

2012 Volunteering Report

**Contemporary practices and
research in volunteering: A
literature review**

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Background and structure of the report

This document reports on the outcomes of a research and practice literature review that builds on an earlier report produced in 2006. The current review is an updated analysis, targeting specific focus areas aimed at contributing to the evidence base for developing strategies that will attract and retain a greater number of new and diverse Queensland volunteers.

In July 2006, the former Department of Communities commissioned a report on the key contemporary issues, trends and innovations in volunteering, based on publicly available reports, other information available on the Internet, and some additional reports and data provided by the Department for this purpose.

The 2006 review reported on the key volunteering policy and operating context factors consistently reported in the literature up to that time, specifically: changing demands on the sector producing greater professionalisation and corporatisation; changes in volunteering populations and motivations; diversity; rural and remote area impacts; information and communication technology developments; corporate social responsibility; and the role of volunteering in building social capital and civic engagement. It also discussed the role of governments and the general acknowledgment of the contributions governments can make to support and facilitate voluntary action.

Developments in volunteering programs were described, including corporate, virtual, student, youth, family, group, time-limited, residential, vacationer volunteering and programs targeting older volunteers. Four specific interest areas were discussed in more detail (young volunteers, older volunteers, corporate volunteering, and virtual volunteering), summarising trends and issues, policy and practice implications, and providing Australian and/or international practice examples in each area.

Key trends contributing to the development of different volunteering models and identified in the literature as impacting volunteering were also discussed. They included: socio-demographic trends, particularly the ageing population; structural and demographic changes in families and households; increasing affluence and income inequality; increased education levels; and linguistic and cultural diversity. Labour market trends included: changing employment structures; changing patterns of market participation; unemployment rates; and corporate social responsibility trends. Public policy trends included: mandated involvement in unpaid work; rationalisation of services; deinstitutionalisation policies; early intervention policies; community renewal and capacity building programs; and a partnership focus. Other issues were also identified as impacting on volunteering, such as 'pace-of-life' demands, changing religious participation, population mobility, changing entertainment patterns, attitude changes, rural and regional areas in decline, technological change, globalisation, and declining societal ties.

The overall conclusion of the 2006 review was that there is a general view in the literature that traditional volunteering needs to change in response to changing volunteer supply and demand trends (particularly the impact of the ageing

population), moving from a 'charity' to 'social enterprise' model, with consequential flow-on effects to infrastructure development needs.

The key areas consistently identified as requiring change (up to that point in time) were recruitment and marketing strategies (particularly for reaching young people and increasingly for retirees from the baby-boomer generation), providing more flexible and meaningful volunteer opportunities (including off-site delivery options such as through the use of ICTs), volunteer management strategies appropriate to a more highly educated and professionally skilled group (whose motivations include personal benefit and satisfaction returns as well as altruism), recognition and reward strategies that recognise these different motivations, and making greater use of corporate and employer supported volunteering.

This 2012 report documents the outcomes of a research and practice literature review that builds on the 2006 findings by identifying and comparing local, national and international research, trends, policies and innovations relating to volunteering in Queensland in each focus area specified in the terms of reference. These are:

- the increase in ad-hoc volunteering that may be episodic or project-based and the development of suitably flexible opportunities for volunteer involvement;
- effective partnerships with industry, business, and community organisations for promoting volunteering;
- virtual volunteering opportunities allowing volunteer tasks to be completed, in whole or in part, online via a home or work computer;
- the increased use of information technology by volunteer-involving organisations to promote volunteering;
- strategies to promote and support 'volunteer tourism';
- encouragement of volunteering among Government employees outside of work hours, including in their retirement;
- an examination of the high or low propensity to volunteer of particular groups including people experiencing disadvantage, people at risk of social exclusion, older people and young people;
- strategies to encourage and support vulnerable and disadvantaged people to participate in appropriate volunteering opportunities including people with disabilities and people from culturally and linguistically diverse backgrounds;
- the implications of the recent trend of professionalising volunteering within particular sectors;
- analysis of the recent research exploring incorporating informal volunteering into the formal definition of volunteering which is supported by Volunteering Australia and the Australian Bureau of Statistics;
- examples of community organisations being involved in innovative models of volunteering; and
- information sharing and models of volunteer practice within regional volunteer organisations.

