



Tūao Aotearoa
Volunteering New Zealand

Volunteering in New Zealand's Regions

November 2023

Arataki | Hāpai | Whakamana – Lead. Advocate. Recognise

The Need for Regional Data

- Volunteering landscape not homogenous
- Demand from VCs and VIOs
- Advocacy tool

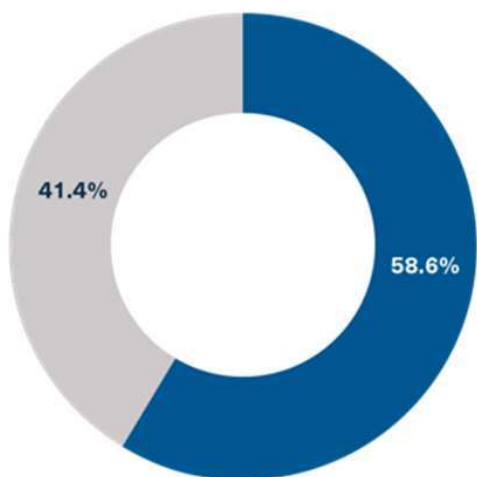
Structure of Talk

- The Volunteer Experience and Landscape
- Recruitment and Retention
- Equality, Diversity, and Inclusion
- Digitisation
- Recommendations

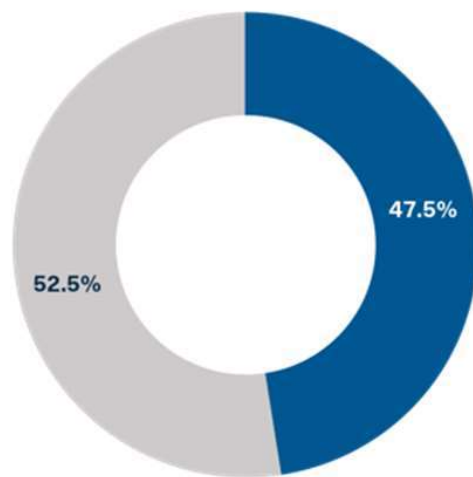
The Volunteer Experience and Landscape

- Volunteers in the South Island of New Zealand rank the 'State of Volunteering' slightly higher than volunteers in the North Island.
- More volunteers in the South Island than the North Island as a proportion of the population.
- Hours volunteered in an average month per person in the South Island are lower than those in the North Island.



Rural areas



Major urban areas

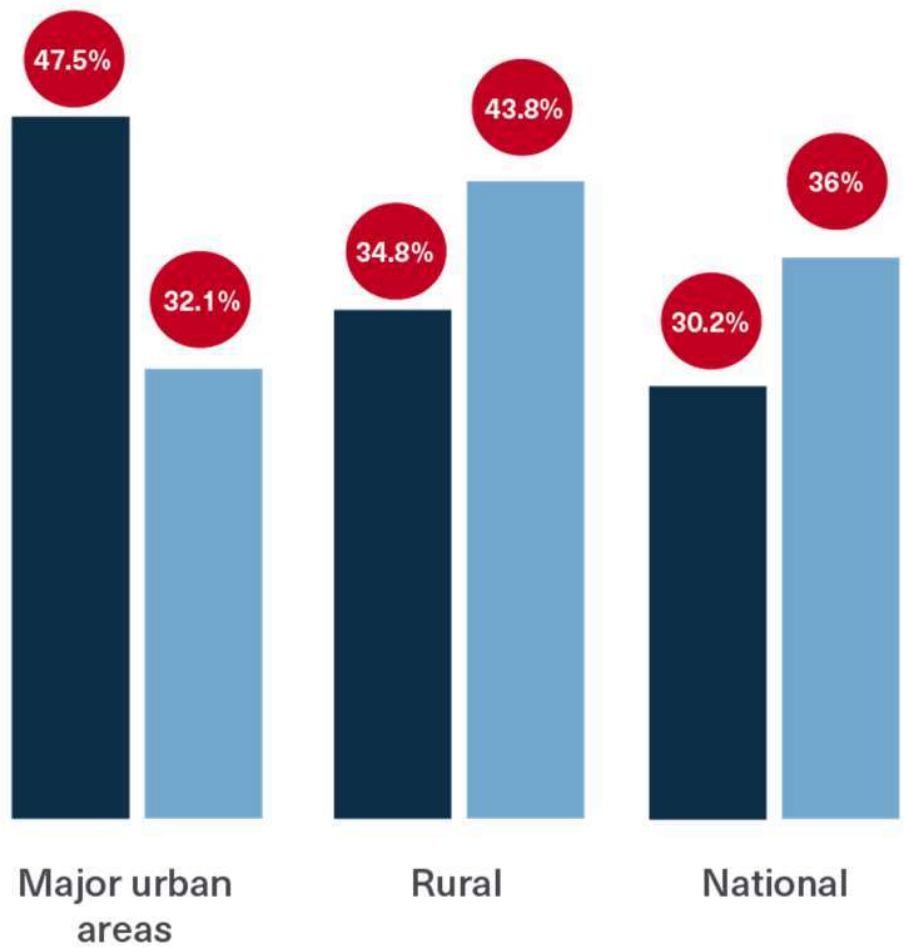


Comparing rates of volunteering in rural and major urban areas

-  % of people who volunteer
-  % of people who do not volunteer

- Average hours volunteered in the previous 4 weeks:
 - National: 15.9 hours (formal) and 11.8 (informal)
 - Rural: 12.8 (formal) and 10.0 (informal)
 - Small Urban: 23.7 (formal) and 13.5 (informal)

