean	Very useful	Fairly useful	Fairly useful	Fairly useful	Neutral	Fairly useful	Fairly useful	Fairly useful	Fairly useful	49
Somerset	Mean	Fairly useful	Neutral	Neutral	Not at all useful	Fairly useful	Not at all useful	Very useful	Not so useful	Fairly useful	18
Scenic Rim	Mean	Fairly useful	Neutral	Fairly useful	Not so useful	Not so useful	Not so useful	Very useful	Not so useful	Fairly useful	31
Sunshine Coast	Mean	Very useful	Fairly useful	Fairly useful	Neutral	Neutral	Neutral	Very useful	Fairly useful	Fairly useful	388
Toowoomba	Mean	Fairly useful	Neutral	Neutral	Not at all useful	Not so useful	Not so useful	Fairly useful	Not at all useful	Neutral	4
Total	Mean	Very useful	Fairly useful	Fairly useful	Neutral	Neutral	Neutral	Very useful	Fairly useful	Fairly useful	1,076

Q13 Proportion of newsletter read

Q13. How much of the *LfW* newsletter do you read?

☐ Read every page ☐ Read more than half ☐ Read less than half ☐ Read none

Respondents were asked how thoroughly they read the LfW newsletter (Figure 28). Most respondents (93%) read most (more than half to all) of the newsletter. Less than 1% said the newsletter was unread within the household.

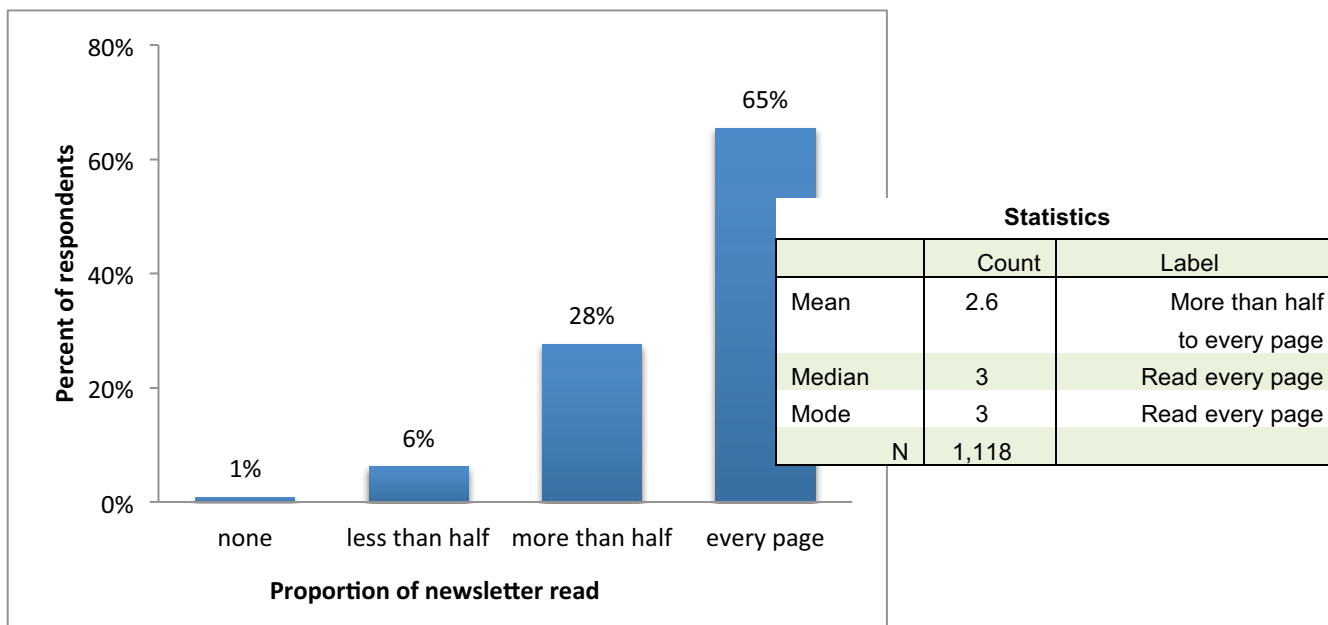


Figure 28: Proportion of SEQ LfW newsletter read

Associations

Respondents who read higher portions of the newsletter are more likely to:

- have owned their property (Q1) and been members (Q3) for longer period of time
- be retired and/or not working full-time (Q10); without children (Q9)
- be more satisfied with LfW (Q16) and act as advocates for the program (Q17)
- be motivated by environmental (Q20.1-3), social (Q20.7 and 20.9), health (Q20.11-12) and economic (Q20.6) reasons.
- spend more time in conservation activities on their property (Q24)
- have controlled larger areas of weeds (Q29)
- report improvement in property condition (weed control) (Q31.1, 2 and 4), and
- report achieving wider social benefits from LfW (Q35.15),

Council

Table 16 presents the average LfW newsletter readership and the proportion of the newsletter that is read, reported by council area. Results were similar across all council areas.

Table 16: SEQ LfW newsletter readership, by council

Council	Statistic	Audience reach (Q13)	N (Q13)	Proportion read (Q14)	N (Q14)
Brisbane	Mean	2 people	241	every page	244
Gold Coast	Mean	2 people	148	every page	149
Ipswich	Mean	2 people	25	every page	25
Lockyer Valley	Mean	2 people	63	every page	63
Logan	Mean	2 people	67	every page	67
Moreton Bay	Mean	2 people	49	every page	49
Redland	Mean	2 people	50	more than half	50
Somerset	Mean	2 people	18	every page	18
Scenic Rim	Mean	2 people	31	every page	31
Sunshine Coast	Mean	2 people	401	every page	399
Toowoomba	Mean	3 people	4	every page	4
Total	Mean	2 people	1,097	every page	1,099

Q14 Newsletter readership

Q14. How many people in your household read the *LfW* newsletter?

☐ 3 or more ☐ 2 ☐ 1 ☐ 0

The newsletter is read by 99% of respondents (Figure 29). Only 1% said the newsletter was unread within the household. A conservative estimate of the readership for the LfW newsletter is 1.7 household members for each property. Extrapolated to the total SEQ LfW membership, this suggests that 6,355 people read the newsletter.

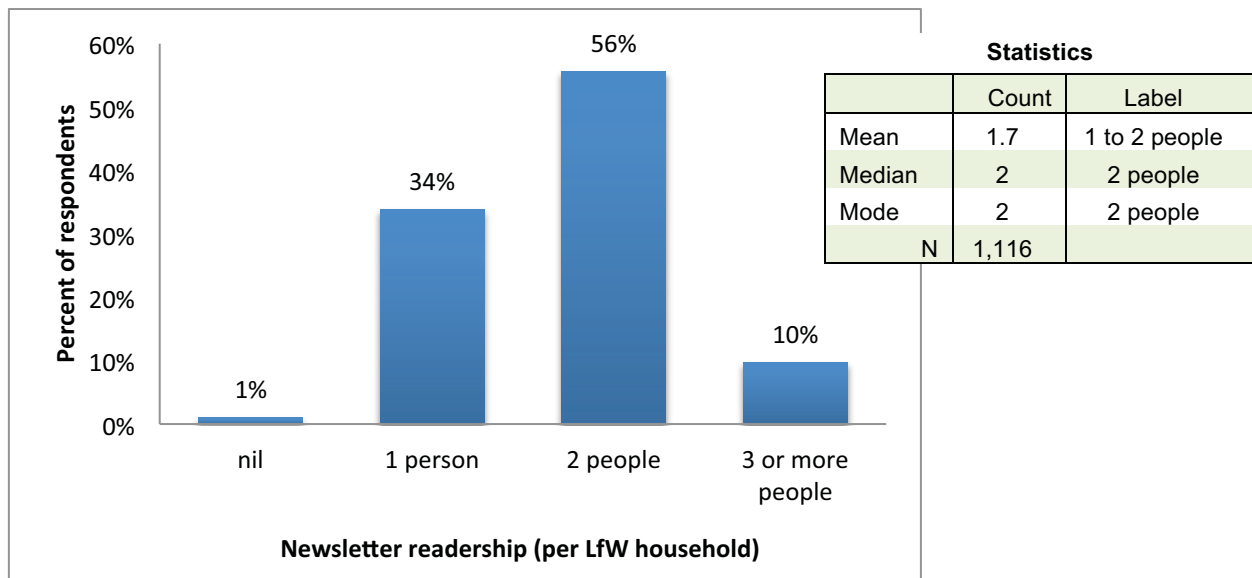


Figure 29: SEQ LfW newsletter readership

Associations

Properties that have higher newsletter readership are more likely to:

- have more adults as well as children living on the LfW property (Q9)
- have adults working full-time, as well as in unpaid and other work (Q10).
- be more satisfied with LfW (Q16) and act as advocates for the program (Q17.1-3)
- spend more time in conservation activities on their property (Q24)
- be motivated by environment (Q20.2 and 3), social (Q20.7-9) and health (Q20.11-12); but are not motivated by economic reasons.
- have revegetated (Q28) and weed controlled (Q29) larger property areas, and
- report improvement in weed skills and knowledge (Q31.1-3).

Q15 Interest in workshop topics

Q15. What types of <i>LfW</i> workshops would you like to see in future?		Very interested	Somewhat interested	Not very interested
a.	Native plant identification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	Weed ID and management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	Native wildlife (identification & monitoring)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d.	Pest animals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e.	Fire management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f.	Erosion control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g.	Field days to other <i>LfW</i> properties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h.	Revegetation / planting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Eight different topics for LfW workshops were tested. Overall, respondents are somewhat to very interested in attending workshops on all topics (Table 17).

Topics are ranked in order of respondent interest (somewhat to very) as follows:

1. Weed identification 94%
2. Native Plant identification 92%
3. Revegetation / planting 89%
4. Native Wildlife 86%
5. Pest animals 83%
6. Field days to other properties 79%
7. Fire management 78%
8. Erosion control 72%

Topics of interest also depend upon other membership factors such as council area, whether property adjoins a conservation area, and so forth.

Table 17: Summary of SEQ LfW member interest in workshop topics

Statistics				
Topic	N	Mean	Median	Mode
Q15.1 Native Plant ID	1,067	Somewhat – very interested	Very interested	Very interested
Q15.2 Weed ID	1,068	Somewhat – very interested	Very interested	Very interested
Q15.3 Native wildlife	1,049	Somewhat – very interested	Very interested	Very interested
Q15.4 Pest animals	1,035	Somewhat interested	Somewhat interested	Somewhat interested
Q15.5 Fire management	1,034	Somewhat interested	Somewhat interested	Somewhat interested
Q15.6 Erosion control	1,032	Somewhat interested	Somewhat interested	Somewhat interested
Q15.7 Field days	1,048	Somewhat interested	Somewhat interested	Somewhat interested
Q15.8 Revegetation	1,063	Somewhat – very interested	Very interested	Very interested

Q15.1 Workshop interest - Native plant identification

Most respondents (92%) are interested in attending workshops on native plant identification (Figure 30). Only 7% are not very interested in this topic.

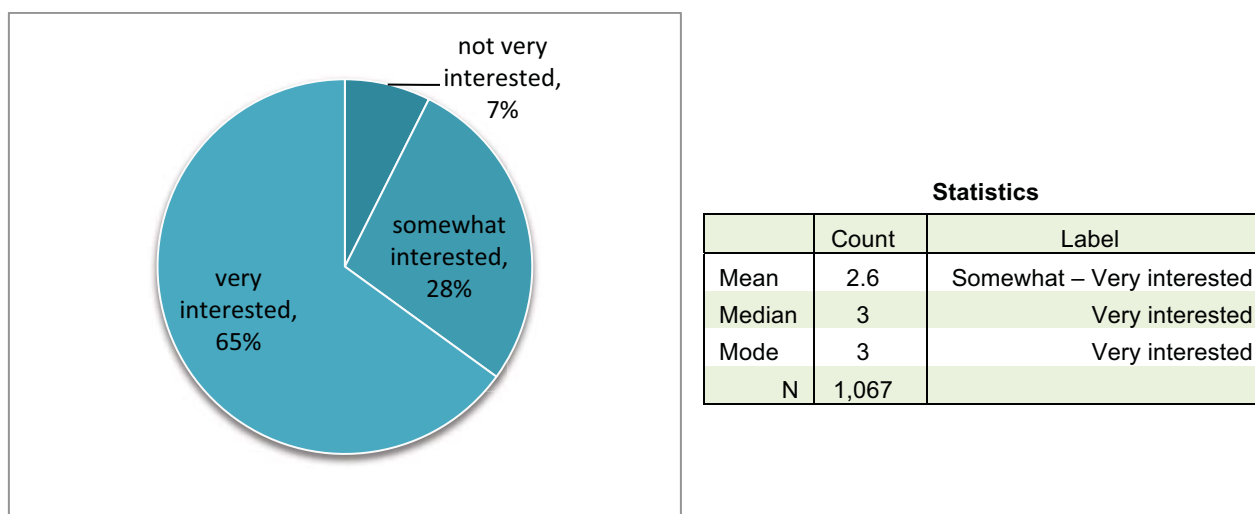


Figure 30: SEQ LfW member Interest in workshops on identifying native plants

Q15.2 Workshop interest – Weed identification and management

Most respondents (94%) are interested in attending workshops on weed identification and management (Figure 31). Only 7% are not very interested in this topic.

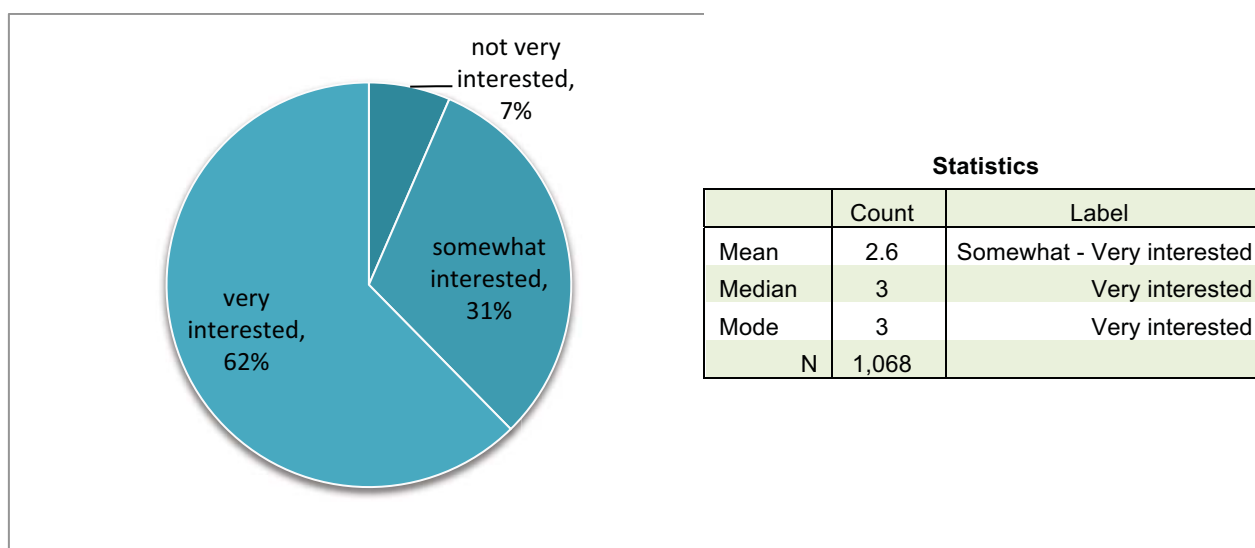
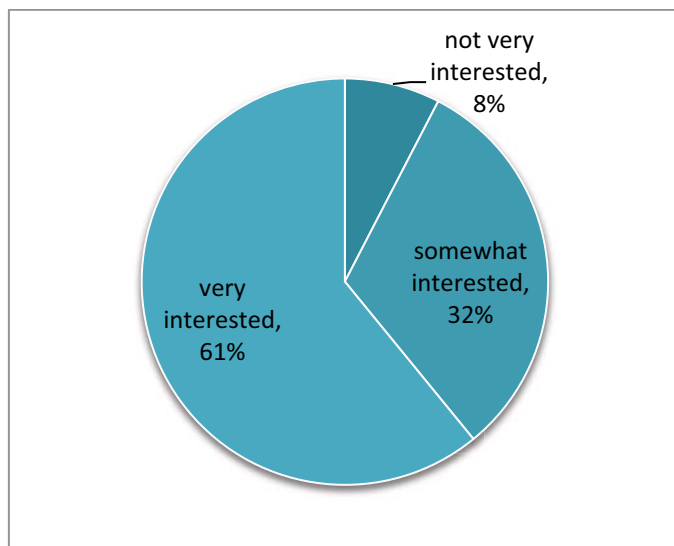


Figure 31: SEQ LfW member Interest in LfW workshops on weed identification and management

Q15.3 Workshop interest – Native wildlife (identification and monitoring)

Most respondents (86%) are interested in attending workshops on native plant identification and monitoring (Figure 32). Only 8% (80 out of 1,049 respondents) are not very interested in this topic.

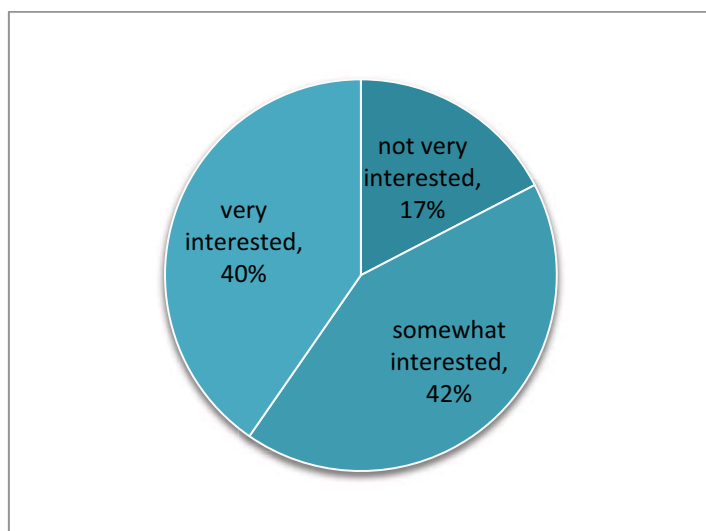
**Statistics**

	Count	Label
Mean	2.5	Somewhat - Very interested
Median	3	Very interested
Mode	3	Very interested
N	1,049	

Figure 32: SEQ LfW member Interest in LfW workshops on wildlife identification and monitoring

Q15.4 Workshop interest – pest animals

Most respondents (83%) are interested in attending workshops on pest animals (Figure 33). The remaining 17% (180 out of 1,035 respondents) are not very interested in this workshop topic.

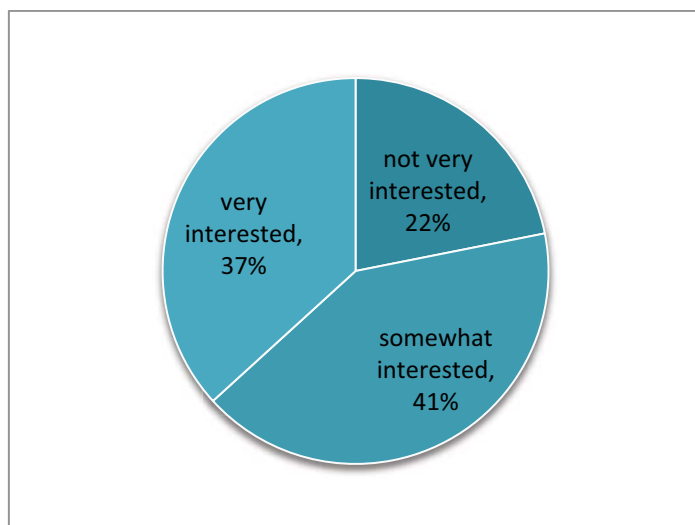
**Statistics**

	Count	Label
Mean	2.2	Somewhat - Very interested
Median	2	Somewhat interested
Mode	2	Somewhat interested
N	1,035	

Figure 33: SEQ LfW member Interest in LfW workshops on pest animals

Q15.5 Workshop interest – Fire management

The majority of respondents (78%) are interested in attending workshops on fire management (Figure 34). The remaining 22% are not very interested in this workshop topic.

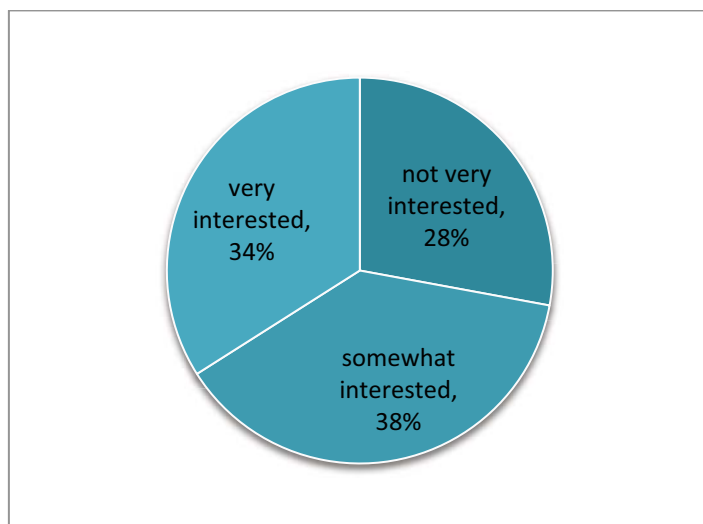


Statistics		
	Count	Label
Mean	2.1	Somewhat - Very interested
Median	2	Somewhat interested
Mode	2	Somewhat interested
N	1,034	

Figure 34: SEQ LfW member interest in LfW workshops on fire management

Q15.6 Workshop interest – erosion control

Respondents were relatively evenly distributed on this topic (Figure 35). While the majority of respondents (72%) are interested in attending a workshop on erosion control, nearly a third (28%, or 288 out of 1,032 respondents) was not.



Statistics		
	Count	Label
Mean	2.1	Somewhat - Very interested
Median	2	Somewhat interested
Mode	2	Somewhat interested
N	1,032	

Figure 35: SEQ LfW member Interest in LfW workshops on erosion control

Q15.7 Workshop interest – Field days to other LfW properties

The majority of respondents (79%) are interested in attending a field days to other LfW properties (Figure 36). The remaining 19% are not very interested in this topic.

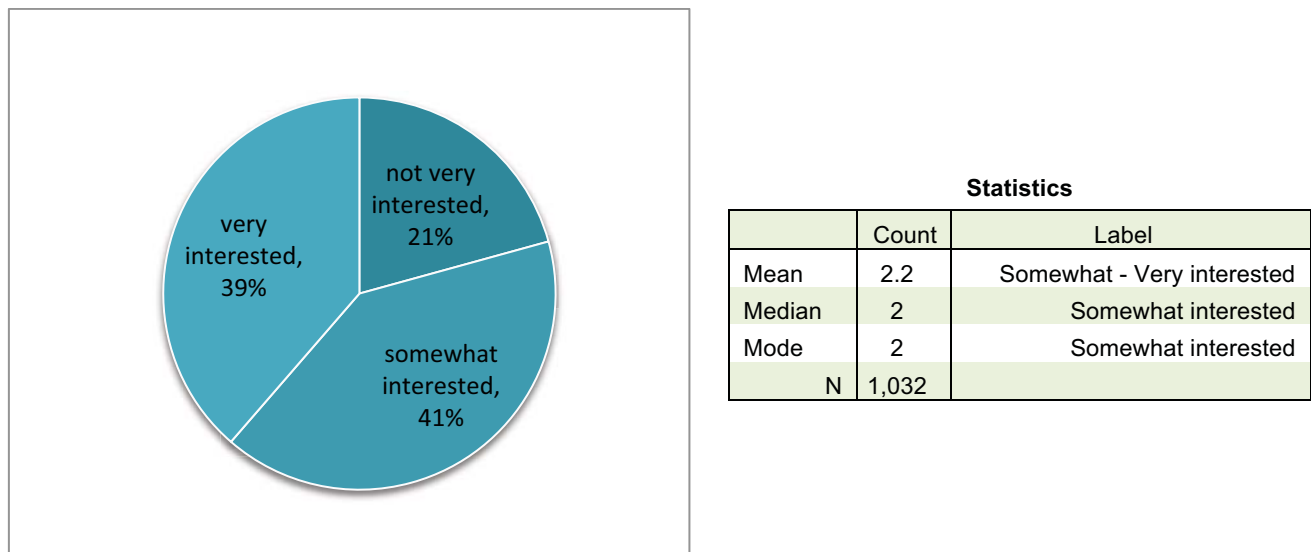


Figure 36: SEQ LfW member Interest in LfW field days to other LfW properties

15.8 Workshop interest – revegetation / planting

Most respondents (89%) are interested in attending workshops on revegetation and planting (Figure 37). Only 11% are not very interested in this topic.

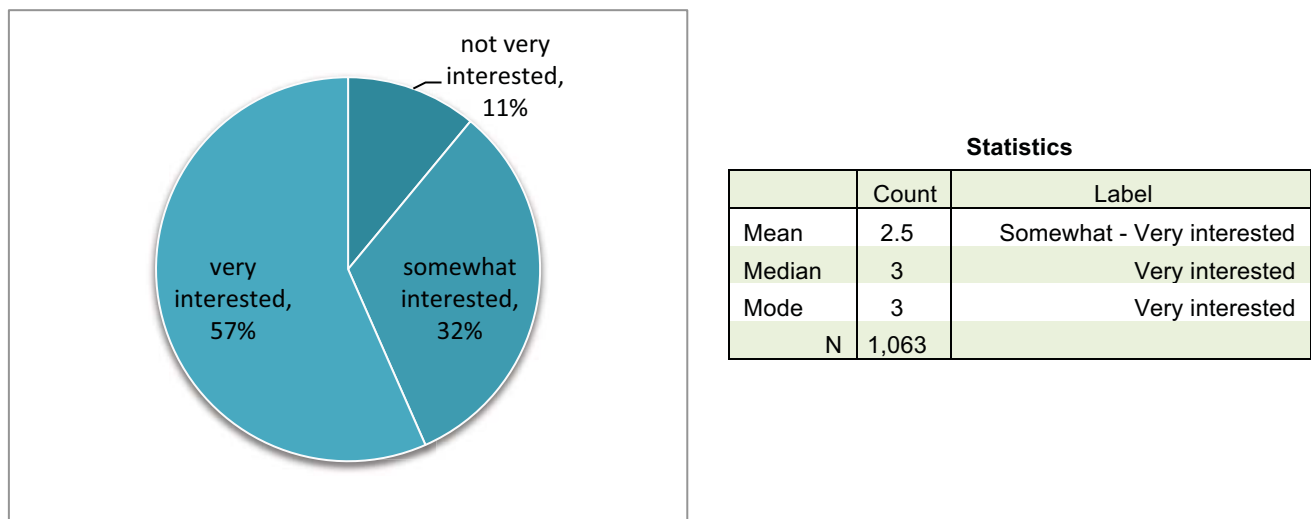


Figure 37: SEQ LfW member Interest in workshops on revegetation and planting

Council

Table 18 shows members' interest in LfW workshop topics, by council.

Table 18: SEQ LfW member interest in workshop topics, by council

Council	Statistic	1.Plant ID	2.Weed ID	3.Native wildlife	4.Pest animals	5.Fire	6.Erosion	7.Field days	8.Reveg	N (minimum)
Brisbane	Mean	Very interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Very interested	229
Gold Coast	Mean	Very interested	Very interested	Very interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Very interested	137
Ipswich	Mean	Very interested	Very interested	Very interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Very interested	22
Lockyer Valley	Mean	Very interested	Very interested	Very interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Very interested	59
Logan	Mean	Very interested	Very interested	Very interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Very interested	62
Moreton Bay	Mean	Very interested	Very interested	Very interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	44
Redland	Mean	Very interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	46
Somerset	Mean	Very interested	Very interested	Very interested	Very interested	Very interested	Somewhat interested	Very interested	Very interested	16
Scenic Rim	Mean	Very interested	Very interested	Very interested	Somewhat interested	Very interested	Somewhat interested	Somewhat interested	Very interested	27
Sunshine Coast	Mean	Very interested	Very interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	359
Toowoomba	Mean	Very interested	Somewhat interested	Very interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	4
Total	Mean	Very interested	Very interested	Very interested	Somewhat interested	Somewhat interested	Somewhat interested	Somewhat interested	Very interested	1,015

Q16 Overall satisfaction

Q16. Overall, how satisfied are you to be part of the LfW program?

Very satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very dissatisfied ☐

This question is a measure of the overall satisfaction amongst the SEQ LfW membership. LfW members are overwhelmingly satisfied (92%) with the existing LfW program (Figure 38). Sixty-three percent of LfW survey respondents said they are 'very satisfied' with the LfW program. A small group (2% of members, or 20 out of 1,030 respondents) expressed dissatisfaction with the LfW program.

