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Erebus Memorial Survey Results

Views of Family members and Operation Overdue Ice Phase members

Organisation: Ministry for Culture and Heritage
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Background and research approach

The Ministry for Culture and Heritage (the Ministry) commissioned Colmar Brunton to conduct an independent survey about the National Erebus Memorial among the families of those who lost their lives (Family members), and the ice-phase members of Operation Overdue (Ice Phase members). The purpose of the research was to ensure both groups' views are included in the guidance for the design of the Memorial.

The Ministry provided the list of people to send the online survey to. The survey was open for responses from 24 July to 6 August 2018. Results are based on the n=116 Family members and n=15 Ice Phase members who responded (a 68% and 71% response rate respectively). A copy of the survey questionnaire, which was developed in close consultation with the Ministry, is appended to this report.

Notes to the reader

The summary of key findings is structured around the core objectives of the research and draws upon results from various questions throughout the questionnaire - rather than simply following the order of the questionnaire.

Following the summary are tables of results for the two separate groups of respondents.

- For Family members, the tables include both the percentage and number of people who gave each response to the question. The percentages may not always sum to 100%, this is either due to a question being multiple response, or due to rounding.
- For Ice Phase members, only the number of people who gave each response is shown – this is due to the small number in this group.
- Where a question was open-ended and respondents typed in their answer, the comments have been coded to determine the main themes in the responses. The coded responses are presented in the tables for these questions.

Summary of key findings

Is a busy or secluded location preferred?

Family members and Ice Phase members both favour a secluded location over a busy location for the National Erebus Memorial.

- 68% of Family members and 12 out of 15 Ice Phase members indicate they prefer a secluded location.

The main appeal of a secluded location is the desire for there to be grass, trees or other plants, but a peaceful setting is also part of the appeal.

- Both groups rank grass, trees or other plants as more important than a quiet secluded location with few people around the Memorial, but both of those features are considered more important than a busy location where lots of people will see the Memorial.
- Unprompted, 20% of Family members and 3 out of 15 Ice Phase members imagine the Memorial will be a peaceful, quiet and calm place, and 16% of Family members and 2 out of 15 Ice Phase members imagine there being greenery e.g. a garden, trees, a natural aspect or view.

What activities does each group agree or disagree should take place at the National Erebus Memorial?

Sitting and reflecting at the Memorial is the main activity endorsed by both Family members and Ice Phase members.

- Almost all Family members (96%) and Ice Phase members (13 out of 15) agree with this taking place.
- Unprompted, 13% of Family members and 3 out of 15 Ice Phase members say they imagine the Memorial being somewhere for reflection and contemplation.
- Both groups rank having a place to sit and reflect as one of the top three most important features for the Memorial, out of a list of eighteen features they were shown.

Educating visitors to the Memorial about the events and people involved is another activity most agree with.

- 85% of Family members and 10 out of 15 Ice Phase members agree with others being educated at the Memorial about the people and events involved.
- Unprompted, 14% of Family members and 3 out of 15 Ice Phase members suggest the Memorial should tell the factual story of what happened.
- Unprompted, 9% of Family members say that the Memorial will be a way for future generations to know about what happened.

Most support informal family gatherings taking place and being able to leave a gesture for those who lost their lives e.g. a flower or memento.

- 83% of Family members and 9 out of 15 Ice Phase members agree with informal family gatherings.
- 81% of Family members and 9 out of 15 Ice Phase members agree with leaving a gesture e.g. a flower or memento.

A smaller majority agree with a formal annual commemoration being held at the Memorial.

- 67% of Family members and 8 out of 15 Ice Phase members agree with there being a formal annual commemoration.

Less than half approve of picnicking at the Memorial.

- 41% of Family members and 5 out of 15 Ice Phase members agree with picnicking taking place. Of the six activities we asked about, picnicking was most disagreed with (37% of Family members and 4 out of 15 Ice Phase members). The other activities were disagreed with by less than 10% of Family members and less than 4 Ice Phase members.

The main thing both groups indicate they don't want to occur at the Memorial is any political activity, or anything that would disrupt the serene atmosphere.

- Unprompted, 6% of Family members and 2 out of 15 Ice Phase members say they don't want anything political happening. Some Family members don't want barbecues, parties or games to occur either (4%).
- Other activities that Family members most commonly say they would like to take place include respectful and dignified activity (4%), Māori cultural activity e.g. a Pōwhiri or blessing (4%). Some Family members would also like there to be recognition or an event for the Operation Overdue team (4%).
- Other responses given by Ice Phase members about activities they would or would not like to occur at the Memorial are that it should remain a peaceful, quiet and calm place (2 out of 15), and there should be space and seating for people (2 out of 15).

What would they like visitors to feel and experience at the National Erebus Memorial?

Grief, sadness and pain are the primary emotions both groups want the Memorial to bring out, as well as experiencing memories of those who lost their lives, so they're not forgotten.

- Family members gave a wide range of responses to this unprompted question. The most common responses were grief, sadness and pain (20%), memories of those who lost their lives (15%), a sense of loss (14%), the impact this had on families, New Zealand, and others left behind (12%), a sense of peace, serenity and calm (11%), and love (10%).
- Ice Phase members views largely align with those of the Family members, their most common responses were grief, sadness and pain (3 out of 15), memories of those who lost their lives (3 out of 15), a sense of peace, serenity and calm (2 out of 15), and gratitude or admiration for the recovery team (2 out of 15).

What story would they like the National Erebus Memorial to tell?

Family members mainly want the Memorial to tell the story of their loved ones, and the main story Ice Phase members would like to tell is that of Operation Overdue and the efforts that went into the recovery.

- Unprompted, Family members say they want the story or message of the National Erebus Memorial to include remembrance of those who lost their lives, so they're not forgotten (23%), to honour and celebrate their loved ones and who they were (16%), and to acknowledge that they were on an adventure, exploring and enjoying themselves at the time (15%). They also want to convey the tragedy and unfairness of their loss (16%), for the truthful story of what happened to be told (14%), and to recognise that the families were left behind grieving (11%).
- Ice Phase members primarily want to tell the story of Operation Overdue and the efforts that went into the recovery (5 out of 15), the truthful story of what happened (3 out of 15), and for the beauty, grandeur and wonder of where they were i.e. the Antarctic to be conveyed (3 out of 15). A few Ice Phase members also mentioned including reference to those who lost their lives and their grieving families.

