



**Tūao Aotearoa**  
Volunteering New Zealand

**Volunteering New Zealand's  
Briefing to the Incoming Minister for  
the Community and Voluntary Sector**

---

**2023**

## Contents

---

Why we exist	3
How we can support you	3
Suggested discussion points for a meeting	4
Addressing sector challenges – our key asks	4
Our plans for 2023-24	5
About Volunteering New Zealand	6
Community Sector Funding	9
Voluntary and community sector: a snapshot	10
Contact details	13

## Why we exist

Tūao Aotearoa Volunteering New Zealand, established in 2001, is an association of volunteer centres, and national and regional organisations with a commitment to volunteering in Aotearoa New Zealand.

**Our vision** is for volunteering to be valued as a vital part of society.

**WE KNOW** Almost all community organisations rely on volunteers and volunteering strengthens communities.

**SO WE** build the capacity of organisations to better manage volunteers and promote volunteering in all its forms.

**WHICH LEADS TO** a better experience for volunteers and stronger organisations and communities.

**AND RESULTS IN** a society that values volunteers with positive social and environmental outcomes.

Flourishing communities are critical to New Zealand's economic, social, environmental, and cultural success. Volunteering New Zealand works collaboratively with other peak bodies, and our members, including the Volunteer Centres, to facilitate this significant role of communities. Volunteering New Zealand is committed to working with all-of-government to enhance the community and voluntary sector. We look forward to meeting with you to discuss how we can realise this potential together.

## How we can support you

Volunteering New Zealand is a trusted voice for the Minister for the Community and Voluntary Sector and as an advisor to the Department of Internal Affairs. Due to our broad membership, extensive networks, and knowledge of the sector, we are uniquely positioned to provide advice and support to the Government. We will continue to work collaboratively to strengthen the sector. We ask that you continue:

- Quarterly meetings with us
- Regular meetings with the Minister's Community Sector Engagement Group
- Supporting the cross-government group on volunteering, established as an outcome of the Strengthening our Approach to Volunteering Report 2022

Volunteering New Zealand can assist you to address key issues facing the community and voluntary sector. We are the technical experts on volunteering and conduct regular research, surveys, and environmental scans of the sector to identify issues and opportunities.

We will also identify opportunities for you to front events and engagement in support of the community and voluntary sector. For example, National Volunteer Week (third week of June) and The Big Shout Out (the month of June).

## Suggested discussion points for a meeting

We would like to discuss with you the challenges and opportunities for the Community and Voluntary Sector. Key discussion points include:

1. How we can support you and mechanisms for collaboration
2. Identification and prioritisation of sector barriers and key enablers
3. Opportunities for your involvement in promoting volunteering.

Thank you for your consideration.

## Addressing sector challenges – our key asks

In our pre-Election manifesto we asked for the following commitments from political parties. We now seek to progress them with you.

1. Retaining a minister for the community and voluntary sector that sits inside Cabinet. This will enable a better partnership between our community and key people in government.
2. Making volunteering a cross portfolio issue within government. At least 28 central government agencies involve volunteers in their work, or support the sector through community funding.  
Significant strides have been made in this area, with the establishment of a cross-agency volunteer working group in 2022. This group has agreed to focus on reducing the compliance burden for volunteer organisations, and investment in volunteering infrastructure and diversity. The impetus for this must continue so that support for volunteering is joined-up and responsive.
3. Increasing sustainable funding for volunteering infrastructure (place, space, policies, programmes, funds). Provide greater funding for Volunteering New Zealand to lead out and deliver on its mandate of being the voice of volunteers within New Zealand. Provide greater funding to the Volunteer Centres. Volunteer leadership is vital to growing and supporting volunteering throughout Aotearoa.  
The Community and Volunteering Capability Fund (CVC) provides government grants for community projects that support and promote volunteering in New Zealand. Currently this stands at: \$747,000 for the 16 volunteer centres; and \$175,000 for Volunteering New Zealand. These amounts have not increased in five years.
4. Champion better data collection and research on volunteering.  
In 2022 Treasury launched a refreshed Living Standards Framework (LSF) Dashboard, which now includes indicators and measures relating to volunteering. We would ask that relevant government agencies update data sources used in the Living Standards Dashboard.  
Volunteering New Zealand is known for our research on the State of Volunteering in Aotearoa, including recent in-depth analysis of the contributions of tūao Māori, and volunteering in New Zealand's regions. We need funding and support to continue this important research.