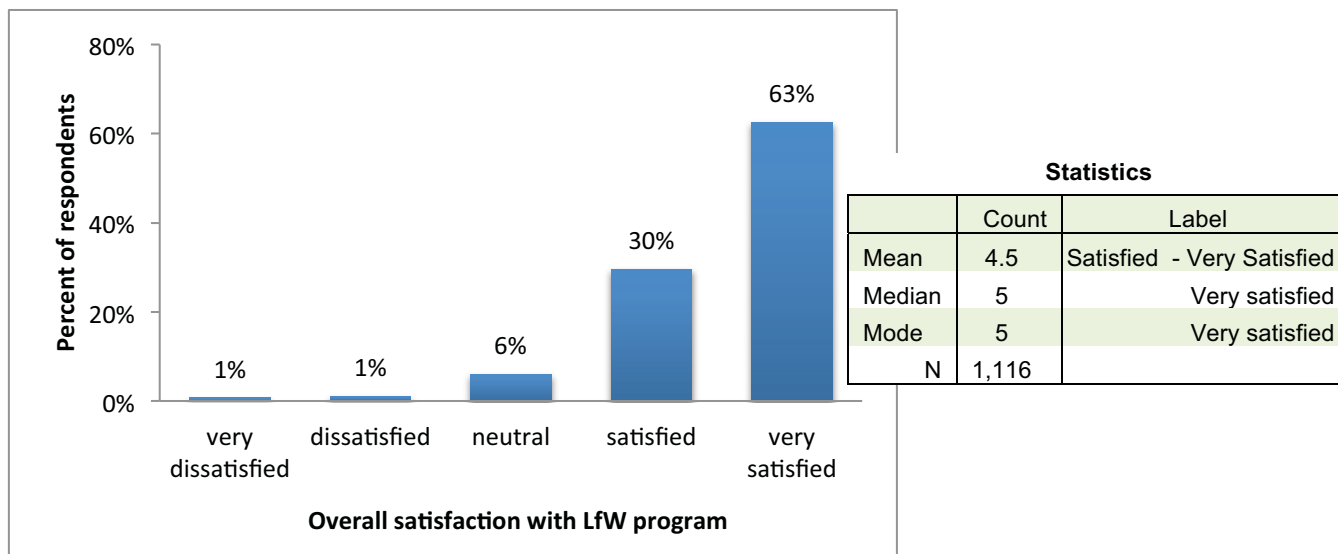


Figure 38: Satisfaction with the LfW program

Associations

The satisfaction measure shows a large number of significant associations with other survey variables, particular those expressing LfW program access and involvement. Key findings are summarised as follows - respondents who are more satisfied with LfW are more likely to:

- be active advocates of the program (Q17.1-3)
- have frequent contact with LfW (Q11.1-5)
- rate all forms of LfW assistance as useful (Q12.1-9)
- read more of the newsletter (Q14) and have more newsletter readers in the household (Q13)
- express stronger interest in attending all workshop topics (Q15), excluding fire management
- be assured of their conservation skills and knowledge (Q18)
- report stronger improvements in skill and knowledge across all conservation areas (Q19)
- be motivated by social, environmental, and health reasons, with the exception of 'being appreciated by colleagues' (Q20.9). [Economic reasons do not associate with satisfaction.]

- spend more hours per year in conservation activity on their property (Q24)
- report greater changes in all aspects of weed management due to the LfW program (Q31)

Council

There appears little difference between councils (Table 19). However, based on mean scores, Logan City council respondents appear the most satisfied LfW Members.

Table 19: Overall satisfaction with the SEQ LfW program, by council

	Mean	N
Brisbane	Satisfied	242
Gold Coast	Very satisfied	148
Ipswich	Satisfied	25
Lockyer Valley	Satisfied	63
Logan	Very satisfied	67
Moreton Bay	Satisfied	48
Redland	Very satisfied	50
Somerset	Satisfied	18
Scenic Rim	Satisfied	31
Sunshine Coast	Very satisfied	400
Toowoomba	Satisfied	4
Total	Very satisfied	1,096

Q17 Advocacy measures

Q17. As a member of <i>LfW</i>	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I like recommending <i>LfW</i> to other property owners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I love to talk about the good points of <i>LfW</i> to people I know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have helped to recruit new <i>LfW</i> members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This section provides a group of questions designed to drill deeper into the commitment amongst current SEQ members of LfW. The three questions represent increasing levels of commitment, so it is expected that results show progressively less support across the three questions (Table 20).

Table 20: Summary statistics for SEQ LfW advocacy measures

Statistics				
Advocacy	N	Mean	Median	Mode
Q17.1. Recommend LfW	1,120	Agree – strongly agree	Strongly agree	Strongly agree
Q17.2. Talk about LfW	1,099	Agree	Agree	Strongly agree
Q17.3. Recruit members	1,086	Neutral - agree	Neutral	Neutral

Associations

Advocacy measures show how members enact their satisfaction and loyalty to the LfW program.

Results from correlation analysis found that these three measures associate in the same manner as ‘satisfaction’ with other survey variables.

One difference noted is that respondents who are more likely to recruit others to LfW (Q17.3), are more likely to be newer rather than long-term members. However, this result may be confounded by the respondent’s age.

Q17.1 As a member of LfW, I like recommending LfW to other property owners

Most respondents (87%) like recommending LfW to other property owners (Figure 39). Only 1% disagreed with this statement.

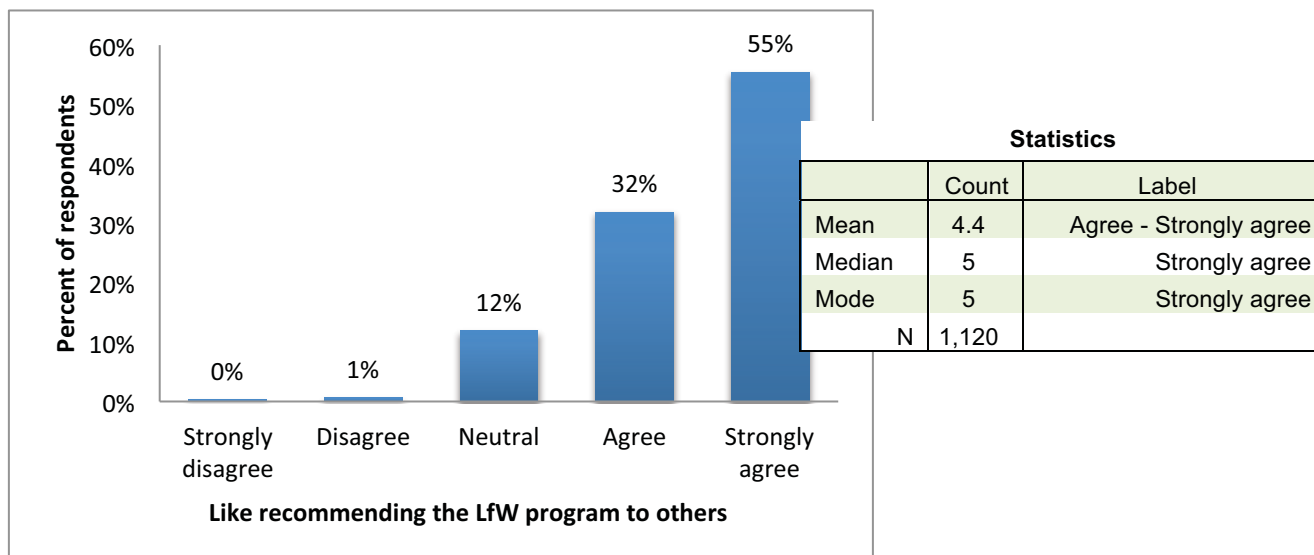


Figure 39: Members recommending the SEQ LfW program

Q17.2 As a member of LfW, I love to talk about the good points of LfW to people I know

Most respondents (80%) enjoy discussing the LfW Program with others (Figure 40). A small proportion (2%) disagreed with this statement.

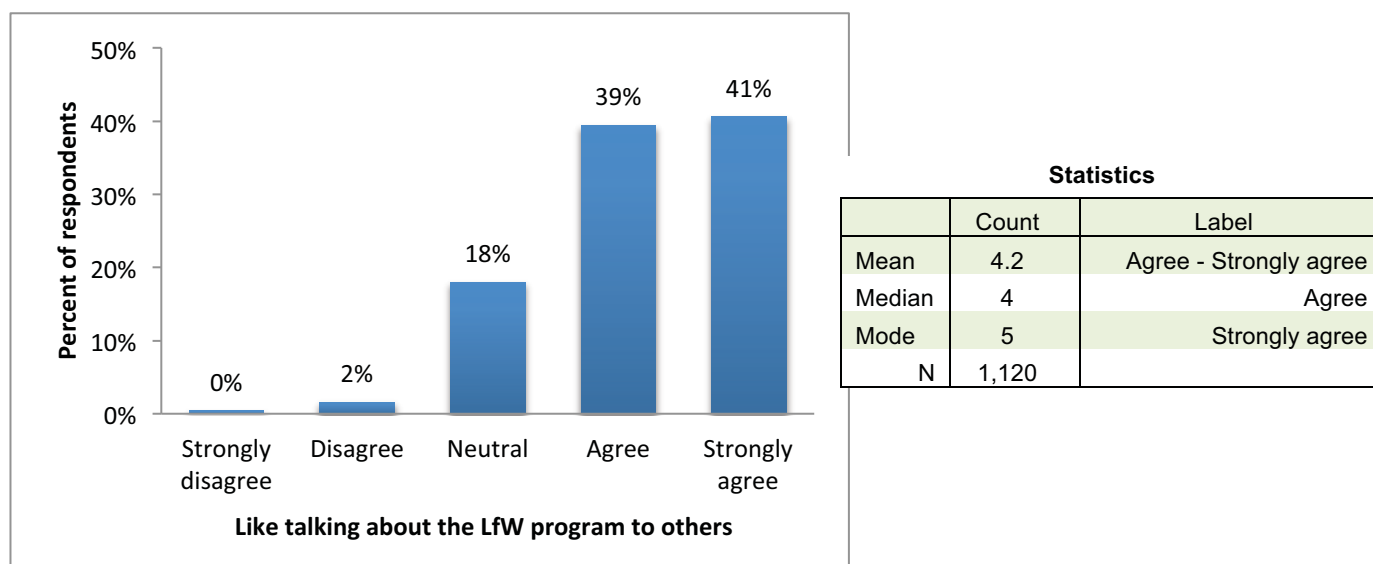


Figure 40: Members that like talking about the SEQ LfW program

Q17.3 As a member of LfW, I have helped to recruit new LfW members

Recruiting others to the LfW program is the strongest indicator of loyalty and advocacy. More than 40% reported that they have helped to recruit new LfW members (Figure 41). A large sample portion (48% of respondents) was neutral, indicating that they neither support nor disagree with this statement.

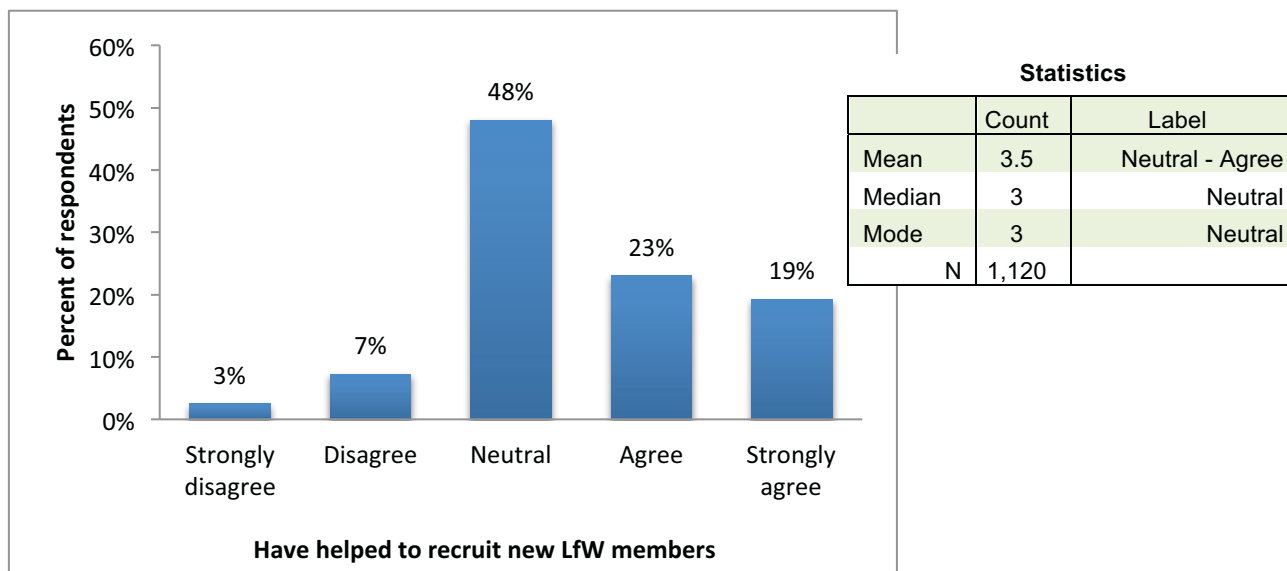


Figure 41: Members recruiting new SEQ LfW members

Council

Table 21 shows LfW members' level of agreement with the three advocacy statements presented. Overall, Logan respondents were scored as the strongest LfW program advocates.

Table 21: SEQ LfW member advocacy measures, by council

Council	Statistic	Advocacy statements			N (minimum)
		Recommend LfW	Talk about LfW	Recruit LfW members	
Brisbane	Mean	Agree	Agree	Neutral	231
Gold Coast	Mean	Agree	Agree	Agree	144
Ipswich	Mean	Agree	Agree	Neutral	24
Lockyer Valley	Mean	Agree	Agree	Neutral	61
Logan	Mean	Strongly agree	Agree	Agree	63
Moreton Bay	Mean	Agree	Agree	Agree	47
Redland	Mean	Agree	Agree	Neutral	48
Somerset	Mean	Agree	Agree	Neutral	18
Scenic Rim	Mean	Agree	Agree	Neutral	29
Sunshine Coast	Mean	Agree	Agree	Agree	386
Toowoomba	Mean	Strongly agree	Agree	Agree	4
Total	Mean	Agree	Agree	Agree	1,055

Q18 Perceived current knowledge and skill levels

Q18. I consider that my knowledge and skills in property conservation management are:

- ☐ Well above average ☐ Above average ☐ Average
☐ Below average ☐ Well below average

Respondents evaluated their personal abilities in terms of property conservation. About 40% of LfW members felt that they have ‘average’ knowledge and skills, and about 40% felt that they were ‘above average’ (Figure 42). Only a small portion (8%) viewed their skills as ‘below average’ or ‘well below average’.

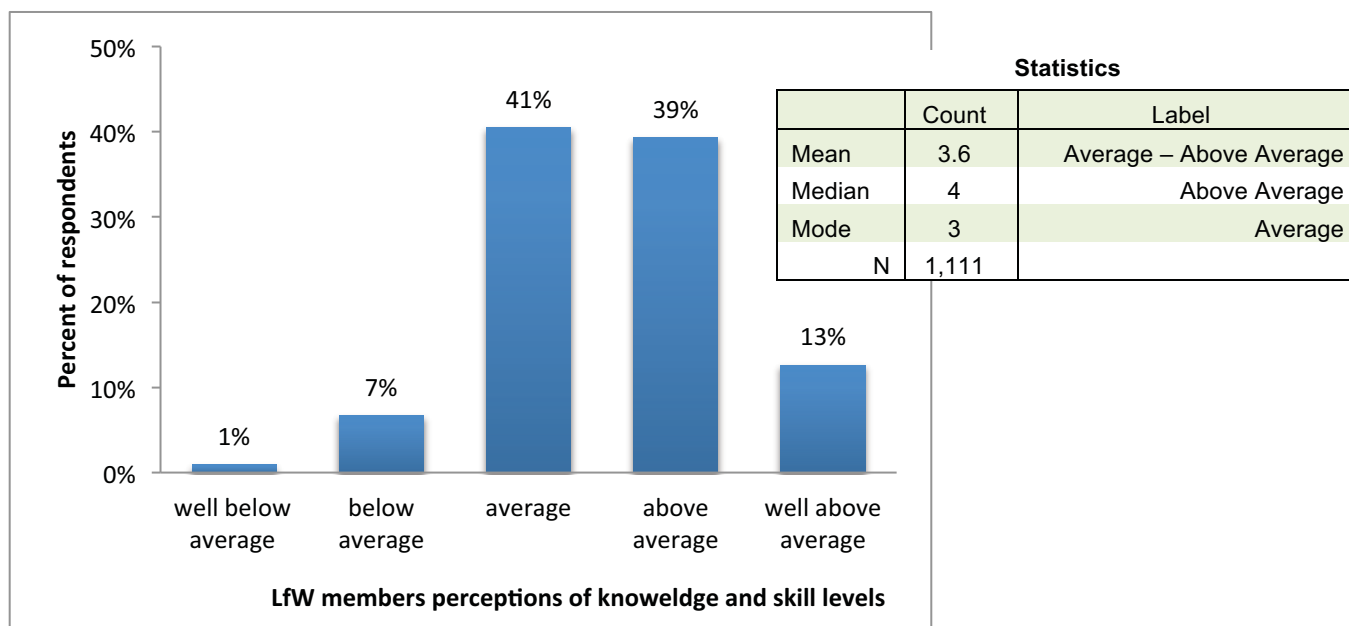


Figure 42: SEQ LfW members’ perceived knowledge and skills

Associations

Perceived conservation ability shows a number of associations with other survey variables. Some of these associations are detailed below. Respondents who score higher on conservation skills and knowledge are more likely to:

- have owned their property (Q1) and been LfW members (Q2) for longer
- have greater contact with LfW officers, visits and events (Q11.1, 11.2 and 11.3)
- be more satisfied with the LfW program (Q16) and display greater advocacy (Q17)
- report greater overall change in their conservation knowledge and skills as well as weed management due to the LfW program (Q19), (Q31)
- be motivated most strongly by social, as well as environmental and health goals (Q20), and
- spend more time on their LfW property engaged in conservation activities (Q24).

Council

Table 22 displays respondent's perceived knowledge and skill level in property conservation, reported by council area. Differences between responses between councils are non-significant.

Table 22: SEQ LfW member perceptions of current knowledge and skills, by council

Council	Mean	N
Brisbane	Above average	241
Gold Coast	Above average	149
Ipswich	Above average	25
Lockyer Valley	Above average	62
Logan	Above average	66
Moreton Bay	Above average	49
Redland	Above average	49
Somerset	Above average	18
Scenic Rim	Above average	31
Sunshine Coast	Above average	398
Toowoomba	Above average	4
Total	Above average	1,092

Q19 Perceived change in knowledge and skills

Q19. Since joining <i>LfW</i> , how much has your knowledge and skills changed in the following areas?	Improved a lot	Improved a little	No change
a. Restoration techniques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Weed identification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Native plant identification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Animal identification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Habitat requirements for different wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This question seeks to measure change or adoption due to the LfW program. Most respondents reported at least some improvement across all five areas explored by this question. Results are summarised and reported in Table 23.

Areas are ranked in order of the greatest perceived improvement. Conversely, the balances of percentages in these areas represent respondents who reported 'no change' or improvement in their knowledge or skills level since joining LfW.

1. Weed identification 91%
2. Native Plant identification 89%
3. Revegetation / planting 85%
4. Habitats required for different wildlife 79%
5. Animal identification 72%

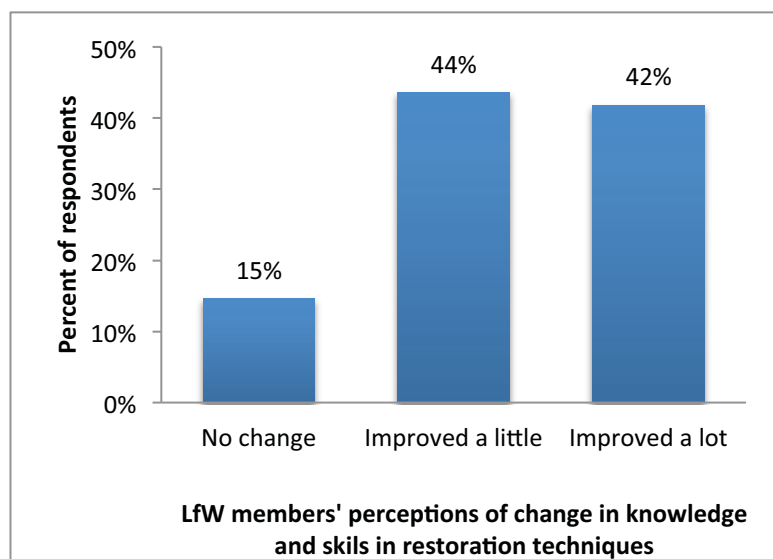
Table 23: Summary of SEQ LfW member perceptions of changes in knowledge and skills

Statistics				
Area	N	Mean	Median	Mode
Q19.1 Restoration	1,102	Improved a little	Improved a little	Improved a little
Q19.2 Weeds	1,112	Improved a little	Improved a little	Improved a lot
Q19.3 Native plants	1,110	Improved a little	Improved a little	Improved a little
Q19.4 Animals	1,106	Improved a little	Improved a little	Improved a little
Q19.5 Habitats	1,107	Improved a little	Improved a little	Improved a little

Twelve percent of respondents recorded a lot of improvement across all five areas. A further 60% of respondents reported a change somewhere between a little and a lot, across all fields. Twenty-five percent reported a combination of no or little change across all areas. Only 3% of respondents reported no change at all.

Q19.1 Change in knowledge and skills - restoration techniques

Most respondents (85%) reported improvement in their restoration techniques (Figure 43).

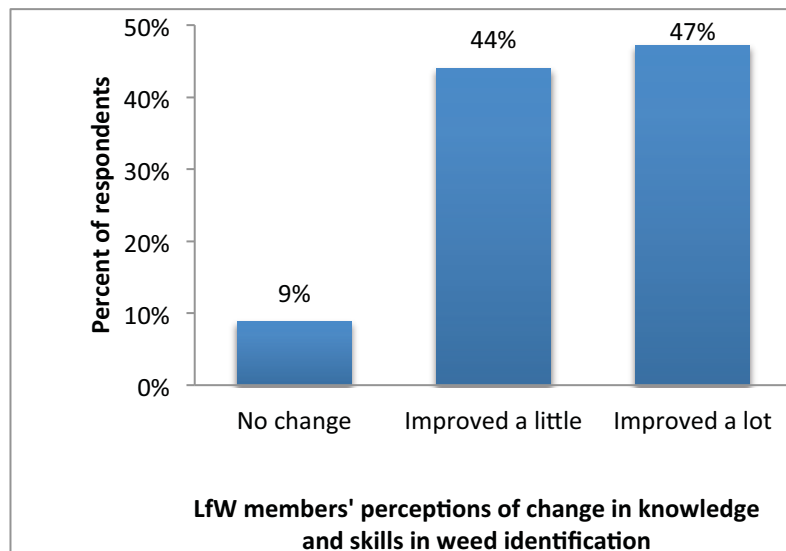


Statistics		
	Count	Label
Mean	2.3	Improved a little-a lot
Median	2	Improved a little
Mode	2	Improved a little
N	1,102	

Figure 43: SEQ LfW members' perceptions of change in knowledge and skills in restoration techniques

Q19.2 Change in knowledge and skills - weed identification

Most respondents (91%) reported improvement in their weed identification ability (Figure 44). Nine percent stated that no change has occurred in their knowledge and skills.

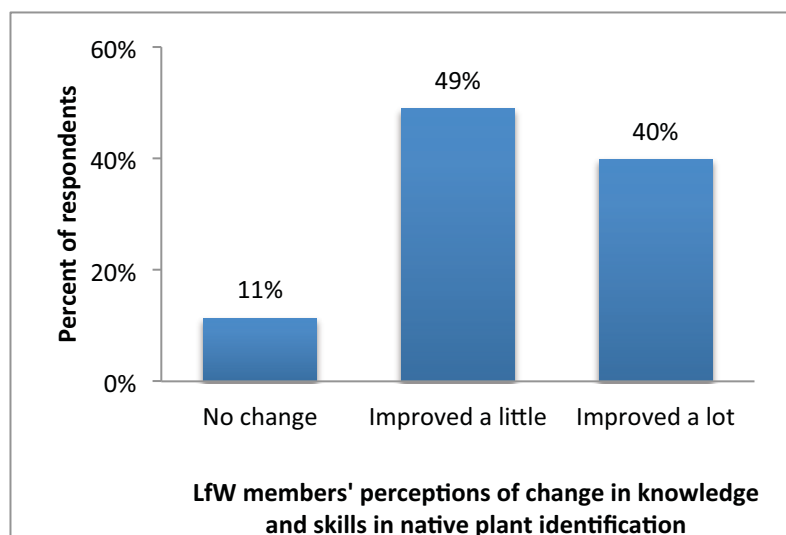


Statistics		
	Count	Label
Mean	2.4	Improved a little-a lot
Median	2	Improved a little
Mode	3	Improved a lot
N	1,112	

Figure 44: SEQ LfW members' perceptions of change in weed identification knowledge and skills

Q19.3 Change in knowledge and skills - native plant identification

Most respondents (89%) reported improvement in their ability to identify native plants (Figure 45). Eleven percent reported no change in their knowledge and skills.

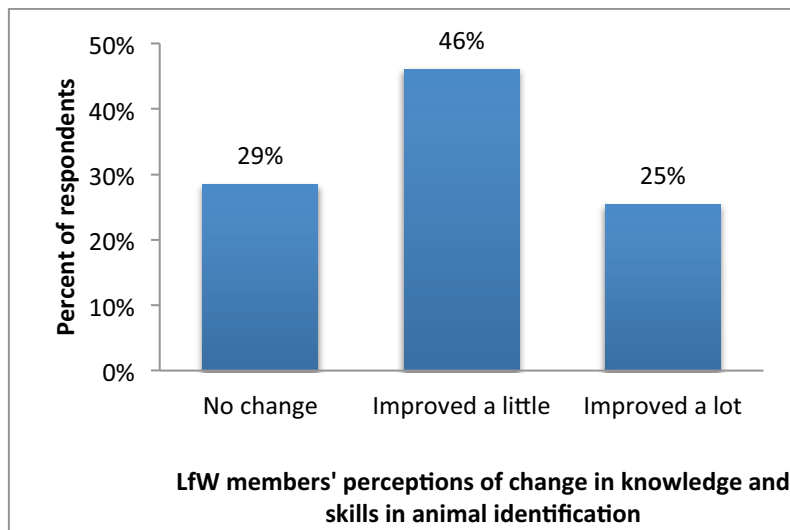


Statistics		
	Count	Label
Mean	2.3	Improved a little-a lot
Median	2	Improved a little
Mode	2	Improved a little
N	1,110	

Figure 45: SEQ LfW members' perceptions of change in native plant identification knowledge and skills

Q19.4 Change in knowledge and skills - animal identification

Most respondents (72%) reported improvement in their ability to identify animals (Figure 46). Twenty-eight percent stated no change in their knowledge and skills in this area.

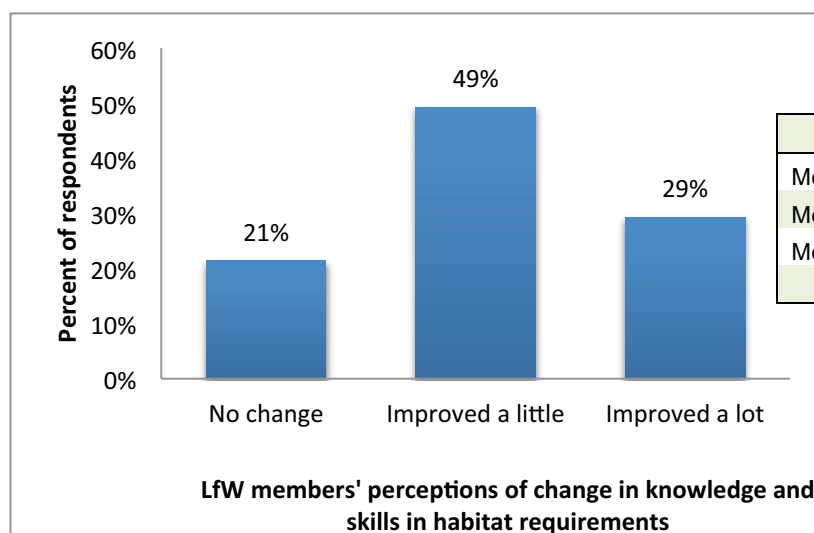


Statistics		
	Count	Label
Mean	2	Improved a little
Median	2	Improved a little
Mode	2	Improved a little
N	1,106	

Figure 46: SEQ LfW members' perceptions of change in animal identification knowledge and skills

Q19.5 Change in knowledge and skills - habitat requirements for different wildlife

Most respondents (79%) reported improvement in their knowledge of the habitat requirements of different wildlife (Figure 47). About one fifth (21%) stated no change in their knowledge and skills in this area.



Statistics		
	Count	Label
Mean	2.1	Improved a little-a lot
Median	2	Improved a little
Mode	2	Improved a little
N	1,107	

Figure 47 SEQ LfW members' perceptions of change in knowledge and skills in habitat requirements

Council

LfW members' perceived change or improvement in their conservation abilities since joining is presented by council area in Table 24. Results were consistent across councils – with members reporting 'improved a little' across all areas (with the exception of Brisbane members who reported that their skills and knowledge in weed identification had 'improved a lot').