How do Family members want those who lost their lives to be represented?

By far, the most common way Family members want their loved ones represented is to include their name.

- Unprompted, 72% of Family members suggest including their name, this is followed by their age (9%), their nationality (8%), or some kind of plaque (9%). A diverse range of other suggestions were also made by smaller proportions of Family members.

How do Ice Phase members want Operation Overdue to be represented?

Ice Phase members suggest adding a tribute to Operation Overdue, or the names of those involved, although they feel their inclusion should be secondary to those who lost their lives.

- Ice Phase members generally endorse Operation Overdue being represented in the Memorial. Unprompted, 8 out of 15 suggest some kind of tribute could be incorporated, and 7 out of 15 say the names of the people involved could be mentioned. However, some believe the primary focus should be on the people who lost their lives, and that their own inclusion should be a secondary consideration (5 out of 15), or that Operation Overdue doesn't need to be represented in any way (3 out of 15). In addition, 2 out of 15 feel that individuals should not be named, and 2 out of 15 feel that organisation symbols or a list of the organisation involved could be used instead.

What things does each group want to avoid for the National Erebus Memorial?

Air New Zealand is the key thing both Family members and Ice Phase members want to exclude from the Memorial.

- Unprompted, 23% of Family members and 4 out of 15 Ice Phase members feel it would be inappropriate to include any Air New Zealand branding, reference or involvement.
- Some Family members also want to avoid anything political or any reference to the government (11%), aeroplane images, references or parts (9%), pictures of the crash site or wreckage (6%), or religious references, images or scriptures (6%).
- There are also some Family members (6%) and Ice Phase members (2 out of 15) that want to avoid laying blame or reference to who was at fault. However, other Family members made negative comments about the post-crash actions of Air New Zealand and the government (of the time), suggesting there are mixed views among Family members.

What are Family members' and Ice Phase members' overall priorities for the National Erebus Memorial?

The top three priorities for both groups are the names of those who lost their lives, a place to sit and reflect and reference to the Antarctic.

Two questions were asked to identify the overall priorities, one unprompted and the other prompted. Generally, the results from both questions align, as do the views of the two groups of respondents.

Respondents were asked to describe in detail what they see or feel when they imagine the National Erebus Memorial. The main features they described are:

- A representation of Erebus, the mountain, crash location or Antarctica (26% of Family members and 7 out of 15 Ice Phase members), the names of those who lost their lives (25% of Family members and 3 out of 15 Ice Phase members), a peaceful, quiet and calm place (20% Family members and 3 out of 15 Ice Phase members).
- Another common feature is acknowledgement or recognition of the tragedy and loss (18% of Family members and 3 out of 15 Ice Phase members).
- Family members also imagine the Memorial would be a place of remembrance (16%), that would have a garden, trees or a natural aspect or view (16%).
- Ice Phase members also imagine the Memorial being a place for reflection and contemplation (3 out of 15), and there being a representation of a plane, koru or flight (3 out of 15).

Respondents were also shown a list of eighteen potential features and asked to rate the relative importance of each using a scale of 1 (least important) to 100 (most important). Based on the average rating each feature got, the priorities for the Memorial are:

- The names of those who lost their lives (94.8¹ out of 100 for Family members, and 95.2² out of 100 for Ice Phase members), a place to sit and reflect (88.2 for Family members, 87.2 for Ice Phase members), and reference to the Antarctic (82.8 for Family members, 87.8 for Ice Phase members).
- A high level of importance is also placed on acknowledging the effect on New Zealand as a nation (75.5 for Family members, 79.2 for Ice Phase members).
- Family members also consider it highly important to acknowledge the effect on the families, and participants in Operation Overdue (75.2), as well as having grass, trees, and/or other plants included (74.2).
- Ice Phase members also believe it is highly important to include reference to Operation Overdue (78.6).

¹ This represents the average rating given by the n=111 Family members who answered, using the scale of 1 to 100.

² This represents the average rating given by the n=13 Ice Phase members who answered, using the scale of 1 to 100.

What will the National Erebus Memorial mean to Family members and Ice Phase members?

Both Family members and Ice Phase members say the Memorial will provide them with a place to remember those who lost their lives, and that it provides acknowledgement of the tragedy as a major event in New Zealand's history.

- Unprompted, 43% of Family members and 6 out of 15 Ice Phase members say the Memorial will be a place for them to remember, honour, acknowledge and reflect on those who lost their lives.
- Unprompted, 25% of Family members and 8 out of 15 Ice Phase members say the Memorial will acknowledge the tragedy as a major event in New Zealand's history.
- Other unprompted comments indicate the Memorial would mean a lot or be significant to them and their families (22% of Family members, 3 out of 15 Ice Phase members). In addition, 22% of Family members commented that the Memorial is a good idea and that they will be pleased to have it.

What other comments did Family members and Ice Phase members want to make?

The most common additional comment made by Family members was that they appreciate being surveyed and having the opportunity to have their say. Few Ice Phase members made additional comments.

- Unprompted, 8% of Family members said thank you for doing this, and allowing them to have their say. In addition, 7% mentioned they'd like to see the proposed concepts and have a say or be involved in the design.

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Tables of results

Table 1: Whether family members prefer a secluded or busy setting for the National Erebus Memorial

Question: When choosing a location for the National Erebus Memorial a decision will need to be made as to whether to locate it in a busy or secluded setting. Please read the descriptions of each setting below, and move the slider to show the extent to which you prefer one over the other.

Busy setting: Metropolitan CBD, high profile area, noisy, hard-surface landscape, little greenery or opportunity for planting, high number of people passing by and lots of visitors to the Memorial.

Secluded setting: A quiet destination, lower profile area, a green landscape, fewer people passing by and fewer visitors to the Memorial.

	Family members
Total Base	n=116
Prefer a secluded setting	68%
Neutral	3%
Prefer a busy setting	26%
Unsure	3%

Base: All Family members who responded
Source: C1

Below are the detailed results for this question. The middle of the scale was '0' neutral, and then it went '1 to 50' in both directions, so the higher the rating, the more someone leaned towards that type of setting. The negative sign was assigned to the 'busy' ratings at the analysis stage to calculate the Mean (Average rating). The table below only shows the points on the scale that were selected by respondents.