## Our plans for 2023-24

Volunteering New Zealand has been responding to the challenges of the last three years and the impact Covid-19 and severe weather events has had on the community and voluntary sector. We have also been implementing the goals of our Strategic Plan 2022-25.

Some key activities for the following year include:

### Whakamana: Recognise the value of volunteering in all its forms

- Plan for our bi-annual State of Volunteering report 2024
- Support volunteer managers/ leaders and volunteers

### Hāpai: Advocate for inclusive, diverse, and impactful volunteering

- Lead recognition events – National Volunteer Week, the Big Shout Out etc. and access funding to support these
- Build and maintain relationships with key decision-makers

### Arataki: Lead volunteering in Aotearoa New Zealand

- Pilot mentoring and peer to peer programmes for volunteer managers
- Champion use of new Best Practice Guidelines and associated resources
- Provide micro-credential course (Volunteering 101) with external provider

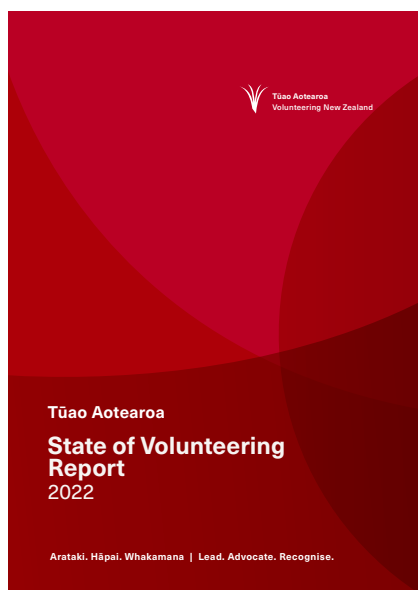
## About Volunteering New Zealand

Volunteering New Zealand has a membership of over 100 national and regional member organisations that involve volunteers in their work programmes. Current member organisations include emergency services, health, welfare, education, culture, faith-based services, community support, ethnic groups, sport and recreation, conservation, special interests, advocacy and international volunteering. Our member organisations are typically associations or “peak bodies” that in turn represent local and regional volunteer-involving organisations. We advocate on behalf of these organisations and for other groups that are not members but are aligned to our mission and values. We also recognise significant informal volunteering that occurs between people, neighbours and communities.

Our large and diverse membership and strong partnerships with government, iwi/Māori, communities and business enable us to transform volunteering in Aotearoa New Zealand.

### Some of our key contributions include:

#### a) State of Volunteering Report 2022



Volunteering New Zealand conducts surveys to determine the State of Volunteering and highlight the challenges and opportunities facing volunteering. The State of Volunteering in Aotearoa New Zealand 2022 report was informed by surveys from volunteers and volunteer managers with community organisations, focus groups and official statistics.

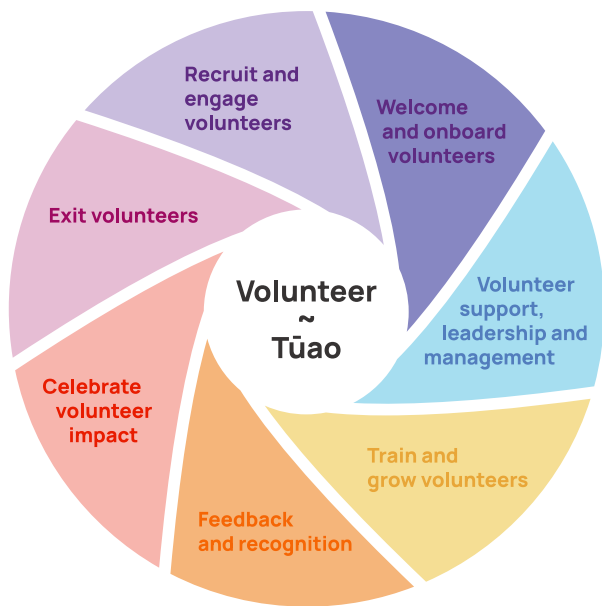
Volunteers told us contributing to the community was their key motivator (90%), while the opportunity to make friends or to join in volunteering with a friend was also important (34.6%). Volunteers' intention to continue volunteering long-term remained strong, at 81%, similar to the pre-Covid percentage.

Covid-19 has put a spotlight on the community and voluntary sector – throwing up challenges for organisations and volunteers alike, while also highlighting its value to the

wellbeing of New Zealanders. Despite the challenges to community organisations and volunteers from the Covid-19 pandemic, the state of volunteering in Aotearoa was generally healthy. Over the past two years many people helped others in generous, collaborative and innovative ways.