Some of these issues were also specified in the 2006 terms of reference and dealt with in the earlier report, based on source material current at that time. The current report builds on, rather than duplicates, the outcomes of the earlier review where specific issue areas overlap, by focusing on research and practice reports published since 2006 in those areas.

The report is structured under the focus areas above. The approach taken to presenting the information derived from the large body of published literature on volunteering in this report has been to include only the key themes and some selected practice examples in the body of the report, relying heavily on footnotes to present more detailed information or to identify the evidence source(s) for that conclusion.

An annotated bibliography is provided as a separate attachment – only new references not included in the annotated bibliography provided with the 2006 report are covered. The bibliography summarises key information from each of the reviewed reports, focusing on matters relevant to the terms of reference rather than providing a comprehensive overview of all aspects covered by each report. Because of the broad scope of the terms of reference, the material reviewed covers a wide range of subject matter, intended to provide breadth in the scope of issues covered as well as depth on key matters. Greater priority is given to reviewing the policy and practice literature than to the theoretical or academic work in the field.

Review findings – general context

Overall, the post-2006 literature reports relatively few significant changes in the social, demographic, labour market and public sector factors impacting on the context for volunteering that were described in the 2006 review. An exception is the global recession and its impact on both the demand and supply of volunteers – for example, by affecting the attractiveness of volunteering as a pathway to employability among unemployed older people rather than its more narrow focus on motivating young people as reported in the pre-2006 literature, as well as the recession's impact on capacity of volunteer-involving and volunteer-supporting organisations¹.

There has also been a continuing shift in the policy frameworks relevant to volunteering in a number of countries. For example, the policy agenda in England and Wales has mainstreamed volunteering under the broader social policy agenda of community renewal and community engagement². This has impacted on at least some of the research and practice literature, where volunteering becomes one

¹ Hill 2011; Volunteer Development Agency 2009e, 2010a,b

² Zimmeck's 2009 review of 41 UK policy documents and pieces of legislation concludes that since 1997 the government had been more active in its approach to volunteering (in twelve years than its predecessors in the previous forty) but this early enthusiasm for volunteering as a key contributor to the success of its wider policy agendas has waned and in mid to late 2000 it has downgraded volunteering to a subordinate role, with policies increasingly favouring terms such as community engagement

component of wider engagement³ that is not always separately explored and reported on.

This blending of volunteering and other forms of engagement is also being seen in the US literature, particularly on research into the impact of new technologies, where some reports combine volunteering and activism outcomes or consider cause-related activism and e-democracy activity interchangeably with volunteering (as traditionally defined). There is also a growing body of literature on philanthropic giving that does not always distinguish between the giving of time and the giving of money or goods, particularly in the microvolunteering and international volunteering areas.

This merging of volunteering and other forms of civic engagement has implications for issues such as the definition of volunteering⁴ (and its flow-on effects to the measurement of volunteering trends), as well the extent that conclusions can be drawn specific to volunteering (as traditionally defined) from some literature.

The review findings are reported separately in following sections for the specific focus areas targeted by the terms of reference. However, there are some conclusions that can be drawn from the review of the more recent literature that cuts across these individual areas. They include:

- a growing emphasis on the importance of retention rather than just recruitment of volunteers, and an emerging evidence base⁵ about how to retain as well as attract volunteers, with some reports⁶ concluding that people who have volunteered in the past but are not currently engaged in volunteering activity may be the group with the greatest potential to be tapped for growing volunteer numbers in the future

³ eg the UK project - Pathways through Participation (2010a,b,c,d); the EU Youth in Action program (Education and Culture DG Youth in Action Program 2009, 2011a,b)