Total Base	Family members		
			n=116
50_Secluded	n=9	0_Neutral	n=3
49_Secluded	n=2	1_Busy	n=3
48_Secluded	n=1	2_Busy	n=1
46_Secluded	n=3	-7_Busy	n=1
45_Secluded	n=2	-10_Busy	n=1
44_Secluded	n=1	-13_Busy	n=1
41_Secluded	n=1	-16_Busy	n=1
36_Secluded	n=3	-18_Busy	n=1
35_Secluded	n=1	-19_Busy	n=2
34_Secluded	n=2	-20_Busy	n=2
33_Secluded	n=2	-22_Busy	n=1
32_Secluded	n=2	-25_Busy	n=1
31_Secluded	n=1	-26_Busy	n=2
30_Secluded	n=3	-27_Busy	n=1
29_Secluded	n=2	-28_Busy	n=1
28_Secluded	n=1	-29_Busy	n=5
27_Secluded	n=2	-31_Busy	n=1
26_Secluded	n=2	-32_Busy	n=1
25_Secluded	n=2	-33_Busy	n=1
24_Secluded	n=4	-37_Busy	n=1
23_Secluded	n=5	-46_Busy	n=1
22_Secluded	n=2	-49_Busy	n=1
21_Secluded	n=2	Unsure	n=4
20_Secluded	n=2		
19_Secluded	n=2		
18_Secluded	n=1		
17_Secluded	n=2		
16_Secluded	n=1		
15_Secluded	n=1		
13_Secluded	n=3		
11_Secluded	n=2		
10_Secluded	n=1		
9_Secluded	n=2		
6_Secluded	n=1		
5_Secluded	n=1		
4_Secluded	n=1		
2_Secluded	n=2		
1_Secluded	n=2		
Average rating (the Mean, excluding those who were Unsure)			13.5 Secluded

Base: All Family members who responded
Source: C1

Table 2: Whether Ice Phase members prefer a secluded or busy setting for the National Erebus Memorial

Question: When choosing a location for the National Erebus Memorial a decision will need to be made as to whether to locate it in a busy or secluded setting. Please read the descriptions of each setting below, and move the slider to show the extent to which you prefer one over the other.

Busy setting: Metropolitan CBD, high profile area, noisy, hard-surface landscape, little greenery or opportunity for planting, high number of people passing by and lots of visitors to the Memorial.

Secluded setting: A quiet destination, lower profile area, a green landscape, fewer people passing by and fewer visitors to the Memorial.

		Ice Phase members
Total Base		n=15
	49 Secluded	n=2
	48 Secluded	n=1
	47 Secluded	n=1
	44 Secluded	n=1
	34 Secluded	n=1
	27 Secluded	n=1
	23 Secluded	n=1
	20 Secluded	n=1
	16 Secluded	n=1
	11 Secluded	n=1
	10 Secluded	n=1
	-11 Busy	n=1
	-20 Busy	n=1
	-44 Busy	n=1
Average rating (the Mean)		20 Secluded

Base: All Ice Phase members who responded
Source: C1

Note: The middle of the scale was '0' neutral, and then it went '1 to 50' in both directions, so the higher the rating, the more someone leant towards that type of setting. The negative sign was assigned to the 'busy' ratings at the analysis stage to calculate the Mean (Average rating). The table only shows the points on the scale that were selected by respondents

Table 3: Family members' priorities for the National Erebus Memorial

Question: Below is a list of features that the National Erebus Memorial might potentially have.

Please type the number **1** into the box beside the feature that is **least important** to you. Then type the number **100** into the box beside the feature that is **most important** to you. For the remaining features please type a number between **2 and 99** to show how relatively important each is to you. The higher the number, the more important it is.

You can only enter each number once.

	Family members
Total Base	n=111
Features	Average* importance rating (out of 100)
The names of those who lost their lives	94.8
A place to sit and reflect	88.2
Reference to the Antarctic	82.8
Acknowledgement of the effect on New Zealand as a nation	75.5
Acknowledgement of the effect on the families and the participants in Operation Overdue	75.2
Grass, trees, and/or other plants	74.2
A place for you to leave a gesture e.g. a flower	71.3
Reference to Operation Overdue	64.1
Reference to an aeroplane's flight	60.3
A way to educate visitors	60
A location that faces towards the south	53.1
A quiet secluded location with few people around the Memorial	50.1
Space for large public gatherings	49.5
A Memorial that <u>does not</u> include modern technology e.g. lights, sounds, images	49.1
A location near water	41.8
A busy location where lots of people will see the Memorial	41.2
A place for the public to picnic	37
A Memorial that includes modern technology e.g. lights, sounds, images	29.3

Base: All Family members who responded

Source: C2

* The average is the Mean rating that each feature got. The calculation excludes the n=5 Family members who chose not to respond to this question

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Table 4: Ice Phase members' priorities for the National Erebus Memorial

Question: Below is a list of features that the National Erebus Memorial might potentially have.

Please type the number **1** into the box beside the feature that is **least important** to you. Then type the number **100** into the box beside the feature that is **most important** to you. For the remaining features please type a number between **2 and 99** to show how relatively important each is to you. The higher the number, the more important it is.

You can only enter each number once.

	Ice Phase members
Total Base	n=13
Features	Average* importance rating (out of 100)
The names of those who lost their lives	95.2
Reference to the Antarctic	87.8
A place to sit and reflect	87.2
Acknowledgement of the effect on New Zealand as a nation	79.2
Reference to Operation Overdue	78.6
Acknowledgement of the effect on the families and the participants in Operation Overdue	70.8
A place for you to leave a gesture e.g. a flower	68.8
Grass, trees, and/or other plants	62.3
Reference to an aeroplane's flight	62.2
A way to educate visitors	54.6
A quiet secluded location with few people around the Memorial	54
A Memorial that <u>does not</u> include modern technology e.g. lights, sounds, images	49.5
Space for large public gatherings	49.2
A place for the public to picnic	47.5
A location that faces towards the south	42.5
A location near water	39.2
A Memorial that includes modern technology e.g. lights, sounds, images	37.9
A busy location where lots of people will see the Memorial	31.2

Base: All Ice Phase members who responded

Source: C2

* The average is the Mean rating that each feature got. The calculation excludes the n=2 Ice Phase members who chose not to respond to this question

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Table 5: Family members' unprompted vision for the National Erebus Memorial

Question: *Imagine there was a National Erebus Memorial in New Zealand. Please describe in detail what you see or feel when you imagine it.*