Table 24: SEQ LfW members' perceptions of improvement in knowledge and skills, by council

Council	Statistic	Restoration techniques	Weed identification	Native plant identification	Animal identification	Habitat requirements	N (total)
Brisbane	Mean	Improved a little	Improved a lot	Improved a little	Improved a little	Improved a little	237
Gold Coast	Mean	Improved a little	Improved a little	Improved a little	Improved a little	Improved a little	147
Ipswich	Mean	Improved a little	Improved a little	Improved a little	Improved a little	Improved a little	25
Lockyer Valley	Mean	Improved a little	Improved a little	Improved a little	Improved a little	Improved a little	63
Logan	Mean	Improved a little	Improved a little	Improved a little	Improved a little	Improved a little	65
Moreton Bay	Mean	Improved a little	Improved a little	Improved a little	Improved a little	Improved a little	47
Redland	Mean	Improved a little	Improved a little	Improved a little	Improved a little	Improved a little	46
Somerset	Mean	Improved a little	Improved a little	Improved a little	Improved a little	Improved a little	18
Scenic Rim	Mean	Improved a little	Improved a little	Improved a little	Improved a little	Improved a little	28
Sunshine Coast	Mean	Improved a little	Improved a little	Improved a little	Improved a little	Improved a little	385
Toowoomba	Mean	Improved a little	Improved a little	Improved a little	Improved a little	Improved a little	4
Total	Mean	Improved a little	Improved a little	Improved a little	Improved a little	Improved a little	1,065

Q20 Conservation goals

Q20. In managing your property for conservation, how important are the following goals?	Very important	Fairly important	Neutral	Not so important	Not at all important
Looking after the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving property asset value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living an active lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Passing on land in good condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leading by example	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing habitat for wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving my wellbeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Earning a good income	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being appreciated by colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving property profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sharing my knowledge with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having a healthy life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This section aims to gain insight into motivations for property conservation, and hence LfW membership. Four types of motivation are identified: (1) environmental, (2) economic, (3) social, and (4) health. Each motivation type is represented by three questions, which express slightly

different aspects of these social-psychological drivers. Thus, 12 questions group into four higher-level motivation types.

In the survey questionnaire, questions were randomly ordered to ensure maximum consideration by respondents. For analysis purposes, this report reorders the questions into factor groups.

Table 25 reports the statistical results for each individual motivation, as well as overall motivational types (achieved by averaging the coded results for the three individual questions within each type).

Table 25: Summary of SEQ LfW members' motivations

Variable	N	Mean	Median	Mode
ENVIRONMENTAL				
1. Looking after the environment	1,119	Very important	Very important	Very important
2. Passing land in good condition	1,116	Very important	Very important	Very important
3. Providing habitat for wildlife	1,116	Very important	Very important	Very important
ECONOMIC				
4. Improving asset value	1,107	Fairly important	Fairly important	Neutral
5. Earning a good income	1,106	Not so important	Not so important	Not at all important
6. Improving property profit	1,101	Not so important	Not so important	Not at all important
SOCIAL				
7. Leading by example	1,114	Fairly important	Very important	Very important
8. Appreciated by colleagues	1,105	Neutral	Neutral	Neutral
9. Sharing with others	1,101	Fairly important	Fairly important	Fairly important
HEALTH				
10. Living an active lifestyle	1,115	Fairly important	Very important	Very important
11. Improving my wellbeing	1,109	Fairly important	Very important	Very important
12. Having a healthy life	1,110	Very important	Very important	Very important
MOTIVATION TYPES (SUMS)				
13. Environmental Motive	1,113	Very important	Very important	Very important
14. Economic Motive	1,086	Neutral	Neutral	Neutral
15. Social Motive	1,089	Fairly important	Fairly important	Fairly important
16. Health Motive	1,100	Fairly important	Very important	Very important

Associations

A number of significant associations and differences were found between groups. These are summarised as follows:

1. Improvement in conservation skills and knowledge (Q19): Three motives – environmental, social, and health – show significant, positive associations with the respondent's reported improvement in general skills and knowledge (Q19), as well as the specific area of weed management (Q31). Economic motives (including all three questions) did not associate with any improvements.
2. Voluntary Conservation Agreements or similar (Q22): Respondents who have a VCA on their property are significantly different from other respondents, scoring higher on social and

environmental motives.

3. Grants (Q21): Respondents who have received a grant for their LfW activities score significantly higher on environmental and social motives.
4. Primary producers (Q5): Respondents who are primary producers score significantly higher on the economic motives.
5. Property type: Motivations also vary by property type:
 - Government enterprises are most highly motivated by social reasons
 - Tourism enterprises are highly motivated by environmental and economic reasons
 - Graziers are highly motivated by environmental reasons, but also economic reasons.
6. With children (Q9): Properties with children are score higher on economic reasons.

Q20.1 Important goals - looking after the environment

Nearly all members (99.5%) reported that looking after the environment was a reason they engaged in conservation practices (Figure 48). Only 1 person indicated this reason was not so important and nobody said this goal was not at all important.

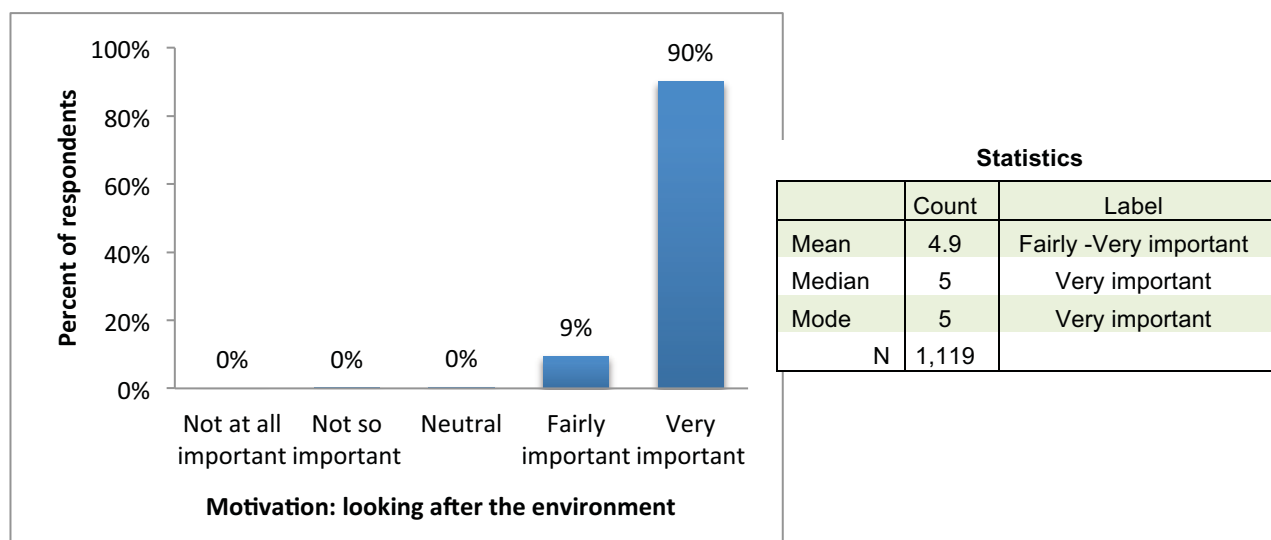


Figure 48: SEQ LfW member goals - Looking after the environment

Q20.2 Important goals - passing on the land in good condition

Most respondents (96%) reported that passing land on in good condition was important (Figure 49). A small proportion (0.8%) indicated this reason was not important.

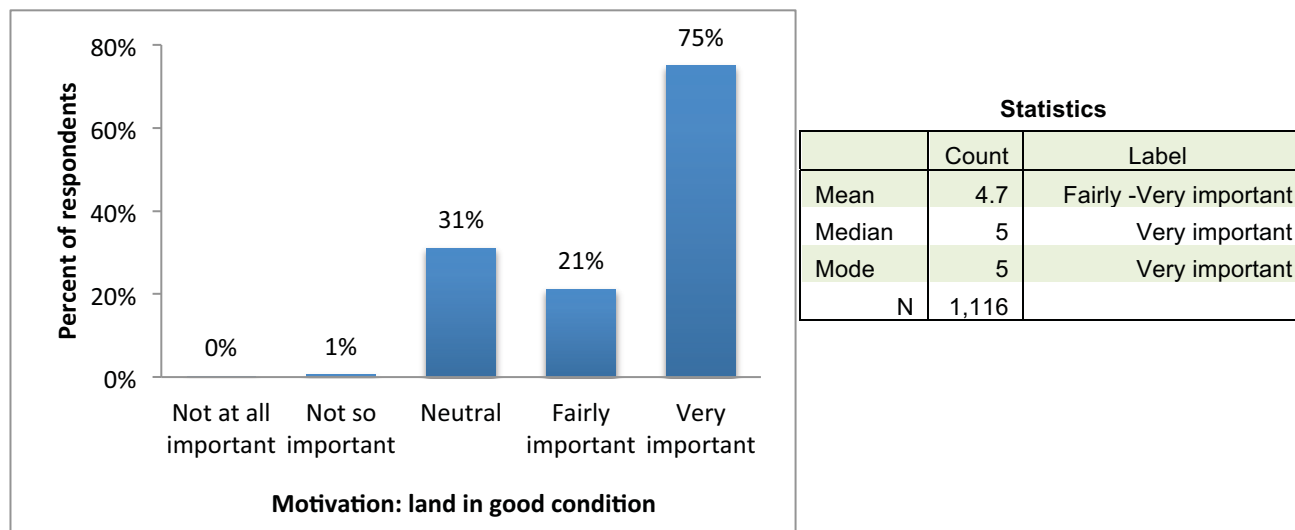


Figure 49: SEQ LfW member goals - Land in good condition

Q20.3 Important goals - providing habitat for wildlife

Most respondents (98.9%) reported that providing wildlife habitat was important (Figure 50). Only 3 people indicated that this reason was not so important and nobody said it was not at all important.

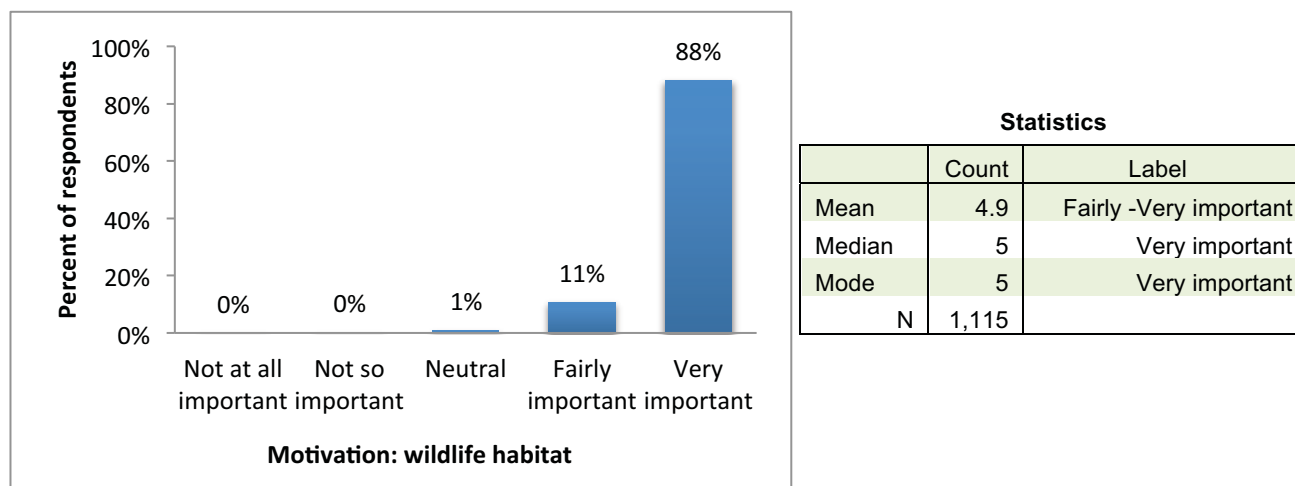


Figure 50: SEQ LfW member goals - Habitat for wildlife

Q20.4 Important goals - Improving property asset value

Half of respondents (51%) reported that improving asset value was important (Figure 51). About one third of respondents (30%) were neutral. Respondents who indicated this reason was not important accounted for 17%.

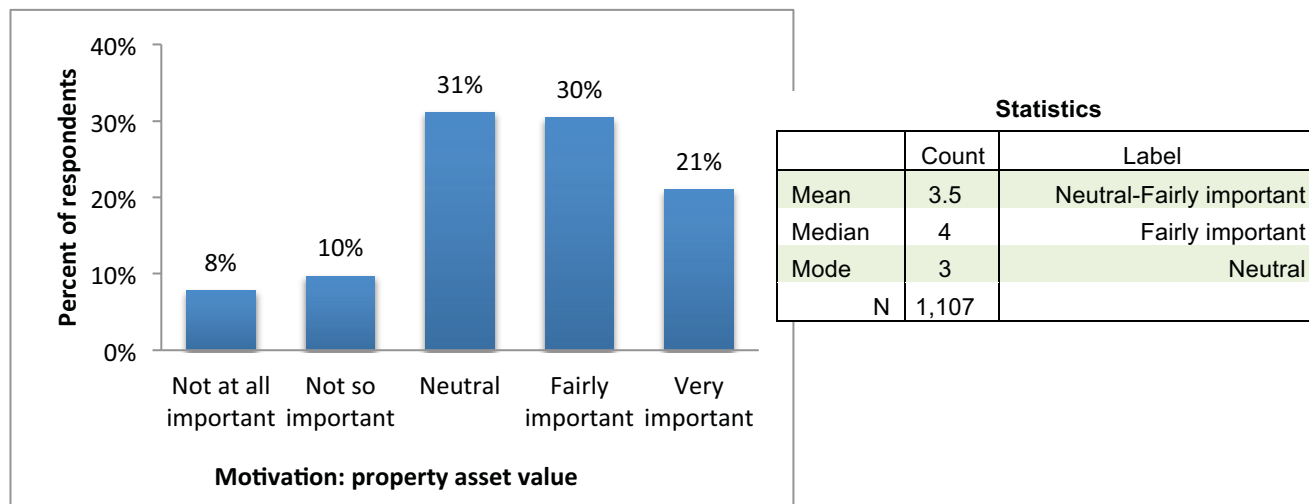


Figure 51: SEQ LfW member goals – Property asset value

Q20.5 Important goals - earning a good income

More than half (55%) of respondents indicated that earning a good income was not important (Figure 52). Nearly one third (30%) of respondents were neutral. Earning an income was important for only 15% of the sample. Data for this question was bimodal, meaning there were two most common responses.

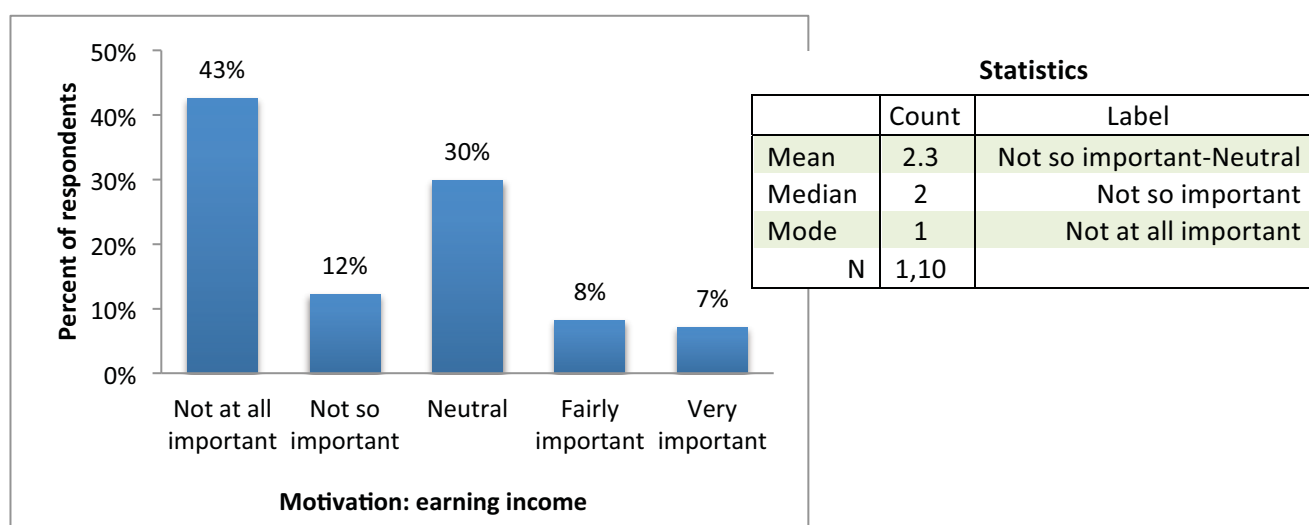
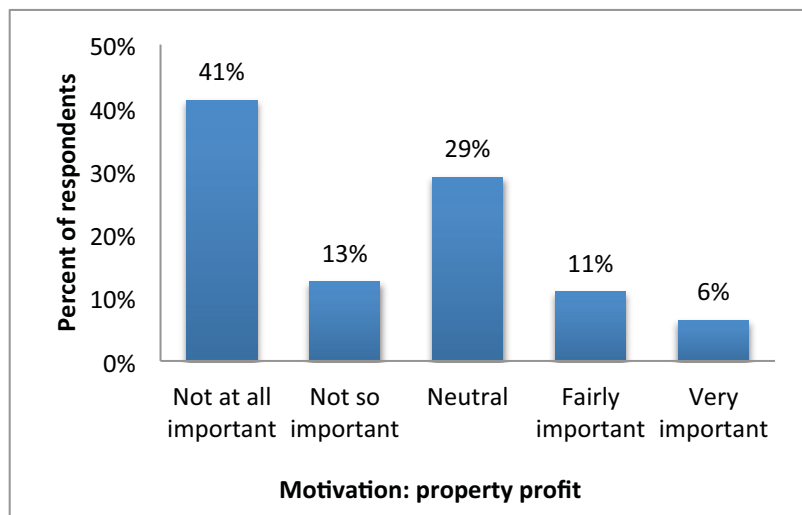


Figure 52: SEQ LfW member goals - Earning income

Q20.6 Important goals - improving property profit

More than half (54%) of respondents indicated that improving property profit was not important (Figure 53). Nearly one third (29%) of respondents were neutral. Improving property profit was important to 17% of respondents. Data for this question was bimodal, meaning that there were two most common responses.

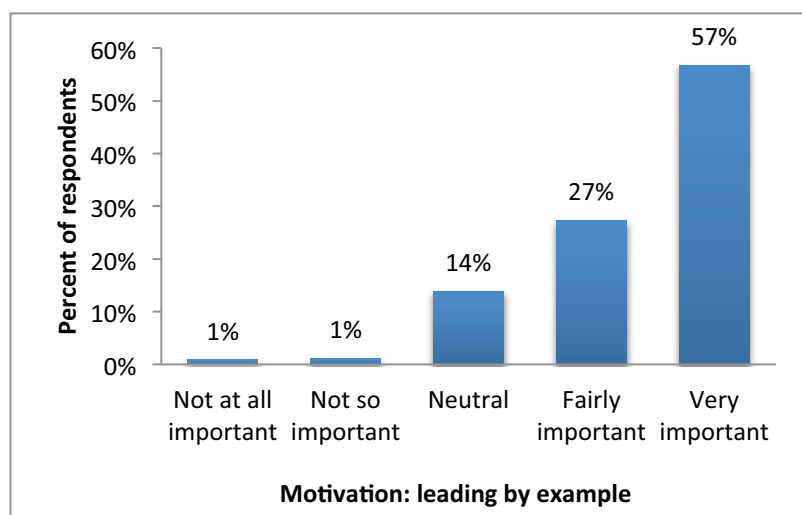


Statistics		
	Count	Label
Mean	2.3	Not so important-Neutral
Median	2	Not so important
Mode	1	Not at all important
N	1,101	

Figure 53: SEQ LfW member goals - Property profit

Q20.7 Important goals - leading by example

Most respondents (84%) reported that leading by example was important, while a small proportion (2%) considered it not important (Figure 54).



Statistics		
	Count	Label
Mean	4.4	Fairly - Very important
Median	5	Very important
Mode	5	Very important
N	1,114	

Figure 54: SEQ LfW member goals - Leading by example

Q20.8 Important goals - being appreciated by colleagues

A large portion (44%) of respondents indicated that being appreciated by colleagues was not important (Figure 55). About one third (34%) of respondents were neutral. Being appreciated by colleagues was important for 22% of the sample. Data for this question was bimodal, meaning that there were two most common responses.

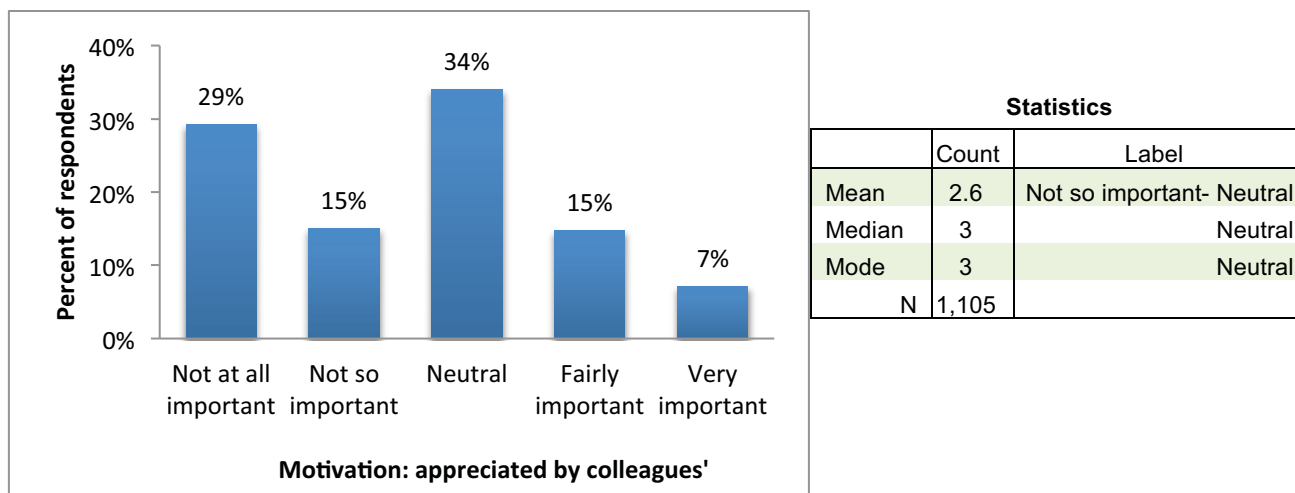


Figure 55: SEQ LfW member goals - Appreciated by colleagues'

Q20.9 Important goals - sharing my knowledge with others

The majority of respondents (64 %) reported that sharing knowledge with others was important (Figure 56). One quarter of respondents (25%) were neutral. Respondents who indicated this reason was not important accounted for 10%.

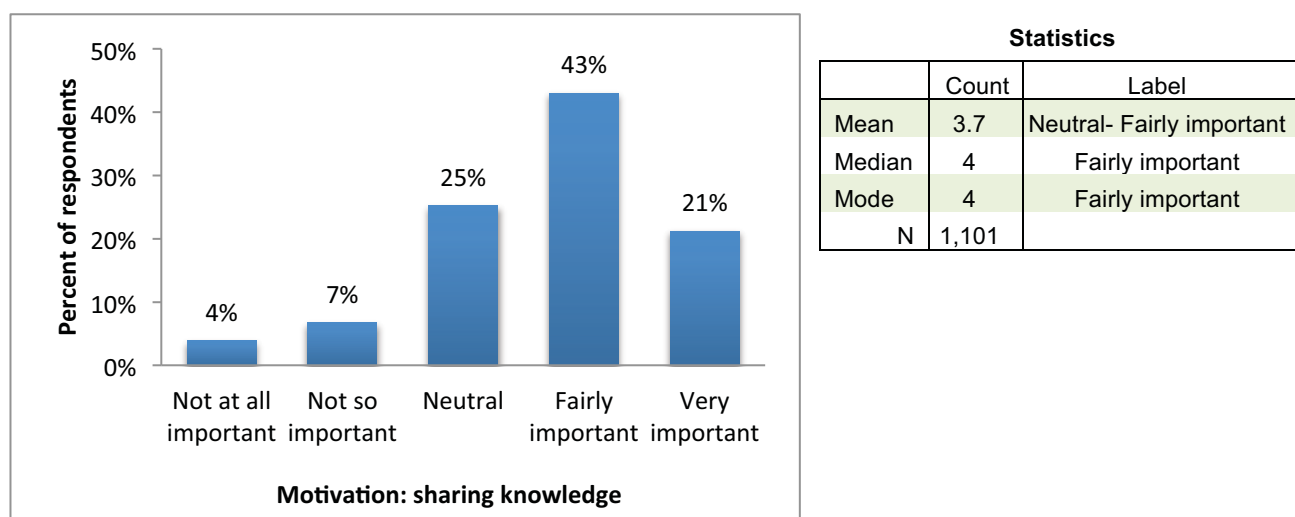
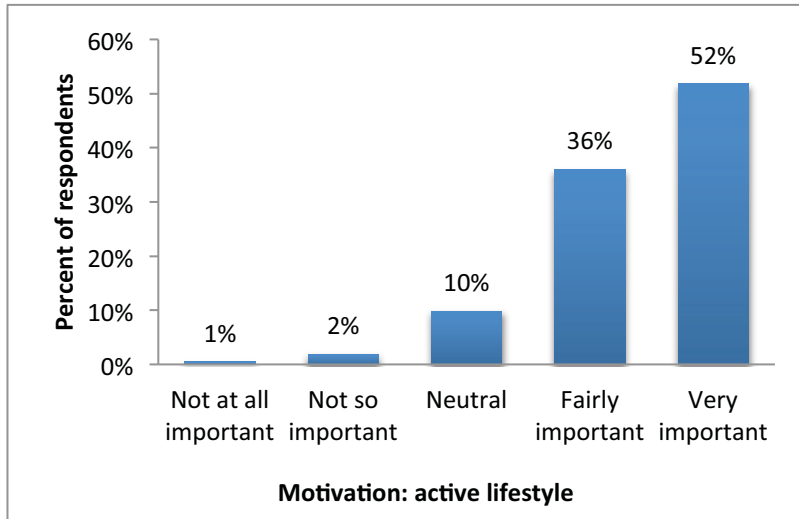


Figure 56: SEQ LfW member goals - Sharing knowledge

Q20.10 Important goals - living an active lifestyle

Most respondents (88%) reported that living an active lifestyle was important (Figure 57). About 10% of respondents were neutral. A few respondents indicated this reason was not important (2%).

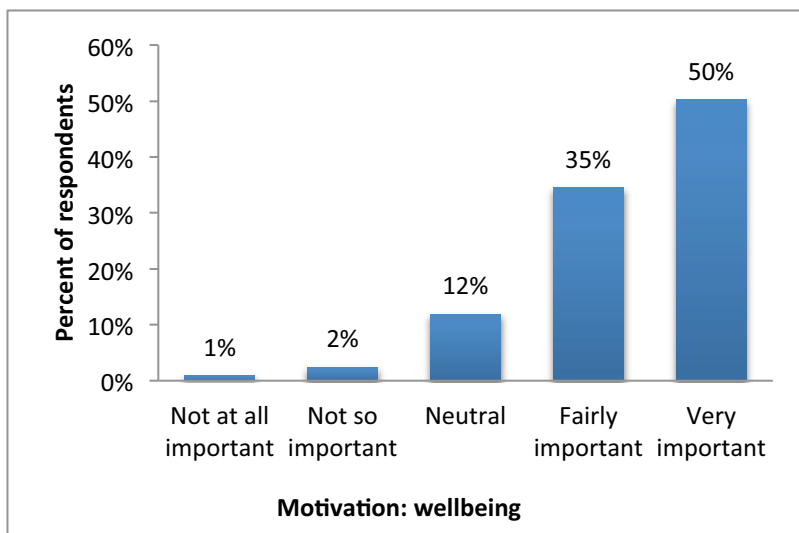


Statistics		
	Count	Label
Mean	4.4	Fairly -Very important
Median	5	Very important
Mode	5	Very important
N	1,115	

Figure 57: SEQ LfW member goals - Active lifestyle

Q20.11 Important goals - improving my wellbeing

Most respondents (85%) reported that improving wellbeing was important (Figure 58). Twelve percent were neutral and a small number (3%) indicated it was not important.



Statistics		
	Count	Label
Mean	4.3	Fairly-Very important
Median	5	Very important
Mode	5	Very important
N	1,109	

Figure 58: SEQ LfW member goals - Wellbeing

Q20.12 Important goals - having a healthy life

Most respondents (91%) reported that having a healthy lifestyle was important (Figure 59). A few respondents indicated this reason was not important (2%).