Other reports informed by this research include The Contributions of Tūao Māori, and State of Volunteering Regional Report, identifying trends and differences between regions (and urban/ rural, small towns/ big cities) in New Zealand.

## b) Best Practice Guidelines



Volunteering requires leadership, and leaders of volunteers need the right tools to do their job. From 2022-23 Volunteering New Zealand led a year-long review of Volunteer Best Practice Guidelines to better support volunteer leaders.

We ran a co-design process with 60 participants self-selected from a wide range of community organisations. Participants contributed ideas for one of the seven proposed practice areas of the volunteer life cycle, from recruiting, to exiting volunteers and all the steps in between. Volunteers are at the centre of the new guidelines, and each practice area relates to a step on the life cycle of a volunteer participating in an organisation.

The guidelines, [available on our website](#), include practical resources for each practice area. They were published mid-June 2023 during National Volunteer Week and have already been accessed over 3000 times. Member organisations are using the guidelines to deliver in-house training. We are investigating how to support training for volunteer managers and adding to best practice resources and guidelines.

## c) Advocacy and awareness campaigns for inclusive, diverse, and impactful volunteering



We lead awareness campaigns for volunteering – and encourage volunteer centres and volunteer-involving organisations to amplify them.

The Big Shout-Out was a new campaign for the month of June, inviting people to

thank volunteers. A kiwi spin on the UK campaign for the King’s Coronation, The Big Help-out, our campaign recognised that volunteers were already contributing so much, and needed a shout-out of thanks.

In partnership with the Department of Internal Affairs and the Minister for the Community and Voluntary sector, The Big Shout-Out included: branding and easy-to-use resources; paid radio advertising; support for volunteer events hosted by Volunteer Centres; and two significant events hosted by the Minister, and the other by the Governor-General.

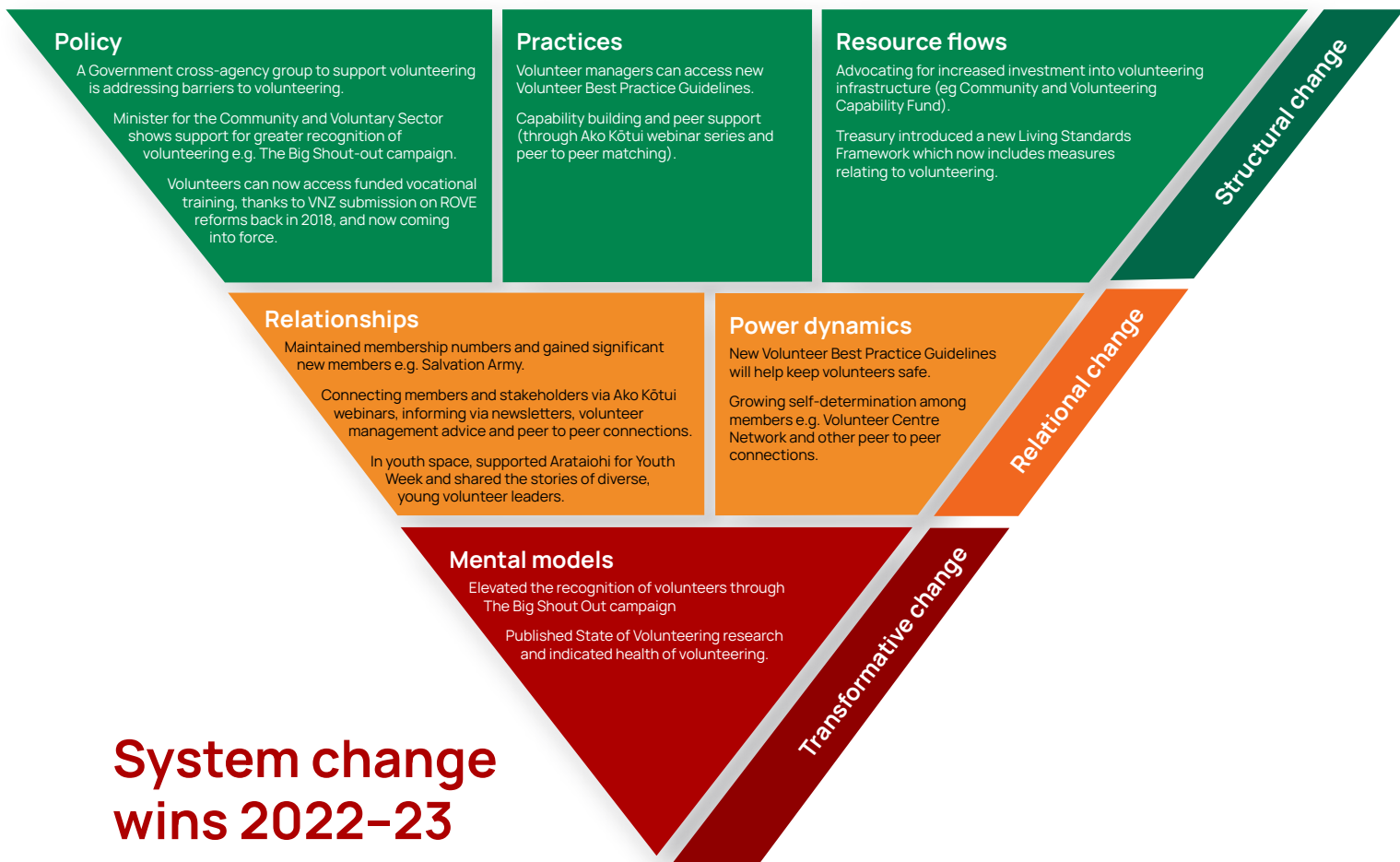
This campaign helped raise awareness of the contribution and importance of volunteers. We would like your support to make this an annual event.

