



What are the implications of these demographic trends for your volunteers and client base?

Dr Karen A. Smith

Senior Lecturer in Tourism Management
Victoria Management School
Victoria University of Wellington

Karen.Smith@vuw.ac.nz

04-463 5721

Victoria


UNIVERSITY OF WELLINGTON

*Te Whare Wānanga
o te Ūpoko o te Ika a Māui*



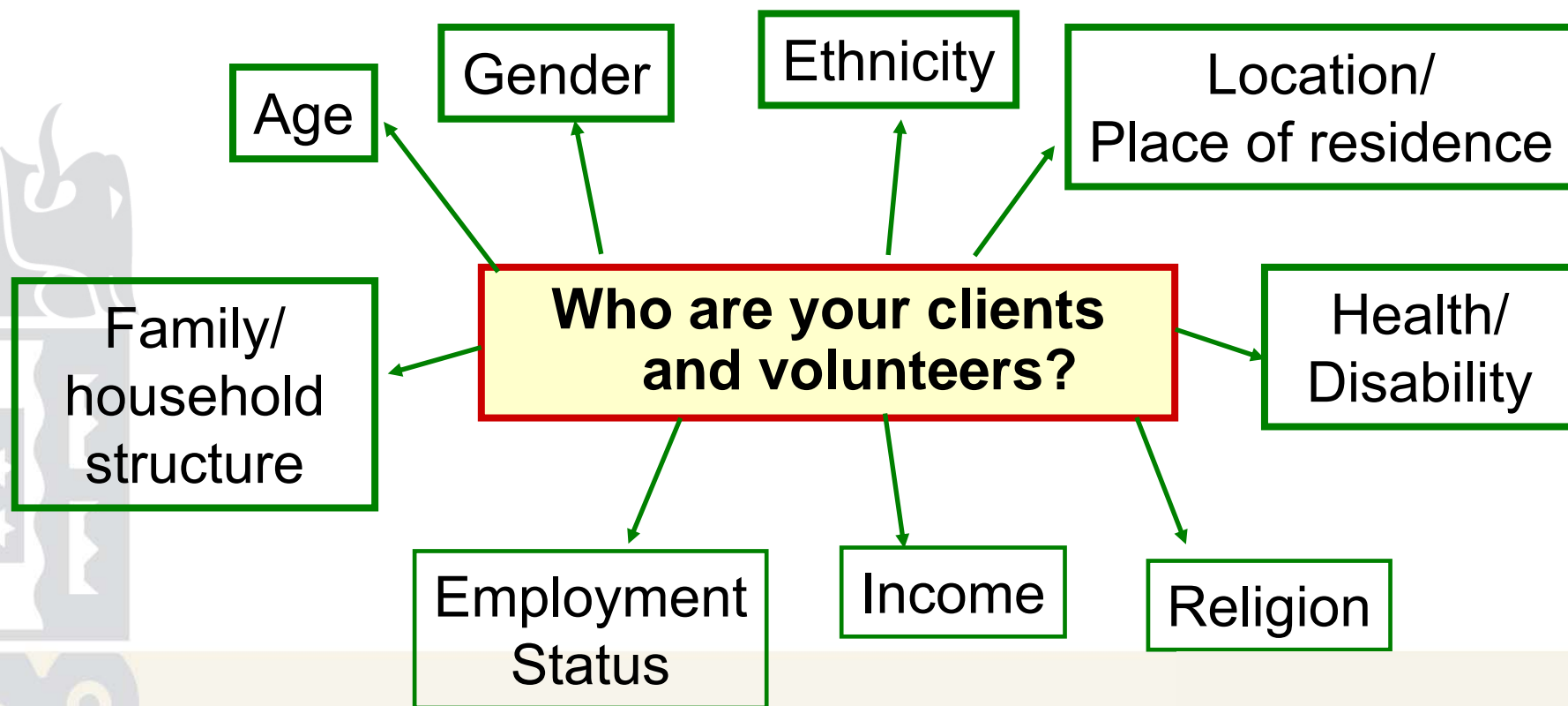
CAPITAL CITY UNIVERSITY

Outline of Session

- 
- ◆ These demographic trends will influence:
 - Participation in volunteering
 - Motivations for volunteering
 - Barriers and constraints on volunteering
 - ◆ Evidence from International Research
 - ◆ Implications - so what does this mean for your organisation?
 - Your clients/those benefiting from your services?
 - Your current and potential volunteers?