⁴ A UN review of volunteer policies and enabling legislation around the world concludes there is no single definition of volunteerism accepted at the international level, although key elements and values are emphasised ie that volunteerism consists of activities or work that some people willingly do without pay to promote a cause or help someone outside their household or immediate family – this conceptualisation expands the concept of volunteering to include activism and other forms of civic engagement not necessarily encompassed by traditional definitions of volunteering (United Nations Volunteers 2009)

⁵ eg Volunteering Australia 2011a; Australian Centre for Philanthropy and Nonprofit Studies *Recruit and Select Volunteers*

⁶ eg Volunteer Canada et al 2010 found 33% of Canadians are not currently volunteering, but have done so in the past, therefore the most promising opportunity to expand the volunteer base is among past volunteers by addressing their issues, such as perceived organisational politics or not feeling that they were making a real difference, and by helping match their interests and skills with activities that will have a direct benefit to people; Corporation for National and Community Service (2011a) found only 63.5% of the US volunteers who served in 2009 returned to service again in 2010 (two percentage points lower than the volunteer retention rate between 2008 and 2009 of 65.5%) noting strategies aimed at enriching the volunteer experience are critical for retention; Community Service (2007a) found only 69% of Baby Boomers who volunteered in the first year also volunteered in the second year and volunteer recruitment efforts fall short of fully replacing those volunteers who chose not to continue – only 83.2% of non-continuing volunteers were replaced with new volunteers

- greater acknowledgment that the amount of contribution, not just the participation rate, is an important indicator for volunteering, particularly given the uptake of ad-hoc volunteering and the growth in microvolunteering opportunities – for example, there is evidence⁷ that a small proportion of volunteers (the “civic core”) contribute a large proportion of volunteering effort
- a shifting focus on the importance of diversity, not just overall number, of volunteers – and on considering ‘depth’ not just volume as an indicator of the health of volunteering – with a greater focus on engaging a wide range of groups at risk of social exclusion, such as asylum-seekers, offenders, and the homeless as volunteers
- an explicit policy of targeting service users as volunteers in the delivery of government services in some countries⁸, for stated reasons of promoting social inclusion for these at-risk groups as well as improving quality of volunteer-delivered services because these volunteers have understanding of the service issues from a user perspective
- increased segmentation of volunteering in the literature to produce discrete categories of volunteering that, while they may appear to be new on the horizon, actually represent practices that have operated for some time but were not associated with a body of targeted research or practice knowledge, now also accompanied by a proliferation of newly-coined terms for what (in many cases) are essentially ongoing practices facilitated by new technologies
- a growing depth of the evidence base as knowledge about characteristics of volunteers builds, producing both greater blending across groups (especially around simplistic distinctions on motivation to volunteer such as young people being employment-focused while older people are altruism-driven commonly reported in the pre-2006 literature) and increased differentiation within groups of volunteers previously treated as a single category⁹.

Ad-hoc volunteering

The research and practice literature has grown substantially in this area since 2006, with a growing evidence base about the features of episodic volunteering that is being used to inform volunteers, organisations and wider audiences through factsheets and other practice resources¹⁰ targeting this issue. This is a heterogenous category, covering a range of circumstances treated as discrete types of volunteering

⁷ UK research found one-third of the population provide 90% of volunteering hours (Mohan & Bulloch, 2012a,b); Canadian research shows that the top 25% of volunteers (who contribute 171 or more hours annually) accounted for 78% of total volunteer hours and the top 10% (who contribute 421 hours or more) account for 52% (Hall et al 2007), with later Canadian research confirming a small group of ‘uber volunteers’ is responsible for the vast majority of volunteer hours (Volunteer Canada et al 2010)

⁸ eg HM Government UK 2010 Green Paper; Baroness Neuberger’s 2008 enquiry findings

⁹ for example, different propensity to volunteer among young people within the 16-28 year-olds age group that has often been treated as a single category of ‘young people’ and a growing body of research on individual ethnic groups rather than findings commonly being reported only for the generic category of ‘CALD’ or ‘BME’ volunteers in the pre-2006 literature