Total Base	Family members	
	n=116	
A representation of Erebus/the mountain/crash location/Antarctica	26%	n=30
The names of those who lost their lives	25%	n=29
A peaceful/quiet/calm place	20%	n=23
Acknowledgement/ recognition of the tragedy/loss	18%	n=21
A garden/ trees/ a natural aspect/view	16%	n=19
A place of remembrance	16%	n=18
A place for reflection/contemplation	13%	n=15
A representation of the plane/koru/flight	12%	n=14
A type of stone (granite/rock/marble/greenstone etc)	11%	n=13
Use marble	3%	n=3
Use greenstone	2%	n=2
Use granite	2%	n=2
Beautiful/stylish/striking	10%	n=12
Something simple/clean/discreet	9%	n=10
Something respectful/appropriate	8%	n=9
A place of significance/reverence/majesty/awe	7%	n=8
Mentions of what not to include (e.g. religion/government/Air NZ etc)	7%	n=8
The story/details of what happened	6%	n=7
Seating/benches	6%	n=7
Something innovative/stylised/creative	6%	n=7
A sculpture/monument	6%	n=7
Something positive/uplifting /reflecting their adventurous spirits	6%	n=7
A place to gather/ for community/camaraderie	6%	n=7
Something accessible	5%	n=6
Similar to other Memorials (Christchurch earthquake/ Pike river/ ANZAC etc)	5%	n=6
The nationality of those who lost their lives	4%	n=5
I'd feel emotional/sad	3%	n=4
Something that flows/ has movement	3%	n=4
Recognition for the Operation Overdue team	3%	n=3
A central location	3%	n=3
A place to leave flowers/messages	3%	n=3
A plaque	2%	n=2
I'd feel pride	2%	n=2
A location in Auckland	2%	n=2
Water	2%	n=2
Something solid/ permanent	2%	n=2
Something big/ with plenty of space	2%	n=2
A location in Christchurch	1%	n=1
Other miscellaneous comments	9%	n=11
Unsure/ No comment	14%	n=16
Prefer not to say	3%	n=3

Base: All Family members that responded
Source: A2

Table 6: Ice Phase members' unprompted vision for the National Erebus Memorial

Question: Imagine there was a National Erebus Memorial in New Zealand. Please describe in detail what you see or feel when you imagine it.

	Ice Phase members
Total Base	n=15
A representation of Erebus/the mountain/crash location/Antarctica	n=7
The names of those who lost their lives	n=3
A peaceful/quiet/calm place	n=3
A place for reflection/contemplation	n=3
Acknowledgement/recognition of the tragedy/loss	n=3
A representation of the plane/koru/flight	n=3
A garden/trees/ a natural aspect/view	n=2
Something respectful/appropriate	n=2
I'd feel emotional/sad	n=2
A sculpture/monument	n=2
Something positive/uplifting /reflecting their adventurous spirits	n=2
The story/details of what happened	n=1
Recognition for the Operation Overdue team	n=1
A plaque	n=1
Something accessible	n=1
Seating/benches	n=1
Something innovative/stylised/creative	n=1
A place of significance/reverence/majesty/awe	n=1
I'd feel pride	n=1
A type of stone (granite/rock/marble/greenstone etc)	n=1
Something solid/ permanent	n=1
A place of remembrance	n=1
A place to gather/ for community/camaraderie	n=1
A location in Christchurch	n=1
A location in Auckland	n=1
Mentions of what not to include (e.g. religion/government/Air NZ etc)	n=1
Other miscellaneous response	n=1
Unsure	n=2

Base: All Ice Phase members that responded
Source: A2

Table 7: Activities Family members and Ice Phase members agree or disagree should take place at the National Erebus Memorial

Question: The National Erebus Memorial could be a site for remembering the people and events involved, in all kinds of ways. To what extent do you agree or disagree with the following activities, actions or events taking place at the Memorial?

	Family members		Ice Phase members
Total Base	n=116		n=15
SITTING AND REFLECTING			
Strongly agree	90%	n=104	n=10
Slightly agree	6%	n=7	n=3
Neither agree nor disagree	3%	n=3	n=2
Slightly disagree	1%	n=1	n=0
Strongly disagree	0%	n=0	n=0
Unsure	0%	n=0	n=0
Prefer not to answer	1%	n=1	n=0
Total agreement (strongly/slightly agree)	96%	n=111	n=13

Base: All respondents
Source: B1

	Family members		Ice Phase members
Total Base	n=116		n=15
EDUCATING OTHERS ABOUT THE PEOPLE AND EVENTS INVOLVED			
Strongly agree	69%	n=80	n=9
Slightly agree	16%	n=19	n=1
Neither agree nor disagree	9%	n=10	n=1
Slightly disagree	2%	n=2	n=3
Strongly disagree	3%	n=3	n=0
Unsure	2%	n=2	n=0
Prefer not to answer	0%	n=0	n=1
Total agreement (strongly/slightly agree)	85%	n=99	n=10

Base: All respondents
Source: B1

	Family members		Ice Phase members
Total Base	n=116		n=15
INFORMAL FAMILY GATHERINGS			
Strongly agree	62%	n=72	n=8
Slightly agree	21%	n=24	n=1
Neither agree nor disagree	8%	n=9	n=3
Slightly disagree	4%	n=5	n=1
Strongly disagree	1%	n=1	n=0
Unsure	3%	n=4	n=1
Prefer not to answer	1%	n=1	n=1
Total agreement (strongly/slightly agree)	83%	n=96	n=9

Base: All respondents
Source: B1

	Family members		Ice Phase members
<i>Total Base</i>	n=116		n=15
LEAVING A GESTURE E.G. FLOWER OR MOMENTO			
Strongly agree	59%	n=68	n=4
Slightly agree	22%	n=26	n=5
Neither agree nor disagree	8%	n=9	n=5
Slightly disagree	6%	n=7	n=0
Strongly disagree	3%	n=3	n=0
Unsure	3%	n=3	n=1
Prefer not to answer	0%	n=0	n=0
Total agreement (strongly/slightly agree)	81%	n=94	n=9