Your organisation





Your organisation

1 Your Clients

- ◆ Who are your clients or those who benefits from your work?
- ◆ How are these population trends likely to influence your client groups?

2 Your Volunteers

- ◆ Which population groups do you currently rely on for volunteers?
- ◆ Are there any population groups you would like to target or grow within your volunteer base?



Demographic trends influence levels of participation in volunteering

Victoria

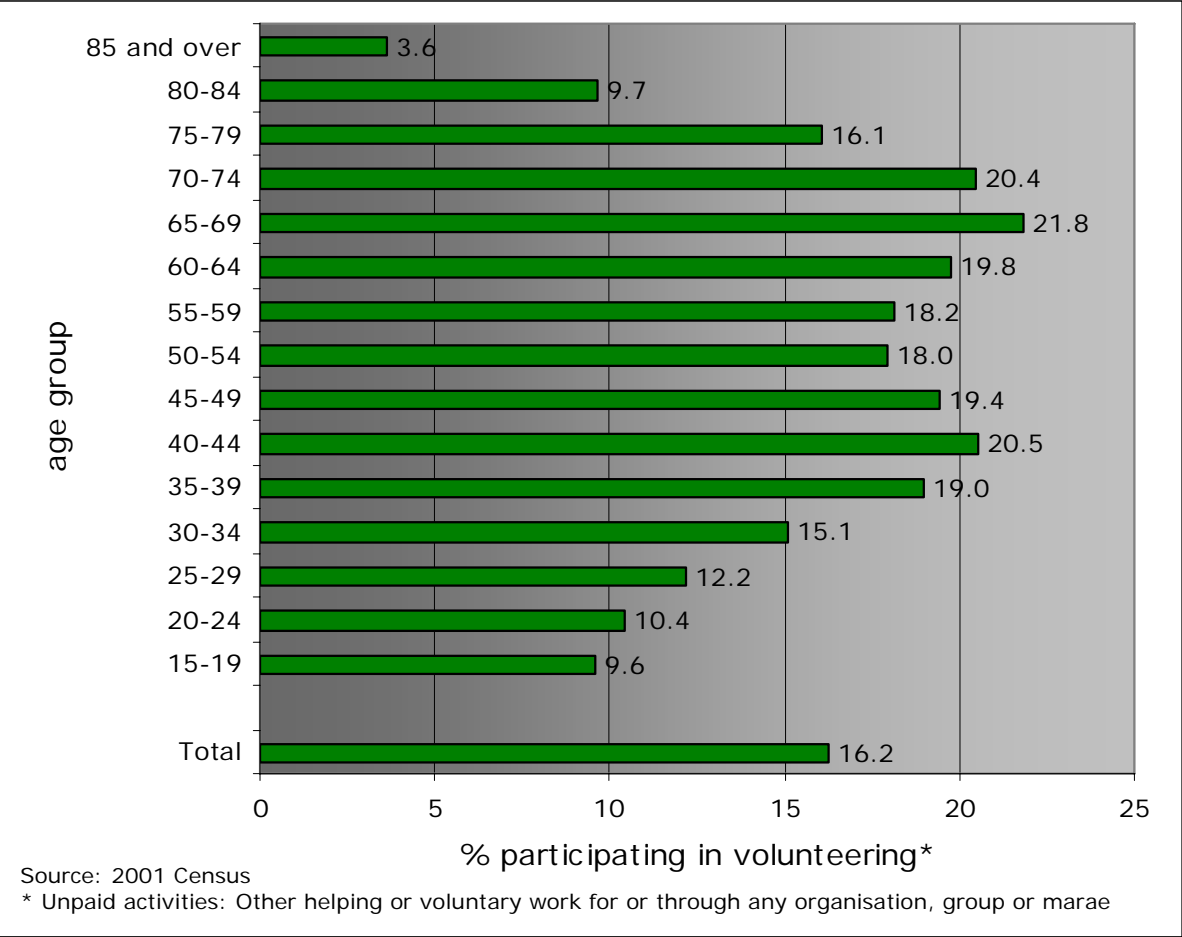
UNIVERSITY OF WELLINGTON

*Te Whare Wānanga
o te Ūpoko o te Ika a Māui*



CAPITAL CITY UNIVERSITY

Demographic influences on volunteering: **AGE**



Health and mobility

Remain busy and socially active after retirement

**Children gaining independence
Focus on building a nest egg**

Parental responsibilities

**Youth activities, education,
seeking experience**

Demographic influences on volunteering:

GENDER

◆ Participation rates

- Females generally have higher rates of participation in volunteering
- NZ 2001 Census
 - 17.8% of women undertook voluntary work
 - 14.6% of men
 - Of those volunteering, 57.0% were female

◆ Activities

- Women: fund-raising and collecting activities, and direct service giving
- Men: committees, transporting, representing, and counselling and advice giving

◆ Fields of interest

- Women: education and health/disability organisations
- Men: sports/exercise-based organisations

Demographic influences on volunteering:

ETHNICITY

- ◆ Formal volunteering is an 'Anglo' concept
 - Pākeha – formal volunteering
 - Māori and Pacific peoples – more likely to volunteer time through informal processes

- ◆ International evidence
 - Lower rates of formal volunteering:
 - Immigrants/People born overseas
 - Ethnic minorities
 - Linked to other factors?

- ◆ New migrants

Demographic influences on volunteering:

OTHER FACTORS


