

# Volunteering across the Generations

Volunteer Awareness Week: 20-26 June 2010



## FACTS & FIGURES ON VOLUNTEERING IN NEW ZEALAND

- \* The data coming from various sources over the last two years provides coherent information about the state of volunteering in New Zealand. Volunteering effort in NZ continues to be stable although the slight difference within the subsectors, age groups and sex could be noticed.
- \* It is estimated **1,241,000 people volunteered in 2008** (34.0 per cent of the population aged 10 years and over), which is a minor increase from 2007 when 1,270,000 people (33.8 percent) volunteered.
- \* The volunteering rates between different ethnic groups do not vary greatly; 34.8% of Pacific People volunteered in 2008, 34.5% Pakeha, 34% non NZ born Europeans, 33.4% Asia and 33.2% Maori. Compared to 2007 volunteering increased significantly only among the Asian community for 4.9%.
- \* Volunteering in metropolitan areas has reached 34% in 2008, while in rural areas decreased for 5.9% to 34.3%. In 2008 34.3% of people from the provincial urban and 33.7% from the secondary rural areas volunteered.
- \* More women volunteered in 2008 than men: **37.8% female** were engaged in voluntary activating comparing with **30% male**. This is a 1.7% increase for female and 1.3% decrease for male from the 2007 survey results.
- \* The most active age groups are those between 30-39 and 40-49 for both male and female. 50.2% women of age 30-39 volunteered in 2008, compared to 34.6% of male of the same age. In the age span of 40-49 years, 52.3% women and 34.6% of men volunteered in 2008.
- \* New Zealanders volunteer in different parts of their communities. The highest number of 16.1% volunteers in primary/secondary education subsector, 13.5% sports clubs and 11.4% in religious activities. Other significant areas where Kiwi volunteer are different health related help and various social services.
- \* After comparison with the 2007 data it is noticeable that **volunteering is becoming more spread across the subsectors**. Although further research is required to firmly establish the reasons for them, the suggested reason is the overall increase in the awareness raised among the general population about volunteering which results in people paying better attention and reporting on the time they give.<sup>1</sup>
- \* The data above is consistent with the Statistic NZ General Social Survey 2008, which findings show 32.6% of people did undertake volunteer work within the four weeks prior the survey.
- \* New Zealand is a leading nation in contribution made by volunteers. A 2008 study of the New Zealand Non-profit sector<sup>2</sup> estimated that volunteers make up **67 per cent of non-profit workforce** equal to 133,799 full time positions, a higher proportion than in any of the other 40 world countries participating in the research project. This represents **6.4 per cent of economically active population**.

<sup>1</sup> The above data was obtained from the 2008 and 2009 *How NZers Give?* research

<sup>2</sup> *The New Zealand Non-profit Sector in Comparative Perspective*

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- \* Non-profit institutions contributed **2.6 per cent to New Zealand's gross domestic product (GDP)** in 2004<sup>3</sup>. When volunteer labour is included, non-profit institutions' contribution to GDP increases from 2.6 percent to 4.9 percent.
- \* More than **one million New Zealanders** were actively involved in volunteer work in 2004. Statistics NZ estimated that in the year ended March 2004, there were 1,011,600 who volunteered for one or more of 97,000 non-profit organisations<sup>1 & 4</sup>. This represented 31 percent of the population aged 12 and over.
- \* New Zealanders contribute **270 million hours** of formal, unpaid work for non-profit organisations annually. The time given has been valued at almost \$3.31 billion in the year ended March 2004.
- \* Volunteers **contribute these millions of unpaid hours** to human rights, faith communities, health, education, sports and recreation, social services, arts and culture, emergency services, the environment and conservation, animal welfare, and community support and development.
- \* When reporting on unpaid activities undertaken in the 4 weeks prior to the 2006 NZ Census:
  - \* **460,143 people** (14.56%) aged 15 years and over looked after a child who did not live in their household
  - \* **258,708 people** (8.13%) aged 15 years and over helped someone who was ill or had a disability, and did not live in their household
  - \* **437,241 people** (13.84%) aged 15 years and over were involved in other helping or voluntary work for or through an organisation, group or marae<sup>5</sup>.
- \* Some community and voluntary organisations report **shortages** of volunteers, but others have **waiting lists and have more potential volunteers than they need**. The underlying reason for either of these situations is often how the organisation manages its overall volunteer programme from recruitment through orientation and training to support and manage the volunteers. In addition, the issue might be a supply and demand one - volunteering hasn't declined but demand has gone up, and many people prefer 'project-type' volunteering over long-term commitments.
- \* There is an ongoing research into various aspects of volunteering in New Zealand. An inventory of existing NZ research is available from the Resources section of the VNZ website [www.volunteeringnz.org.nz](http://www.volunteeringnz.org.nz) and [www.ocvs.govt.nz/work-programme/volunteering-research.html](http://www.ocvs.govt.nz/work-programme/volunteering-research.html).

