



Workshop one

Generational shift- is short term volunteering the future for baby boomers?

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THE SOCIAL CONTEXT OF VOLUNTEERING

- What is volunteering
- What is its purpose in the community, and in volunteers lives
- Why do people volunteer



Forces of change on volunteering

- **People and the community are changing-** demographic and social changes that erode the base of volunteering: volunteer aspirations are changing
- **The regulatory environment** is changing: legislative based schemes covering volunteering
- **Expectation of governments** changing- volunteering seen as the answer to social inclusion with no extra resources



Victoria 2006 - % of total volunteering by rate of involvement

1. Sports/ physical recreation 27.5%

21% on 2000 source Voluntary Work Australia 2000 ABS p5

2. Education and training 22.0%

14% in 2000

3. Community/welfare 14.5%

26% in 2000

4. Health 6.6%

Source 2006 figures Voluntary Work Australia 2006 ABS table 21 and 2000 figures Voluntary Work Australia 2000 ABS page 5, and tables 19 and 20

Sports and recreation highest median hrs p.a. (48 hrs),
community/welfare (37 hrs-from 48 in 2000)

Source :Changing Patterns in voluntary work 1995-2006 FACSIA graph 16



Demographic context

- Volunteering growth 1995 and 2000, flatter since (Source: Changing patterns in voluntary work 1995-2006 FAHCSIA)
- **but** volunteer median hours declined 40% 1995-2006:74-56pa page 6
- Groups overrepresented- *parents of school aged*, tertiary educated/higher income, part time workers
- Unemployed, low rate (26%) versus retired men high
- Managers/professionals 46% v. labourers 25% but higher among older in both

source Voluntary Work Australia 2006 unless otherwise noted)



Demographic data sum up- episodic v. regular/ongoing- 2006

- 46% of volunteers did so for less than 50hrs pa
- Only 8% over 8hrs per week, 8% 3-5hrs pw
- Is this change? Look at the median hours decline by 40% over 11 years
- The two highest **median** hr. rates where 65-84 yrs (2 hrs pw), and 55-64 yrs (1.5 hrs pw)
- older volunteer longer hrs, younger shorter



IS THE SHIFT TO EPISODIC REAL? 2006 data

- 40% of volunteer episodes on weekly basis
- 16% of episodes part of a yearly (high) commitment over 140 hrs: few doing lots, lots doing little
- 36% of all volunteers episodes by people who volunteered few times a year (total less than 20 hrs pa)



Summary- 4 key points from the data

- Declining median hrs per person
- Changes to the types of organisations volunteer for (what they do and why)
- Who volunteers lots/little-and why?
- **THE DATA SHOWS THE GROUND IS SHIFTING UNDER OUR FEET-OLD ASSUMPTIONS ABOUT WHAT PROGRAMS WE CAN RUN ARE NO LONGER VALID**



Drilling down- the practical challenges

To maximise volunteering among boomers we need to understand

1. Why some groups in the community volunteer more, and why some less
2. Establish some capacity to analyse the reality that we face



Another factor-Government(s) aspirations

If volunteering is a mechanism for social inclusion, we need to involve

- more unemployed (disproportionately young people),
- persons with a disability,
- new arrival communities

But will governments support volunteering to achieve this?



A method of analysis?-4 Boomer motivation types

Allison p2 based on NSW 2001 survey

1. Nurturers -mostly women make emotional connections with vulnerable in society
2. Adventurers -mostly women looking for new experiences post-employment/child rearing
3. Socialisers-want social interaction eg Bushfire Brigade, SES, committee work
4. Workers-want productive use of trade etc skills, mostly men

MARGARET ALLISON The changing face of volunteering AUSTRALIAN JOURNAL ON VOLUNTEERING, Vol 7, No 1, 2002



How attract/retain these 4 types-key issues

1. Nurturers- emotional support given difficult jobs (working with children, sick, disabled)
2. Adventurers- constantly challenging volunteering experiences
3. Socialisers- provide enjoyable group experience, balance work with interaction
4. Workers-provide recognition for unique skills and level of control of work



Addressing barriers to boomer volunteering

Volunteering Victoria

- Confidence, transport, costs, health and mobility issues.
- Insurance, harder as volunteers get older

Organisational barriers?

- No-one asks (63% volunteer because asked or see example)
- Ask your existing volunteers to go and speak or ask others



Sum up- seven rules for increasing boomer volunteering

1. **Know who** (type) and why they would want to
2. **Know how** to approach them (engagement)
3. **Be clear** about community/ volunteer benefit
4. **Have a good program**-word of mouth is best recruitment, good is best retention strategy
5. **Value them**
6. **Challenge them**
7. **Ownership**- allow volunteer aspirations



Workgroup questions

1. Design a recruitment strategy to attract boomers (nominate the program type)
2. Design a retention strategy to keep boomers (nominate the program type)
3. Design a plan for a ***skilled*** volunteering program (targeted at boomers) in your area *or* organisational type, include recruitment, retention, training etc

**BONUS POINTS FOR DETAILING HOW YOUR
“COMMITTEE” MANAGES THESE PROCESSES**