¹⁰ eg National Volunteer & Philanthropy Centre (2008a) guide on engaging ad-hoc volunteers; Volunteering Qld (2009b) and other practice tools on working with project volunteers

in some literature (such as microvolunteering and event volunteering) or categorised further into subtypes in some practice literature¹¹.

reported findings

- it is widely acknowledged¹² that there has been major growth in ad-hoc volunteering, linked in some reports¹³ to a stable trend in participation rates for formal volunteering but a decline in the average hours volunteered
- although initially associated with young volunteers more than other groups, the role of episodic volunteering in attracting and retaining other volunteers (especially Baby Boomers) is being recognised in more recent literature¹⁴
- diverse barriers to episodic formal volunteering are reported¹⁵, but are more commonly identified as organisational barriers than attributed to individual ad-hoc volunteer factors (given this form of volunteering addresses one of the main barriers reported by volunteers – time)
- microvolunteering¹⁶ is emerging as a discrete form of episodic volunteering in its own right, both in the research and practice literature¹⁷, but is not yet supported by a strong evidence base about its effectiveness¹⁸
- major ‘one-off’ planned events can attract substantial numbers of volunteers (including first-time volunteers)¹⁹ and the growing literature about these events is contributing to the evidence base on ad-hoc volunteering in areas

¹¹ eg National Volunteer & Philanthropy Centre 2008 distinction between Temporary, Occasional and Interim volunteers or Volunteer Qld’s description of episodic, pathway and corporate/consultant volunteers (in *Types of volunteers: How people volunteer*)

¹² eg European Volunteer Centre (CEV) 2011; Haski-Leventhal 2010

¹³ eg Williams et al 2010 found the rate of US formal volunteering remained constant between 2003 and 2009 but amount of time spent has declined as volunteering becomes more episodic (averaging 15 hours a month in 2003 compared to 6-10 hours in 2009)

¹⁴ eg Connors 2012; Sladowski 2011a; Williams et al 2010

¹⁵ eg current volunteers and paid staff seeing little value in ad hoc volunteers; Volunteer Manager resistance to redesigning job scope; organisations not knowing how to recruit or handle ad hoc volunteers; resources (eg training) focused on the volunteer who stays (National Volunteer & Philanthropy Centre 2008a)

¹⁶ ie the concept of having volunteers use small amounts of time to assist without the commitments of traditional volunteering – for the purpose of this section, widely scoped to include ‘crowd-surfing’, ‘slacktivism’, ‘mini-volunteering’, ‘clicktivism’ and other similar terms applied to very short-term volunteering activities

¹⁷ eg McKee 2012; Help From Home’s 2012a survey and 2011 and 2012b practice guides; Bright 2010, 2011a,b; Department of Communities *Microvolunteering factsheet*

¹⁸ although there is recent research which is building an emerging evidence base eg Help From Home’s 2012a survey on the characteristics and attitudes of microvolunteers, finding 93% stated they were quite/very likely to be microvolunteering in a years time, 57% were involved in both micro and traditional volunteering, and 14% were inspired to become microvolunteers via traditional volunteering

¹⁹ eg 240,000 applications for up to 70,000 London Olympics games-time volunteering opportunities, around half of who have never previously volunteered (HM Government UK 2010); of 2.1 billion volunteer hours reported in the 2010 Canadian household survey, almost 1% were for the Vancouver Olympics (Imagine Canada 2012); an IndyCar auto race event requires more than 1,800 volunteers on an annual basis (Janisse & Veese 2010)

such as recruitment practices, indicating that word of mouth is as important for episodic as for other forms of volunteering²⁰