<sup>3</sup> *The Non-profit Institutions Satellite Account: 2004* – Statistics New Zealand

<sup>4</sup> *Counting Non-profit Institutions in New Zealand: 2005* – Statistics New Zealand

<sup>5</sup> *2006 NZ Census of Population & Dwellings*, Statistics NZ

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## Volunteering and various population groups

- \* A **higher proportion of Maori** than non-Maori engage in helping outside the home<sup>6</sup>.
- \* In the retirement age groups, **men have been reported as doing more unpaid work outside the home** than women, peaking at 50 minutes a day in the 65-74 year age group<sup>7</sup>.
- \* More than **7,000 refugees, asylum seekers and migrants** receive English language support from volunteer teachers - close to 6,000 of these are through the ESOL Home Tutor programme.
- \* **Young people are active** as volunteers:  
According to the 2006 Census<sup>8</sup>, people aged 15-24 were involved in:
  - Unpaid helping of children outside of the home  
68,211
  - Unpaid helping of people with a disability or sick outside of the home  
25,092
  - Other unpaid helping or voluntary work  
48,966
- \* The average young person (aged 12-24 yrs) does **over 70 hours of unpaid work** outside the home a year. With more than 700,000 young people in New Zealand that is **more than 49 million hours a year**<sup>9</sup>.
- \* Young Maori give significantly more of their time in unpaid roles in the community than other young people.
- \* The average young person (12-24yrs) spends 30 hours a year on religious, cultural and civic participation.

***"The current generation of young people is involved in many volunteer activities and shows concern about social issues like climate change, not unlike the generations before them.***

***If their parents, caregivers, adult role models, support people and teachers have taught young people generosity and kindness then those values are likely to stay with them"***

Sarah Helm  
Former Executive Officer  
NZ Association for Adolescent Health & Development  
Phone 04 382 9944 or 021 190 2718

<sup>6</sup> 2006 NZ Census of Population & Dwellings, Statistics NZ.

<sup>7</sup> Gender and unpaid work: findings from the Time Use Survey

– an article prepared by Patrick Ongley of the Social Policy Division of Statistics NZ, July 2001.

<sup>8</sup> 2006 NZ Census of Population & Dwellings, Statistics NZ.