Base: All respondents
Source: B1

	Family members		Ice Phase members
<i>Total Base</i>	n=116		n=15
A FORMAL ANNUAL COMMEMORATION			
Strongly agree	42%	n=49	n=2
Slightly agree	25%	n=29	n=6
Neither agree nor disagree	24%	n=28	n=4
Slightly disagree	4%	n=5	n=2
Strongly disagree	3%	n=3	n=1
Unsure	2%	n=2	n=0
Prefer not to answer	0%	n=0	n=0
Total agreement (strongly/slightly agree)	67%	n=78	n=8

Base: All respondents
Source: B1

	Family members		Ice Phase members
<i>Total Base</i>	n=116		n=15
PICNICKING			
Strongly agree	22%	n=25	n=2
Slightly agree	19%	n=22	n=3
Neither agree nor disagree	16%	n=19	n=6
Slightly disagree	22%	n=25	n=3
Strongly disagree	15%	n=17	n=1
Unsure	7%	n=8	n=0
Prefer not to answer	0%	n=0	n=0
Total agreement (strongly/slightly agree)	41%	n=47	n=5

Base: All respondents
Source: B1

Table 8: Other activities Family members would or would not like to happen at the National Erebus Memorial

Question: Are there any other activities, actions or events which you would like to see, or not like to see happen at the National Erebus Memorial?

Total Base	Family members	
	n=116	
Nothing political	6%	n=7
It should be respectful/dignified	4%	n=5
Incorporate Māori culture/a Pōwhiri/blessing	4%	n=5
No barbecues/parties/games	4%	n=5
Recognition/event for the Operation Overdue team	4%	n=5
Would like regular remembrance/events/services	3%	n=4
Would like something for the families to get together	3%	n=4
Should be easily accessible/ accessible at all times	3%	n=4
An apology from Air NZ/ the government	3%	n=4
Don't want Air New Zealand to get publicity/recognition	3%	n=4
Should be a place for reflection/contemplation	3%	n=3
Should be space/seating for people	3%	n=3
All good /everything has been covered in the previous question	3%	n=3
Would like the 40th anniversary there	2%	n=2
Should be a peaceful/quiet/calm place	2%	n=2
Keep us up to date with what is happening/upcoming events	2%	n=2
Nothing corporate/commercial	2%	n=2
Nothing religious	2%	n=2
No cultural/racial references	2%	n=2
Would like educational opportunities/school trips there	1%	n=1
Don't know/ No comment	49%	n=57
Other miscellaneous comments	13%	n=15
Prefer not to say	9%	n=10

Base: All Family members who responded
Source: B2

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Table 9: Other activities Ice Phase members would or would not like to happen at the National Erebus Memorial

Question: Are there any other activities, actions or events which you would like to see, or not like to see happen at the National Erebus Memorial?

	Ice Phase members
Total Base	n=15
Nothing political	n=2
Should be a peaceful/quiet/calm place	n=2
Should be space/seating for people	n=2
Would like regular remembrance/events/services	n=1
Would like educational opportunities/school trips there	n=1
Recognition/event for the Operation Overdue team	n=1
Don't want Air New Zealand to get publicity/recognition	n=1
Don't know/ No comment	n=5
Other miscellaneous comments	n=4
Prefer not to say	n=1

Base: All Ice Phase members who responded
 Source: B2

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Table 10: What Family members want visitors to feel and experience at the National Erebus Memorial

Question: Memorials can move people emotionally. What, if any, emotion or feeling would you like the National Erebus Memorial to bring out?

Total Base	Family members	
	n=116	
Grief/sadness/pain	20%	n=23
Memories/ so they are not forgotten	15%	n=17
Loss	14%	n=16
The impact this had on families/NZ/ those left behind	12%	n=14
Peace/serenity/calm	11%	n=13
Love	10%	n=12
Community/connection	9%	n=11
Closure/acceptance	9%	n=10
The tragedy/unfairness of what happened	9%	n=10
Should be uplifting/happy/ celebrating those lost and the good times they had	9%	n=10
Reflection/thoughtfulness/contemplation	6%	n=7
Respect	5%	n=6
Acknowledgement/recognition	4%	n=5
It will be emotional/touching	4%	n=5
Mentions of things to include (e.g. trees/names of the deceased etc)	4%	n=5
Beauty	3%	n=4
Comfort/solace/healing	3%	n=4
Shock/bewilderment	3%	n=3
Gratitude/admiration for the recovery team	3%	n=3
Mentions of things not to include (e.g. controversy/politics/religion etc)	3%	n=3
Anger	2%	n=2
Pride	2%	n=2
Wonder/awe	2%	n=2
Compassion/sympathy	2%	n=2
How fragile/vulnerable life is	2%	n=2
The importance of integrity/ethical conduct	1%	n=1
Other miscellaneous comments	6%	n=7
Unsure	14%	n=16
Prefer not to say	5%	n=6

Base: All Family members who responded
Source: A5

Table 11: What Ice Phase members want visitors to feel and experience at the National Erebus Memorial

Question: Memorials can move people emotionally. What, if any, emotion or feeling would you like the National Erebus Memorial to bring out?

	Ice Phase members
Total Base	n=15
Grief/sadness/pain	n=3
Memories/ so they are not forgotten	n=3
Peace/serenity/calm	n=2
Gratitude/admiration for the recovery team	n=2
Mentions of things to include (e.g. trees/names of the deceased etc)	n=2
Respect	n=1
Love	n=1
Anger	n=1
Pride	n=1
Beauty	n=1
Wonder/awe	n=1
Acknowledgement/recognition	n=1
Compassion/sympathy	n=1
Reflection/thoughtfulness/contemplation	n=1
How fragile/vulnerable life is	n=1
The tragedy/unfairness of what happened	n=1
The impact this had on families/NZ/ those left behind	n=1
Should be uplifting/happy/ celebrating those lost and the good times they had	n=1
The importance of integrity/ ethical conduct	n=1
Other miscellaneous comments	n=3
Unsure	n=1
Prefer not to say	n=1

Base: All Ice Phase members who responded
Source: A5

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Table 12: The story Family members want the National Erebus Memorial to tell

Question: Memorials can tell a story or send a particular message to those who visit them. What, if any, message would you like the National Erebus Memorial to deliver?