### d) Consultation support to government

As the national volunteering peak body, Volunteering New Zealand supports various government departments in volunteering related matters. Due to its expertise and experience, Volunteering New Zealand is frequently invited by government agencies to provide feedback and advice on a range of topics. For instance, the Health Volunteer Awards by the Ministry of Health, and the review of emergency services volunteers by the Ministry of Transport.

### e) Capability development

We have identified a real gap in the training provided to leaders/co-ordinators and managers of volunteers. Our research showed that in the previous year 64% of respondents received no or minimal volunteer management training. We have begun addressing this lack of support with activities including: a Volunteer Leadership Hui which attracted 160 people in October, and another planned for 2024; a formal mentoring programme in partnership with the Mentoring Foundation; a peer-to-peer support programme; and our Ako Kōtui webinar and discussion series.



This chart is structured on a model for Systems Change. Systems change is about shifting the conditions that are holding a problem in place. We have strategic priorities (three-year) to improve the recognition and value of volunteering in Aotearoa New Zealand.

This chart shows some of the systems change wins we have achieved for and contributed to the sector in 2022-23. It will take a longer timeframe to achieve many of the changes we want to see.



# Voluntary and community sector a snapshot



Geographical location of volunteers in Aotearoa New Zealand

Not enough Volunteers

Not enough time to support volunteers

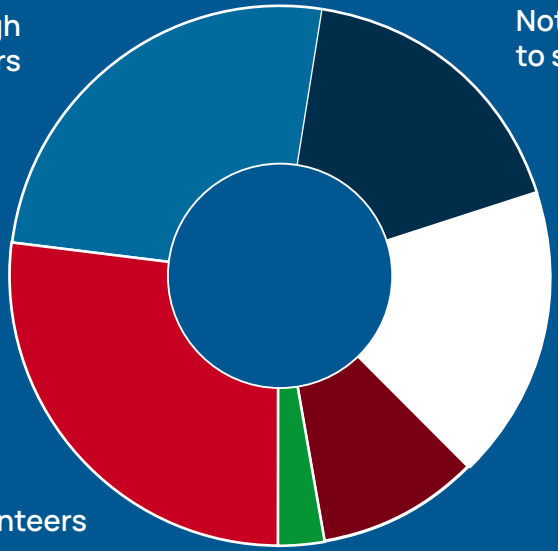
Not enough resources

Ageing Volunteers

None of the above, we're doing well

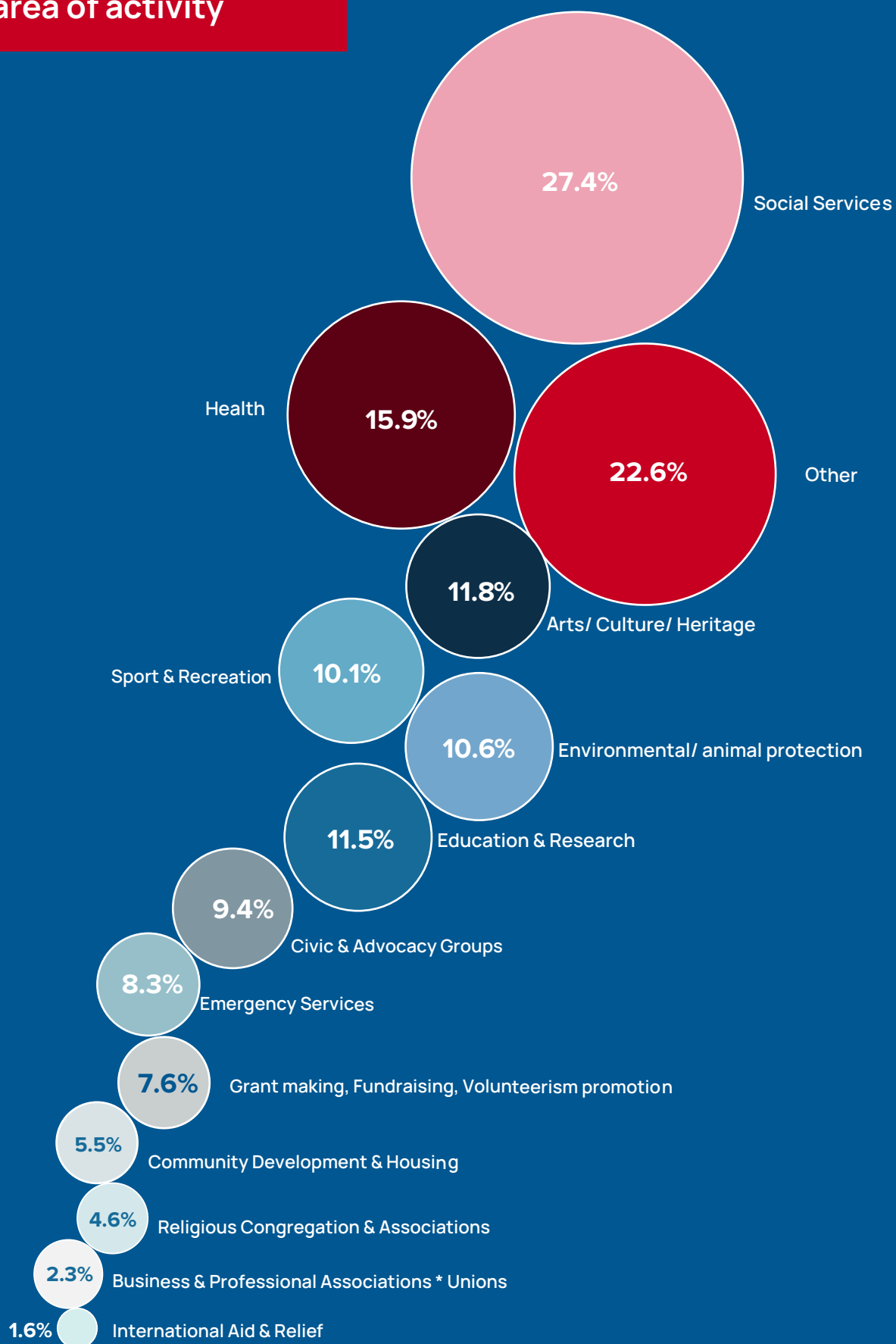
Board/ Management/ Paid staff do not recognise importance of volunteers