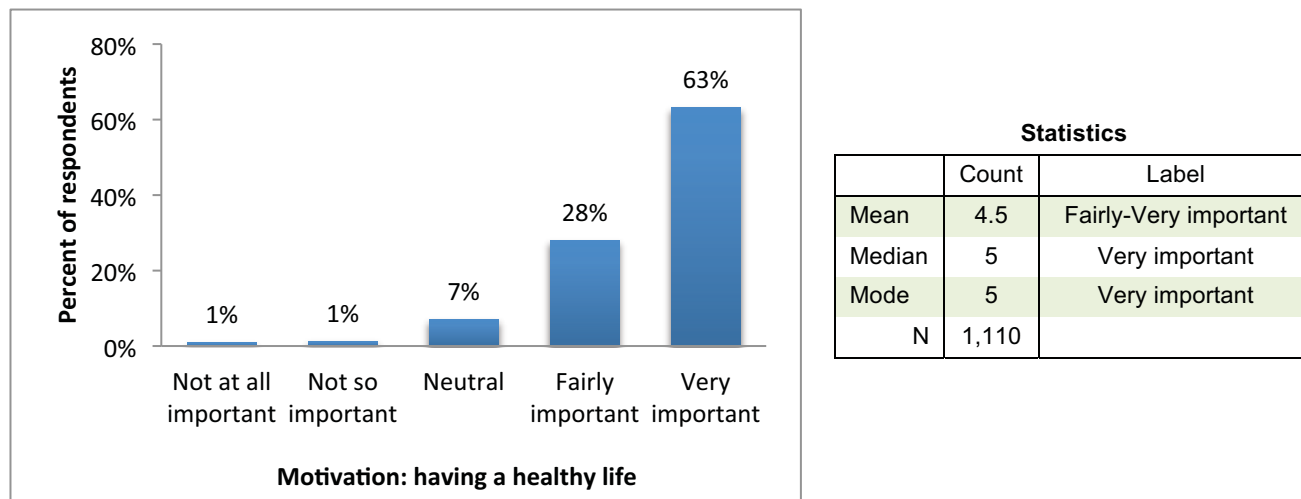


Figure 59: SEQ LfW member goals - Healthy life

Q20.13 Environmental motives

Data for this motive is negatively (left) skewed. This means that most respondents are highly motivated by the environmental factor.

Q20.14 Economic motives

Data for this motive is bi-modal. This indicates that there are distinct groups within the LfW membership that differ in their economic motives. For many members, economic motives are not significant. However, for another group of members, economic motives are neutral to important.

Q20.15 Social motives

Data for this motive is negatively (left) skewed, but approaches a normal distribution. This means that there is a spread of responses across the membership. Most members fell within the 'neutral' to 'fairly important' categories in their responses to social motives. Some members are highly motivated by social reasons

Q20.16 Health motives

Data for this motive shows a negative (left) skew. This shape, coupled with strong peak on the right-hand side, also suggests that health factor is a strong underlying motive for some LfW members. Most members are covered within the 'fairly important' to 'very important' categories across these questions.

Council

Table 26 shows members' motivation in their conservation efforts by council area. Overall, there is very little difference between results from different council areas. Members are highly motivated by environmental reasons. Some members are motivated by economic reasons, while others are not. The degree of social motivations varies across the membership, but is very important to some members. Health is considered to be important to many members, and very important to some members.

Table 26: SEQ LfW member motivations, by council

Councils	Statistic	Motives (overall scores)				N (min.)
		Environmental	Economic	Social	Health	
Brisbane	Mean	Very important	Not so important	Neutral	Fairly important	240
Gold Coast	Mean	Very important	Neutral	Fairly important	Fairly important	148
Ipswich	Mean	Very important	Neutral	Fairly important	Fairly important	24
Lockyer Valley	Mean	Very important	Neutral	Neutral	Fairly important	61
Logan	Mean	Very important	Neutral	Fairly important	Very important	65
Moreton Bay	Mean	Very important	Neutral	Fairly important	Fairly important	48
Redland	Mean	Very important	Neutral	Fairly important	Fairly important	48
Somerset	Mean	Very important	Neutral	Fairly important	Fairly important	17
Scenic Rim	Mean	Very important	Neutral	Fairly important	Very important	30
Sunshine Coast	Mean	Very important	Neutral	Fairly important	Fairly important	388
Toowoomba	Mean	Very important	Neutral	Fairly important	Fairly important	3
Total	Mean	Very important	Neutral	Fairly important	Fairly important	1082

Q21 Grants

Q21. Have you received a grant for conservation activity on your *LfW* property?

☐ Yes ☐ No

More than one third of respondents (38%) have received a grant for their LfW property (Figure 60).

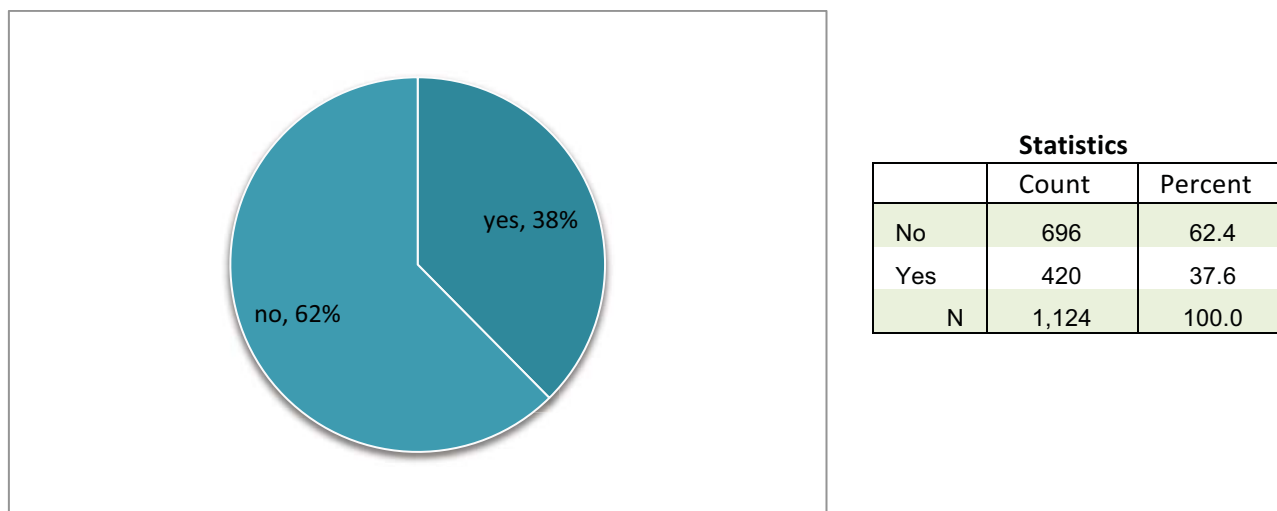


Figure 60: Proportion of SEQ LfW members who have received a grant

Associations

Grants for conservation activities associates positively with a number of other survey variables. Respondents who have received a grant for conservation activity are more likely to:

- also have a VCA on their property (Q22)
- be an agriculture enterprise property (Q4)
- be larger in overall size (Q3) with greater areas revegetated (Q28) and weed controlled (Q29)
- have greater contact with LfW via officers, visits and events (Q11.1-3)
- value more highly all forms of LfW assistance (Q12.1-9)
- express greater interest in attending workshops or field days (Q15.7)
- be satisfied with the LfW program (Q16) and be advocates for the LfW program (Q17.1-3)
- report greater improvement in skills and knowledge (Q19.1-5) in all general areas since joining LfW.
- report greater improvement in weed management skills and property condition (Q31.2 and 4), and
- be motivated by environmental motives.

Council

The number and proportion of members who have received grants varied significantly across councils (Table 27). High proportions of grant recipients were recorded in Redlands (65%) and Sunshine Coast (58%). Lower proportions of grant recipients were recorded for the Gold Coast and Brisbane (11 and 22% respectively).

Table 27: SEQ LfW members who have received grants, by council

	Received a grant			N
	No	Yes	% Yes	
Brisbane	189	54	22%	243
Gold Coast	134	16	11%	150
Ipswich	18	7	28%	25
Lockyer Valley	47	15	24%	62
Logan	49	18	27%	67
Moreton Bay	27	22	45%	49
Redland	17	31	65%	48
Somerset	15	3	17%	18
Scenic Rim	19	12	39%	31
Sunshine Coast	166	233	58%	399
Toowoomba	3	1	25%	4
Total	684	412	38%	1096

Q22 Voluntary Conservation Agreements (VCA) or similar

Q22. Do you have a Voluntary Conservation Agreement, Covenant, or Nature Refuge on your LfW property?

- ☐ Yes (Please go to Q.24)
☐ No
☐ In progress

Most respondents (82%) do not have a VCA or similar agreement on their property (Figure 61). Fifteen percent of members responded saying they had an existing VCA or similar agreement (15%) and 3% reported being 'in progress'. For analysis purposes, 'in progress' responses were combined into the 'Yes' category. Thus, a total of 199 (18%) of respondents have or are getting a conservation agreement on their property.

Note that these figures suggest a high 'capture rate' of members with conservation agreements, compared with council documentation. This suggests a survey bias so the proportions should not be extrapolated to the full LfW membership.

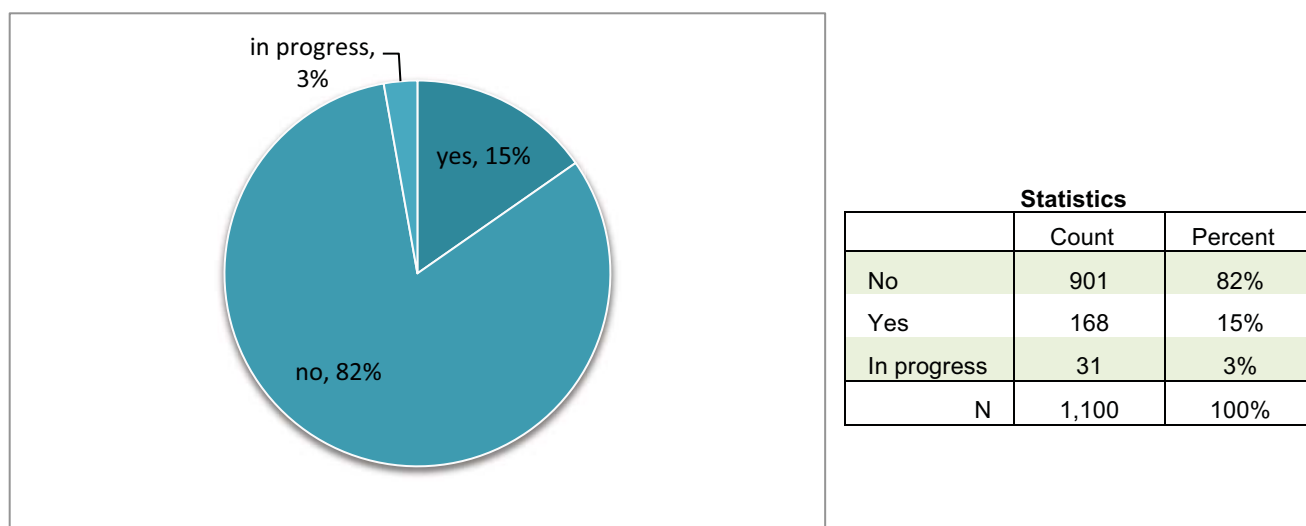


Figure 61: SEQ LfW members with Voluntary Conservation Agreements (VCAs) or similar agreements

Associations

Respondents with VCAs are more likely to:

- also have received a grant for their property (Q21)
- be larger in overall size (Q3) with greater areas revegetated (Q28) and weed controlled (Q29)
- have greater contact with LfW via officers and property visits (Q11.1 and 2)
- place more value on LfW Visits, officers, revisits and grants (Q12.1, 12.3, 12.4 and 12.6)
- be satisfied with the LfW program (Q16) and advocate for the LfW program (Q17.1-3)
- report greater improvement in weed condition of their property (Q31.4), and
- Be motivated by social (Q20.7 and 20.9 – leading and sharing) and environmental (Q20.2 – good condition) reasons.

Council

Members who have reported that they have, or are in the process of getting, a conservation agreement are reported by council in Table 28.

Table 28: SEQ LfW members who have Voluntary Conservation Agreements or similar, by council

	Grant			N
	No	Yes	% Yes	
Brisbane	196	44	18%	240
Gold Coast	129	20	13%	149
Ipswich	16	9	36%	25
Lockyer Valley	52	7	12%	59
Logan	54	11	17%	65
Moreton Bay	42	7	14%	49
Redland	36	14	28%	50
Somerset	11	6	35%	17
Scenic Rim	26	5	16%	31
Sunshine Coast	316	75	19%	391
Toowoomba	3	1	25%	4
Total	881	199	18%	1,080

Q23 Considering a conservation agreement

Q23. Are you considering a Voluntary Conservation Agreement, Covenant, or Nature Refuge for your LfW property?

If you want further information, please complete the tick box on the prize draw form.

- ☐ Maybe, I need more information
- ☐ My property is not eligible (e.g. too small)
- ☐ They are not offered in my area
- ☐ Not interested
- ☐ I have concerns with how it would impact my property

This question effectively asked respondents why they hadn't established a conservation agreement on their property (Table 29). Respondents were also asked, at the end of the survey, whether they would like to receive more information on VCAs, covenants and nature refuges, to which 56% replied yes.

Note that in the 2006 survey, 9% of members reported their intention to pursue a VCA, and a further 29% reported that they would consider it.

Table 29: Summary of SEQ LfW members' perceived barriers to conservation agreements

	Frequency	Percent
1. Maybe, I need more information	399	44%
2. My property is not eligible (e.g. too small)	160	18%
3. They are not offered in my area	19	2%
4. Not interested	214	24%
5. I have concerns with how it would impact on my property	155	17%

Note: These answers were not exclusive, so the totals exceed 100% (that is, respondents were able to tick multiple answers).

Council

Responses indicating barriers to VCA adoption are presented in Table 30.

Table 30: SEQ LfW members' perceived barriers to conservation agreements, by council

	1.Maybe	2.Ineligible	3.Not offered	4.No interest	5.Concerns
Brisbane	69	26	2	63	48
Gold Coast	63	29	2	22	17
Ipswich	5	6	1	3	2
Lockyer Valley	32	5	8	13	2
Logan	21	14	1	10	12
Moreton Bay	21	10	0	11	3
Redland	15	8	0	8	6
Somerset	6	1	1	3	5
Scenic Rim	10	2	0	7	6
Sunshine Coast	148	54	1	70	51
Toowoomba	0	0	1	1	1
Total	390	155	17	211	153

Q24 Time spent on property

Q24. Thinking about the past 12 months (June 2012 to June 2013), approximately how much time did you, your family and friends collectively spend on conservation management on your LfW property?

Please fill one option only
 _____ Hours per Week
 _____ Days per Month
 _____ Days per Year

Respondents (and their households) spend an average (mean) of 58 days per year on their LfW property (Figure 62). Survey respondents were given the option of reporting their effort in three formats (hours per week, days per month or days per year). All results were converted to days per year. While the average response was 58 days per year, the mode (commonest response) was 24 days per year. This suggests a skewed response – with some members spending a lot more time on conservation activities than others. Indeed, 20% of members reported spending more than 73 days (500 hours) on conservation activities in the last year. Note that these figures are per household, not per individual.

This is a significant increase from the 2006 SEQ LfW survey, which found members spent, on average 1 to 2 weeks per year working on conservation activities on their property.

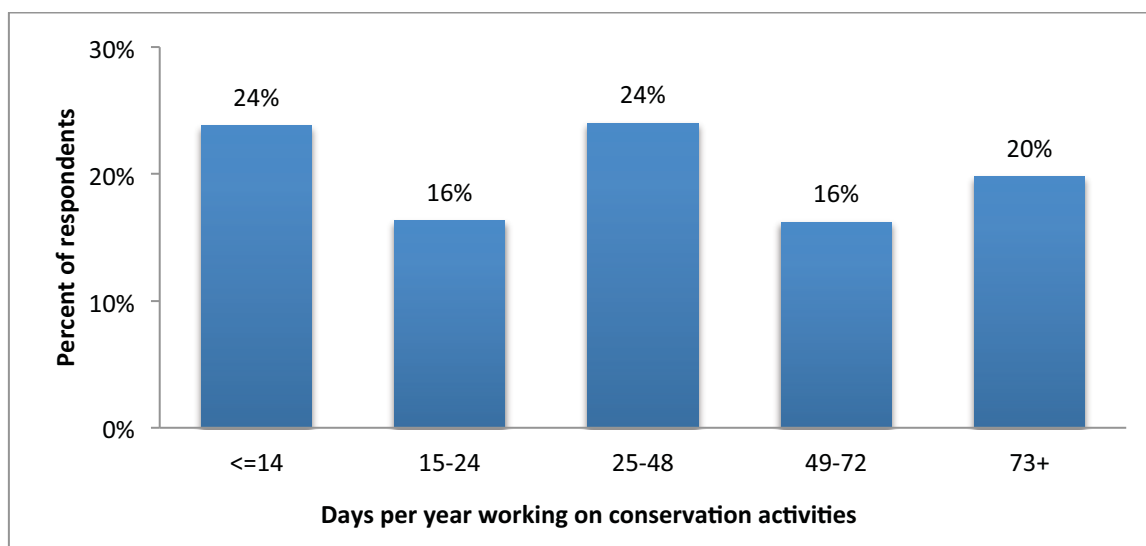


Figure 62: Time spent on conservation activities on SEQ LfW properties in the last year

In total, members reported over 60,000 person/days spent on conservation activities in the last year. Extrapolated to the full SEQ membership, this suggests an estimated annual contribution between 90,000 and 215,000 days of conservation effort per annum. Costed at \$30/hour, this suggests an in-kind conservation contribution between \$22 and \$55 million pa. These estimates are based on the mean (average answer) for the upper limit and mode (commonest answer) for the lower limit.

The LfW program across South East Queensland has expanded since 2006, with approximately double the membership and a higher level of council support, including a much larger grants program. These survey results suggest that council investment achieves a 7-18-fold return-on-investment. That is, for an annual investment of \$3M by councils and SEQ Catchments, between \$22-\$55M is invested by private landholders in conservation activities (cash and in-kind resources). Further detail on these comparative calculations is provided in Appendix B.

Associations

Time spent on properties associates with a large number of survey variables. Respondents who spend more time (labour) on their property are likely to:

- have larger sized properties (Q3) with more revegetated (Q28) and weed controlled (Q29) areas
- be an enterprise type other than lifestyle block (Q4) [in descending order (highest to lowest mean average): government, tourism, grazing, other commercial, horticulture, and lifestyle]
- be a primary producer (Q5)
- derive an important source of income from their property (Q6)
- have more adults, but less children in residence (Q9)

- have adults whose work status is retired, unpaid, and other (Q10) [that is, not working.]
- have greater contact with all LfW contact points, excluding the newsletter (Q11)
- place more value on all LfW services, other than the notes (Q12)
- be interested in attending all workshop topics, excluding fire management (Q15)
- be more satisfied with (Q16) and display greater advocacy (Q17) towards the LfW Program
- be more assured in their conservation skills and ability (Q18)
- be motivated by social, health and environmental, but not economic reasons (Q20)
- report greater overall change in their conservation knowledge and skills, and weed management, due to the LfW program (Q19)
- have received a grant for conservation activity (Q21), and
- have a VCA on their property (Q22).

Council

The amount of time that members reported spending on their property is shown by council in Table 31 below. Results are reported as mean (average) and mode (commonest) statistics. Over 13 properties reported spending over 300 days per year on conservation activities. Note that these results are recorded by property (not by individual members) so high results are possible where groups of people work together on one property.

Table 31: Time spent on SEQ LfW conservation effort, by council

Council	N	Time spent on conservation (days/year)			Comment
		Mean	Mode	Sum	
Brisbane	232	45.5	14	10,553	
Gold Coast	143	58	24	8,291	> 5 surveys reported > 300 days/year
Ipswich	24	43.9	12	1,054	
Lockyer Valley	61	70.3	24	4,286	1 survey reported > 300 days/year
Logan	58	70	14	4,060	1 survey reported > 300 days/year
Moreton Bay	45	56.5	24	2,543	1 survey reported > 300 days/year
Redland	45	48.3	24	2,171	
Somerset	17	71.4	12	1,213	
Scenic Rim	30	64.4	12	1,931	
Sunshine Coast	366	60.4	24	22,091	> 5 surveys reported > 300 days/year
Toowoomba	4	23.8	0	95	
Total	1,043	57.7	24	60,161	

Q25 Money spent on property

Q25. Still considering the past 12 months (June 2012 to June 2013), approximately how much **money** did you spend on conservation on your property? (Please do not include external grants)

- ☐ Less than \$1,000 ☐ \$1-\$2,000
☐ \$2,001-5,000 ☐ \$5,001-10,000
☐ \$10,001-\$20,000 ☐ \$20,001 +

Survey respondents spend, on average (mean) \$1-2,000 per year on conservation activities (excluding external grants) (Figure 63). The most common (mode) amount spent on LfW properties is less than \$1,000. Data is positively (right) skewed, meaning that most respondents tend to spend smaller amounts on their property. A small proportion (4%) of respondents spent more than \$10,000 on conservation on their property.

A conservative estimate of the money spent by the LfW respondents is \$2.3 Million (\$2,252,520). This figure was calculated using midpoints and lower estimates of response categories.

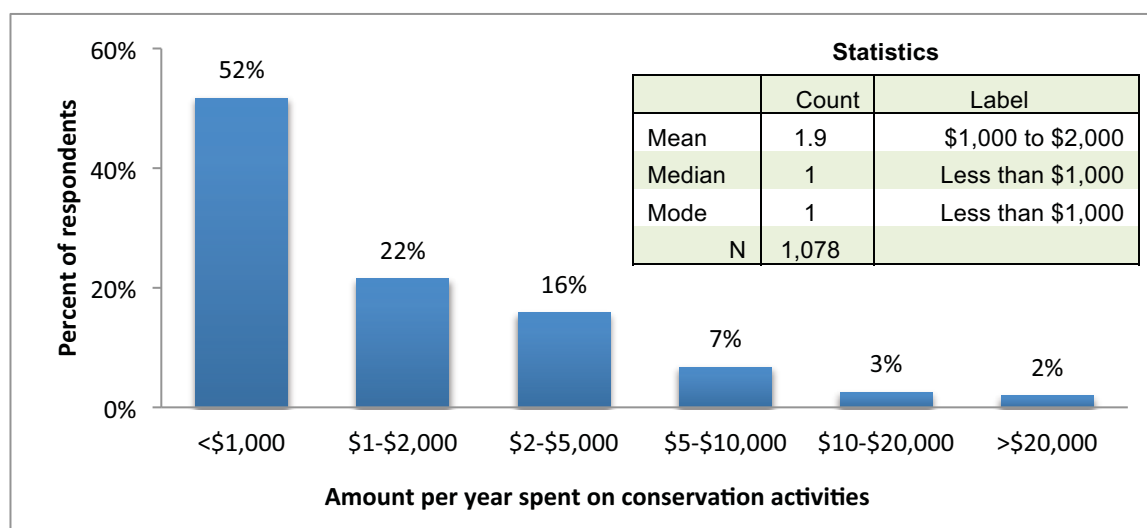


Figure 63: Money spent on conservation activities in SEQ LfW properties in the last year

Associations

For analysis purposes, the amount of money spent by respondents was recoded into two categories: (a) less than \$2,000 (73%), and (b) \$2,000 or more (27% of responses).

Before reporting associations, it is worth noting that money invested does not significantly associate with:

- property size (Q3), nor area revegetated (Q28) or area of weeds controlled (Q29)
- number of residents living on the property (Q9)
- time spent on conservation activities on the property (Q24), or
- property type (Q4), primary producers (Q5), income source (Q6), grants (21), or VCAs (Q22).

However, differences do exist between the lower and higher spend groups. Respondents who spend more money on conservation activities on their property are:

- less likely to attend LfW events (Q11.3) and place less value on attending events (Q12.5)
- more likely to have planted more trees (Q27)
- more likely to report weed control as being very important (Q30)
- value LfW networking opportunities more highly in managing weeds (Q32.4) , and are
- likely to engage in different types of conservation – with particular emphasis on fencing and streambank management activities (Q26).

Council

The average (mean) amount of money per year that respondents spent on conservation is shown by council area in Table 32. Note that the figure reported for the Toowoomba area is likely to be misleading because of the small sample size for that region.

Table 32: Money spent on SEQ LfW conservation effort, by council

	N	Mean	Label
Brisbane	241	1.9	\$0 to \$2,000
Gold Coast	146	1.9	\$0 to \$2,000
Ipswich	22	1.8	\$0 to \$2,000
Lockyer Valley	61	1.9	\$0 to \$2,000
Logan	64	1.9	\$0 to \$2,000
Moreton Bay	46	2.0	\$1,000 to \$2,000
Redland	46	1.9	\$0 to \$2,000
Somerset	17	1.6	\$0 to \$2,000
Scenic Rim	31	2.0	\$1,000 to \$2,000
Sunshine Coast	381	2.0	\$1,000 to \$2,000
Toowoomba	4	4.3	\$5,001 to \$20,000
Total	1,059	1.9	\$0 to \$2,000

Return on investment calculations

Survey results suggest impressive member contributions. Together, LfW members reported spending over 60,000 days per year on private conservation (valued at \$14M) and \$2,25M cash per annum. Interestingly, this is an increased level of effort (2-3 times) but similar level of cash investment, than that reported per member in the 2006 survey. A more detailed comparison of the 2006 and 2013 cash and in-kind results is presented in Appendix B.

The LfW program across South East Queensland has expanded since 2006, with approximately double the membership and a higher level of council support, including a much larger grants program. These survey results suggest that council investment achieves a 7-18-fold return-on-investment. That is, for an annual investment of \$3M by councils and SEQ Catchments, between \$22-\$55M is invested by private landholders in conservation activities (cash and in-kind resources).

Q26 Allocation of effort

Q26 Again, thinking about conservation activities <u>in the past 12 months</u> , what proportion of your effort was allocated to the following activities – out of 100% total:			
	Percent of effort		Percent of effort
a. Weed control	%	f. Fire management	%
b. Planting and maintenance	%	g. Seed collection	%
c. Pest animal control	%	h. Streambank stabilisation / erosion control	%
d. Fencing to manage stock and for conservation	%	i. Other (specify)	%
e. Wildlife watching / monitoring	%		

Respondents were asked to allocate their conservation efforts across nine (9) areas (Table 33). It is assumed that the larger the portion of effort (percentage), the greater importance that respondents place on the area of activity.

Half the respondents spend half their time engaged in weed control. Weed control is the area where most respondents focus the most effort. Subsequent areas of engagement in descending order of importance are: planting and maintenance (24%), wildlife monitoring (9%), fire management (5%), streambank management (4%), fencing (3%), other (2%), and seed collection (1%).

Table 33: Summary statistics for SEQ LfW members' allocation of conservation effort

	Proportion of time allocated (% of total conservation effort)		
	Mean	Median	Mode
Q26.1 Weed control	51%	50%	50%
Q26.2 Planting and maintenance	24%	20%	10
Q26.3 Pests animal control	2%	0	0
Q26.4 Fencing to manage stock	3%	0	0
Q26.5 Wildlife monitoring	9%	5%	0
Q26.6 Fire management	5%	0	0
Q26.7 Seed collection	1%	0	0
Q26.8 Streambank management	4%	0	0
Q26.9 Other	2%	0	0

NOTE: n = 1,065

After producing these summary statistics, variables were recoded into categories to provide a better visual grasp of data. Initially, creation of five categories of equal proportions (20%) was attempted. However, excluding weed control and planting, percentages of effort levels were too low. Thus, in other activity areas the data was collapsed into two to four categories. This data is presented in the Figures 64-72.

Associations

Only one variable of interest was found to associate with the activities undertaken on LfW properties: (Q6) Does your property provide an important source of income? Properties that provided an important source of income were more likely to engage in streambank management and 'other', and less likely to engage in weed control.

Q26.1 Weed Control

Most LfW members undertook weed control on their properties (Figure 64). On average, respondents spent half their time on weed control. The variable 'weed control' was recoded into five (5) categories of roughly equal proportions.

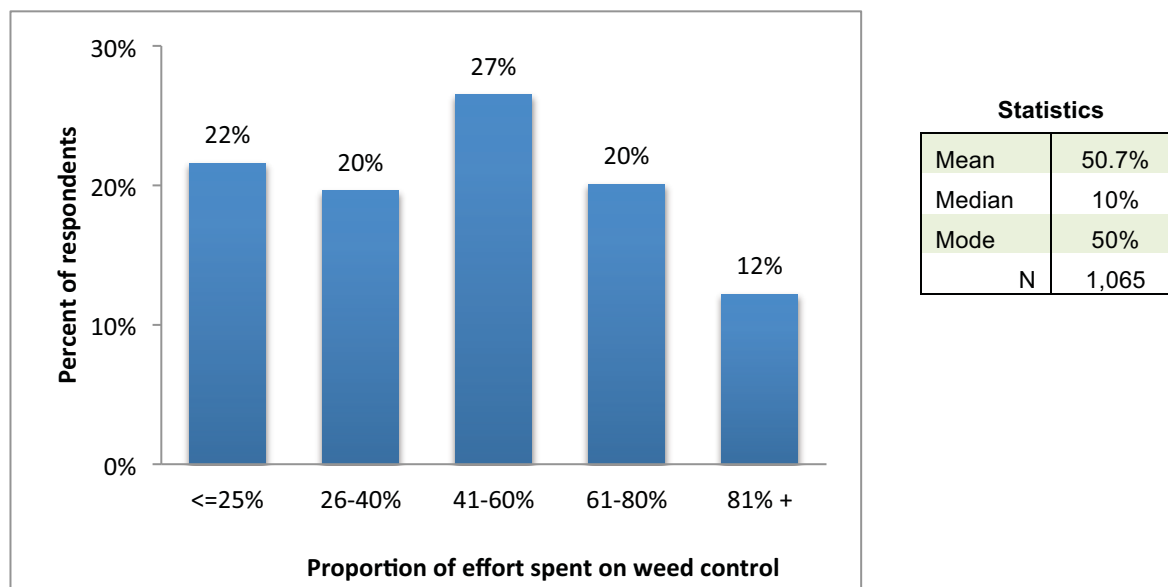


Figure 64: SEQ LfW members' allocation of effort - Weed control

Q26.2 Planting and maintenance

Most LfW members undertook planting and maintenance (Figure 65). However, the level of activity was considerably lower than effort spent on weed control. On average, respondents spent one fifth of their time on planting and maintenance.