Total Base	Family members	
	n=116	
Remembrance/ to ensure they are not forgotten	23%	n=27
Honour/celebrate our loved ones/ who they were	16%	n=19
The tragedy/unfairness of the accident	16%	n=19
That they were on an adventure/exploring /enjoying themselves	15%	n=17
The truth/story of what happened/flight details	14%	n=16
The families were left behind/grieving/convey the sadness	11%	n=13
The lessons learned/ so that the same mistakes aren't made again	9%	n=11
Love/comfort/healing	8%	n=9
Government/corporate responsibility/apology for what happened	8%	n=9
Operation Overdue/ the efforts that went into the recovery	7%	n=8
The cover up/lies that happened afterwards	6%	n=7
Mentions of things to include (e.g. flowers/images etc)	5%	n=6
Respect/dignity	4%	n=5
That life is precious/ to make the most of each day	4%	n=5
Peace/calm/tranquillity	3%	n=4
The beauty/grandeur/wonder of where they were (i.e. the Antarctic)	3%	n=4
An Image of/ visual display representing Mt Erebus/Antarctica	3%	n=4
Mentions of things to exclude (e.g. religion/blame/Air NZ etc)	3%	n=4
No involvement/recognition of Air New Zealand	2%	n=2
Don't include religion	1%	n=1
Don't place blame	1%	n=1
No references to aviation/flight	1%	n=1
Pride	2%	n=2
The names of those who lost their lives	1%	n=1
Make it more of a visual experience	1%	n=1
Have a place to put flowers	1%	n=1
Other miscellaneous comments	8%	n=9
Unsure/ No comment	19%	n=22

Base: All Family members who responded
Source: A4

Table 13: The story Ice Phase members want the National Erebus Memorial to tell

Question: Memorials can tell a story or send a particular message to those who visit them. What, if any, message would you like the National Erebus Memorial to deliver?

	Ice Phase members
Total Base	n=15
Operation Overdue/ the efforts that went into the recovery	n=5
The truth/story of what happened/flight details	n=3
The beauty/grandeur/wonder of where they were (i.e. the Antarctic)	n=3
Remembrance/ to ensure they are not forgotten	n=2
The names of those who lost their lives	n=2
Honour/celebrate the loved ones/ who they were	n=2
The families were left behind/grieving/convey the sadness	n=2
Don't place blame	n=2
The tragedy/unfairness of the accident	n=1
The lessons learned/ so that the same mistakes aren't made again	n=1
Peace/calm/tranquillity	n=1
Government/corporate responsibility/apology for what happened	n=1
Mentions of things to include (e.g. flowers/images etc)	n=1
Include a book with messages for family and friends	n=1
Other miscellaneous comments	n=2
Unsure/ No comment	n=1
Prefer not to say	n=1

Base: All Ice Phase members who responded
Source: A4

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Table 14: How Family members want those who lost their lives represented in the National Erebus Memorial

Question: There are many ways in which **your family member** could be represented in the National Erebus Memorial. How, if at all, would you like them included?

Total Base	Family members	
	n=116	
Their names	72%	n=83
Their age	9%	n=11
A plaque	9%	n=10
Their nationality	8%	n=9
Represent the 'families' of the people that died	7%	n=8
Their occupation	5%	n=6
A small bio about them	4%	n=5
A photo/picture of them	4%	n=5
Mentions of also including the airline crew	4%	n=5
Mentions of things not to include (names/photos etc)	4%	n=5
Don't think there should be photos	2%	n=2
Don't think they need to be named	2%	n=2
Don't include names of the families, just names of those who lost their lives	1%	n=1
A representation of Erebus/the mountain/landscape/crash location	3%	n=3
A service/function for the unveiling	3%	n=3
Mentions of also including a tribute to the Operation Overdue crew	1%	n=1
Other miscellaneous comments	12%	n=14
Unsure/ No comment	9%	n=11
Prefer not to say	2%	n=2

Base: All Family members who responded
Source: A3

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Table 15: How Ice Phase members want Operation Overdue represented in the National Erebus Memorial

Question: There are many ways in which **those involved in Operation Overdue** could be represented in the National Erebus Memorial. How, if at all, would you like them included?

	Ice Phase members
Total Base	n=15
Mentions of including a tribute to those in Operation Overdue	n=8
The names of the people involved	n=7
Priority is names of victims/ sense of Operation Overdue being secondary	n=5
Don't think those in Operation Overdue need to be included	n=3
Don't think they need to be named	n=2
Organisation symbols/ or list of organisations in Operation Overdue	n=2
A sculpture in relief/etching	n=2
Other miscellaneous responses	n=4
Unsure	n=1

Base: All Ice Phase members who responded
Source: A3

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Table 16: What Family members feel would be inappropriate to include in the National Erebus Memorial

Question: As well as understanding what you want for the Memorial, we also want to know if there is anything that you feel would be inappropriate to include.

Please describe in detail, what, if anything, you do not want for the National Erebus Memorial.

Total Base	Family members	
	n=116	
Any Air New Zealand branding/references/involvement	23%	n=27
Anything political/references to the government	11%	n=13
Mentions of what <u>should</u> be included (a koru/tree/location etc)	11%	n=13
Additional negative comments made about the government's/Air New Zealand's actions since the crash (not in direct response to the question itself)	10%	n=12
Images/references/parts of the plane	9%	n=10
Pictures from the crash site/wreckage	6%	n=7
Religious references/images/scriptures	6%	n=7
Blame/reference to who was at fault	6%	n=7
Something drab/dull/ugly/poorly designed	4%	n=5
Anything disrespectful/insensitive	3%	n=3
I trust the judgement of those involved in the design	3%	n=3
Photos of those who lost their lives	2%	n=2
Nothing over the top/ keep it simple	2%	n=2
Not just a plinth with names/a sculpture on top	2%	n=2
Other miscellaneous comments	16%	n=19
Unsure/ No comment	24%	n=28
Prefer not to say	7%	n=8

Base: All Family members who responded
Source: A6

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Table 17: What Ice Phase members feel would be inappropriate to include in the National Erebus Memorial

Question: As well as understanding what you want for the Memorial, we also want to know if there is anything that you feel would be inappropriate to include.

Please describe in detail, what, if anything, you do not want for the National Erebus Memorial.