- episodic volunteering is recognised as being well suited to emergency recovery in the community services field, since volunteering in other areas will often involve a need to establish relationships of trust and caring that rely upon the development of the relationship over time²¹
- the recent practice literature has a strong focus on developing the role of new ICTs to promote greater flexibility in volunteer engagement, and while there are some reported examples of impact in mobilising ad-hoc volunteers in emergency recovery operations (discussed further in the section on use of ICTs), evidence of effectiveness specific to volunteering is limited to date
- pathways from one-off volunteering opportunities to more regular volunteering commitment are being explored²² and there is some evidence²³ that volunteers at one-off events can be retained beyond the event and some emerging evidence²⁴ that microvolunteers may move on to participate in more indepth/traditional volunteering
- reported²⁵ program effectiveness factors for episodic volunteering include: appropriately matching volunteers to activities; making role expectations clear; appropriate training; flexibility in scale of commitment; range of activities offered; regular communication; recognition for efforts; and reimbursement of out-of-pocket expenses.

reported policy and practice implications

- 'one-off' events can be an avenue for generating more sustained involvement in volunteering and special attention to building community among episodic volunteers at one-off events can facilitate their return in later years²⁶
- episodic group volunteering in a corporate setting may provide a pathway to volunteering – one-off team activities have been reported²⁷ to be attractive to employees who are new to volunteering and do not necessarily want to commit to volunteering on an on-going basis
- organisational barriers to ad hoc volunteering could be reduced by organising a formal program for ad hoc volunteers with clear lines of authority and responsibility and by engaging experienced long-term volunteers to develop

²⁰ eg membership, personal contact and event websites are the recruitment approaches most commonly used for large events such as the London 2012 Olympics (Volunteer Development Agency 2009d); volunteers recruited by other volunteers for one-off events are more satisfied with their experience than those responding to advertisements (Janisse & Veese 2010)

²¹ Department for Families and Communities (SA), Volunteers Unit 2007

²² eg the Legacy Program being developed so that London 2012 Games volunteers have opportunities to continue giving time after the games have finished (HM Government 2011)

²³ Handy et al 2006; Ralston et al 2005

²³ European Volunteer Centre 2011; Handy et al 2006;

²⁴ Bright 2010; Help From Home's 2012a

²⁵ Volunteer Development Agency 2009d; National Volunteer & Philanthropy Centre 2008

²⁶ Handy et al 2006

²⁷ Lee 2008

the program and to supervise new short-term volunteers so as to gain buy-in²⁸

- flexibility is a key success factor in attracting episodic volunteers, and organisational willingness to adapt a project to meet volunteer expectations and time constraints and availability of ‘scalable’ projects that can be enlarged or reduced depending on how many volunteers are recruited can contribute such flexibility²⁹
- episodic volunteering, microvolunteering, and other non-traditional forms of volunteering should complement not replace other means of volunteering³⁰.

practice examples

- online volunteer matching sites explicitly identifying short-term or ‘one-off’ volunteering opportunities as a discrete category are becoming more common³¹, as are initiatives making these sites accessible through social media and mobile technologies, including those targeting microvolunteering³²
- an Australian initiative facilitating episodic volunteering in emergency recovery situations is Community Response to Extreme Weather (CREW)³³ by Volunteering Qld, which provides a referral service that registers individuals/organisations wanting to volunteer in emergency and disaster relief situations, maintains an up-to-date database of those interested in emergency volunteering, promotes disaster relief organisations volunteer opportunities through an emergency volunteering portal, and proactively contacts registered volunteers through phone and email – 75,612 volunteer registrations are recorded on the database including 351 from overseas and around 8,000 from other Australian states and territories (with 27,000 registrations on the first day following the 2011 flood), a 90% volunteer retention rate, nearly 60 agencies use CREW services, over 15,000 volunteers have been placed, and volunteers have provided 33,600 hours of support to the CREW call centre
- an international example of microvolunteering taken up in a corporate volunteering context is the pilot program operated through a partnership between Kraft Foods and Sparked (an online microvolunteering platform), where over 50 employees helped 48 non-government organisations (NGOs) in 38 countries on issues related to health, nutrition and children, for example, by translating applications for financing and funding for an international NGO to increase their access to lenders or by using the microvolunteer’s social

