

# **THE VALUE OF VOLUNTEERING**

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# Just to get you thinking...

- Guess how many people volunteer in Australia?

## **Latest statistics show:**

- **In 2006, 5.2 million Australians volunteered (34% of the population) (ABS, 2007)**

## Other interesting facts:

- The economic value of volunteering has been estimated at \$42 billion per annum
- There has been a steady increase in young people volunteering up from 17% in 1995 to 27% in 2000 and 32% in 2006 (FaCHSIA, 2008)

# Defining Volunteering

## Volunteering Australia:

- Formal volunteering is an activity which takes place through not for profit organisations or projects and is undertaken:
  - to be of benefit to the community and the volunteer;
  - of the volunteer's own free will and without coercion;
  - for no financial payment; and
  - in designated volunteer positions only.

<b>Dimension</b>	<b>Categories</b>
Free choice	<ol style="list-style-type: none"> <li>1. free will (ability to voluntarily choose)</li> <li>2. relatively uncoerced</li> <li>3. obligation to volunteer</li> </ol>
Remuneration	<ol style="list-style-type: none"> <li>1. none at all</li> <li>2. none expected</li> <li>3. expenses reimbursed</li> <li>4. stipend/low pay</li> </ol>
Structure	<ol style="list-style-type: none"> <li>1. formal</li> <li>2. informal</li> </ol>
Intended beneficiaries	<ol style="list-style-type: none"> <li>1. others/strangers</li> <li>2. friends/relatives</li> <li>3. oneself</li> </ol>

Source: Cnann, Handy & Wadsworth (1996) cited in Cuskelly, G. & Auld, C. (2000) *Volunteer Management Program: Recruiting Volunteers*. Australian Sports Commission  
[http://www.sport.gov.au/clubs/volunteer\\_prog.asp#4](http://www.sport.gov.au/clubs/volunteer_prog.asp#4)

# Volunteering Opportunities

- Varying scale and scope
  - Ongoing basis
  - Episodic basis
- Wide range of tasks volunteers can undertake (e.g. operational positions through to leadership roles)

# Where?

- Not-for-Profits - The Asthma Foundation, The Leukaemia Foundation, Cystic Fibrosis Victoria, MS Society
- Corporates (small & large)- dmg Worldmedia, 3 Degrees Marketing, Beatbroker (Dance & Hip Hop)
- Community Organisations - Bicycle Victoria, Greater Western Chamber of Commerce and Industry
- Professional Associations - Meetings & Events Australia, Australian Toy Association, Institute of Chartered Accountants
- Government Organisations - various local councils
- Festivals & Events- L'Oreal Fashion Festival, Big Day Out, Pyramid Rock Festival, Queenscliff Music Festival
- Sporting Clubs - Various AFL clubs

# Motivations of Volunteers

Why volunteer?

- Altruism
- Helping others or the community
- Learn new skills
- Work experience
- Identify potential companies/industries for employment or career paths
- Personal satisfaction
- Social contact
- Which of these do you think Australians recently selected as their main reason for volunteering?



*Helping others or the  
community*

(ABS, 2007)

# Why organisations involve volunteers?

- Expanding the workforce
- Expanding the level of customer service
- Contributing to community spirit
- Creating a social impact (e.g. skill development)
- Contribution to diversity
- Expanding the network (WOM)
- Belief in ethos of volunteering

(Van der Wagen 2007, pp. 65-66)

- Pre-screening potential employees

# **Code of conduct for managing volunteers**

- Meet all legal obligations (e.g anti-discrimination legislation)
- Provide a healthy and safe workforce
- Provide insurance cover for volunteer staff
- Provide clear information about how volunteer expectations will be met
- Provide orientation and training
- Avoid placing volunteers in positions more suited to paid staff
- Treat volunteers as a central part of the team

# Code of conduct for managing volunteers

- Provide meals, drinks and breaks as required
- Provide adequate supervision
- Provide job descriptions
- Acknowledge the rights of volunteers
- Offer learning and development opportunities where possible
- Meet out-of-pocket expenses
- Constantly acknowledge the contribution of volunteers

(Van der Wagen 2007, pp. 67)

# One final point...

*Are event volunteers really a “free resource”?*

- Figures show the total cost per volunteer, excluding management, for the Sydney 2000 Olympic Games was \$750.

(Tourism Training Victoria 2002, cited in Van der Wagen 2007, p. 65)

For more information about volunteering visit:

- Volunteering Australia:

<http://www.volunteeringaustralia.org>

*Questions???*