	Higher volunteering participation rates	Higher volunteering hours
Family & household structure	Being partnered Dependent children	Lone people No dependent children
Labour market status	Participation in paid employment (full and part time)	Not in paid employment (e.g. retirees and unemployed)
Socio-economic status	Higher level of education Higher status occupation Higher income level	Lower income level
Civic and Social participation	Involvement with voluntary associations Higher level of civic participation	
Religion	Religious activity	
Disability or long term illness	Absence of disability or long term illness	
Geographical location & length of residence	Rural location Longer term resident	

Impact on Demographics on Participation

Evidence from Australia

The Smith Family (2000) *How many people volunteer in Australia and why do they do it?*

Trend	Impact on Volunteering	Reason
↓ Decline in the number of women having children	-	Parents tend to be involved in voluntary activities centred on providing services for their children
↓ Decline in the number of people living in rural Australia	-	Some evidence that volunteering traditionally higher in rural areas, linked to the relative lack of services compared to urban areas
↑ Increase in number of people with degrees or diplomas	+	Education raises participation in volunteering
↑ Ageing population	+	Higher rates of volunteering amongst older population
Government policy to encourage volunteering	+	Although the personal and complex nature of motivations to volunteer mean that they may not be susceptible to macro-level policy changes or influences



Demographic trends influence motivations for volunteering

Victoria

UNIVERSITY OF WELLINGTON

*Te Whare Wānanga
o te Ūpoko o te Ika a Māui*



CAPITAL CITY UNIVERSITY



3

Your organisation – Your volunteers – Why?

- ◆ Why do they volunteer?
- ◆ Why do they volunteer with your organisation?