²⁸ National Volunteer & Philanthropy Centre 2008

²⁹ Rehnberg 2009; National Volunteer & Philanthropy Centre 2008

³⁰ reported in summary of outcomes of the 400 responses to the UK Government’s Green paper (HM Government 2011)

³¹ eg **Queensland’s Tourism Volunteering portal identifies upcoming event volunteering opportunities, providing details of each event and online processes to apply or register as a volunteer for the events;** Northern Ireland’s Volunteer Now home page highlights “one-off” opportunities such as

“Fun Run Volunteers” separately from the larger searchable database of volunteer opportunities (<http://www.volunteernow.co.uk/>)

³² eg Help from Home (2012b) is developing an interactive social media/impact reporting platform focused on microvolunteering – ‘Volunteer Anywhere’ – a website complemented by a mobile app that engages participants via pre-loaded microvolunteer actions

³³ Molloy 2012; Emergency Volunteering 2012

media, collaboration and content management skills to advise an NGO on how to use Facebook profiles to build awareness about its work – 92% of pilot program participants agreed microvolunteering should be offered to all employees³⁴.

Volunteer tourism

The practice literature about this issue has grown in recent years and there is an emerging research base about the characteristics of volunteer tourists³⁵ but limited evidence about impacts and effective strategies that promote and support it.

reported findings

- no government-developed/endorsed strategy for promoting or supporting volunteer tourism was found when reviewing the current strategic plans or key strategy documents published by the relevant agency/department responsible for tourism in each Australian state and territory and for the Australian, New Zealand, England, Scotland, and Canada governments, although there were references to volunteer tourism in some of the published material identified through a keyword search (volunteers or voluntourism) of these websites³⁶
- the social and demographic characteristics of volunteer tourists vary³⁷, most commonly involving an unskilled but educated youth profile, but with an increasing trend and demand for experienced volunteers which has expanded volunteer tourism to include a highly skilled senior age profile
- motivations for volunteer tourism are diverse, but most commonly described³⁸ as opportunity for skill/knowledge development, having fun, experiencing new things and meeting new people, and contributing to a worthwhile project
- challenges and risks of new forms of volunteer tourism are being identified³⁹ and debated – for example, it does not guarantee continuity to the volunteer's work or reciprocity and a connection to a specific need of the local

³⁴ United Nations Volunteers 2011a; Sparked 2010

³⁵ eg Cheung et al's 2010 survey of characteristics and attitudes of 1,073 current or potential voluntourists; Tourism Research and Marketing 2008; Tourism NT 2008; Thompson (n.d.)

³⁶ eg Tourism Queensland (n.d.) *The Tourism Action Plan To 2012* refers to establishing a new web portal through which Queenslanders can volunteer their time to welcome visitors and tourist operators can access volunteers for their welcome programs; Tourism NT (n.d.) *Five Year Tourism Strategic Plan 2008 to 2012* acknowledges voluntourism is a niche area to encourage and market but no policy or plans are mentioned; Minister for Tourism, Tasmania (2011) media release refers to industry seminars about volunteer tourism by Tourism Tasmania and Parks and Wildlife in late 2011 but no further information was found on any website about these; Tourism Australia 2011 refers to an upcoming e-newsletter focusing on volunteering, but a published copy was not found

³⁷ Tourism NT 2008; Tourism Research and Marketing 2008; Kleinhardt Business Consultants 2009

³⁸ Murphy & Brymer 2010; Tourism Research and Marketing 2008; Thompson (n.d.); Ooi, & Laing 2010; Ralston et al 2005; Taillon & Jamal 2007; Grabowski et al 2009

³⁹ European Volunteer Centre 2011; Tourism Research and Marketing 2008; Connors 2012; Travelmole 2012

community; there is a risk of jobs that require precise skills being undertaken by volunteers that lack the relevant qualification; ethical issues such as whether it is fair that volunteers pay to be able to offer their services or the consequences of short-term commitments and brief relationships that may be involved in volunteering of this type, particularly where beneficiaries are children in need who have already experienced abandonment

