2015 State of Volunteering in New Zealand

What we wanted to know

- For what reasons do organisations utilise volunteers?
- Do organisations utilise online tools to recruit volunteers, and in which form?
- To what extent is technology being embraced to enable volunteers and volunteering?
- Which challenges have volunteer involving organisations experienced in both recruiting and retaining volunteers in the last 12 months?
- How common is it for organisations to offer reimbursements or monetary incentives to volunteers, and if they do, in what form?
- What trends have been noticed with regard to volunteering in New Zealand in the last 12 months?
- How do volunteer involving organisations rate the state of the New Zealand volunteering sector?

No of volunteers utilised in each organisation

Reasons for using volunteers

Does your organisation utilise online tools to recruit volunteers?

Forms of online tools utilised for recruitment
Embracing technology to enable volunteering

Has your organisation experienced challenges in recruiting volunteers in the last 12 months?

Has your organisation experienced challenges in retaining volunteers in the last 12 months?

Does your organisation offer reimbursements or monetary incentives to volunteers?

What trends have you noticed with regard to volunteers and volunteering in your organisation in the last 12 months?

The State of the NZ Volunteering Sector
Further comments on the state of volunteering in New Zealand

- Most volunteers are older and there is a shortage of young volunteers
- Lack of time is a major barrier
- New Zealanders are givers
- Recruiting volunteers is a challenge
- There is a good supply of volunteers
- People are not interested in volunteering because they are selfish
- Lack of Government funding
- Other themes: bureaucratic hurdles drive people away, volunteers don’t stay long, more education and promotion is needed

Strategies for improving access to volunteering:

- Addressing the image of volunteering
- Providing more and improved sources of information about the range of possible activities
- More specific activities aimed at boosting people’s confidence
- Applying the principles of good volunteer management

(Rochester, 2006)

Conclusion

Recommendations for VIOs

- Increase public awareness and enhance profile through the media
- Provide more and improved sources of information about the range of possible opportunities
- Use the benefits of technology and social media as a vehicle of volunteer engagement
- Offer flexible roles matched to the skill, abilities and motivations of individual volunteers, and long-term roles could be broken up into several smaller roles for people with different skill sets
- Use of internships to attract younger volunteers looking for work experience
- Follow the principles of good volunteer management, which includes recruiting, placement, selection and training for volunteers, and recognition activities
- Investigate offering volunteer perks such as petrol vouchers, reimbursements of expenses incurred, social activities

References