<sup>9</sup> Around the Clock: Findings of the New Zealand Time Use Survey 1998-99 – Statistics NZ, 2001

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## Volunteers help keep us safe and healthy

- \* More than **9,000 volunteer urban and rural fire fighters** provide fire prevention and emergency response services to 80% of New Zealand's geographical area. They currently deal with about 32% of all incidents, including false alarms. Volunteer fire fighters attend 55% of all motor vehicle accidents where Fire Service assistance is required, and they provide civil defence emergency help, assistance to police, hazardous substance containment and clean-up, and fire safety awareness education<sup>10</sup>.
- \* **2,200 volunteer St John ambulance officers** contribute approximately 1.8 million hours – working with paid ambulance officers to treat 300,000 patients, travel over 13 million kilometres by ambulance and attend 250,000 emergency 111 calls on average every year.
- \* **St John** provides a number of other services with significant volunteer involvement. These include:
  - Sporting and major event first aid and support services
  - The Friends of Emergency Departments programme
  - The Caring Callers Service
  - Transport to bring people to health services
  - A youth programme.
  - St John's volunteer numbers are more than 7500.
- \* **More than 20,000 NZ Red Cross volunteers** make a huge difference here in New Zealand and overseas, through 123 branch groups and 5,422 branch members.
- \* Approximately **3,000 volunteer community patrollers** support the work of police as "eyes and ears" in over 80 communities. Sixty volunteers, with an average age of 52, join a local community patrol each month<sup>11</sup>.
- \* Last year, more than **4,300 surf lifesaving volunteers** gave up their free time to keep our beaches safe, performing over 105,388 preventative actions and clocking up a massive 194,486 patrol hours<sup>12</sup>.
- \* The **Royal NZ Coastguard** reports that over the period from 1 December 2009 to 31 March 2010, Coastguard's dedicated volunteers answered 101,609 radio calls, responded to 1,509 calls for assistance and **rescued 3,509 people**. This compared with 118,637 radio calls, 1,491 calls for assistance and 2,926 people assisted in the same 2009 summer period<sup>13</sup>.
- \* Land Search and Rescue has over **2,500 trained search and rescue volunteers**, who are members of 54 Land Search & Rescue groups, organised into seven regions, covering the length and breadth of New Zealand; and two national specialist groups – LandSAR Search Dogs and LandSAR Caving. Other specialist groups such as Alpine Cliff Rescue and Whitewater Search & Rescue operate on a local level where there is a requirement for these specialist skills.<sup>14</sup>

<sup>10</sup> NZ Fire Service website [www.fire.org.nz](http://www.fire.org.nz).

<sup>11</sup> [www.communitypatrols.org.nz](http://www.communitypatrols.org.nz)

<sup>12</sup> Surf Life Saving NZ 2009 Annual Report, ([www.slsnz.org.nz/Resource.aspx?ID=6907](http://www.slsnz.org.nz/Resource.aspx?ID=6907))

<sup>13</sup> [www.nzcoastguard.org.nz](http://www.nzcoastguard.org.nz)

<sup>14</sup> <http://www.landsar.org.nz/Article.aspx?ID=874>

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## Volunteers provide all types of assistance and come from diverse backgrounds

- \* According to a 2004 report released by the NZ Federation of Voluntary Welfare Organisations, more than **7.6 million voluntary hours** were worked in just 10 major social service organisations<sup>15</sup> during a 12-month period. This was made up of:
  - o 6,850,130 hours per year from voluntary workers
  - o 720,214 hours from voluntary managers
  - o 67,894 more hours from board members.
- \* This adds up to the **equivalent of 4,063 fulltime workers** per year. Each of the 10 agencies found their volunteer hours were equivalent to 50 (full-time equivalent staff) FTEs per year or more - this puts them in the top 5% of New Zealand enterprises. The value of this work was calculated at a conservative estimate of \$126 million in 2002<sup>16</sup>.
- \* 800 Caring Callers from St John spend **64,000 hours on the phone** to help housebound or lonely elderly people feel valued and involved.
- \* NZ Federation of Family Budgeting Services comprises 149 budget services throughout New Zealand that employ **over 1,400 predominantly volunteer staff**. Over a twelve month period, 10,733 new clients owed a total of \$65 million in overdue debts.
- \* Volunteer Service Abroad (VSA) volunteers work in a range of sectors including resource management and conservation, community development, education and training, economic development, tourism, health, agriculture and organisational development. At any one time, VSA has an average of 100 volunteers in the field. VSA assignments are **in 12 countries across Africa, Asia, and the Pacific** and usually last two years.
- \* According to the Citizens Advice Bureaux (CAB) 2009 Annual Report, 2437 volunteers **gave a total of 538,000 hours** to the organisation - helping people with all sorts of queries. 33% of volunteer intake were migrants.
- \* People with disabilities are active volunteers. In the 1996 post census disability survey, 82.7% of disabled people recorded that they participated in volunteering. From this figure, 85% were disabled women. 56% of disabled who undertook childcare were women, while 59% cared for those who were aged, ill or disabled.