- as for volunteering generally, word-of-mouth appears to be an effective recruitment method identified in surveys of individuals although industry reports refer more often to the potential of the internet to reach this market⁴⁰
- there is a significant element of ‘unorganised’ volunteer tourism, with many young people finding placements once they arrive at their destination rather than being placed or sent by a volunteer service organisation⁴¹
- although much of the focus of the voluntourism literature has been on volunteering abroad, its scope appears to be expanding to encompass vacation volunteering in the country of origin, particularly ecological and national heritage conservation⁴²
- while international volunteerism was once equated with long-term commitment through a formal volunteer program, the newer forms of short-term international volunteerism are increasingly promoted in universities and corporations as a force for global education and skills development⁴³
- reported⁴⁴ program effectiveness factors include: providing training and orientation, including cultural sensitivity; partnering with reputable community partners who already have aid programs in place; responding directly to community needs and, through their design, maximising contributions; careful, cooperative planning; robust finance and business acumen; accountability; and a long-term perspective.

reported policy and practice implications

- given the increasing commercialisation of international voluntary service placements, with volunteer tourism blending voluntary activity and tourism industry interests, there are potential partnership opportunities that could be exploited to promote volunteering in new areas eg marketing vacation volunteering as opportunities for family volunteering in addition to the cause-related and group volunteering already being marketed by tourism operators⁴⁵
- ‘unorganised’ volunteer tourism provides opportunity for local level marketing and arrangements (for example, by visitors centres or at backpacker hostels) to take advantage of traveller interest in volunteering during their stay, particularly if focused on areas of interest identified by targeted research⁴⁶

⁴⁰ Taillon & Jamal 2007 and Kleinhardt Business Consultants 2009 respectively

⁴¹ Tourism Research and Marketing 2008

⁴² Reilly 2008a

⁴³ United Nations Volunteers 2011a

⁴⁴ United Nations Volunteers 2011a; Connors 2012; Honey 2012b; International Ecotourism Society 2011a; Heyniger & Lamoureux 2007

⁴⁵ conclusion drawn from trends identified by Connors 2012

⁴⁶ eg Murphy & Brymer’s 2010 finding that for backpackers in Australia, volunteering in indigenous and local communities was the third most desired future travel trend

- given the increasing recognition of issues and risks, international volunteering programs, especially those for young people, need to be carefully designed to ensure that they are both reciprocal and of quality⁴⁷
- strategies proposed⁴⁸, although not yet outcome-evaluated, for promoting volunteering tourism include: strong marketing strategies, with a local presence in the target locations; engaging travel businesses in supporting locally determined needs and projects at the destinations their clients visit; using multiple marketing channels and tools including social media; and partnerships with schools and universities to facilitate group education visits.

practice examples

- a recent Australian example of voluntourism is Green Guardians⁴⁹, a joint program with Tasmania's Parks and Wildlife Service, nine tourism operators and Tourism Tasmania, providing volunteers with opportunity to participate in a conservation project in the national parks and reserves as part of a Green Guardians' guided tour (undertaken as a small proportion of the overall tour, for example, one to two hours of a 4 day trip), involving activities such as a fauna survey, sea splurge removal, litter collection, and the study and collection of marine debris – the initiative is currently being evaluated
- an international example of an evaluated in-country volunteer tourism program demonstrating positive impacts for volunteers as well as the volunteer-involving organisation and wider community is the UK working holidays program on National Trust properties across England, Wales and Northern Ireland, evaluated as effective in producing positive impacts on volunteers and on the long term environmental and conservation aims of the National Trust⁵⁰
- an example of the uptake of volunteer tourism within a corporate social responsibility framework is Vail Resorts, which operate a range of budget to luxury facilities in Colorado and other western states including ski resorts, golf courses, hotels, and condominium properties, and have developed a guest giving program and a guest volunteer vacation program called "Give & Getaway" (that offers discounted lodging and other resort amenities for program participants and resort staff also take part in the volunteer activities), administered by and benefiting the National Forest Foundation and its local programs to support a range of local conservation projects⁵¹.

