



Volunteering
NEW ZEALAND

ARATAKI | HĀPAI | WHAKAMANA

Lead. Advocate. Recognise.

State of Volunteering in Aotearoa New Zealand

2022



Revised Scope and Method

- Most comprehensive iteration of the *State of Volunteering* to date.
- Draws on statistical data, VNZ survey data, focus groups with target groups, and a large body of desk research.
- Voices of volunteers at the forefront of the work.

Key Themes from SOV2022

- Barriers and Motivations to Volunteering
- Volunteering and Whakawhaungatanga: Relationships and Connections
- The Public, Organisational and Personal Benefits of Volunteering
- Recognising and Valuing Volunteers and Volunteering
- The Impact of COVID-19 and Lessons
- Diversity and Inclusion in Volunteering Theory and Practice

Statistics New Zealand data 2021

- Half of us volunteer, doing more hours. 50.7% of people over the age of 15 volunteer.
- More people volunteering directly/informally, rather than through organisations.
- Women volunteered more than men: 53.7 versus 47.5 percent of men.
- Environmental volunteerism growing in popularity.

Highlights from SOV 2022

- Motivation – 90.4% of volunteers identify a desire to contribute to the community.
- Word of mouth is still important (with 52.5% of volunteers recruited through word of mouth) but this is different across demographics.
- Disconnect between organisations and volunteers on how they talk about benefits of volunteering.
- Ongoing challenges and mixed views in the diversity and inclusion space.
- Covid has had a significant impact on volunteers and volunteer
- Connection between digital infrastructure and retention.

Motivations for Volunteering



- 90.4% a desire to contribute to the community
- 17.9% to make friends
- 10% to gain job experience or enhance their CV

How did people find out about volunteering?

- 52% found out via word of mouth
- But for those aged under 35, 58% found out via a social media post or advertisement
- 42% found out about their role via an internet search

Young Volunteers



“The nature of volunteering evolves and those who complain about not enough young people joining should perhaps ask themselves: ‘Why don’t more young people want to join our organisation?’, ‘What are we doing wrong that is putting off young people from joining?’” (Youth Focus Group Participant, Hawkes Bay)

Private, Public and Organisational Benefits

- Includes a section on Private, public and organisational benefits as a way of analysing recognition
- Disconnect between what volunteers value and what organisations see or say as the value/impact of volunteers.

Covid Impact - Insight



Many participants, despite supporting the general approach of mandating vaccines, nevertheless noted that they have resulted in much **polarisation** and angst among different factions of their organisation. This has introduced an aspect of **negativity** to the volunteering experience, with a **usually social place** turned into a more **prescriptive environment** with stricter rules.

Covid Impact - Insight



*“We had to cancel all our events over the last 18 months including our annual appeals, which reduces our **profile in the community** and lessens the money. Health concerns are putting off volunteers from being involved. **Lack of face-to-face interactions with staff, volunteers and community reduces connections, motivation and resilience.**”*

– Volunteering Manager, Dunedin



Technology and retention



- Organisations that had robust electronic systems for managing volunteers reported above average retention and engagement rates for the years 2020 and 2021.
- This highlights the importance of digital infrastructure for organisational resilience.

The Online Report



https://www.volunteeringnz.org.nz/wp-content/uploads/FINAL_State-of-Volunteering-Report_2022.pdf