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<sup>15</sup> The 10 national voluntary agencies were: Barnardos NZ, Diabetes NZ Inc., IHC NZ Inc., Literacy Aotearoa, National Association of ESOL Home Tutor Schemes (NAEHTS), NZ Association of Citizens Advice Bureaux Inc., NZ Playcentre Federation Inc., Royal NZ Foundation of the Blind, Royal NZ Plunket Society Inc., Victim Support NZ. The services they provide range from personal and family support agencies, adult and early childhood education providers, health and disability support services, and information providers.

<sup>16</sup> *Counting for Something - Value Added by Voluntary Agencies (VAVA)*, NZFWO & PWC, September 2004.

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## Volunteers in sport

- \* 41,000 people are paid to work in sport in New Zealand, but over **820,000 people** (25.3% of the adult population) **are involved as sport and recreation volunteers**.<sup>17</sup> Without grassroots helpers, sport simply wouldn't happen – and players could never advance to world class level.
- \* Most common sports volunteers are coaches (46.5%); umpires, scorers, starters, referees, judges and other officials (31%).
- \* Volunteers in sport also include people who:
  - wash the uniforms; transport the team; cut the oranges
  - fill the water bottles; clean the clubrooms; give their time in other ways
- \* Volunteers in sport come from a wide range of backgrounds, but are most likely to be men, **aged between 25 and 49 years**, and of European background.
- \* Since 1997, the overall involvement of adults in at least one of the volunteer roles of coach, referee, administrator or parent helper has **remained static** at 24% for both men and women<sup>18</sup>.
- \* In 2007 SPARC surveyed 1000 sport & recreation volunteers, 50% volunteer for more than four hours a week and 30% also volunteer for other organisations.

<sup>17</sup> Sport, Recreation and Physical Activity Participation Among New Zealand Adults: Key Results of the 2007/08 Active New Zealand Survey, SPARC, 2008

<sup>18</sup> SPARC Trends - Trends in Participation in Sport and Active Leisure, 1997-2001; SPARC Facts – Volunteers and [www.sparc.org.nz](http://www.sparc.org.nz) – How volunteers contribute to sport (Oct 2006)

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## Volunteers and the arts

Most New Zealanders value the arts and their contribution to our national identity, our society and the economy. Four out of ten New Zealanders (51%) say they cannot live without the arts.

- \* **48% of New Zealanders aged 15+ actively participated** in the arts in the past year.
- \* Of those who participated in the **visual arts** (*painting, photography, sculpture, web-based/digital art, ceramic-making and film-making*), 21% participated as crew/helpers/volunteers. Another 10% were involved as fundraisers or committee or board members.
- \* Of those who participated in the **performing arts** (*theatre, dance, music*), 36% participated as crew/helpers/volunteers. Another 17% were involved as fundraisers or committee or board members.
- \* Of those who participated in **Maori arts** (*including carving, weaving, singing or kapa haka*), 27% participated as crew/helpers/volunteers. Another 13% were involved as fundraisers or committee or board members.
- \* Of those who participated in **Pacific arts** (*including weaving, Pacific handicrafts, traditional dance or choir*), 28% participated as crew/helpers/volunteers. Another 13% were involved as fundraisers or committee or board members<sup>19</sup>.
- \* In March 2007 **Museums Aotearoa** reported that there are 7,000 to 10,000 volunteers working in museums and art galleries nationwide. This encompasses twice as many volunteers as paid staff working in the museum sector. This report also indicates that each volunteer surveyed contributed an average of 1,640 hours in the last financial year<sup>20</sup>.

