

Community and Voluntary Sector Research Forum

JUNE 2012

ANNOUNCEMENT: The Re-launch of the Wellington Research Forums

Victoria University is pleased to announce the re-launch of the Wellington Research Forum.

The re-launch is made possible through a partnership established between Victoria University, ANGOA and Volunteering New Zealand.

From Victoria University, the School of Government is providing the secretariat. Individuals from the School of Accounting and Commercial Law, the School of Management, and the School of Government are participating in the re-launch and mounting future Forum events.



Association of
Non-Governmental
Organisations of
Aotearoa



Inside this issue:

Relaunch accountment	1
Next Event	1
Abstracts	2

NEXT EVENT:

Celebrate Volunteer Awareness Week: Learning from current research

When? Tuesday, 19 June 2012 from 3pm-5pm. Refreshments provided.

Where? Victoria's Railway West Wing Room 501

(Victoria University's door on the left hand side of the Station; take the first lift to the 5th floor, or take one of the other lifts to the 4th floor and walk up a flight of stairs.)

Speakers? (abstracts over the page)

Dr Sarah Proctor-Thomson and Dr Karen Smith, School of Management, Victoria University of Wellington: **Managers of Volunteers: Role and Identity**

Jayendra Chhana, Volunteering New Zealand: **Connection and Trust: the potential for volunteering within local government to develop community social capital**

Dr Louise Lee, School of Management, Massey University: **Employer-supported volunteering: Understanding the role of the broker in cross-sector collaboration**

RSVP BEFORE 15TH JUNE TO: Lyne.Todd@vuw.ac.nz

ABSTRACT: Managers of Volunteers: Role and Identity (Sarah Proctor-Thomson and Karen Smith)

Volunteer management is a role that demands distinct and varied skills and one which may contribute greatly to efforts of not-for-profit and public sector organisations. Nevertheless, it is a role that remains underdeveloped as a profession and is poorly understood. We present analysis of the 'identity work' engaged in by 27 paid managers of volunteers as they position themselves in the emergent and precarious role of volunteer manager and negotiate some of the more challenging aspects associated with this role. The paper discusses two key identity narratives constructed by

managers and volunteers. First, articulating the primary position of volunteer management in organisations. Second, explaining their often indirect and discontinuous career paths into this role by emphasising how they are guided by culturally inscribed values and enduring moral selves.

ABSTRACT: Connection and Trust: the potential for volunteering within local government to develop community social capital (Jayendra Chhana)

Volunteering New Zealand has conducted research examining the current situation of volunteering in local government in New Zealand. This has identified issues faced by local bodies in the recruitment, retention and engagement of volunteers for the delivery of council services. The study provides a foundation for further discussion and needs analysis in this area. As a context to this study, consideration is given to the value of local government volunteering as a means of

increasing a community's social capital stocks of both general connectedness and trust. These are, in turn, seen to provide an impetus for increased civic and political participation, both of which have seen declines in recent years.

ABSTRACT: Employer-supported volunteering: Understanding the role of the broker in cross-sector collaboration (Louise Lee)

Employer-supported volunteering (ESV) has emerged as a key facet of volunteer engagement and a core CSR strategy for many firms. Empirical research on ESV to date has been limited, often depicting ESV as a business strategy with the potential to provide multiple benefits for employers and employees, as well as local communities. Given the complexities in developing effective cross-sector collaboration through ESV initiatives it is perhaps not surprising that a new set of actors has emerged. These actors, variously described as brokers or intermediaries, can potentially cre-

ate meaningful ESV initiatives and partnerships by connecting people, ideas and resources. Intermediary roles would seem to be of central importance in shaping the ways employee volunteering collaborations are organized and in reconstructing relationships between employers, employees and nonprofits. Yet little is known about the work of brokers in the context of employee volunteering alliances or how this work impacts on innovative employee volunteering outcomes. This presentation reports the results of case study research involving a UK organisation under-

taking intermediary work with business, nonprofit and government organisations in the context of ESV. Two research questions are addressed: What functions/roles do brokers perform in employee volunteering collaborations? What impacts do brokers have on the nature of cross-sector relationships developed through employee volunteering? This presentation reflects on the opportunities and challenges for broker organisations that seek to bridge the business-nonprofit-government worlds and facilitate cross-sector collaboration.