## Biggest issues around volunteer engagement

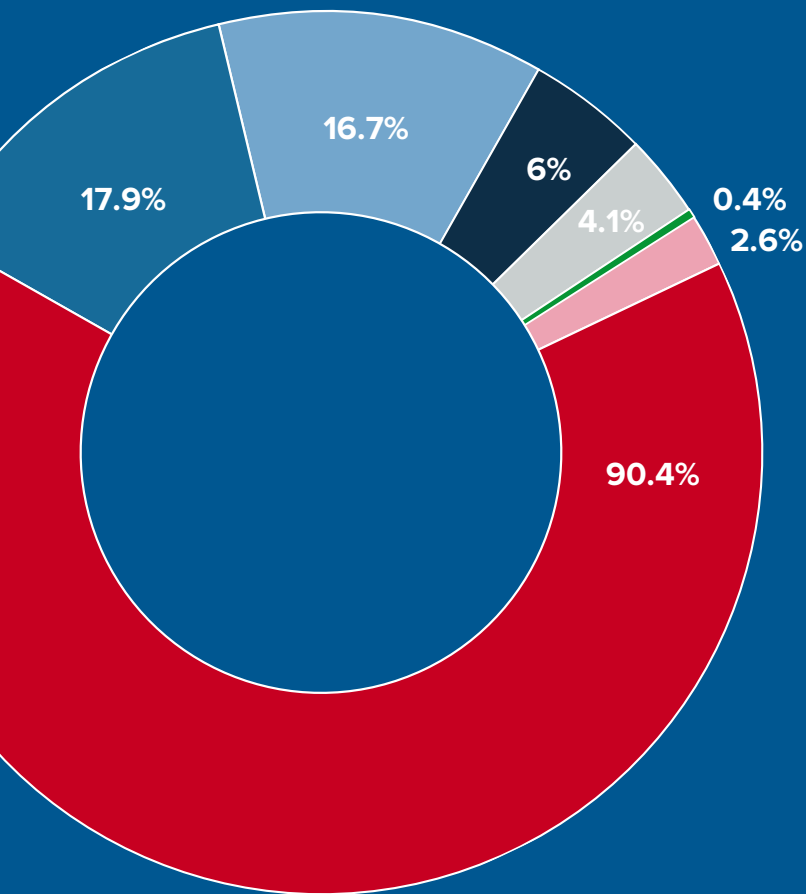


1 Data source: Volunteering New Zealand. (2022). State of Volunteering in Aotearoa New Zealand 2022.

## Organisation main area of activity



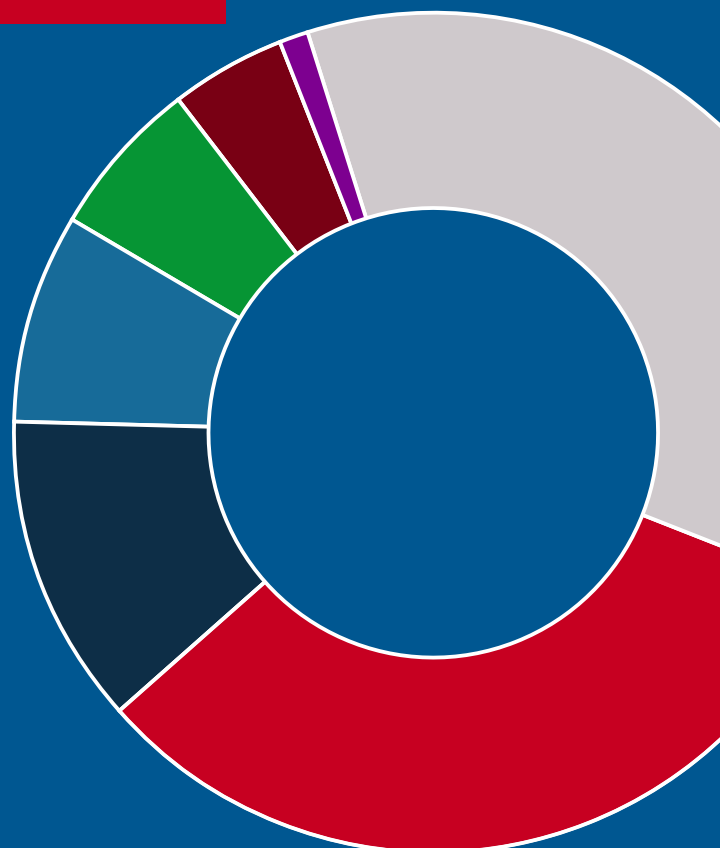
## Reasons for volunteering



- To give back to the community
- To make friends
- Because a friend asked me to join
- To gain work experience
- To enhance my CV
- I was required to volunteer (i.e. Duke of Edinburgh award requirement)
- Other

## How much time does the average volunteer in your organisation contribute per month

- 2-5 hours
- 6-10 hours
- 10-20 hours
- Variable: Focus on project-based or episodic volunteering opportunities
- Over 20 hours
- Less than 2 hours
- I don't know, we don't collect information





**Michelle Kitney**

**Tumu Whakarae Chief Executive**

michelle@volunteeringnz.org.nz | P 027 681 4956

---

**Tūao Aotearoa Volunteering New Zealand**

L4, 39 Webb Street, Te Aro, Wellington

office@volunteeringnz.org.nz | P 04 470 6006



**Tūao Aotearoa**

Volunteering New Zealand