<sup>19</sup> [New Zealanders and the arts: Attitudes, attendance and participation in 2008](#), Creative NZ

<sup>20</sup> [www.museums-aotearoa.org.nz/Site/activities/activities.aspx](http://www.museums-aotearoa.org.nz/Site/activities/activities.aspx)

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## Volunteering in other words – global translations

- \* There is no direct equivalent word for 'volunteering' in **te reo Māori**. '*Mahi aroha*' is work performed out of love, sympathy or caring and through a sense of duty. What underpins the **Māori** concept of *mahi aroha* and makes it unique is *tohu aroha* – the spiritual, emotional and cultural dimension that provides the framework through which *mahi aroha* is undertaken. The sense of collective identity and responsibility so integral to the very being of **Māori**, is a central motivation of *mahi aroha*. At the heart of *mahi aroha* is the maintenance of tikanga and the role it plays in ensuring **Māori** cultural identity is nurtured, treasured and kept alive<sup>21</sup>.
- \* 'V' word and the idea behind it is a foreign concept in the traditional cultures of **Pacific people**, however Pacific people engage in activities conceptually similar to volunteering. Traditional cultural activities are closely associated with concepts of duty of care, to serve, cultural obligation or expectation, a form of love and reciprocity relating to kinship and protocol. Accordingly, the final findings of the Pacific Communities Project<sup>22</sup> suggest that most Pacific languages do not have a transliteration of the word volunteer or volunteering, but the wording defining these terms relies on more descriptive and symbolic language. Therefore, in **Samoan** volunteering could be describes as - *Gaualofa* meaning "to serve with love". In **Cook Islands** it could be equivalent to *Tauturu* meaning "to serve and support". In **Niuean** language *Fanau Lagomatai* means "Born to Serve" and in **Tongan** - *Nima Homo* defines volunteering as "Work for love".
- \* The **Aboriginal** community lends a helping hand when asked. Volunteering is very acceptable when it means learning new skills or the promotion of Aboriginal culture.
- \* The concept of service and volunteering is part of the **African** philosophy of *ubuntu* (Isizulu), *letsema* (Setswana) and *kujitolea* (Kiswalihi).
- \* Older **Chinese** see volunteering as a courtesy and an obligation to the community. They prefer the term "*giving a helping hand*" because volunteering is associated with social work. Younger Chinese volunteer to gain vital work experience and to have fun.
- \* In **Croatian** language the usual terminology used by volunteering organisations to define volunteering and volunteer is *volonterstvo* and *volonter*. On the other hand, most of the religious organisations prefer more autochthon expressions such as *dragovoljstvo* or *dragovoljan rad* which describe volunteering as 'work of dear will' and a volunteer – *dragovoljac* – as 'person of dear will'.
- \* In **Dutch** a volunteer is called *vrijwilliger* which means 'one of the free will'. There are different expressions used to describe volunteering in Dutch: the Dutch Ministry of Health, Welfare and Sport uses the term *vrijwilligerswerk* 'voluntary work'. However the organizations promoting volunteering prefer to use the term "*vrijwillige inzet*" which translates to English as volunteering contribution/input or just volunteering.<sup>23</sup>

<sup>21</sup> *Mahi Aroha: Māori perspective on volunteering and cultural obligations* – [www.ocvs.govt.nz](http://www.ocvs.govt.nz)

<sup>22</sup> Pacific Communities Project was a research run by VNZ aiming to bring together Pacific Community leaders to discuss, explore and share their views on Pacific volunteering. Final report was published in 2008.