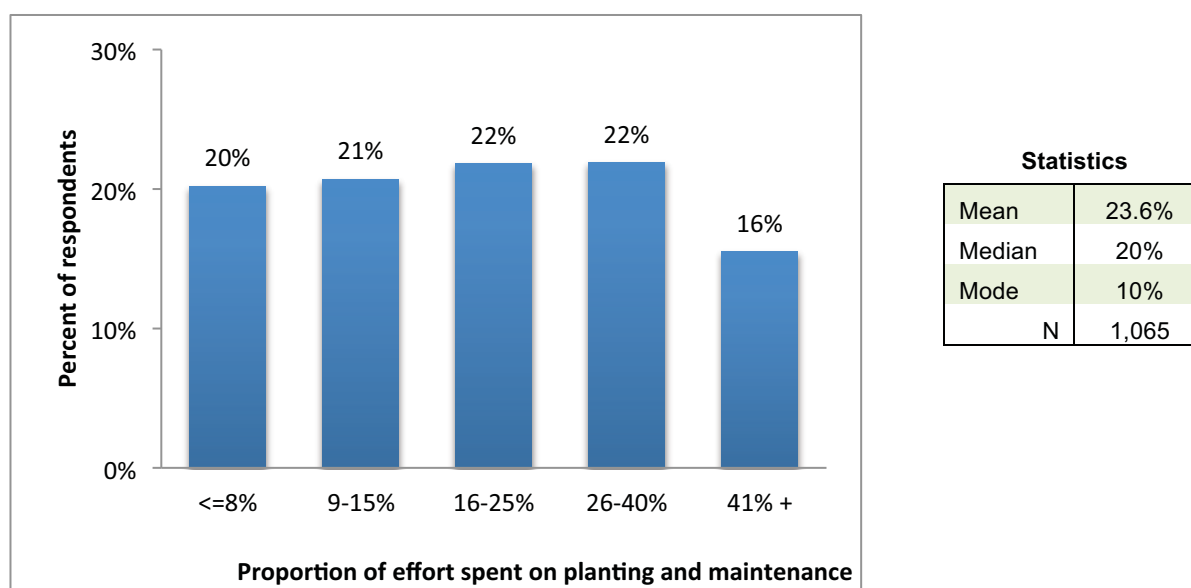
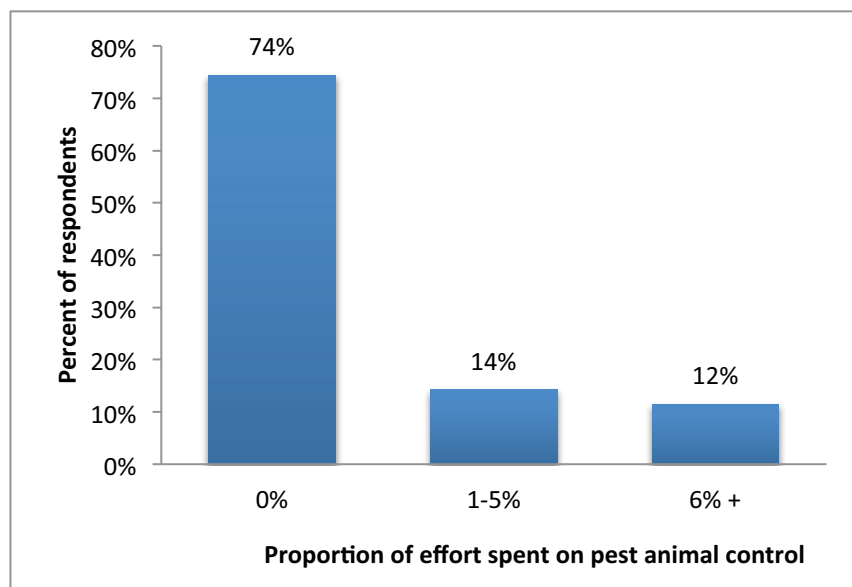


Figure 65: SEQ LfW members' allocation of effort - Planting and maintenance

Q26.3 Pest animal control

One quarter of respondents (26%) engaged in pest animal control on their properties (Figure 66). Of these respondents, half spent less than 5% of their time on this activity. Most respondents (74%) did not undertake pest animal control in any form.

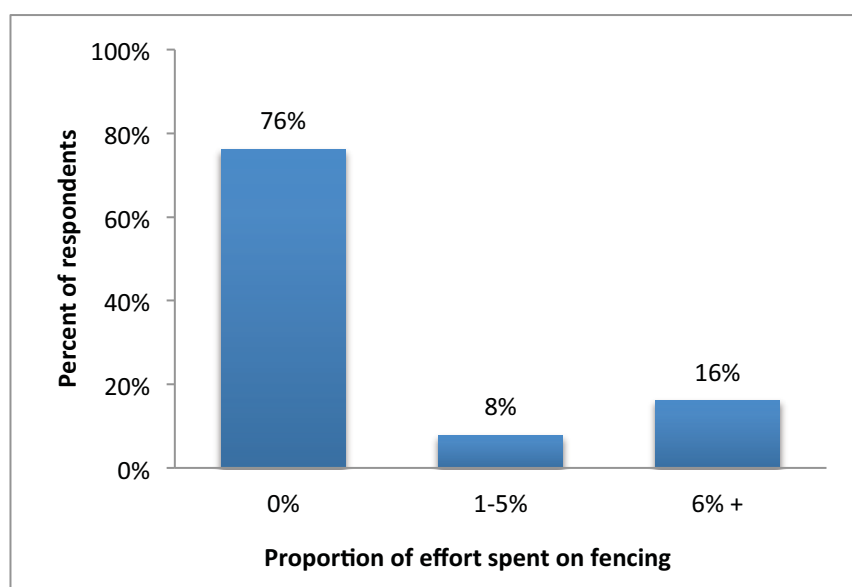


Statistics	
Mean	2.1%
Median	0%
Mode	0%
N	1,065

Figure 66: SEQ LfW members' allocation of effort Pest animal control

Q26.4 Fencing to manage stock and for conservation

Nearly one quarter of respondents (24%) undertook fencing on their properties (Figure 67). Of these respondents, one third spent less than 5% of their time on this activity. Most respondents (76%) did not undertake fencing.

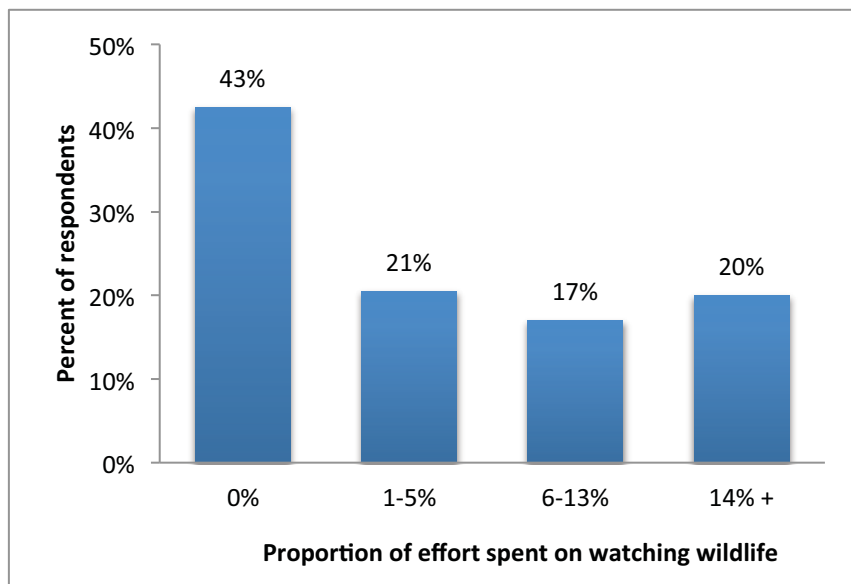


Statistics	
Mean	3.3%
Median	0%
Mode	0%
N	1,065

Figure 67: SEQ LfW members' allocation of effort - Fencing

Q26.5 Wildlife Watching and Monitoring

More than half of respondents (58%) engaged in wildlife watching and monitoring (Figure 68). Of these, one third allocated 14% of their conservation time, one third allocated between 6-13%, and one third up to 5%. On average, respondents spent 9% of their conservation time in this activity.

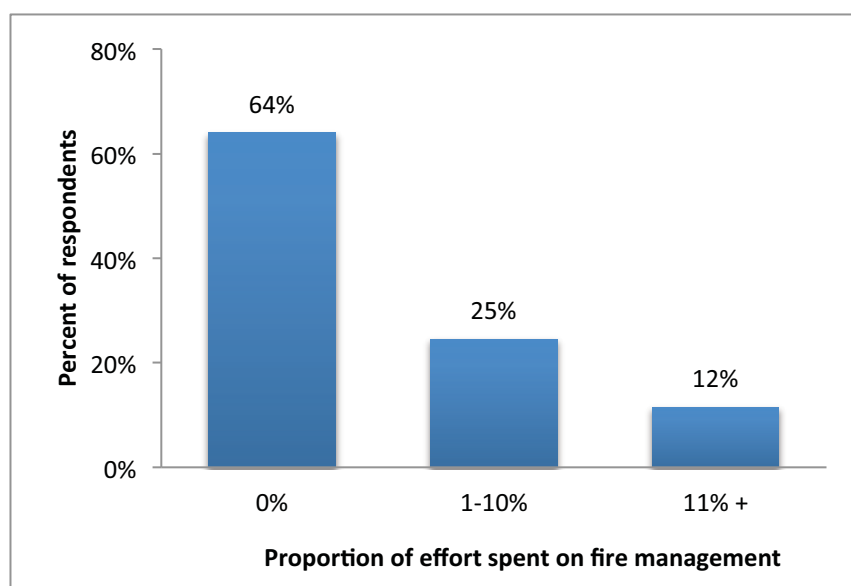
**Statistics**

Mean	8.8%
Median	5%
Mode	0%
N	1,065

Figure 68: SEQ LfW members' allocation of effort - Watching wildlife

Q26.6 Fire Management

One third (36%) of respondents undertook Fire management on their properties (Figure 69). Of these respondents, two thirds spent about 10% of their time on this activity. The majority of respondents (64%) did not engage in fire management.

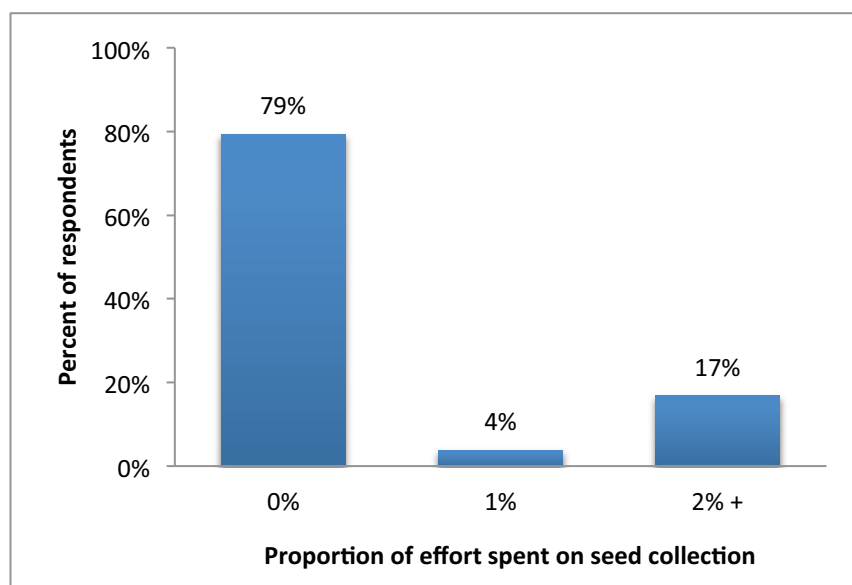
**Statistics**

Mean	4.6%
Median	0%
Mode	0%
N	1,065

Figure 69: SEQ LfW members' allocation of effort - Fire management

Q26.7 Seed collection

Most respondents (79%) did not undertake seed collection on their properties (Figure 70). Overall, respondents spent on average 1% of their time and effort on seed collection.

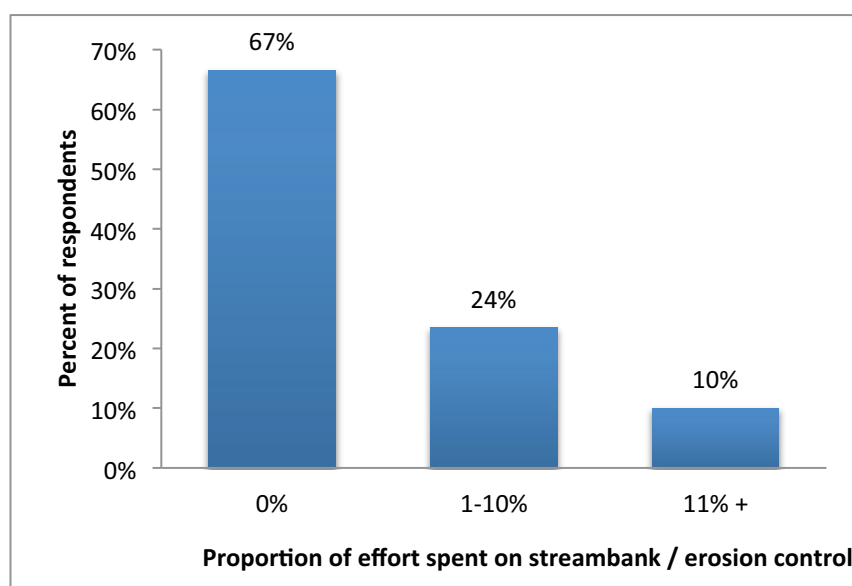
**Statistics**

Mean	1.0%
Median	0%
Mode	0%
N	1,065

Figure 70: SEQ LfW members' allocation of effort - Seed collection

Q26.8 Streambank stabilisation and erosion

One third of respondents undertook streambank stabilisation and erosion control activities on their properties (Figure 71). Of these, about one third spent more than 11% of their time engaged in the activity. Two thirds of respondents reported no streambank management activity.

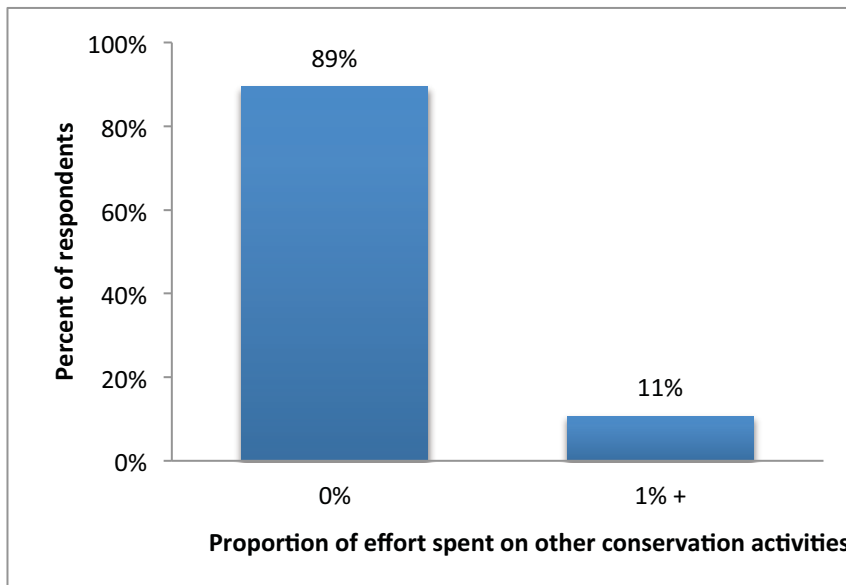
**Statistics**

Mean	4.3%
Median	0%
Mode	0%
N	1,065

Figure 71: SEQ LfW members' allocation of effort - Streambank stabilisation

Q26.9 Other

Most respondents (89%) did not record an 'other' activity (Figure 72). Overall, respondents on average spent 2% of their time engaged in 'other' conservation activities.



Statistics	
Mean	1.6%
Median	0%
Mode	0%
N	1,065

Figure 72: SEQ LfW members' allocation of effort - Other

Council

Table 34 presents the different activities undertaken on LfW properties by council.

Table 34: SEQ LfW members' allocation of conservation effort, by council

Council	statistic	Percent of conservation time allocated to different activities									N
		weeds	planting	pests	fencing	wildlife	fire	seeds	stream	other	
Brisbane	Mean	48%	24%	2%	4%	10%	6%	1%	5%	2%	238
Gold Coast	Mean	54%	24%	2%	2%	8%	5%	1%	3%	1%	147
Ipswich	Mean	48%	22%	2%	2%	11%	4%	2%	6%	3%	21
Lockyer Valley	Mean	54%	22%	2%	4%	8%	3%	1%	4%	2%	59
Logan	Mean	49%	26%	1%	4%	7%	5%	1%	6%	2%	65
Moreton Bay	Mean	51%	25%	3%	2%	12%	3%	1%	2%	1%	47
Redland	Mean	50%	22%	3%	4%	9%	5%	1%	4%	3%	43
Somerset	Mean	54%	27%	3%	2%	6%	2%	1%	6%	0%	17
Scenic Rim	Mean	55%	21%	3%	5%	7%	3%	1%	5%	1%	30
Sunshine Coast	Mean	51%	24%	2%	3%	9%	4%	1%	4%	1%	376
Toowoomba	Mean	41%	23%	9%	15%	5%	3%	3%	3%	0%	4
Total	Mean	51%	24%	2%	3%	9%	5%	1%	4%	2%	1,047

Q27 Native plants planted

Q27. Overall, approximately how many native plants have you planted on your *LfW* property?

Respondents have planted on average (mean) 1,125 trees on their LfW property (Figure 73) with 100 being the most common response (mode). The median (middle) value of 300 trees indicates a positively (right) skewed distribution, which means a smaller number of respondents have planted a very large number of trees. The total number of trees planted by respondents (n=1,032) is about 1.2 million.

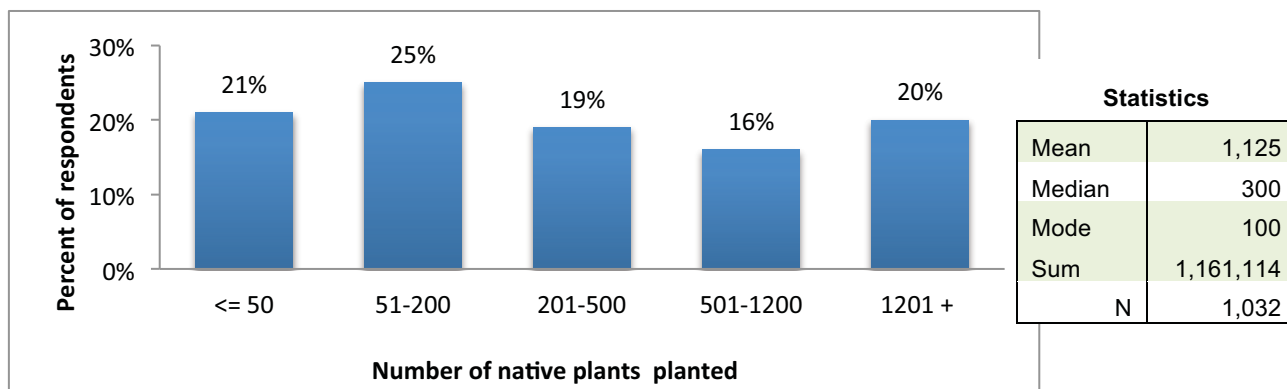


Figure 73: Total number of plants planted on SEQ LfW properties

Associations

The number of trees planted is associated with a range of other survey variables. Significant associations are summarised below.

Respondents who plant more trees are:

- less likely to attend events (Q11.3) and place less value on events (Q12.5)
- less likely to report change in knowledge and skills regarding habitat requirements for different wildlife (Q19.5)
- more likely to view weed control as important (Q30)
- more likely to appreciate LfW networking opportunities for weed management (Q32.4)
- more likely to achieve wider benefits: council appreciation (Q35.4-6 and 35.14), environmental awareness (Q35.1, 35.2 and 35.13), and social connectivity (Q35.7 and 35.15)

Council

Table 35 presents the numbers of trees LfW members reported planting by council area. Not surprisingly, the numbers of trees planted strongly associates with the number of respondents in each council area.

Table 35: Total number of plants planted by SEQ LfW members, by council

Council	N	Number of trees			Comment
		Mean	Mode	Sum	
Brisbane	229	930	200	213,065	3 surveys reported over 10,000 trees planted, one over 20,000.
Gold Coast	143	1,201	100	171,748	More than 5 surveys reported over 10,000 trees planted and 2 over 20,000.
Ipswich	24	1,654	3,000	39,685	1 survey reported over 10,000 trees planted.
Lockyer Valley	61	657	200	40,058	
Logan	61	1,171	100	71,436	1 survey reported over 30,000 trees planted.
Moreton Bay	44	1,171	0	51,507	1 survey reported over 10,000 trees planted.
Redland	43	1,318	1,000	56,660	1 survey reported over 20,000 trees planted.
Somerset	17	1,315	100	22,349	
Scenic Rim	26	996	200	25,900	
Sunshine Coast	363	1,217	200	441,796	More than 5 surveys reported over 10,000 trees planted and 2 over 20,000.
Toowoomba	4	3,800	100	15,200	1 survey reported over 10,000 trees planted.
Total	1,125	300	100	1,161,114	More than 18 surveys reported planting over 10,000 trees, including 6 over 20,000 and one over 30,000.

Q28 Area revegetated

Q28 Overall, what area has been revegetated through natural regrowth and planting? _____ (ha) or _____ (ac)

Respondents have revegetated on average 3.9 hectares on their LfW properties, with the most common area reported revegetated being 0.4 hectares (Figure 74). The median value of 1 hectare indicates the distribution is positively (right) skewed, which means that most respondents have revegetated smaller areas. Respondents (n=988) have revegetated about 3,887 hectares.

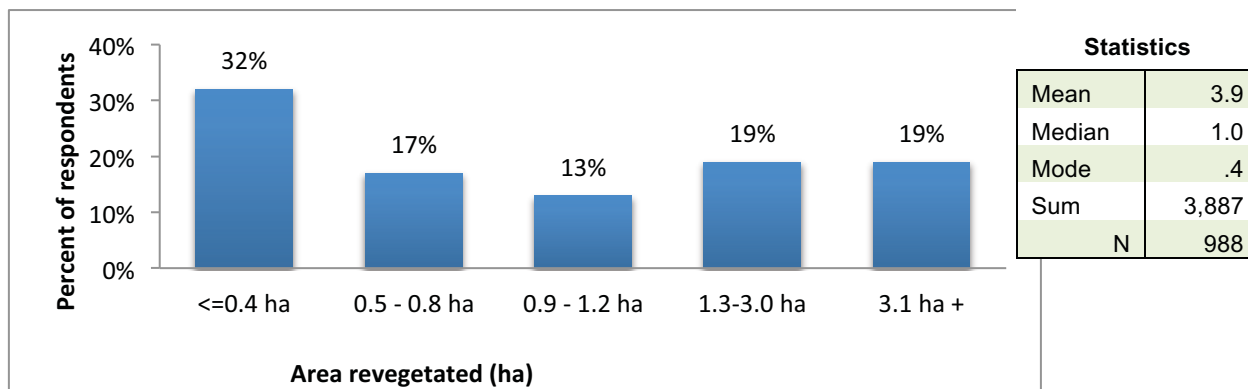


Figure 74: Total area revegetated on SEQ LfW properties

Council

Table 36 shows the total area revegetated, by council.

Table 36: Total area revegetated by SEQ LfW members, by council

Council	N	Area revegetated (ha)			Comment
		Mean	Mode	Sum	
Brisbane	213	1.1	0.4	237.6	1 survey reported over 100 ha revegetated.
Gold Coast	132	1.5	0.8	196.6	
Ipswich	22	3.3	1	72.8	
Lockyer Valley	57	13.9	0 ^a	791.1	5 surveys reported > 100 ha revegetated, including 1 reported 400 ha and a further 2 reporting over 200 ha.
Logan	58	1.6	0.8	90.5	
Moreton Bay	44	2.1	0.8 ^a	93.6	
Redland	38	1.2	0 ^a	45.2	
Somerset	13	24.7	1.2 ^a	321.6	1 survey reported over 400 ha revegetated.
Scenic Rim	27	7.9	0.4 ^a	213.8	1 survey reported over 100 ha revegetated.
Sunshine Coast	365	3.5	0.4	1273.3	3 surveys reported over 100 ha revegetated, including one that reported 300 ha revegetated.
Toowoomba	4	127.7	0 ^a	510.7	1 survey reported 1,200 ha revegetated.
Total	988	3.9	0.4	3,887	12 surveys reported over 100 ha revegetated, including one that reported 1,200 ha, 2 that reported 400 ha, 1 over 300 ha and 1 over 200 ha.

NOTE: a = Multiple modes exist. The smallest value is shown.

Q29 Area of weeds controlled

Q29. Overall, what area of weeds have you controlled in cleared and bushland areas for conservation purposes?

_____ (ha) or _____ (ac)

On average, survey respondents have controlled an average of 3.5 hectares of weeds (Figure 75). An area of 0.4 hectares is the most common sized area of weeds controlled reported. The median value is 1 hectare, which indicates a positively (right) skewed distribution, suggesting that a small portion of respondents have controlled weeds over a large area. The total area that respondents reported as having controlled weeds (n=996) was 3,485 hectares.

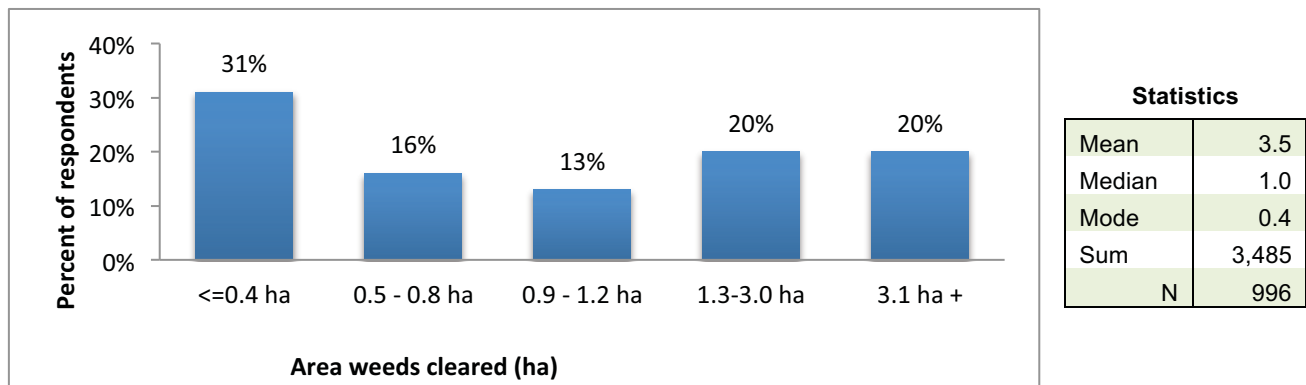


Figure 75: Total area of weeds controlled on SEQ LfW properties

Note: Area categories in Figure 75 are the same as those presented in Q3 property size.

Council

Table 37 shows the reported area of weeds controlled, by council area.

Table 37: Total area of weeds controlled by SEQ LfW members, by council

Council	N	Area weeds cleared (ha)			Comment
		Mean	Mode	Sum	
Brisbane	220	1.4	0.4	313	
Gold Coast	138	1.7	0.8	233	
Ipswich	19	2.9	0.0 ^a	55	
Lockyer Valley	57	10	0.4	572	3 surveys reported over 100 ha weeds controlled, including one survey that reported 300 ha.
Logan	62	1.7	0.4	108	
Moreton Bay	41	3.4	0.8	139	
Redland	36	0.8	0.4	29	
Somerset	14	26.9	1.2	377	1 survey reported over 700 ha weeds controlled.
Scenic Rim	28	13.8	0.4	387	4 surveys reported over 100 ha weeds controlled, including one that reported 300 ha and one that reported 200 ha
Sunshine Coast	362	3.1	0.4	1,128	
Toowoomba	4	27	0.4 ^a	108	1 survey reported over 200 ha weeds controlled.
Total	996	3.5	0.4	3,485	9 surveys reported over 100 ha of weeds controlled, including one that reported 700 ha, two that reported 300 ha and two that reported 200 ha.