**Altruistic
(Pro-social)**

*To address a specific problem in
the community*

*Interest in
the cause*

To have fun

To gain work experience

**Meeting
needs**

To make friends

To feel useful

To gain qualifications

Free tickets

**MOTIVATIONS
Why volunteer?**

To learn new skills

To use old skills

**Self-
interest**

**Expected
benefits or
rewards**

Volunteer Motivations

- ◆ A vast range of reasons for volunteering
- ◆ Each volunteer and potential volunteer has:
 - A unique set of motivations
 - A variety of personal reasons, which may be difficult to articulate
 - These motivations are likely to change over time
 - And may differ between organisations



Impact of Demographics on Motivations

Evidence from the UK

Cabinet Office – Office of the Third Sector (2007)
***Helping Out: a national survey of volunteering
and charitable giving***

Current volunteers' motivations for getting involved in volunteering

1. Wanted to improve things or help people (53%)
2. The cause was important to them (41%)
3. Had time to spare (41%)

Impact of Demographics on Motivations

Evidence from the UK (Cont)

◆ Age

- Young people
 - To meet people or make new friends
 - Help me get on in my career
 - Want to gain new skills
- Middle aged
 - The needs of friends or family
- Older people
 - To meet people or make new friends
 - Have spare time
 - Part of my philosophy of life

◆ Ethnicity

- White people
 - having spare time
 - the cause is important to me
- Asian and Black people
 - recognising a need in the community
 - part of my religious belief



Demographic trends influence barriers and constraints on volunteering and commitment to volunteering

Victoria

UNIVERSITY OF WELLINGTON

*Te Whare Wānanga
o te Ūpoko o te Ika a Māui*



CAPITAL CITY UNIVERSITY

Barriers and Constraints

- ◆ Limits which volunteers and potential volunteers put on their involvement
 - External factors
 - Time – work, employment, family
 - Finance
 - Mobility
 - Personal factors
 - Health
 - Personal preferences and personality

Impact of Demographics on the Barriers and Constraints to Volunteering

Evidence from the UK

Institute of Volunteering Research (2003) *A Choice Blend*



◆ Older people

- External commitments to family or holidays
- Their physical health and fitness to perform consistently
- Their finances
- Their mobility and travel

◆ Young people

- Navigate around their education or work timetables
- Anticipate future changes in their circumstances
- Financial limitations
- Travel problems

◆ Ethnic minorities

- Cultural orientations and requirements
- Family commitments
- Financial constraints

More Implications of Demographic Trends for Volunteering

A focus on the ageing population



Victoria

UNIVERSITY OF WELLINGTON

*Te Whare Wānanga
o te Ūpoko o te Ika a Māui*



CAPITAL CITY UNIVERSITY

Implications of Ageing for Volunteering

Evidence from New Zealand

Máire Dwyer (2006) in Retirement Commission's *Implications of Population Ageing: opportunities and risks*

◆ Demand Issues

↑ demand for

- welfare and health oriented services provided by the non-profit sector
- activities geared to the healthier, better-educated young-old

↓ demand for

- services to support younger people?

Implications of Ageing for Volunteering

Evidence from New Zealand (cont)

◆ Supply Issues

↑ volunteering

- Retirement as a trigger to volunteer
- Young-old – healthier, better educated

↓ volunteering

- Increased time in paid employment post-retirement age?
- Need to provide care to other (elder) family members?
- Economic and social constraints – diminishing health, loss of access to private transport

Baby Boomers and Volunteering

Evidence from Australia

- ◆ Baby Boomer generation (born between 1946 and 1961)
 - Approaching retirement
 - Economic and social pressures to continue in paid employment?
 - Engage them now!
- ◆ The BOOMNET Project
 - Judy Esmond and the Western Australian Department of Premier and Cabinet (2001-04)
- ◆ Grey Nomads project
 - Volunteering Australia (2007)

Implications of Demographic Trends for Volunteering

Concluding Thoughts



Victoria

UNIVERSITY OF WELLINGTON

*Te Whare Wānanga
o te Ūpoko o te Ika a Māui*



CAPITAL CITY UNIVERSITY

A new type of volunteer?