	Ice Phase members
Total Base	n=15
Any Air New Zealand branding/references/involvement	n=4
Blame/reference to who was at fault	n=2
I trust the judgement of those involved in the design	n=2
Mentions of what <u>should</u> be included (a koru/tree/location etc)	n=2
Images/references/parts of the plane	n=1
Pictures from the crash site/wreckage	n=1
Anything political/references to the government	n=1
Anything disrespectful/insensitive	n=1
Additional negative comments made about the government's/Air New Zealand's actions since the crash (not in direct response to the question itself)	n=1
Other miscellaneous comments	n=3
Unsure/ No comment	n=3
Prefer not to say	n=1

Base: All Ice Phase members who responded
Source: A6

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Table 18: What the National Erebus Memorial will mean to Family members

Question: What would it mean to you and your family if there was a National Erebus Memorial in New Zealand?

Total Base	Family members	
	n=116	
Provides a place to remember/honour/acknowledge/reflect on all those lost	43%	n=50
Acknowledges the tragedy/ that this was a major event in NZ's history	25%	n=29
It's great/ a good idea/ pleased to have a Memorial	22%	n=25
It would mean a lot/ be very significant for me/my family	22%	n=25
Recognises the effects on the families/country/those left behind	14%	n=16
A way for future generations to know about what happened	9%	n=11
Would be somewhere to take my kids/grandkids/family	9%	n=10
A place to gather/ have a sense of community or shared loss	8%	n=9
It would provide a permanent reminder/ ensures they are not forgotten	7%	n=8
It's a long time overdue/ been too long without one	6%	n=7
Will help provide closure/healing	6%	n=7
Means little to me/ I remember them myself/ visit their graves/Waikumete	5%	n=6
Want it to acknowledge the aftermath (cover up/poor management or treatment of families etc)	4%	n=5
It's important/appropriate/necessary to have	4%	n=5
It's respectful to those involved	3%	n=4
Shows that we've learned from it/ it won't happen again	3%	n=4
Want it to be accessible/ easy to visit	3%	n=4
It provides official/formal recognition	3%	n=3
Include the names of all those lost	3%	n=3
Would like it to be in Auckland	2%	n=2
Other miscellaneous responses	6%	n=7
Unsure	3%	n=4
Prefer not to say	2%	n=2

Base: All Family members that responded
Source: A1

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Table 19: What the National Erebus Memorial will mean to Ice Phase members

Question: What would it mean to you if there was a National Erebus Memorial in New Zealand?

	Ice Phase members
Total Base	n=15
Acknowledges the tragedy/ that this was a major event in NZ's history	n=8
A place to remember/honour/acknowledge/reflect on all those lost	n=6
It would provide a permanent reminder/ ensures they are not forgotten	n=5
It would mean a lot/ be very significant for me	n=3
It's great/ a good idea/ pleased to have a Memorial	n=2
It's important/appropriate/necessary to have	n=2
Want it to be accessible/ easy to visit	n=2
Means little to me/ I remember them myself/ visit their graves/Waikumete	n=2
Recognises the effects on the families/country/those left behind	n=1
Want it to acknowledge the aftermath (cover up/poor management/treatment of families etc)	n=1
A place to gather/ have a sense of community or shared loss	n=1
Will help provide closure/healing	n=1
Other miscellaneous response	n=1
Unsure	n=1
Prefer not to say	n=1

Base: All Ice Phase members that responded
Source: A1

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Table 20: Further unprompted comments made by Family members

Question: Are there any other comments or suggestions you would like to make about the National Erebus Memorial that you haven't had the opportunity to say?

	Family members	
Total Base	n=116	
Thank you for doing this/ allowing me to have a say	8%	n=9
We should see proposed concepts/ get a say/ be involved in the design	7%	n=8
The Memorial should be in Auckland	4%	n=5
The Memorial should be in Christchurch/ at the Antarctic centre	4%	n=5
Should be accessible/ easy to get to	3%	n=4
Comments about what the Memorial should be made from/include	3%	n=4
Offers to contribute/recordings of stories about our loved ones	3%	n=4
Good to have a place to go pay respects/grieve/heal/reflect	3%	n=4
Family members should be invited/involved in the opening ceremony	3%	n=3
Air New Zealand should not be involved/represented	3%	n=3
Politicians/government should not be involved/represented	3%	n=3
Acknowledge that it was not the fault of the pilot or crew	3%	n=3
Look at overseas examples/ the 9/11 Memorial	3%	n=3
It should be a place to educate/ tell the story of what happened	3%	n=3
Comments on facilities to include (e.g. sheltered/ well-lit/ have seating)	3%	n=3
Use natural/organic resources/surroundings	3%	n=3
Pleased this is happening/ It's important/good to have	3%	n=3
Would like it done ASAP/ in time for the 40th anniversary	2%	n=2
Acknowledge/thank all those involved in Operation Overdue	2%	n=2
Have a website/online information to go with the Memorial	2%	n=2
Negative comments about the actions of government/ Air New Zealand after the accident	2%	n=2
Other miscellaneous comments	17%	n=20
No further comments	54%	n=63

Base: All Family members who responded
Source: C3

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Table 21: Further unprompted comments made by Ice Phase members

Question: Are there any other comments or suggestions you would like to make about the National Erebus Memorial that you haven't had the opportunity to say?

	Ice Phase members
Total Base	n=15
Acknowledge/thank all those involved in Operation Overdue	n=2
The Memorial should be in Christchurch/ at the Antarctic centre	n=1
It should be a place to educate/ tell the story of what happened	n=1
Comments about what the Memorial should be made from/include	n=1
Other miscellaneous comments	n=2
No further comments	n=10

Base: All Ice Phase members who responded
Source: C3

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Questionnaire

Introduction email

SHOW ALL

TXT Thank you for taking this opportunity to share your thoughts on a National Erebus Memorial. The Ministry for Culture and Heritage (the Ministry) want to ensure that the families of those who lost their lives, and the ice-phase members of Operation Overdue, have their views included in the guidance for the design of the Memorial.

Colmar Brunton is conducting this independent survey on behalf of the Ministry. Your name and email address were provided to Colmar Brunton for this survey only, and will not be used for any other purpose.

Please be assured that your responses will remain anonymous unless you choose to identify yourself in comments you make to any open-ended questions. Colmar Brunton will combine your answers with those from others, and provide the Ministry with the overall findings.

The survey will be open until Monday 6 August 2018. We appreciate that answering the questions in this survey may be a highly emotional experience. You can stop at any point and come back to finish the survey at a later time by simply clicking on the 'Take survey' button again. Your previous answers will always be saved.

There are 16 questions overall. The amount of time it will take you to complete the survey will depend on your answers.