NOTE: a = multiple modes exist. The smallest value is shown.

Q30 Importance of weed control

Q30. How important is weed control on your property?

- ☐ Very important ☐ Fairly important ☐ Neutral
☐ Not so important ☐ Not at all important

Most respondents (97%) report weed control as important (Figure 76). Three quarters of respondents consider weed control as *very* important. A very small portion 1% report this issues as being 'not so important'. No respondents indicated that weed control was 'not at all important'.

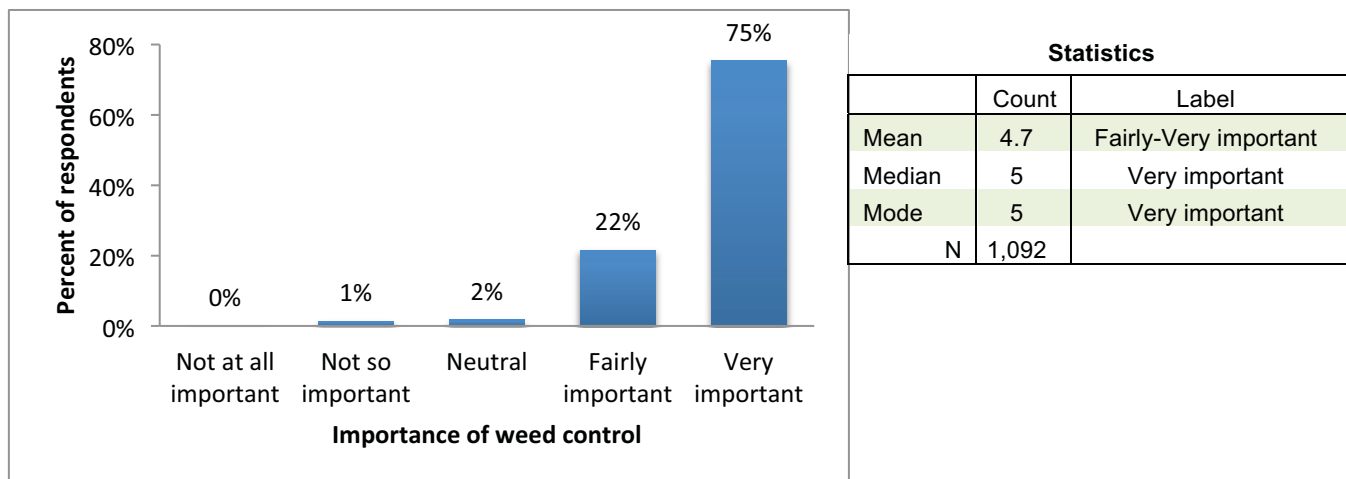


Figure 76: Importance of weed control to SEQ LfW members

Council

Respondents perceived importance of weed control is presented by council area in Table 38. Results are consistent across councils.

Table 38: Importance of weed control to SEQ LfW members, by council

	Importance of weed control		
	N	Mean	Label
Brisbane	242	4.7	Fairly-Very important
Gold Coast	148	4.8	Fairly-Very important
Ipswich	24	4.6	Fairly-Very important
Lockyer Valley	62	4.8	Fairly-Very important
Logan	66	4.7	Fairly-Very important
Moreton Bay	47	4.7	Fairly-Very important
Redland	46	4.7	Fairly-Very important
Somerset	18	4.7	Fairly-Very important
Scenic Rim	31	4.8	Fairly-Very important
Sunshine Coast	386	4.7	Fairly-Very important
Toowoomba	4	5.0	Very important
Total	1,074	4.7	Fairly-Very important

Q31 Program impacts on weed control

Q31. Regarding weed control, as a result of joining the <i>LfW</i> program...	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
a. My knowledge about weeds has increased	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. My skills in managing weeds have improved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I have changed my weed management practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. The condition of my property is better	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Respondents were asked about change in weed control across four areas: (1) skills, (2) knowledge, (3) practices, and (4) property condition. Most respondents believed that improvements have occurred in all areas (Table 39). Results indicate strong improvements in weed management knowledge, skills, and property condition.

Table 39: Summary statistics for SEQ LfW members' perceived improvements in weed control

Weeds	Members perceptions			
	N	Mean	Median	Mode
1. My knowledge about weeds has increased	1,089	Agree	Agree	Agree
2. My skills in managing weeds has improved	1,085	Agree	Agree	Agree
3. I have changed my weed management practices	1,076	Agree	Agree	Agree
4. The condition of my property is better	1,082	Agree	Agree	Agree
5. Total Weed Change (Summation of Items 1-4)	1,068	Agree	Agree	Agree

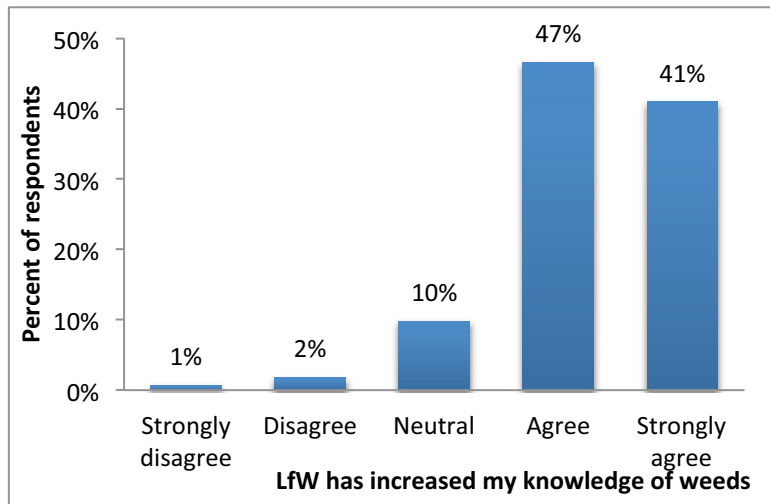
Associations

Each of the four survey questions associated significantly and positively with each other, suggesting that these questions are closely related. A new variable (total weed change) was created by summing these four questions. For simplicity, associations are reported using the 'total sum'. Respondents who scored more highly on 'total sum' of weed change are more likely to:

- have properties of smaller size (Q3)
- not be a primary producer (Q5)
- have more frequent contact with the LfW program (Q11)
- rate all forms of LfW assistance as useful (Q12)
- read more of the newsletter (Q13) by more household members (Q14)
- expressed stronger interest in attending workshops on all topics (Q15)
- be more satisfied (Q16) and more likely to act as program advocates (Q17)
- be more assured of their conservation skills and knowledge (Q18)
- spent more time on conservation management (Q24), and
- report achieving environmental and social outcomes (Q35)

Q31.1 Regarding weed control, as a result of joining LfW, my knowledge about weeds has increased

Most respondents (88%) believed their knowledge about weeds has improved due to the LfW program (Figure 77). A small proportion (3%) disagreed, reporting no change in weed knowledge. About 10% of respondents were neutral.

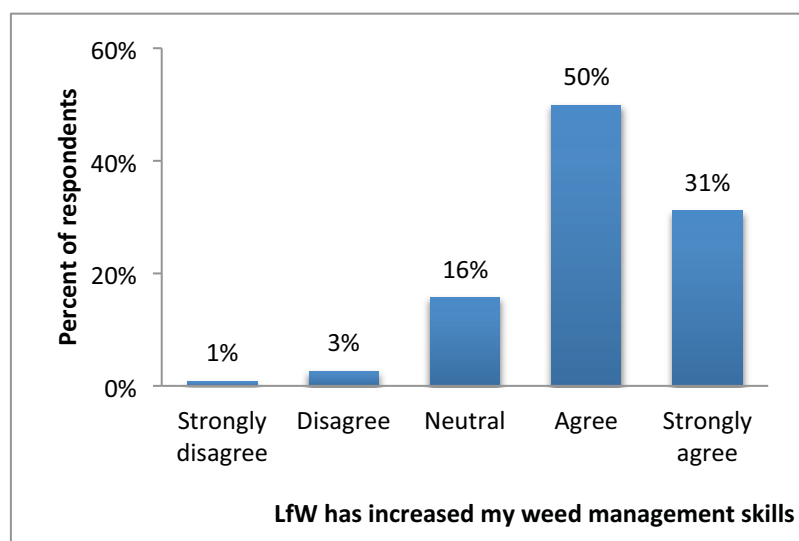


Statistics		
	Count	Label
Mean	4.3	Strongly agree - Agree
Median	4	Agree
Mode	4	Agree
N	1,089	

Figure 77: SEQ LfW members' perceptions of Increased knowledge of weeds

Q31.2 Regarding weed control, as a result of joining LfW, my skills in managing weeds have increased

Most respondents (84%) believed their weed management skills have improved due to the LfW program (Figure 78). Three percent (37 out of 1,085 respondents) disagreed, reporting no change in skill levels. About 16% of respondents were neutral.



Statistics		
	Count	Label
Mean	3.8	Neutral - Agree
Median	4	Agree
Mode	4	Agree
N	1,085	

Figure 78: SEQ LfW members' perceptions of increased weed management skills

Q31.3 Regarding weed control, as a result of joining LfW I have changed my weed management practices

The majority of respondents (64%) believed that they have changed their weed management practices due to the LfW program (Figure 79). Nearly one third (31%) of respondents were undecided (neutral) with the balance reporting no change in management practices.

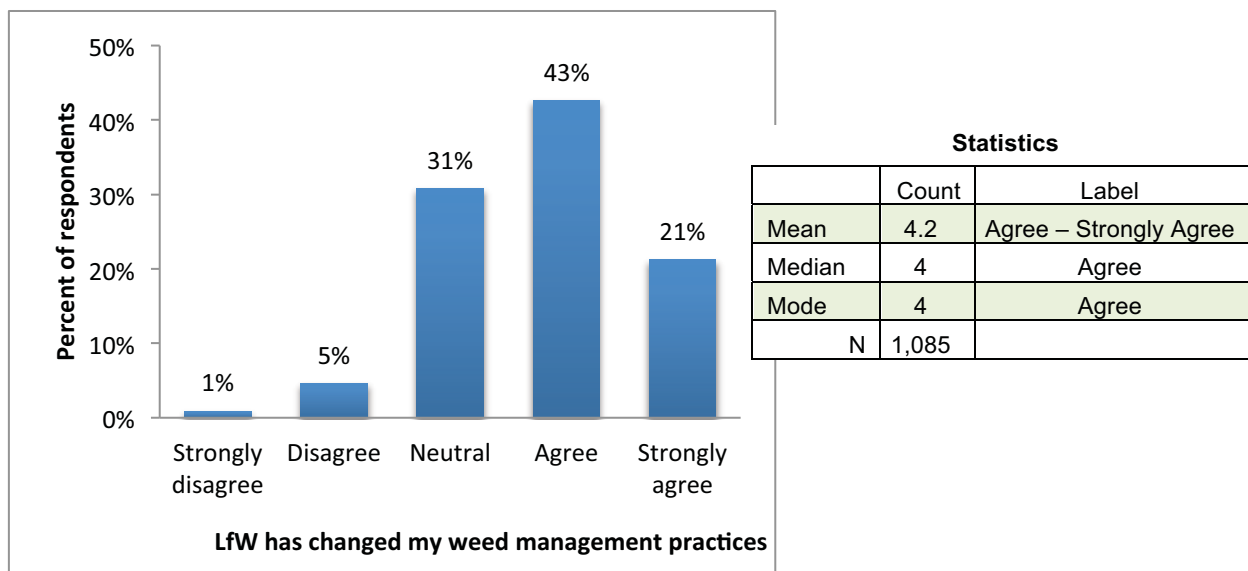


Figure 79: SEQ LfW members' perceptions of changed weed management practice

Q31.4 Regarding weed control, as a result of joining LfW the condition of my property is better

Most respondents (80%) believed that the condition of their property is better due to the LfW program (Figure 80). A small proportion 3% disagreed, and 17% were neutral.

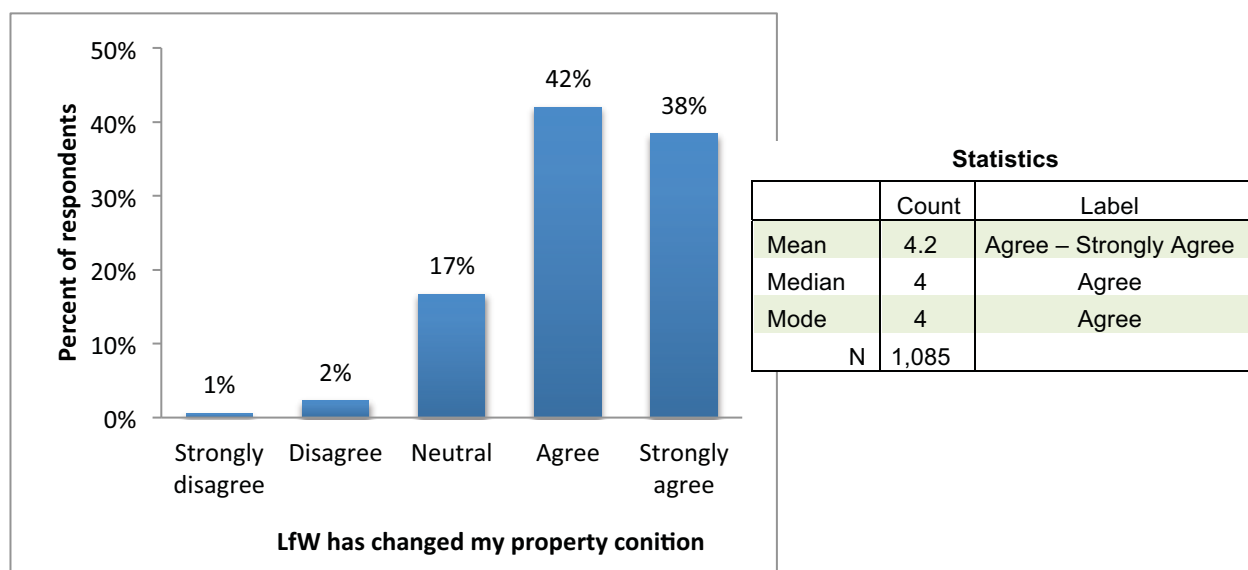


Figure 80: SEQ LfW members' perceptions of improved property condition

Council

Table 40 shows the reported impact of LfW on changes in four aspects of weed control (knowledge, skills, practices and property condition). Results are consistent across all councils.

Table 40: SEQ LfW members' perceptions of improvements in weed control, by council

Council	Impact of LfW on members' weed control				
	Statistic	1.Knowledge	2.Skills	3.Practices	4.Condition
Brisbane	Mean	Agree	Agree	Agree	Agree
Gold Coast	Mean	Agree	Agree	Agree	Agree
Ipswich	Mean	Agree	Agree	Agree	Agree
Lockyer Valley	Mean	Agree	Agree	Neutral	Agree
Logan	Mean	Agree	Agree	Agree	Agree
Moreton Bay	Mean	Agree	Agree	Agree	Agree
Redland	Mean	Agree	Agree	Agree	Agree
Somerset	Mean	Agree	Agree	Agree	Agree
Scenic Rim	Mean	Agree	Agree	Agree	Agree
Sunshine Coast	Mean	Agree	Agree	Agree	Agree
Toowoomba	Mean	Agree	Agree	Neutral	Agree
Total	Mean	Agree	Agree	Agree	Agree

Q32 LfW support for weed control

Q32. How does LfW help you manage weeds?	A lot	A little	Not much	Not at all
a. Advice tailored to my property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Technical knowledge and information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Training and skills development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Networking opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Respondents were asked five questions to explore aspects of LfW assistance with weed control. Advice and technical knowledge were most favoured by respondents, followed by training and networking opportunities. The final question 'other' was completed by less than half of respondents. Therefore, this item was not included in the computed score for 'Total Weed Assistance' provided by the LfW program.

Weed management assistance is ranked in order of perceived helpfulness ('A little' and 'A lot') as follows:

1. Advice is tailored to my property 83%
2. Technical knowledge and information 69%
3. Training and skills development 58%
4. Networking opportunities 44%
5. Other 22%

Basic statistics are reported for each question in Table 41 below.

Table 41: Summary statistics for SEQ LfW weed control assistance

LfW Weed Help	Helpfulness of LfW assistance with weed control			
	N	Mean	Median	Mode
1. Advice is tailored to my property	1,063	A little	A little	A lot
2. Technical knowledge and information	1,070	A little	A little	A lot
3. Training and skills development	1,051	A little	A little	A little
4. Networking opportunities	1,034	Not much	Not much	Not much
5. Other	440	Not much	Not at all	Not at all

Q32.1 Weed control - Advice is tailored to my property

About two thirds of respondents (69%) benefit from receiving advice tailored to their property (Figure 81). The remaining 31% report little to no benefit from this form of assistance.

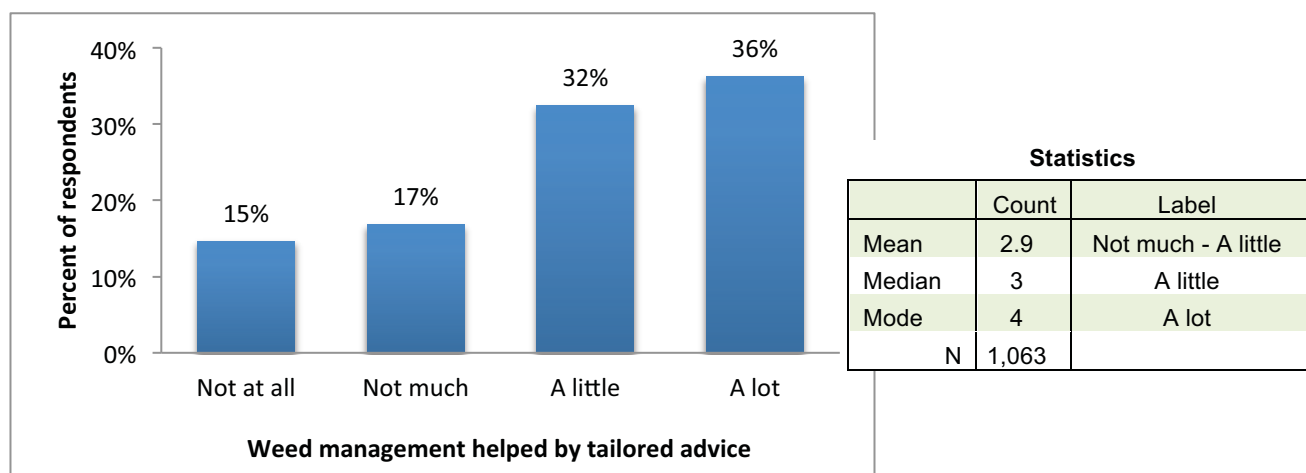


Figure 81: Weed management helped by SEQ LfW tailored advice

Q32.2 Weed control - Technical knowledge and information

Most respondents (83%) benefit from technical knowledge and information (Figure 82). The remainder (17%) report little to no benefit from this form of support.

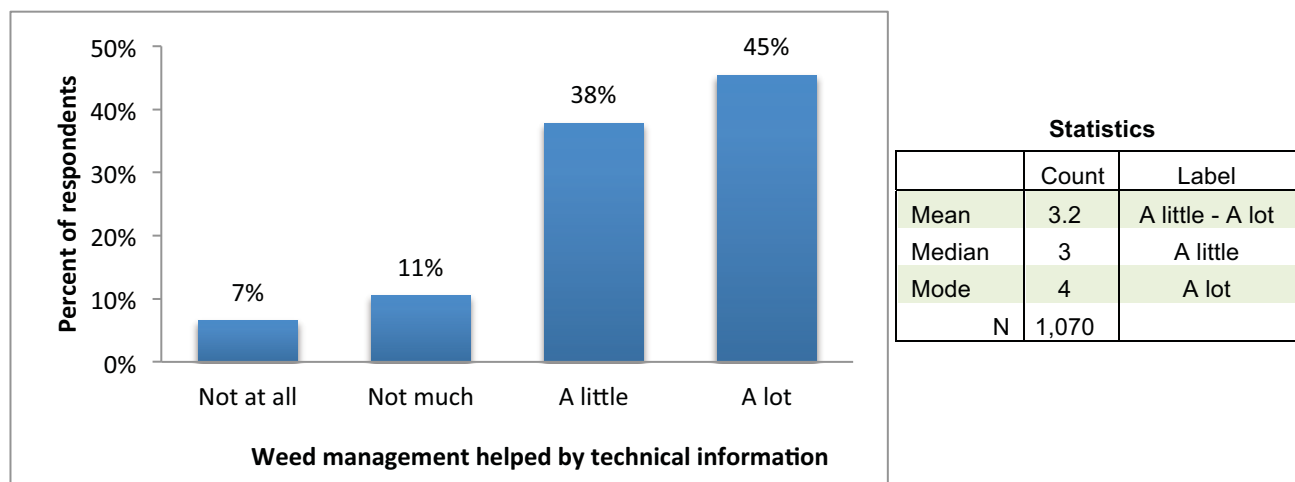


Figure 82: Weed management helped by SEQ LfW technical information

Q32.3 Weed control - Training and skills development

More than half (58%) of respondents have benefited from training and skills development (Figure 83). The remaining 42% report little to no benefit.

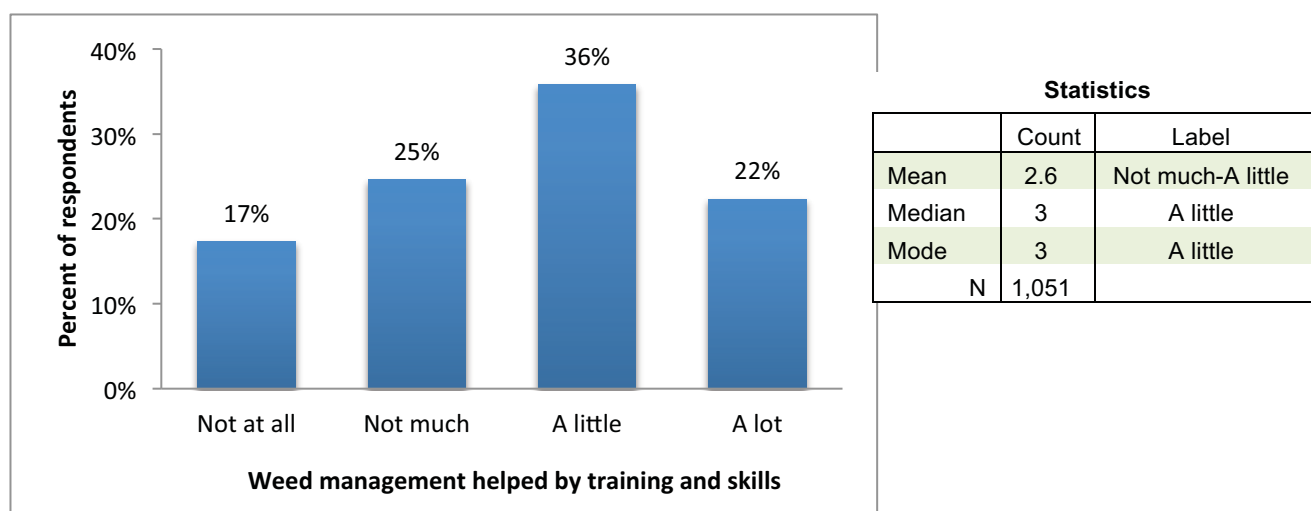


Figure 83: Weed management helped by SEQ LfW - training and skills

Q32.4 Weed control - Networking opportunities

Less than half (44%) of respondents reported benefiting from networking opportunities (Figure 84). The remaining 56% report no assistance via this avenue.

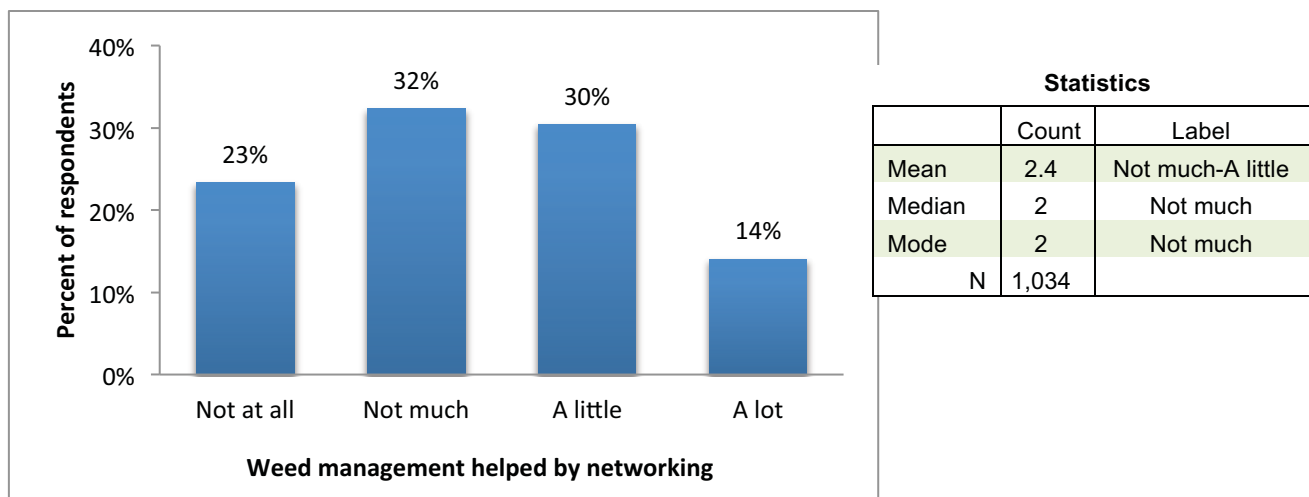


Figure 84: Weed management helped by SEQ LfW networking opportunities

Q32.5 Weed control – Other

Very few respondents (22%) reported benefiting from 'other' forms of weed assistance (Figure 85). Most respondents (78%) did not find 'other' forms helpful.

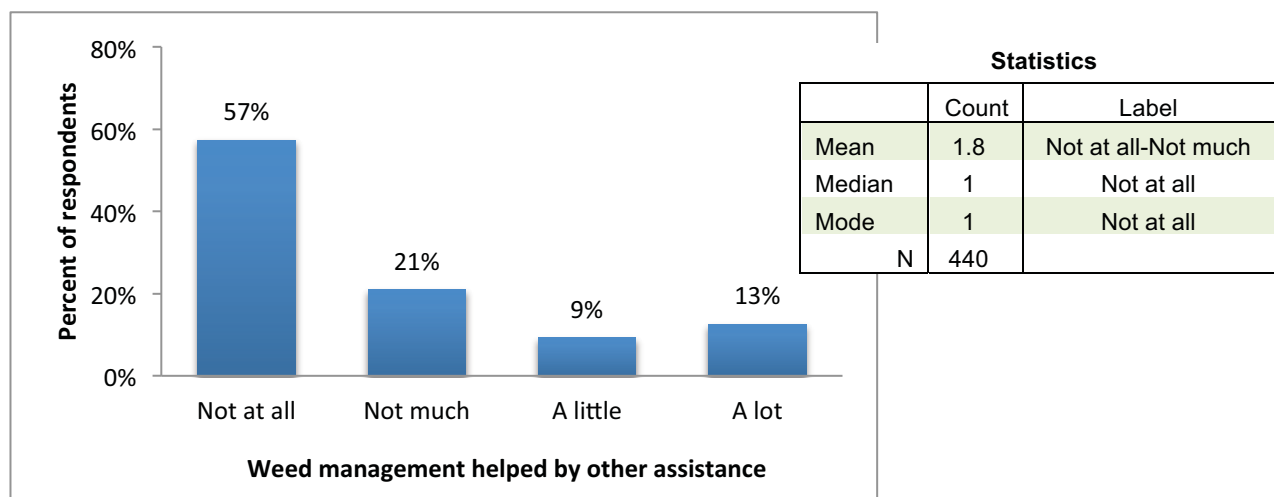


Figure 85: Weed management helped by SEQ LfW other assistance

Council

Table 42 presents five aspects of LfW weed assistance by council area. Results are mostly consistent across councils, with the exception of the perceived weed management benefits of networking, which varies between council.