◆ The new generation of volunteers are living their lives differently:

- More time-pressured
- More choices
- More leisure time and more ways to fill it
- More technology and more ways to explore and understand the world in which they live

→ So time, not money, is the most precious resource for many potential volunteers

Responding with flexible approaches to volunteering

- ◆ Episodic volunteering
 - short-term, once-off, project
 - 'bounce-back'
- ◆ Virtual volunteering
- ◆ Employee, corporate or workplace volunteering
- ◆ Family volunteering
 - Grandparents, parents and children



4

Homework Implications for your organisation?

- ◆ Consider one (or more) of these population trends
 - **Ageing population**
 - More senior citizens who are living longer
 - Proportionally fewer young people
 - **Changing ethnic mosaic**
 - Changing ethnic profile
 - Growth of older ethnic population
 - **Changing family and household structures**
 - More couples without children
 - More one-parent families
 - More one-person households (both young and old)
 - **Health and disability trends**
 - Living longer but
 - Rise in incidence of disability and health problems in older population
 - **Regional trends**
 - Ageing across New Zealand regions
 - Urban-rural patterns



4

Homework Implications for your organisation?

1. What are **challenges** for volunteering in your organisation created by this trend?
2. What are the **opportunities** for volunteering in your organisation created by this trend?
3. What can your organisation do to **respond** to these challenges and opportunities?

Thank You

Dr Karen A. Smith

Senior Lecturer in Tourism Management
Victoria Management School
Victoria University of Wellington

Karen.Smith@vuw.ac.nz

04-463 5721

Victoria

UNIVERSITY OF WELLINGTON

*Te Whare Wānanga
o te Ūpoko o te Ika a Māui*



CAPITAL CITY UNIVERSITY

Useful Reading – International Research

Cabinet Office – Office of the Third Sector (UK) -

http://www.cabinetoffice.gov.uk/third_sector/

Helping Out: a national survey of volunteering and charitable giving. (2007)

Institute of Volunteering Research (UK) -

<http://www.volunteering.org.uk/>


A Choice Blend: what volunteers want from organisation and management. K. Gaskin (2003)

Merrill Associates (USA) – www.merrillassociates.com

Five Emerging Patterns of Volunteerism (Topic of the Month – Sept 2005)

nfpSynergy (UK) – www.nfpsynergy.net

The 21st Century Volunteer: a report on the changing face of volunteering in the 21st Century (2005)



The Smith Family (Australia) - www.thesmithfamily.com.au/

Possible Futures: changes, volunteering and the not-for-profit sector in Australia. J. Finlay & M. Murray (2005)

Why are some volunteers more committed than others? A socio-psychological approach to volunteer commitment in community services. G. Zappalà & T. Burrell (2001)

How many people volunteer in Australia and why do they do it? Research and Advocacy Briefing Paper No.4. (Sept 2000)

Volunteering Australia – www.volunteeringaustralia.org

Volunteering and Work/Life Balance. Research Bulletin (June 2006)

New Partnerships: Promoting Development in Outback Towns through Voluntary Programs for Grey Nomads
(*see Current Research Projects*)

Useful Reading – Ageing Population and Volunteering

Retirement Commission – www.retirement.org.nz

- Implications of Population Ageing: opportunities and risks. Institute of Policy Studies (2006)
 - Chpt 12. Communities and volunteering – Máire Dwyer

Judy Esmond and Department of the Premier and Cabinet,
Western Australia

<http://www.community.wa.gov.au/DFC/Publications>

<http://www.morevolunteers.com/>

- The BOOMNET Report: capturing the Baby Boomer Volunteers (2001)
- From BOOMNET to BOOMNOT (2002).
- Booming Recruiting: An Action Research Project (2004)

Volunteering Australia – www.volunteeringaustralia.org

New Partnerships: Promoting Development in Outback Towns through
Voluntary Programs for Grey Nomads
(see *Current Research Projects*)