<sup>23</sup> Volunteering in the Netherlands, Facts and figures report, CEV, 2007

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- \* **Filipinos** interpret the word volunteer to mean community spirit or community involvement. Volunteering is an informal activity built on trust and friendship.
- \* In **Germany**, *ehrenamtliche* is the term most often used to refer to volunteers. The word means 'honorary position' and carries connotations of duty and formally held offices. Many volunteers prefer to describe their work, rather than identify themselves as *ehrenamtliche*.
- \* **Ismaili Muslims** experience volunteering as a religious requirement, therefore it is part of daily life. As a community every Ismaili Muslim is involved in volunteering.
- \* In **Japan** the concept of volunteering is not well known. Volunteer activities must be congruent with the needs of the group. Motivation to volunteer is often connected to a sense of obligation: people who've received help feel obliged to repay it with their labour and time.
- \* The word *voluntario* was introduced to **Latin America** by the Spanish. It often refers to foreign volunteers. Volunteering is seen as something privileged people do. **Ecuadorians** today prefer *companero*, meaning someone to break bread with<sup>24</sup>.
- \* The **Sikh** community translates volunteering to mean 'service' – their third religious commandment. In **India**, Sikhs engage in community volunteer work as part of daily life.

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<sup>24</sup> Project Kaleidoscope, Volunteer Centre of Calgary, 1992

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## Volunteering in our communities and regions

- \* New Zealand has **Volunteer Centres** operating in:
  - o Auckland
  - o Marlborough
  - o Porirua (*satellite*)
  - o Canterbury
  - o Mid and South Canterbury
  - o Taupo
  - o Gisborne
  - o Nelson
  - o Waikato
  - o Hawkes Bay
  - o New Plymouth
  - o Wellington
  - o Lower Hutt (*satellite*)
  - o Otago
  - o Western Bay of Plenty
  - o Upper Hutt (*satellite*)
  - o Paraparaumu
  - o Wanganui
  - o Invercargill (*satellite*)
  - o Mid North
- \* Volunteer Centres provide a range of services to **support and promote volunteering** in their regions. This includes:
  - o putting potential volunteers and organisations together
  - o providing a range of training related to voluntary work
  - o providing news and information to their local communities about volunteering and new developments
  - o promoting the value of volunteering, including through awards for individual volunteers and organisations
  - o involving volunteers in their services
  - o working with corporate organisations to encourage and facilitate employee type volunteering programmes, which benefit the participating employees, their employers and the organisations and communities they are assisting.
- \* More than **5,000 volunteers** were assisted into volunteer positions by volunteer centres around the country in year ended June 2009. During the same year more than **2600 corporate volunteers** participated in 216 different corporate volunteering projects brokered by the Volunteer Centres. Many people contact voluntary organisations directly and do not use the Volunteer Centres, so this figures are **NOT** an indication of all volunteering placements. At the same time, the Centres play an important role in assisting those such as new immigrants and younger people who may be looking for their first volunteering role.
- \* Many other people volunteer informally (not through an organisation).

Visit [www.volunteeringnz.org.nz](http://www.volunteeringnz.org.nz) to find out more about activities planned to celebrate Volunteer Awareness Week or [www.volunteernow.org.nz](http://www.volunteernow.org.nz) to see volunteering opportunities available.

This random collection of facts and figures on volunteering in New Zealand was updated by the Volunteering New Zealand and Office for Community and Voluntary Sector with assistance from SPARC, in May 2010.

### **Contacts:**

Tim Burns, Volunteering New Zealand Ph 04 384 36 36 or 027 595 955, e-mail: [ed@volunteeringnz.org.nz](mailto:ed@volunteeringnz.org.nz)

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Office for Community and Voluntary Sector [www.ocvs.govt.nz](http://www.ocvs.govt.nz) , e-mail [ocvs@msd.govt.nz](mailto:ocvs@msd.govt.nz) or Ph: 04 978 4185