Table 42: Helpfulness of LfW assistance for weed control, by council

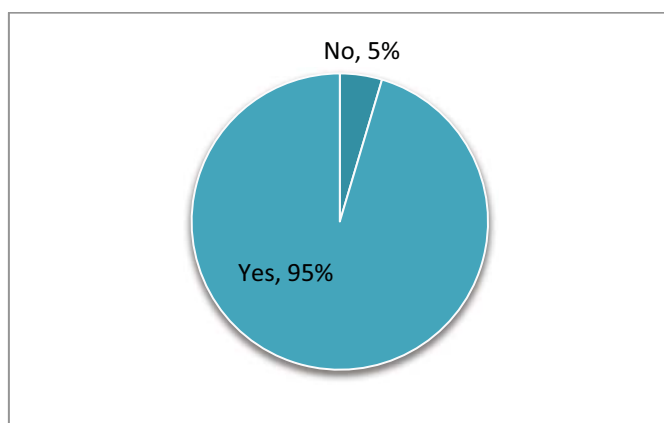
Council	Statistic	LfW help for weed management					N (min. excl. 'other')
		Advice	Tech. info.	Training	Networking	Other	
Brisbane	Mean	A little	A little	A little	Not much	Not much	233
Gold Coast	Mean	A little	A little	A little	Not much	Not much	138
Ipswich	Mean	A little	A little	A little	A little	Not much	22
Lockyer Valley	Mean	A little	A little	A little	Not much	Not much	58
Logan	Mean	A little	A little	A little	Not much	Not much	61
Moreton Bay	Mean	A little	A little	A little	Not much	Not much	43
Redland	Mean	A little	A little	A little	A little	Not much	43
Somerset	Mean	A little	A little	A little	A little	Not much	17
Scenic Rim	Mean	A little	A little	A little	Not much	Not much	27
Sunshine Coast	Mean	A little	A little	A little	Not much	Not much	371
Toowoomba	Mean	A little	A little	A little	A little	Not at all	4
Total	Mean	A little	A little	A little	Not much	Not much	1,019

Q33 Planning to undertake weed control

Q33. Are you planning to undertake weed control activities in the next 12 months?

- ☐ Yes, on your property
☐ Yes, on your neighbours or other properties
☐ No

Most respondents (95%) plan to undertake weed control activities in the next year (Figure 86). Only 5% have no plans for weed control in the pending year.



Statistics		
	Count	Percent
Yes	1035	95%
No	50	5%
N	1,085	100%

Figure 86: SEQ LfW members planning weed control on their properties in the next year

Some respondents (13%) had planned to undertake weed control on another's property within the next 12 months (Figure 87).

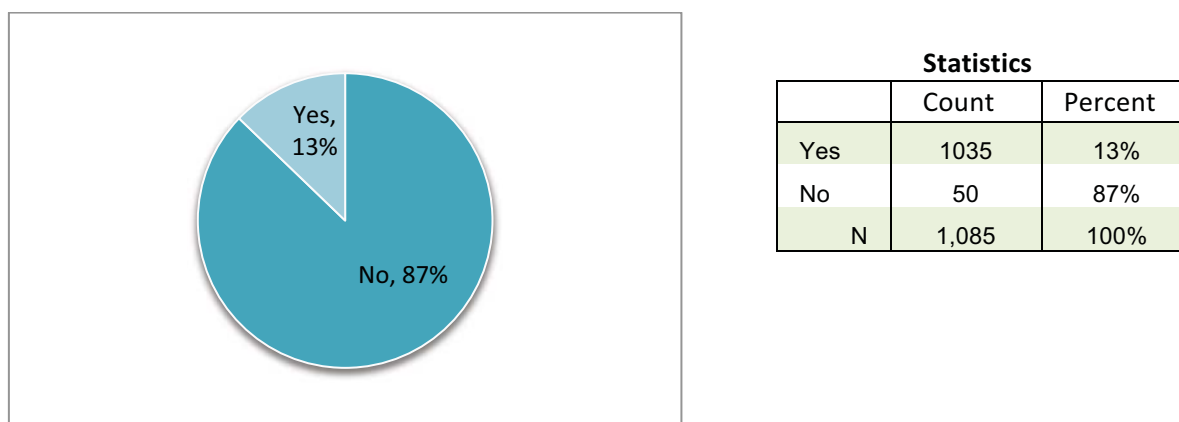


Figure 87: SEQ LfW members planning weed control on another property in the next year

Council

Table 43 show respondents' intentions to undertake weed control on their own or another property in the next year, reported by council area. Ipswich and Somerset recorded lower levels of weed control intentions on both own and other properties. Scenic Rim and Gold Coast councils recorded relatively high levels of intentions to undertake weed control on other (as well as own) properties in the coming year.

Table 43: SEQ LfW members' plans for weed control in the next year, by council

Council	On own property		On another property		N
	Yes (%)	No (%)	Yes (%)	No (%)	
Brisbane	96%	4%	11%	89%	236
Gold Coast	98%	1%	18%	82%	149
Ipswich	88%	12%	8%	92%	24
Lockyer Valley	95%	5%	15%	86%	62
Logan	98%	2%	9%	91%	64
Moreton Bay	94%	6%	6%	94%	48
Redland	94%	7%	11%	89%	46
Somerset	89%	11%	0%	100%	18
Scenic Rim	100%	0%	28%	72%	29
Sunshine Coast	95%	5%	13%	87%	387
Toowoomba	100%	0%	25%	75%	4
Total	96%	5%	13%	87%	1,067

Q34 Suggestions for LfW support for weed control

Q34. How can *Land for Wildlife* best support you in managing weeds on your property?

This question is the first of the qualitative (text rather than numeric) questions. Qualitative data is useful for greater in-depth understanding how people think or feel. This question asks respondents what they think LfW already does, or could do, to help them manage weeds.

Eighty percent of respondents (905 members) made suggestions about LfW weed assistance. Their responses were coded by key concepts (a total of 1,669 tags were allocated). The frequency or number of times members mentioned the concept is also reported.

1. **LfW activities** (388 tags), particularly personalised advice (177 tags), but also visits (60), workshops (43) the newsletter (35) and contact (28). Many comments on advice were simple e.g. 'technical advice', 'advice and workshops', but also included comments that clearly implied advice that was tailored to their property. Not surprisingly visits was also a recurrent theme. The 'contact' tag was used when respondents talked about support and contact from LfW officers but didn't specify a visit, advice or other service details.
2. **Membership factors** (273 tags), particularly labour (110), cost (90) and time (36). Membership factors often refer to the barriers that LfW members face. Many of the comments tagged as 'labour' referred to 'physical help', 'manual help', or 'manpower'. People often comment on the size of the task ahead of them, and persistent weeds, steep slopes and big trees are cited as problematic. Sometimes these comments include references to age and physical ability, or family households who are time, and therefore labour, poor.
3. **Assistance** (161 tags), including volunteers (35), contractors (34), council (31) and neighbours (29). These items commonly included requests for LfW to facilitate access to volunteers or contractors, and are linked to the comments about labour above. Where respondents mentioned council or neighbours, it was frequently in relation to managing weeds or pests in adjacent properties or public land. With reference to councils, comments were mostly requesting council to better manage roadside weeds, but sometimes it was objections to council's roadside spray programs. With neighbours, comments were sometimes about the opportunities associated with coordinated action, but more frequently comments complaining about neighbour's weeds or pest animals.
4. **Educational items** (157 tags) mostly referred to information (140), generally about weed identification and weed management techniques. Some comments requested information about non-chemical weed management strategies.
5. **Equipment** (184 tags), particularly chemicals (113) (generally suggesting the supply of free, shared pool or subsidised herbicides) but also plants (29) and tools (25).
6. **Other programs** (140 tags) mostly referred to grants (133 tags)
7. **Topics** (195 tags) was, not surprisingly, dominated by weed management (87) and weed identification (62)

Survey quotes

'To continue doing what it is currently doing i.e. providing advice tailored to our property through consulting with the local LFW officers, offering workshops and opportunities to visit other properties where the landholders are doing similar things.'

'Provide information specific to the needs of our property'

'Ongoing advice on new techniques, methods, and priorities'

'We feel a one on one visit to help us identify weeds more positively, would be of great benefit as often we are guessing as to what are weeds and what are not.'

'Maybe a revisit to make sure I am on track and to identify if any new weeds have taken up residence since the last visit'

'It is difficult for me to find the energy and motivation to get on top of weed control at my age and my time of life given my many other interests in retirement. I would much rather see a skilful weed control contractor paid to do most of the work than attempting to do it all by myself with my limited resources and equipment.'

'Labour. We have 3 children and are very busy with work, and out of school activities and have limited time to control weeds.'

'Actually in all seriousness the biggest issue with getting on top of weeds is lack of time (I work full time) and resources. I'd love to get a team of 'work for dole' or something over if that was possible. Perhaps a service LfW could consider?'

'I have found the LfW advice, support and encouragement plus the grants, all wonderfully helpful and would not be able to manage without them.'

'Highlight weed control techniques that don't involve chemicals. Our property is also used a certified organic farm so non-organic inputs are a big concern.'

'Making available environmentally safe weed control products at a good price. Providing volunteers once or twice a year to assist my wife and I with the weed management - both late middle-aged people.'

'Grants for labour and chemicals to remove weeds'

Q35 Broader benefits of LfW Membership

Q35. Considering your <i>LfW</i> property and membership, please respond to the following statements:	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Being in <i>LfW</i> has increased my contact with Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>LfW</i> helps me to understand the habitat value of my property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy meeting other people who are <i>LfW</i> members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I consider environmental issues beyond my property because of <i>LfW</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I gain a lot from interactions with other <i>LfW</i> staff and members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am more active on my property from belonging to <i>LfW</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>LfW</i> informs me about other Council initiatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel a sense of belonging to <i>LfW</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>LfW</i> motivates me to be active on my property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>LfW</i> has increased my understanding of habitat connectivity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>LfW</i> involves taking practical actions that help my fitness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I better appreciate Council because of their <i>LfW</i> program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This section was designed to gain insight into the wider benefits of LfW membership. A battery of 12 questions was developed, drawing on past surveys and a workshop to capture key outcomes from LfW membership. These questions group into four outcomes: (1) environmental knowledge, (2) relationship with council (3) social benefits and (4) health benefits.

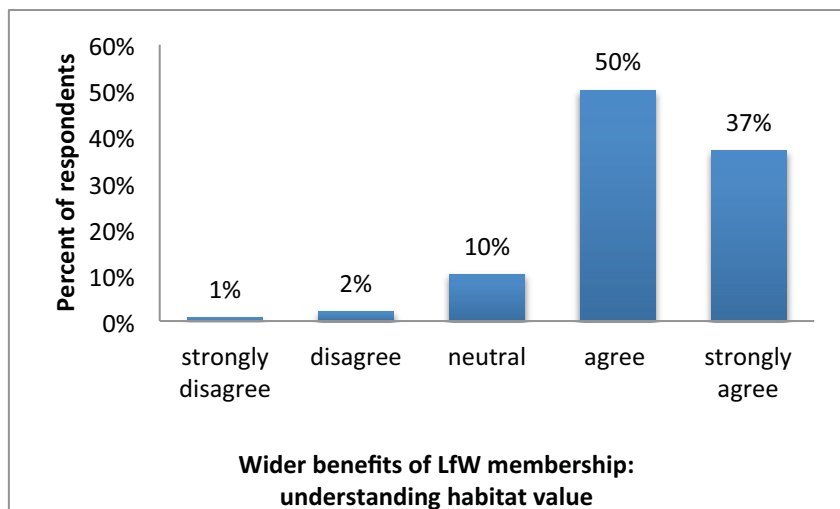
Questions are reviewed individually as well as within in these four factors. Three (3) questions or items represent each factor. In the survey questionnaire, questions were ordered randomly to ensure maximum consideration by respondents. This report reorders the questions into their factor groups. Summary statistics are presented in Table 44. On average, respondents agreed with almost all statements about benefits in terms of environmental knowledge, relationship with council, social and health benefits.

Table 44: Summary statistics for SEQ LfW members' perceptions of the wider benefits of LfW membership

Variable	N	Mean	Median	Mode	Sum
ENVIRONMENTAL KNOWLEDGE					
1. Realising habitat value of property	1,085	Agree	Agree	Agree	4,563
2. Consider broader environmental issues	1,086	Agree	Agree	Agree	4,340
3. Understanding of habitat connectivity	1,080	Agree	Agree	Agree	4,374
COUNCIL RELATIONSHIP					
4. Increases my contact with council	1,088	Agree	Agree	Agree	4,130
5. Informs me about council initiatives	1,083	Agree	Agree	Agree	4,298
6. Appreciate the role of council	1,081	Agree	Agree	Agree	4,150
SOCIAL BENEFITS					
7. Meeting other LfW members	1,075	Agree	Agree	Agree	4,054
8. Interactions with staff and members	1,082	Agree	Agree	Neutral	3,923
9. Sense of belonging	1,080	Agree	Agree	Agree	4,079
HEALTH BENEFITS					
10. More active on my property	1,081	Agree	Agree	Agree	4,088
11. Motivates me to be active	1,083	Agree	Agree	Agree	4,214
12. Practical actions that increase fitness	1,080	Agree	Agree	Agree	3,958
OUTCOME FACTORS (SUMS)					
13. Environmental knowledge	1,076	Agree	Agree	Agree	13,183
14. Council relationship	1,076	Agree	Agree	Agree	12,489
15. Social benefits	1,069	Agree	Agree	Agree	11,957
16. Health benefits	1,073	Agree	Agree	Agree	12,171

Q35.1 LfW helps me to understand the habitat value of my property

Most (87%) respondents agreed with the statement that 'LfW helps me to understand the habitat value of my property', 10% are neutral, and only 3% disagreed (Figure 88).

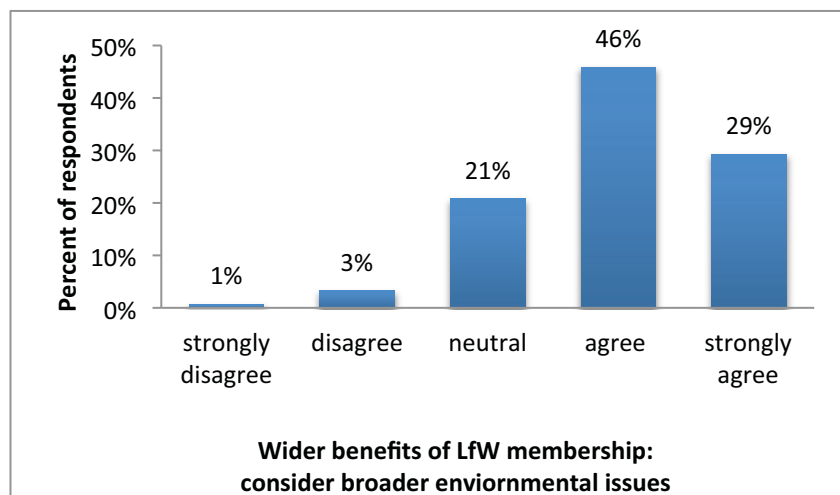


Statistics		
	Count	Label
Mean	4.2	Strongly agree - Agree
Median	4	Agree
Mode	4	Agree
N	1,085	

Figure 88: Perception that LfW helps members understand the habitat value of their property

Q35.2 I consider environmental issues beyond my property because of LfW

Three quarters (75%) of respondents agreed with the statement that they 'consider environmental issues beyond my property because of LfW' (Figure 89). One fifth were neutral (21%) and 4% disagreed.



Statistics		
	Count	Label
Mean	4	Agree
Median	4	Agree
Mode	4	Agree
N	1,086	

Figure 89: Perception that LfW helps members consider broader environmental issues

Q35.3 LfW has increased my understanding of habitat connectivity

Most (80%) respondents agreed with the statement that 'LfW has increased my understanding of habitat connectivity' (Figure 90). Sixteen percent were neutral, and only 4% disagreed.

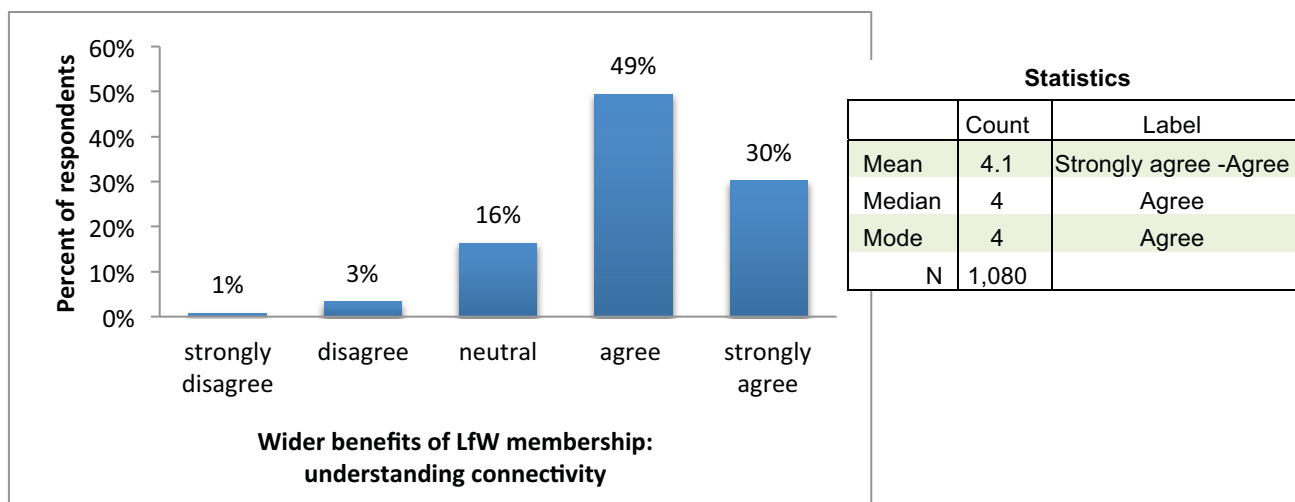


Figure 90: Perception that LfW helps members understand connectivity

Q35.4 Being in LfW has increased my contact with council

The majority (69%) of respondents agreed with the statement that 'being in LfW has increased my contact with council' (Figure 91). About one third (31%) were neutral, and 10% disagreed.

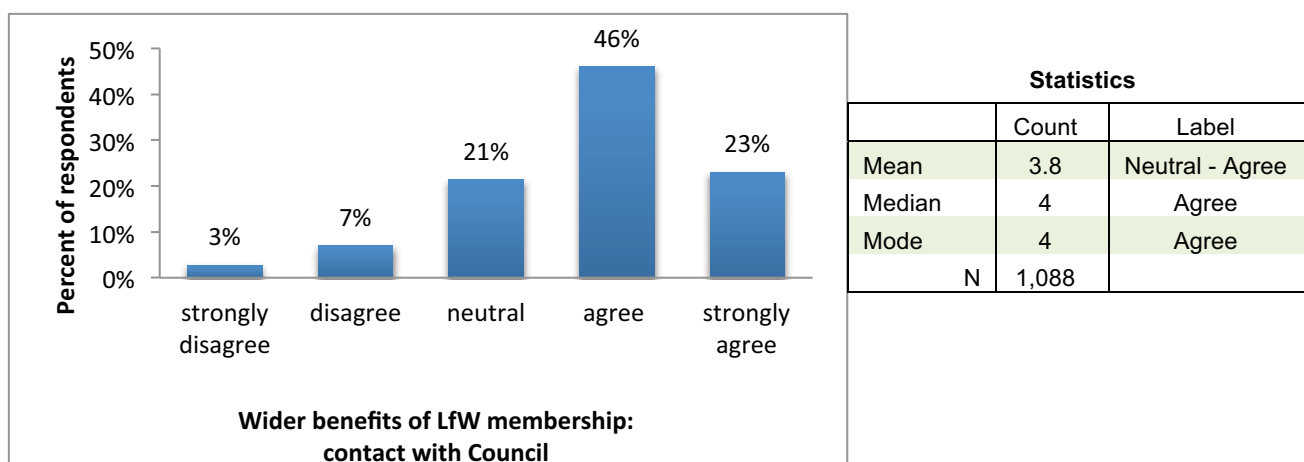


Figure 91: Perception that LfW helps members have more contact with council

Q35.5 LfW informs me about other council initiatives

Three quarters (77%), of respondents agreed with the statement 'LfW informs me about other council initiatives' (Figure 92). Nineteen percent were neutral, and only 4% disagreed.

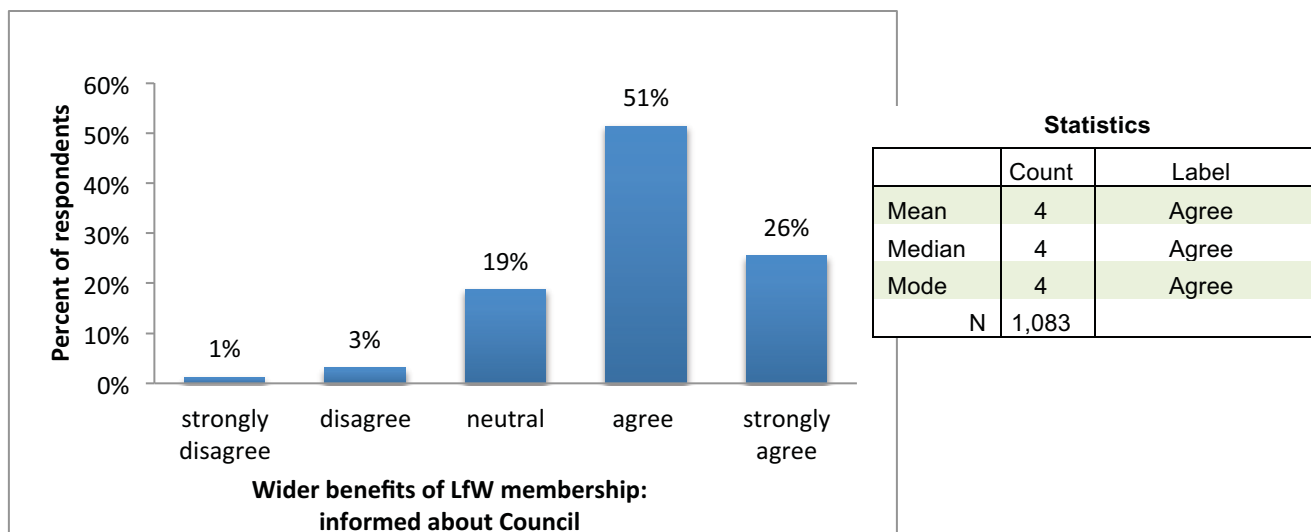


Figure 92: Perception that LfW helps members be more Informed about council

Q35.6 I better appreciate council because of the LfW program

The majority (70%) of respondents agreed with the statement 'I better appreciate council because of LfW' (Figure 93). One fifth (21%) were neutral, while 9% disagreed.

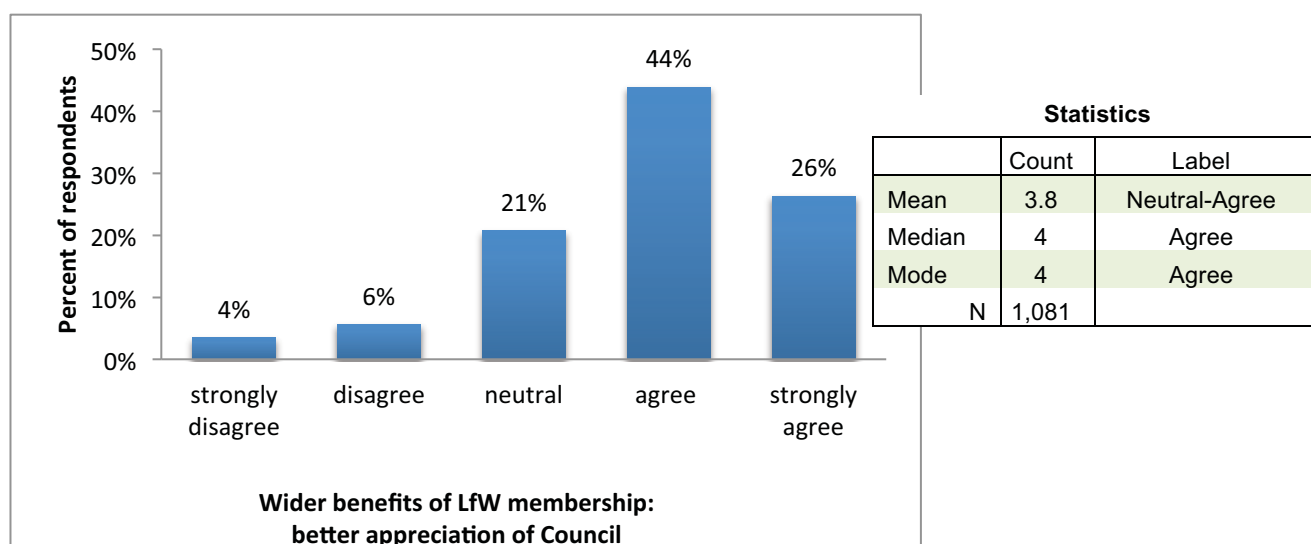


Figure 93: Perception that LfW helps members better appreciate council

Q35.7 I enjoy meeting other people who are LfW members

Nearly 60% of respondents agreed with the statement 'I enjoy meeting other people who are LfW members' (Figure 94). Over one third (35%) were neutral, while only 4% disagreed.

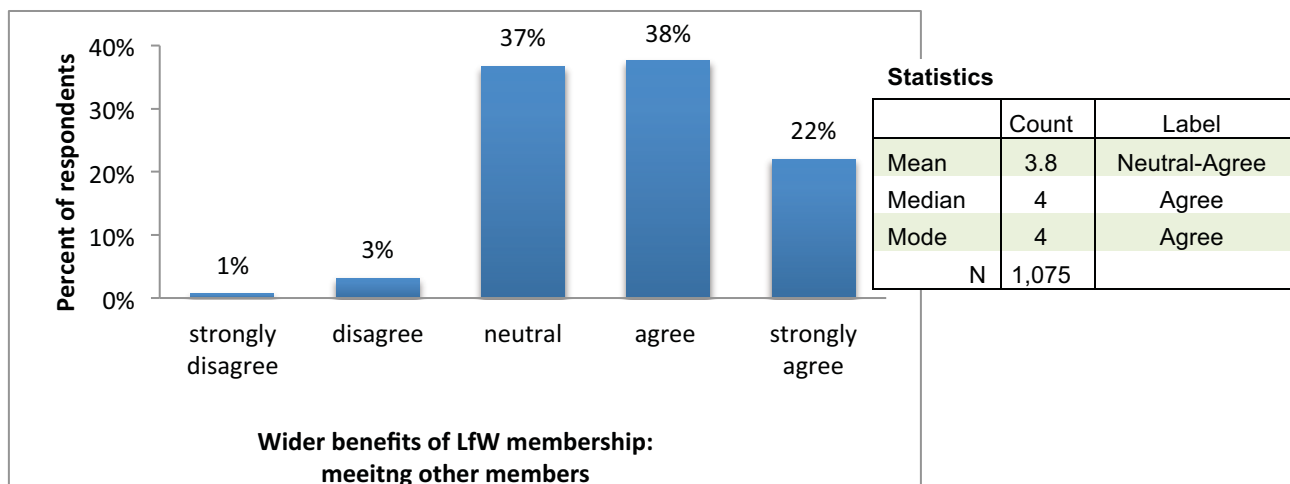


Figure 94: Perception that LfW helps members meet other people

Q35.8 I gain a lot from interactions with other LfW staff and members

More than half (53%) of respondents agreed with the statement 'I gain a lot from interactions with other LfW staff and members' (Figure 95). More than one third (37%) were neutral, and 10% disagreed.

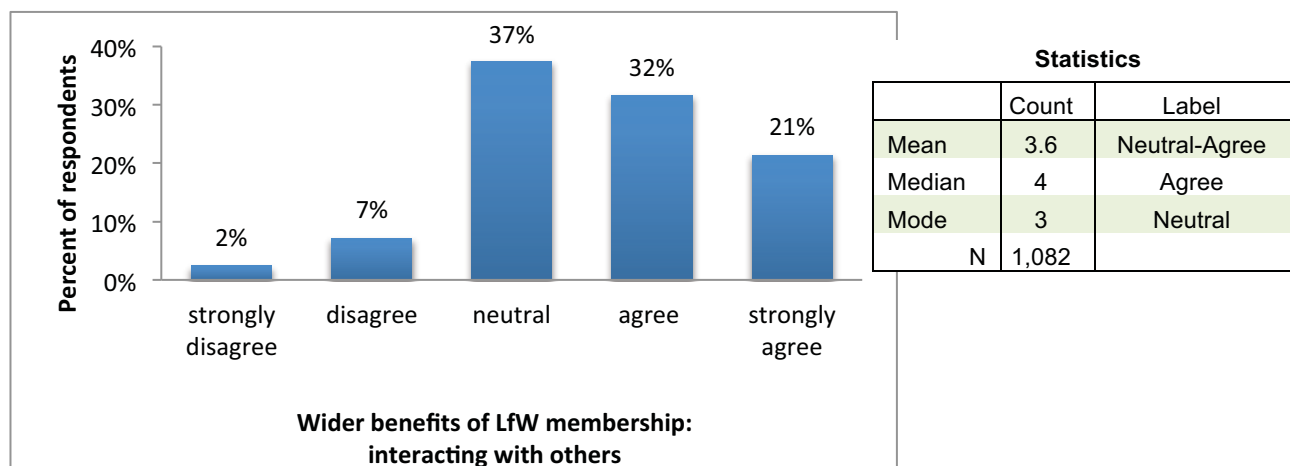


Figure 95: Perception that LfW helps members interact with others

Q35.9 I feel a sense of belonging to LfW

The majority (65%) of respondents agreed with the statement 'I feel a sense of belonging to LfW' (Figure 96). Nearly one third (30%) were neutral, and 6% disagreed.