If you have any questions about this survey, please contact Sarah Ingram at erebus@mch.govt.nz (or ph. 9 (2) (a)). Thank you again for your willingness to take part.

To start the survey, please click on the 'Take survey' button.

If you are having technical issues with the survey please contact survey@colmarbrunton.co.nz
If you no longer wish to be contacted about this survey please click here

Section A: Unprompted views

SHOW ALL

TXTA To start with we have a few questions that will allow you to share your views on the National Erebus Memorial in your own words.

Please click the forward arrow to continue

ASK ALL

PROGRAMMING NOTE: USE 'you' IF OPERATION OVERDUE, USE 'you and your family' IF FAMILY

A1. What would it mean to [you/ you and your family] if there was a National Erebus Memorial in New Zealand?

Please type your response in the box below

Include an 'Unsure' and 'Prefer not to answer' tick box below

ASK ALL

A2. Imagine there was a National Erebus Memorial in New Zealand. Please describe in detail what you see or feel when you imagine it.

Please type your response in the box below

Include an 'Unsure' and 'Prefer not to answer' tick box below

ASK ALL

PROGRAMMING NOTE: USE 'your family member' IF FAMILY, USE 'those involved in Operation Overdue' IF OPERATION OVERDUE

A3. There are many ways in which [your family member/ those involved in Operation Overdue] could be represented in the National Erebus Memorial. How, if at all, would you like them included?

Please type your response in the box below

Include an 'Unsure' and 'Prefer they were not included' and 'Prefer not to answer' tick box below

ASK ALL

A4. Memorials can tell a story or send a particular message to those who visit them. What, if any, message would you like the National Erebus Memorial to deliver?

Please type your response in the box below

Include an 'Unsure' and 'Prefer not to answer' tick box below

ASK ALL

A5. Memorials can move people emotionally. What, if any, emotion or feeling would you like the National Erebus Memorial to bring out?

Please type your response in the box below

Include an 'Unsure' and 'Prefer not to answer' tick box below

ASK ALL

A6. As well as understanding what you want for the Memorial, we also want to know if there is anything that you feel would be inappropriate to include.

Please describe in detail, what, if anything, you do not want for the National Erebus Memorial.

Please type your response in the box below

Include an 'Unsure' and 'Prefer not to answer' tick box below

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Section B: Experiences at the National Erebus Memorial

ASK ALL

PROGRAMMING NOTE: FOR THE LEAVING A GESTURE STATEMENT USE 'your family member' IF FAMILY, USE 'those who lost their lives' IF OPERATION OVERDUE

B1. The National Erebus Memorial could be a site for remembering the people and events involved, in all kinds of ways.

To what extent do you agree or disagree with the following activities, actions or events taking place at the Memorial?

Please select one response for each

RANDOMISE LIST

A formal annual commemoration

Picnicking

Sitting and reflecting

Informal family gatherings

Educating others about the people and events involved

Leaving a gesture for [your family member/those who lost their lives] e.g. flower or memento

RESPONSE OPTIONS

Strongly agree

Slightly agree

Neither agree nor disagree

Slightly disagree

Strongly disagree

Unsure

Prefer not to answer

ASK ALL

B2. Are there any other activities, actions or events which you would like to see, or not like to see happen at the National Erebus Memorial?

Please type your response in the box below

Include an 'Unsure' and 'Prefer not to answer' tick box below

Section C: Relative importance of features

SHOW ALL

TXTC Building a National Erebus Memorial in New Zealand will involve many considerations, and careful decisions. To help inform the decision-making we need to know what features of the Memorial are most important to you and which are relatively less important. For the next lot of questions please think carefully about what matters to you most.

To help with your thinking about the features of the Memorial, below are a number of recent memorials of different scale, style and setting.

[\[Insert memorial photos with titles\]](#)

Please click the forward arrow to continue

ASK ALL

PROGRAMMING NOTE: SWITCH THE ORDER OF 'URBAN' AND 'RURAL' SO 50% SEE 'URBAN' ON THE LEFT END OF THE SCALE AND 50% SEE IT ON THE RIGHT END OF THE SCALE. SWITCH THE ORDER OF THE DESCRIPTIONS IN THE TEXT ACCORDINGLY

C1. When choosing a location for the National Erebus Memorial a decision will need to be made as to whether to locate it in a busy or secluded setting. Please read the descriptions of each setting below, and move the slider to show the extent to which you prefer one over the other.

Busy setting: Metropolitan CBD, high profile area, noisy, hard-surface landscape, little greenery or opportunity for planting, high number of people passing by and lots of visitors to the Memorial.

Secluded setting: A quiet destination, lower profile area, a green landscape, fewer people passing by and fewer visitors to the Memorial.

Busy setting **Secluded setting**

[Include an 'Unsure' and 'Prefer not to answer' tick box below](#)

ASK ALL

C2. Below is a list of features that the National Erebus Memorial might potentially have.

Please type the number **1** into the box beside the feature that is **least important** to you. Then type the number **100** into the box beside the feature that is **most important** to you. For the remaining features please type a number between **2 and 99** to show how relatively important each is to you. The higher the number, the more important it is.

You can only enter each number once.

RANDOMISE LIST

A place to sit and reflect	
Grass, trees, and/or other plants	
A place for you to leave a gesture e.g. a flower	
The names of those who lost their lives	
Reference to Operation Overdue	
Reference to an aeroplane's flight	
A location near water	
A place for the public to picnic	
A location that faces towards the south	
Reference to the Antarctic	
A way to educate visitors	
A busy location where lots of people will see the Memorial	
A quiet secluded location with few people around the Memorial	
Space for large public gatherings	
A Memorial that <u>does not</u> include modern technology e.g. lights, sounds, images	
A Memorial that includes modern technology e.g. lights, sounds, images	
Acknowledgement of the effect on New Zealand as a nation	
Acknowledgement of the effect on the families and the participants in Operation Overdue	

Include an 'Unsure; and 'Prefer not to answer' tick box below

ASK ALL

C3. Are there any other comments or suggestions you would like to make about the National Erebus Memorial that you haven't had the opportunity to say?

Please type your response in the box below

Include a 'No further comments' tick box below

END TEXT

Thank you once again for your time, and your valuable feedback.

Your responses will be combined with those of others who have responded to this survey, and the overall findings will be shared with the Ministry for Culture and Heritage who will include them in the guidance for the design of the National Erebus Memorial.

You may now close your browser.

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