



NEW ZEALAND  
ARCHAEOLOGICAL  
ASSOCIATION

## ARCHAEOLOGY IN NEW ZEALAND



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# NEW ZEALAND ARCHAEOLOGICAL ASSOCIATION MEMBERSHIP SURVEY, 2002: RESULTS AND PRELIMINARY INTERPRETATION

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The survey questionnaire was based on one designed by Simon Nathan and Allan Hull for the Geological Society of New Zealand in 1998. Simon Nathan kindly gave permission to adapt it. The questionnaire was sent out to all members with a letter from the President. The target date of May 3 2002 saw most responses returned by then to qualify for the prize offered. A small number trickled in until August. They have all been included in the analysis. The final response total was 93 (including 3 joint memberships). The NZAA Council has looked at the preliminary results and incorporated the information into a five year membership marketing strategic plan. Consideration of the ideas put forward will be ongoing and further analysis and interpretation will be on the web site <http://www.nzarchaeology.org>

A summary of the raw data only is presented here on the annotated survey form. A fairly full record of further matters members wanted the Council to consider (Question 14) has been included to provide a snap shot of the concerns of our membership at the time of the survey.

## 1 What category of membership do you hold?

Ordinary member [61]	Joint members [4]	
Corporate (membership paid by your employer) [5]		
Student [7]	Unwaged [4]	Retired [7]
Overseas [3]		

## 2 What is your gender?

Female [40]	Male [56]
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**3 What is your age group (years)?**

Under 25 [5]	26-35 [6]	36-45 [18]
46-55 [28]	56-65 [24]	More than 65 [12]

**4 If you are employed in archaeologically related work (full or part-time) what type of organisation do you work for?**

University [13]	Other Tertiary Education [1]
School teacher [2]	Crown Research Institute [1]
Central Government [11]	Local Government [4]
Consulting services [20]	Other (please specify) [10]
Hon Curator [1]	Independent research [3]
Iwi [1]	Museum [3]
File keeper [1]	Encyclopaedia Institute [1]

**5 If you are not currently employed in a professional archaeological position what is the nature of your past or present employment?**

University positions (Lecturers,tutors/students) [8]  
 Resource management, incl. Heritage [5]  
 Museums [3]      Teaching [3]      Public Service [1]  
 Geologist [1]      Geographic Information Systems [1]  
 Ethnobotanist [1]      Company supervisor [1]  
 Bank manager [1]      Employment manager [1]  
 Administrator [1]      Radiographer [1]      Farmer [1]  
 Legal [3]      Hotel manager [1]      Car dealer [1]  
 Casual work [1]      Social Work [1]      Writer [1]  
 NZ Police [1]

**6 In the past, the Auckland, Waikato, Napier, Nelson, Canterbury and Otago regions have had active archaeological groups catering for professional and amateur activities. Would you be in favour of re-establishing regional groups as branches of NZAA?**

Yes [83]	No opinion [6]	No [4]
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**7 What activities would you like newly established branches to organise?**

- Technical lectures on archaeological subjects [52]
- General talks on broad archaeological topics [73]
- Field trips [76]
- Site recording [63]
- Public promotion of local archaeology [62]
- Action groups for local issues [41]
- Social activities/picnics/barbecues [28]

**8 How often do you attend the annual NZAA conference?**

Try not to miss [29] Sometimes [42] Never [22]

**9 Please indicate how important the following NZAA activities and services are to you (*please circle appropriate number in each line*)**

1—very important to me    3—no opinion    5—not important to me

		1	2	3	4	5
a)	Archaeology in New Zealand	63	26	1	1	1
b)	Annual Conference	24	27	23	12	4
c)	Monograph series	23	32	27	5	3
d)	New Zealand Journal of Archaeology	43	25	27	3	5
e)	The Site Record Files	56	15	8	7	5
f)	Lobbying/advocacy of New Zealand archaeology	49	19	11	4	4
g)	Site Recording Upgrade Scheme	38	19	18	8	8
h)	Site protection/resource consent application hearings	32	28	16	8	8

**10 With a slowly reducing membership and greater demands on NZAA income, the Association has very limited funds to carry out its normal affairs. It finds difficulty in funding any new initiatives for members.**

**In your opinion should membership subscriptions**

- Remain about the same with any new activities/services funded by reduction or removal of less popular activities/services [14]
- Be increased slightly to maintain current services and activities [61]
- Be increased significantly when new services/activities are initiated [15]



**14 Are there any other comments you think the NZAA Council should consider?**

Responses quoted in random order (some abridged).