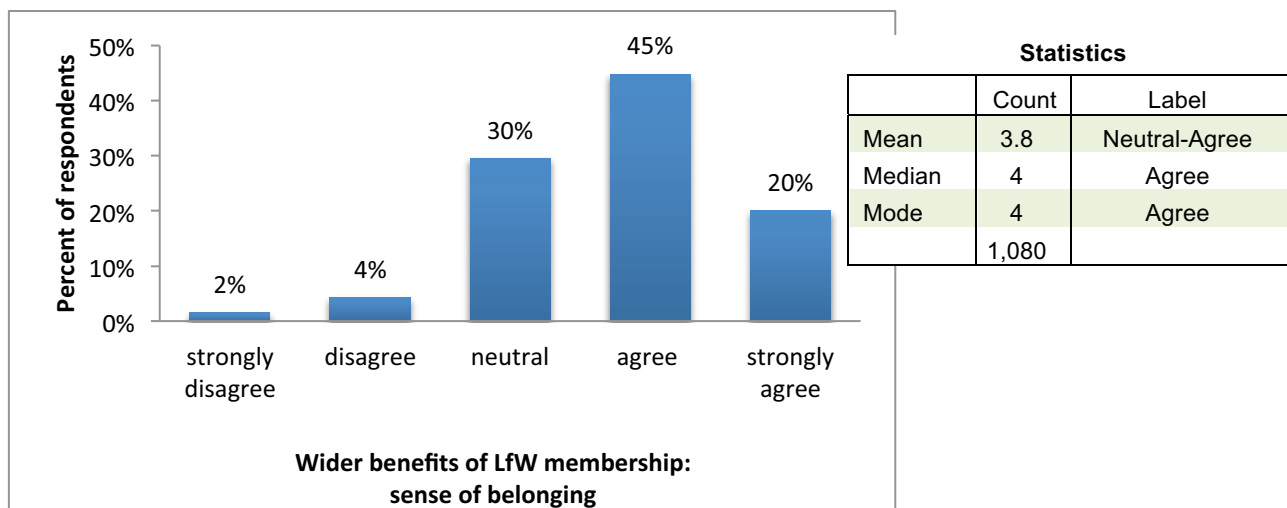


Figure 96: Perception that LfW helps members feel a sense of belonging

Q35.10 I am more active on my property from belonging to LfW

The majority (65%) of respondents agreed with the statement 'I am more active on my property from belonging to LfW' (Figure 97). About one quarter (27%) were neutral, and 9% disagreed.

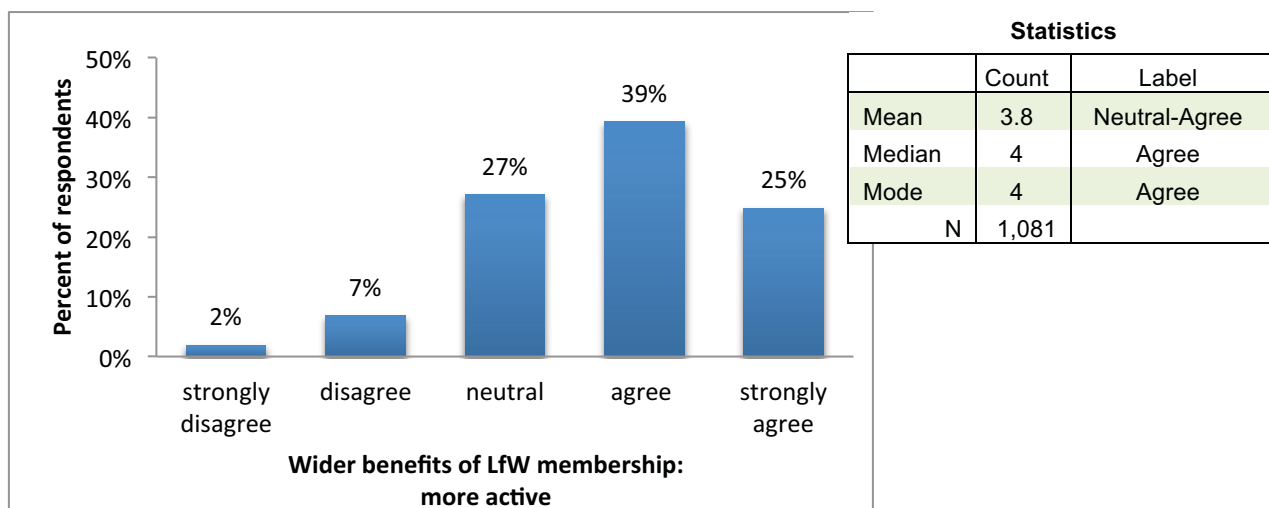


Figure 97: Perception that LfW helps members be more active

Q.35.11 LfW motivates me to be active on my property

The majority (70%) of respondents agreed with the statement 'LfW motivates me to be active on my property' (Figure 98). About one quarter (24%) of responses were neutral, while 6% disagreed.

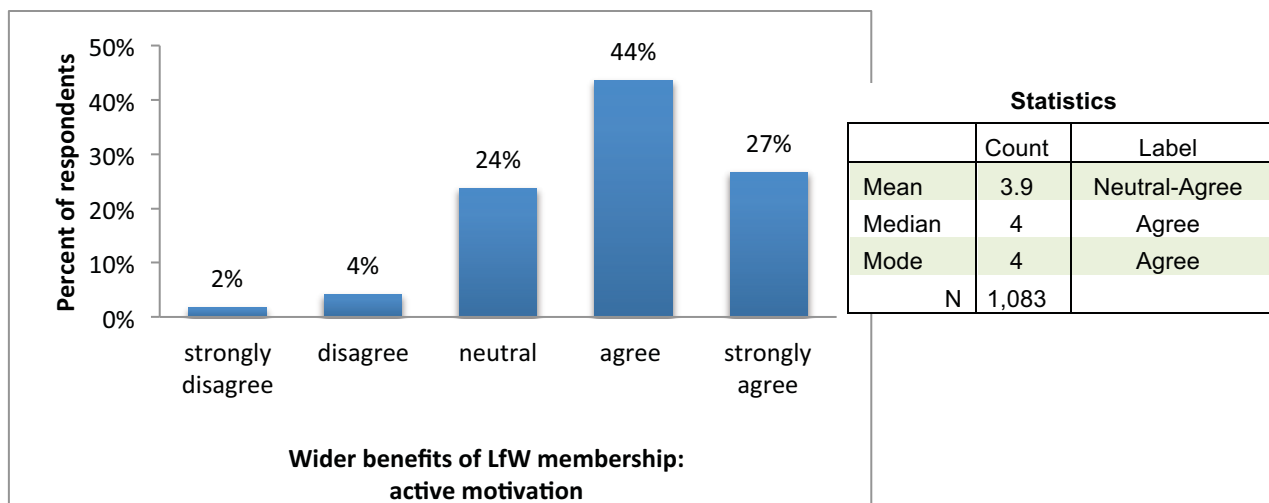


Figure 98: Perception that LfW helps members to be more motivated to be active

Q35.12 LfW involves taking practical actions that help my fitness

More than half (56%) of respondents agreed with the statement 'LfW involves taking practical actions that help my fitness' (Figure 99). One third (36%) of respondents were neutral, and 7% disagreed.

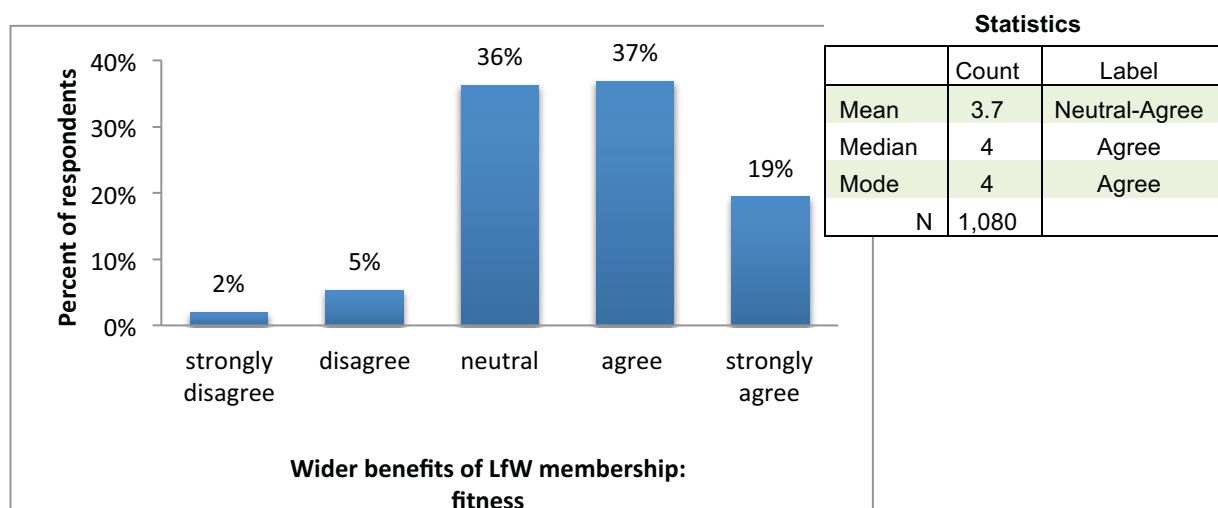


Figure 99: Perception that LfW helps members' fitness

Council

Table 45 summarises members' perceptions of the wider benefits of LfW membership, reported across council areas.

Table 45: SEQ LfW members' perceptions of the wider benefits of membership, by council

Council	Statistic	Wider benefits of LfW membership				N (min.)
		Environmental knowledge	Council relationship	Social benefits	Activity benefits	
Brisbane	Mean	Agree	Agree	Neutral	Agree	237
Gold Coast	Mean	Agree	Neutral	Neutral	Neutral	143
Ipswich	Mean	Agree	Agree	Agree	Neutral	22
Lockyer Valley	Mean	Agree	Neutral	Neutral	Neutral	60
Logan	Mean	Agree	Neutral	Neutral	Neutral	65
Moreton Bay	Mean	Agree	Neutral	Neutral	Agree	47
Redland	Mean	Agree	Agree	Agree	Agree	44
Somerset	Mean	Agree	Agree	Neutral	Agree	17
Scenic Rim	Mean	Agree	Agree	Neutral	Agree	31
Sunshine Coast	Mean	Agree	Agree	Neutral	Neutral	378
Toowoomba	Mean	Agree	Agree	Neutral	Neutral	4
Total	Mean	Agree	Agree	Neutral	Neutral	1052

Q36 Best LfW experience

Q36. Please describe the best experience you've had with *Land for Wildlife*?

This open-ended (qualitative) question was answered by 946 respondents, with 1,990 concepts tagged. The most frequently mentioned topics are highlighted below:

1. **LfW activities** (756 tags) was clearly dominated by visits (241), then workshops (105 tags), open days or field days (87), personalised advice (80), officers (69), contact (65) and planning (50). The personalised contact and advice provided by the LfW officers is highly valued by the membership. Nearly 25% of people who answered this question mentioned a LfW property visit. Individual officers were named and praised in 107 comments. As with other qualitative questions, these results highlight the value of the personal contact, tailored advice and general support and encouragement that the program provides. Workshops and field days are also popular, with members citing the value of technical information, social engagement and practical learning opportunities.
2. **Member factors** (77 tags) specifically recognition (44). Members value recognition – including the LfW signs, praise from LfW officers, and offering their properties or expertise as part of field days.
3. **Motivations** (31 tags) mostly social (29).
4. **Benefits** were also frequently mentioned (260 tags), environmental outcomes (95), environmental knowledge (77) and social benefits (77). Many members shared stories of seeing change or observing wildlife, or recognising their improved knowledge and skills. Comments highlighted the social processes of sharing and learning – through workshops, field days, and contact with LfW officers.
5. **Equipment** (100 tags) particularly plants (45) and nest boxes (44). Members appreciate access to free, shared or subsidised resources.
6. **Other programs** (64 tags) mostly grants (55).
7. **Topics** (309 tags) were diverse, with weed management (65) mostly frequently cited, followed by plant identification (43) and planting/revegetation (39)

Quotes

'Walk around our property with our LFW contact she was really knowledgeable and helpful.'

'I thoroughly enjoy each and every property visit/walk with my LFW officer. Once I needed help identifying a small marsupial and my LFW officer helped me get in contact with the museum. Further discussions with the museum and my officer promoted my interest in these lesser known creatures and I wrote a short article that was published in the LFW magazine.'

'The initial visit by the LFW officer was good - she gave some great ideas. The nesting box scheme has been great. And I really like the newsletters. I would be more active and interested in LFW workshops etc. if I was retired, but I hold down a full time job and spend my weekends on my property so I don't really get time for LFW. '

'Attending field days/workshops as this brings a sense of community to an otherwise solitary activity.'

'I recently attended the restoration workshop 1 which focused on the importance of weed control. Since then I have taken on a whole new perspective - previously I wanted to spend all my time planting native tubers, but just today I spent about 8 hours controlling nasty weeds along our creek bank (and with 2 little girls 8 hours of me-time is super precious and often requires a lot of consideration about how I will spend it). The workshop inspired me, and it felt awesome to free trees being strangled by Madeira vine!'

'Sharing our property on numerous occasions for LfW property visits and other council events.'

'Many bests: visiting other properties, sharing the stories, the failures and successes. The camaraderie of a group with the shared love and commitment to the environment. '

'The initial contact with the local officer was very beneficial and indicated his dedication to the job and the environment. It was good to know that council has such people. The output of the meeting and documentation was impressive.'

'I have a wonderful Land for Wildlife Officer in my area and it is easy to make inquiries and ask questions by phone or email.'

'The recognition of the property by others & the ability to encourage others to participate in LFW.'

Q37 Member Suggestions

Q37. Have you any suggestions about how to improve the *Land for Wildlife* program?

Two thirds of participants (753) responded to this question. Of these however, 76 participants simply answered 'no'. Thus, 60% (677) of member participants took time and effort to provide LfW thoughtful feedback. Constructs were tagged with 1,088 items, with those most commonly mentioned highlighted below:

1. **LfW activities** (249 tags) particularly workshops (57 tags), open days or field days (47), visits (43), contact (31). Many members commented on the difficulty of accessing workshops – in their location, on weekends/weekdays/evenings/child friendly/child free times. Many suggested more workshops, and some nominated particular topics of interests (weeds and pests). Some suggested a forward calendar or longer lead-time would help.
2. **Member factors** (119 tags) particularly time (43), often related to the barriers to participating in workshops and other events.
3. **Education** (78 tags), including information (33) and information technology (25)
4. **Equipment** (54 tags) particularly plants (29 tags)
5. **Other programs** (33 tags) particularly grants (28)
6. **Outreach** (97 tags) including promotion (44)
7. **Topics** (173 tags) particularly weed management (37) and pests (25).

Members offered a wide range of suggestions, and the frequency of citation is not necessarily a good measure of their relevance or suitability. For example, some members offered suggestions to address barriers such as time, labour, access to technical support in the following ways:

- Making better use of peer to peer learning amongst the network – using those with time, knowledge and skills, some of whom are keen to share
- Using information technology and social networking to provide better access to information e.g. via apps or expertise, via officers or other members
- Working bees and/or local networks that provide mutual assistance, particularly labour, but also providing social benefits

Quotes

'I often can't make the times for meeting with other LFW members or workshops - would like to. - perhaps provide a tick and flick sheet at start of year with suggestions for workshops and times.'

'I work full time do not get paid much and do NOT get paid to take days off M-F. S-S are housework days but I am exhausted from all the previous week's graft. I also feel unable to even apply for a council grant as I do not understand what you want. I feel angry I will NEVER get to attend a 'how to get a grant' workshop because of the above conditions. I suggested you get ... online courses for all of your info workshops.'

'I would like more of the Wildlife events to be on weekdays so that I can participate as I'm often busy on weekends.'

'Most of the workshops and info sessions are on weekdays (which I'm sure caters to the majority of LFW members) but we are in our early-mid 30s with young children and a busy job so weekdays aren't feasible for us!'

'I'd like to see the workshops on Sat mornings continue. I think it'd be good for the council to advertise the program more (e.g. with the rates notice).'

'Yes more personal contact & follow up...'How are you going', 'Would you like a visit?' at least once per year. We figure you are busy people with more important work to deal with than us, so we fiddle along, doing what we can, by reading your send outs, & generally feeling ignored because we cannot attend your functions.'

'We recently were granted 300 tube stocks as part of the incentive program but we only had 4-5 months in which to plant them.. and working fulltime doesn't leave much time to do this in such a short period of time, in addition to weed control/maintenance etc. We strongly suggest that the incentive plantings and other 'time-sensitive' projects be given varying lengths of time to finalise depending of the number granted - that way, the care and time needed for reveg. isn't compromised by council's need to have paperwork finalised for 'end of year'. It takes away from the purpose of regeneration when it's put back into a box of bureaucracy.'

'After 17 years of intensive bush care I am slowing down and it is the hands on assistance which I most value. Second to that it is the encouragement and appreciation, which is most important to me and, of course, the plants. Thirdly it is identifying new weeds. The workshops and magazine is just a sideline - interesting but not essential.'

'I urge you to look at granting LFW status to smaller properties - there are many people who could be involved but who don't live on large properties.'

'More interaction between members so that they can learn from each other - perhaps case studies or bus tours to properties?'

'More networking opportunities, maybe an active Facebook page so we can get help with issues on the property like plant ID etc.. There are many LFW members like me who have qualifications and

knowledge that we would like to share. I love to identify plants and if my skills can help other members, it would make me very happy.'

'Networking tends to be subject-focussed, and I value that very much. There could also be value in community-building in local areas within the LFW program, linking immediate landholders/properties, as well as mutual-interest groups.'

Q38 Other member comments

Q38. Finally, is there anything else you would like to say that is not covered in this questionnaire?

The final qualitative question had a 43% response rate (484 out of 1124). A smaller number of constructs were identified, captured by 683 items (tags). Most commonly, respondents used this question as an opportunity to express their appreciation, making positive comments about the LfW program (for example 79 participants said simply wrote 'thank you'. Others participants gave short reflections about the program, or their own conservation efforts. No distinct patterns emerged.

Quotes

'Thanks a lot for a wonderful introduction to native species of plants and habitat considerations. Each day, I look forward to seeing growth of planted species, monitoring natural regrowth and I have a passionate attachment to weed control - glycine, silver leafed desmodium, madeira and lantana will not win if I can help it!'

'Keep up the good work and extend your reach.'

'Was very happy to discover that our council had a land for wildlife program when we moved here and while we're still working towards registration look forward to taking more active part in the future. Our wildlife needs and deserves our care and help!'

'I think LfW is a wonderful initiative and the newsletters especially are valuable in helping me feel I belong to a "community" of like-minded landowners. Articles, editorial and reviews help validate my conservation values and practices as being worthwhile (so I don't feel like a crank "greenie" living as I do in an area where such practices are not very widespread).'

'LFW is a fantastic organisation'

'A big thankyou to all the hardworking, dedicated staff in the program, working against the odds and with limited government support especially from the State level.'

'Land for Wildlife is a wonderful organisation and must continue to be fully supported by Council and State and Federal Governments.'

Appendix A Survey

SECTION 1: *You and your Property*

We would like to gather some details about you and your *Land for Wildlife* property.

Q1. How long have you <u>owned</u> your <i>LfW</i> property?	_____ Years
Q2. How long have you been a <u>member</u> of <i>LfW</i> ?	_____ Years
Q3. What <u>size</u> is your <i>LfW</i> property?	_____ ha or _____ ac
Q4. What is the main <u>use</u> of your <i>LfW</i> property?	<input type="checkbox"/> Lifestyle or bush block <input type="checkbox"/> Grazing <input type="checkbox"/> Horticulture <input type="checkbox"/> Government owned (e.g. school) <input type="checkbox"/> Tourism <input type="checkbox"/> Other commercial (e.g. golf course)
Q5. Are you a registered <u>primary producer</u> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Q6. Does your property provide an <u>important source</u> of income?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Q7. Is your property <u>next to</u> another <i>LfW</i> property or a conservation area (e.g. national park, state forest, reserve)?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unsure
Q8. What Council area is your <i>LfW</i> property in?	_____
Q9. How many people live on your <i>LfW</i> property?	_____ Adults (18 years or over) _____ Children (<18 years)
Q10. What is the work status of the adults living on the property?	<i>How many are</i> _____ Full-time _____ Part-time _____ Unpaid _____ work Retired _____ Other

SECTION 2: *The Program*

We would like to understand your participation in *Land for Wildlife*.

Q11. In the past 12 months, how many times have you had the following contact with <i>LfW</i> ?	6 or more	3-5 times	Twice	Once	None	
a. Phoned or emailed a <i>LfW</i> Officer for advice or support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
b. Had a <i>LfW</i> Officer visit your property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
c. Attended a <i>LfW</i> field day or workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
d. Read the <i>LfW</i> Newsletter (published 4 times per year)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
e. Referred to the folder of <i>LfW</i> notes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Q12. Overall, how useful has the following <i>LfW</i> assistance been?	Very useful	Fairly useful	Neutral	Not so useful	Not at all useful	Not applicable
a. Initial <i>LfW</i> Officer visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Property report / management plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Phone or email contact with a <i>LfW</i> officer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Revisit by <i>LfW</i> Officer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. <i>LfW</i> workshops and field days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Council environmental grants and funding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. <i>LfW</i> Newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. <i>LfW</i> Incentives (e.g. plants, nest boxes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Folder of <i>LfW</i> notes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q14. How many people in your household read the <i>LfW</i> newsletter?	<input type="checkbox"/> 3 or more <input type="checkbox"/> 2 <input type="checkbox"/> 1 <input type="checkbox"/> 0					
Q13. How much of the <i>LfW</i> newsletter do you read?	<input type="checkbox"/> Read every page <input type="checkbox"/> Read more than half <input type="checkbox"/> Read less than half <input type="checkbox"/> Read none					

Q15. What types of <i>LFW</i> workshops would you like to see in future?		Very interested	Somewhat interested	Not very interested
a.	Native plant identification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	Weed ID and management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	Native wildlife (identification & monitoring)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d.	Pest animals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e.	Fire management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f.	Erosion control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g.	Field days to other <i>LFW</i> properties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h.	Revegetation / planting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q16. Overall, how satisfied are you to be part of the *LFW* program? Very satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very dissatisfied ☐

Q17. As a member of <i>LFW</i>		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	I like recommending <i>LFW</i> to other property owners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I love to talk about the good points of <i>LFW</i> to people I know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I have helped to recruit new <i>LFW</i> members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION 3: *Your Goals and Experience*

We would like to better appreciate your reasons for joining *Land for Wildlife* and other conservation programs.

Q18. I consider that my knowledge and skills in property conservation management are: ☐ Well above average ☐ Above average ☐ Average ☐ Below average ☐ Well below average

Q19. Since joining <i>LFW</i> , how much has your knowledge and skills changed in the following areas?		Improved a lot	Improved a little	No change
a.	Restoration techniques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	Weed identification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	Native plant identification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e.	Animal identification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f.	Habitat requirements for different wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q20. In managing your property for conservation, how important are the following goals?		Very important	Fairly important	Neutral	Not so important	Not at all important
	Looking after the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Improving property asset value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Living an active lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Passing on land in good condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Leading by example	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Providing habitat for wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Improving my wellbeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Earning a good income	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Being appreciated by colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Improving property profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Sharing my knowledge with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Having a healthy life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q21. Have you received a grant for conservation activity on your *LFW* property? ☐ Yes ☐ No

Q22. Do you have a Voluntary Conservation Agreement, Covenant, or Nature Refuge on your *LFW* property? ☐ Yes (Please go to Q.24) ☐ No ☐ In progress

Q23. Are you considering a Voluntary Conservation Agreement, Covenant, or Nature Refuge for your *LFW* property? ☐ Maybe, I need more information ☐ My property is not eligible (e.g. too small) ☐ They are not offered in my area ☐ Not interested ☐ I have concerns with how it would impact my property

If you want further information, please complete the tick box on the prize draw form.

SECTION 4: *Your Goals and Experience*

The next few questions relate to conservation activities you may undertake on your property.

Q24. Thinking about the past 12 months (June 2012 to June 2013), approximately how much **time** did you, your family and friends collectively spend on conservation management on your *LfW* property?

Please fill one option only

_____ Hours per Week

_____ Days per Month

_____ Days per Year

Q25. Still considering the past 12 months (June 2012 to June 2013), approximately how much **money** did you spend on conservation on your property? (Please do not include external grants)

☐ Less than \$1,000

☐ \$1-\$2,000

☐ \$2,001-5,000

☐ \$5,001-10,000

☐ \$10,001-\$20,000

☐ \$20,001 +

Q26 Again, thinking about conservation activities in the past 12 months, what proportion of your effort was allocated to the following activities – out of 100% total:

	Percent of effort		Percent of effort
a. Weed control	%	f. Fire management	%
b. Planting and maintenance	%	g. Seed collection	%
c. Pest animal control	%	h. Streambank stabilisation / erosion control	%
d. Fencing to manage stock and for conservation	%	i. Other (specify)	%
e. Wildlife watching / monitoring	%		

Q27. Overall, approximately how many native plants have you planted on your *LfW* property? _____

Q28 Overall, what area has been revegetated through natural regrowth and planting? _____ (ha) or _____ (ac)

Q29. Overall, what area of weeds have you controlled in cleared and bushland areas for conservation purposes? _____ (ha) or _____ (ac)

Q30. How important is weed control on your property?

☐ Very important

☐ Fairly important

☐ Neutral

☐ Not so important

☐ Not at all important

Q31. Regarding weed control, as a result of joining the *LfW* program...

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
a. My knowledge about weeds has increased	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. My skills in managing weeds have improved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I have changed my weed management practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. The condition of my property is better	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q32. How does *LfW* help you manage weeds?

	A lot	A little	Not much	Not at all
a. Advice tailored to my property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Technical knowledge and information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Training and skills development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Networking opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q33. Are you planning to undertake weed control activities in the next 12 months?

☐ Yes, on your property

☐ Yes, on your neighbours or other properties

☐ No

Q34. How can *Land for Wildlife* best support you in managing weeds on your property?

SECTION 5: *The bigger picture*

We understand that many *LfW* members are committed to the environment. In this final section, we ask how *LfW* contributes to other aspects of your life.

Q35. Considering your <i>LfW</i> property and membership, please respond to the following statements:	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Being in <i>LfW</i> has increased my contact with Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>LfW</i> helps me to understand the habitat value of my property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy meeting other people who are <i>LfW</i> members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I consider environmental issues beyond my property because of <i>LfW</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I gain a lot from interactions with other <i>LfW</i> staff and members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am more active on my property from belonging to <i>LfW</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>LfW</i> informs me about other Council initiatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel a sense of belonging to <i>LfW</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>LfW</i> motivates me to be active on my property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>LfW</i> has increased my understanding of habitat connectivity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>LfW</i> involves taking practical actions that help my fitness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I better appreciate Council because of their <i>LfW</i> program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION 6: *Your comments*

Q36. Please describe the best experience you've had with *Land for Wildlife*?

Q37. Have you any suggestions about how to improve the *Land for Wildlife* program?

Q38. Finally, is there anything else you would like to say that is not covered in this questionnaire?

Thank you for your participation in this survey, results will be reported in the *LfW* newsletter.

Appendix B Comparing 2006 and 2013 return on investment calculations

The 2006 survey of SEQ LfW members reported return on investment calculations that were based on mean (average) results (Gilroy & Tran, 2006). Time and cash invested are highly skewed datasets (some members contribute a lot more than most members). Reporting calculations based on mean (average) statistics thus has the potential to overestimate program achievements when extrapolated to the whole membership. The 2006 and 2013 results are compared using both mean (average) and mode (most common) statistics, below (Table 46).

Table 46: Comparing the 2006 and 2013 survey return on investment calculations

Survey		2006		2013	
In-kind (reported time invested)	# survey responses		478		1,104
	# LfW members		1,799		3,738
	statistic	mode	mean	mode	mean
	days per member reported	7	27	24	57.7
	total days reported	3,346	12,906		60,000
	est. total days all members	12,593	48,573	90,000	215,000
	costed at (hourly rate)	\$20	\$20	\$30	\$30
	\$ (reported in survey)	\$468,440	\$1,806,840	\$13,680,000	\$13,680,000
	\$ (est. all members)	\$1,763,020	\$6,800,220	\$20,520,000	\$49,020,000
	\$ per member reported	\$500	\$1,984	\$500	\$1,500
Cash (reported cash invested)	total \$ reported	\$239,000	\$948,352	\$552,000	\$1,656,000
	est. total \$ all members	\$899,500	\$3,569,216	\$1,869,000	\$5,607,000
Total cash & in-kind	\$ total reported	\$707,440	\$2,755,192	\$14,232,000	\$15,336,000
	est. \$ total all members	\$2,662,520	\$10,369,436	\$22,389,000	\$54,627,000
regional LfW program budgets	salary and program budgets		n/a		\$2,186,700
	grant budgets		n/a		\$931,701
	total regional budget		\$666,500		\$3,118,401
Return on investment	Total \$ reported: regional program budgets	1:1	4:1	5:1	5:1
	Est. total \$ all members: regional program budgets	4:1	16:1	7:1	18:1

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