[Compiled from Stats NZ data]



Formal & informal volunteering in rural and major urban areas compared to national average

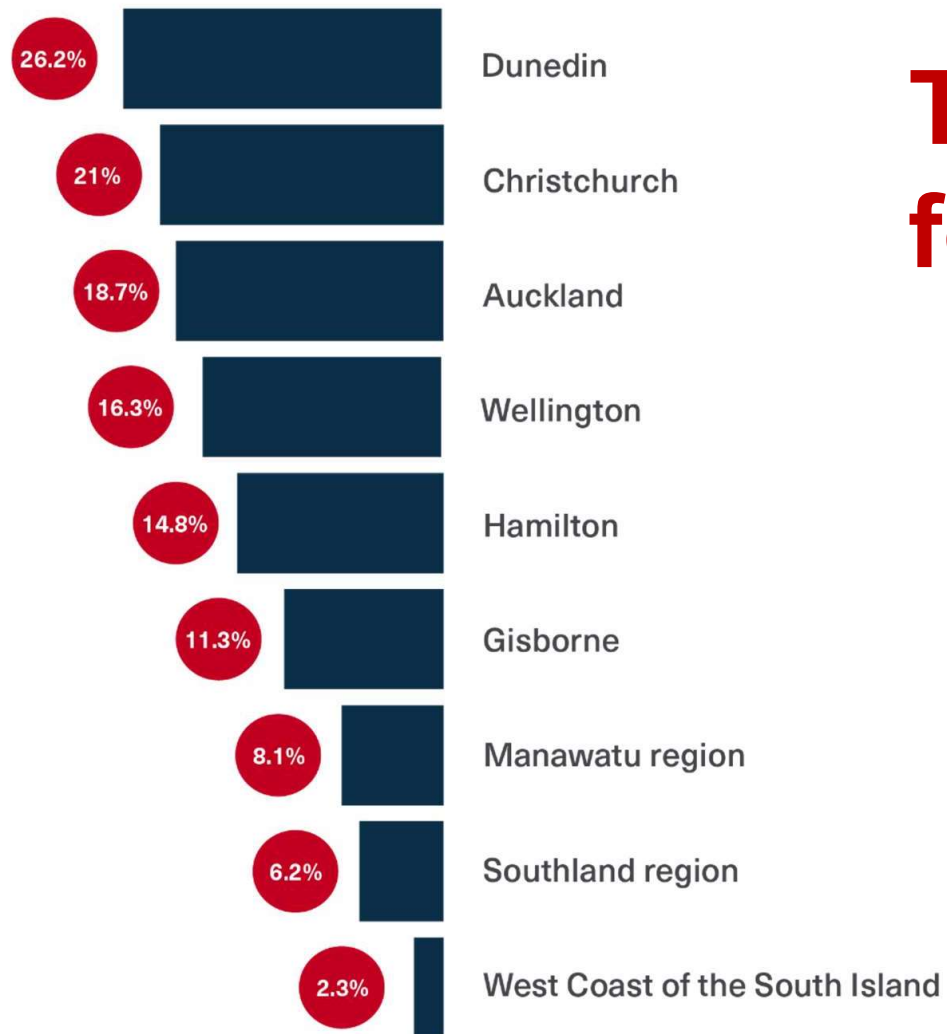
-  % who volunteer informally
-  % who volunteer formally

Recruitment and Retention

- Turnover rates for volunteering organisations higher in large urban centres compared with smaller towns and rural areas.
- Youth volunteers noted greater opportunities to volunteer in larger urban centres compared to smaller and more rural areas.

- Reported 12-month turnover rates by region:
 - Auckland: 18.7%
 - Hamilton: 14.8%
 - Wellington: 16.3%
 - Christchurch: 21.0%
 - Dunedin: 26.2%
 - Gisborne 11.3%
 - Southland: 6.2%
 - Manawatu: 8.1%
 - West Coast SI: 2.3%

Turnover rates for volunteers



Equality, Diversity, and Inclusion

- VIOs in larger urban centres more likely than those in rural and small urban centres to have equality/diversity policies in place.
- Recent migrants are most likely to volunteer in the large urban centres, and much less likely to volunteer in rural areas.
- Reimbursement rates for volunteers' expenses higher in large and major urban centres (i.e. large cities) compared to rural areas and small urban centres (i.e. towns and small cities).

Comparison of rates of full/partial reimbursement of volunteering expenses





Digitisation

- No statistically significant relationship between digitisation and the use of technology across different regions of New Zealand.



Recommendations

- Better understanding of the experience of minority volunteers.
- Appreciating different conceptions of volunteering and community across the regions.
- Exploring the motivations for joining and leaving an organisation.
- Plan for regular data collection and regional insights.



The Report

Volunteering New Zealand (2023). *State of Volunteering Regional Report: Volunteering in New Zealand's Regions 2023*. Wellington: Volunteering New Zealand.

ISBN: 978-0-473-69647-4

<https://www.volunteeringnz.org.nz/wp-content/uploads/State-of-Volunteering-regional-report-1.pdf>



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