- Decrease costs with use of electronic communication wherever possible
- Improved advocacy to central and regional government
- Conduct excavations with a clear research focus
- Carry out a similar survey to this on general public to see how we rate
- Create page on web site so subs can be renewed by credit card on line like Amazon, etc.
- Archaeological ethics
- One of the largest potential pools of new members is archaeology students at university. These institutions need to be encouraged to inform students about the role of NZAA, beyond simply the publications. Discounts for a class of students keen to subscribe?
- My membership is really only a subscription to ‘Archaeology in New Zealand’ plus support for the kaupapa
- Make available to district Councils maps showing recorded sites
- Educate DoC staff who may come across sites or artefacts, often in remote areas, about the nature of what they see and how to record it
- Strongly link public education and the web site, and advertise web in newspapers, local rags—such as community newsletters (HPT has done just this in Ponsonby Community Newsletter
- Not in favour of archaeological/heritage teaching at secondary school as could encourage destruction of sites. Members names (with permission) could be made known to local institutions (DoC, Museums, Forest and Bird) to help out using their archaeological skills
- Digs or site surveying activities advertised by email to give members the opportunity of putting up their hands for this work
- Regional groups should form that may hold a picnic in conjunction with a site survey activity etc.
- To me, the Association’s concerns with professionalism have been to the detriment of the organisation over the long term and has reduced our capacity for protecting NZ’s archaeological heritage. We need to go back to the days of family involvement in digs and other activities to get the friends and membership we need to do the job

- Increase public interest in and profile of NZ archaeology and the general field of archaeology
- Would like Editorial in AINZ by guest writers expressing views. Would like soapbox opportunity in AINZ for readership
- Address lists published occasionally in AINZ as don't know other members in my district
- Courses to update on trends, developments etc in the field. Papers and field trips at conferences don't necessarily meet my needs in archaeology
- Have membership category for those (amateurs) interested in archaeology at a lesser role, or with/without the newsletter. Activities to suit such members so as to increase public interest through people with an existing interest. Advertise through HPT web site? = more money, members interest, but will require field days and opportunities for excavation
- Consider establishing special funds for special purposes and encourage members to make donations and bequests to them (as Geological Society is doing). Publish 'popular' booklets on particular topics or areas from time to time, of interest to the domestic/overseas tourist market
- Professional standards and ethics!!! Grey literature!
- Active moves should be made towards the Third Age University and other adult education institutions where age, resources (\$ & time), experience and interest are. Link non-professional with professional once again as in the 1960s–70s
- Link [non]-professional with professional once again as in the 1960s–70s
- In the long term, the NZAA has probably made its greatest contribution in discovering information about the prehistory/history of New Zealand. Concerns for political, ethical & professional issues tend to move with fashion & leave little substantial contribution
- I am conducting oral history recording—'the archaeology of the living'. This could be an activity for regional groups
- As an amateur returning from full time non archaeological work, would like something to be involved in, perhaps lectures (as the museum used to have) and digs that could use us 'interested amateurs'
- Promotion of archaeological research
- Restart Waikato group with assistance of DoC, Museum, University. Tap into membership of Collectors Club by offering activities and get use of specialist knowledge in return

- Pay honorariums to the Executive!!
- Where are we going as an organisation—professional? advocacy?
- Workshops with outcomes at Conference
- Organised NZAA Fieldtrips—separate from Conference
- Organised NZAA field surveys in support of the Upgrade Project
- More subcommittees involving people outside Council now that email is so available
- Responding as organisation to media/publications
- Input into all Annual Plans
- Identify target audience such as planners and & develop workshops/training for them with HPT, NZ Planning Group etc.
- CINZAAS should be available on line to professional archaeologists. Pay annual fee to have access
- Increase annual conference fee; NZAA's very low
- Wanting to help Far North District Museum—has large collection
- Relationships with indigenous peoples and Maori relationships with archaeologists (diagram provided)
- Profile for why members leave?
- Association hijacked by academia. Has been no place for older lay people or those with interest and some training in archaeology but not academics, to be nominated to hold office. Some partially or fully retired who have time and skill to contribute
- Relationship between HPT and local bodies. Continued efforts to work with tangata whenua, HPT and local bodies... interface of archaeological work
- Government funding for support of NZAA
- How to best integrate avocational archaeology, contract and consulting archaeology and academic archaeology into one co-ordinated programme
- How to keep NZ archaeologists of all kinds above, from an 'inward' focus on NZ early history/prehistory only rather than to an 'outward' focus on Polynesia and the Pacific. NZ archaeology is just one part Polynesian archaeology and NZ archaeologists need to be well informed about both, not just the NZ part
- Encourage more amateur participation
- Lobby for easier, cheaper ways for landowners etc. [to deal with] HPA

- The whole issue of how ‘political correctness’ is eroding away at scientific rigour in archaeology
- Not sure if it is very common for anyone not working for DoC to be a filekeeper—it would be difficult to do the job well and keep the standard up and keep up with public expectations when supplying info without daily access to a decent computer (get quite a few emails pertaining to file enquiries etc.) and a fax machine (many enquiries urgent—expect to be able to receive info the same day. How much is it taken for granted that people have such machines at their fingertips...and the costs of maintaining and running these items...ink for printer e.g.!
- Ways to keep amateurs involved. Grey literature—anyone keeping tabs on this? Archaeologists obligations to the Antiquities Act
- Lobby for better staffing levels in DoC historical, and HPT, in regions that are regarded as ‘minor’ because they have small present populations, even though they have large archaeological/historic resources under threat
- Alternative sources of funding to become a more effective professional organisation

Prize draw: a copy of NZAA Monograph 24, *Lapita: A View From The East* by Simon Best, was won by Jonathan Bennett of Inglewood