⁴⁷ conclusion of international symposium (European Volunteer Centre 2011)

⁴⁸ based on best practices in voluntourism recruitment and marketing in Connors 2012

⁴⁹ Parks and Wildlife Service, Tasmania *Green Guardians*; Green Guardians blog at <http://greenguardians.blogspot.com.au/>

⁵⁰ Institute for Volunteering Research 2008; Ellis Paine 2006

⁵¹ Honey 2012a

Virtual volunteering

The literature about virtual/online volunteering has expanded since 2006, more so as descriptive practice literature⁵² than in the form of evaluation research. Definitional issues are emerging, for example, a distinction between online volunteering (referring to the social contribution made via the internet without the necessity of technical background) and cybervolunteering which involves using technology to fulfil a task that does not need to be online (eg experts that build other's skills or provide software)⁵³ and some of the literature has expanded the term to include volunteering activity at home that does not necessarily involve or target internet use. For the purpose of this section, virtual volunteering covers only online volunteering (home-based volunteering is covered under the section on innovative models).

reported findings

- online volunteering is now common, operated through many programs globally and supported by initiatives such as online volunteering portals⁵⁴, but in practice it is not necessarily pursued in a manner that differentiates it from volunteering broadly⁵⁵
- despite becoming a 'mainstream' rather than 'innovative' volunteering model, in many places, there is still a gap between uptake and interest – for example, although volunteer-involving organisations in Australia are introducing new ways of offering volunteering and 'greater flexibility' was the most commonly reported approach that had been introduced, virtual volunteering through social media or from home remains the least common way⁵⁶
- the early focus⁵⁷ on virtual volunteering as an enabler to participation among groups that might otherwise find it difficult to volunteer, such as people with a disability or those with home-based commitments and carer responsibilities, is no longer a significant focus in the more recent literature – virtual volunteering is now considered more as a standard avenue for engagement that offers the flexibility needed to overcome barriers to volunteering common across all volunteers, such as 'time available to commit to volunteering'
- the earlier emphasis⁵⁸ on virtual volunteering as a means of engaging young people has expanded to recognising its relevance and attractiveness to a wider pool of potential volunteers, including older and corporate volunteers

⁵² eg Australian Centre for Philanthropy and Nonprofit Studies *Virtual Volunteers* practice guide; TakingItGlobal 2010 online volunteering guide; Corporation for National and Community Service 2008b factsheet; Department of Communities, Office for Volunteering (n.d.) factsheet *Online volunteering*; Volunteering Qld factsheets

⁵³ European Volunteer Centre 2011

⁵⁴ **eg TakingItGlobal portal at <http://www.tigweb.org/>**

⁵⁵ Volunteering Qld's 2012 review of practices among five Queensland organisations

⁵⁶ Volunteering Australia's (2011a) sixth annual survey based on 2,167 surveyed volunteers, volunteer-involving organisations and companies

⁵⁷ as reported in the pre-2006 literature reviewed in Henderson 2006

⁵⁸ as reported in the pre-2006 literature reviewed in Henderson 2006

- online volunteering is particularly amenable to the forms of short-term involvement and multitasking already discussed as microvolunteering in the section on ad-hoc volunteering and is also being taken up as a form of employer-supported volunteering⁵⁹
- reported⁶⁰ program effectiveness factors include: quality and regular communication between the organisation and volunteer; breaking a task down into manageable parts (microtasking) and assigning them in accordance with the volunteers' interests and skills, with an accreditation system highlighting the volunteers' merits; motivating and recognising volunteers.

reported policy and practice implications

- fundamentally, virtual volunteering is an extension of volunteer engagement into the realm of digital technology and therefore there are similar considerations in planning, implementing, and administering virtual volunteering apply as in traditional face-to-face volunteering programs⁶¹
- traditional forms of online volunteering are being expanded through developments such as social media (discussed under section on ICT below)
- current organisational strategies for online volunteer engagement may not be sufficient to promote 'repeat' volunteering among microvolunteers⁶².

practice examples

- practice examples demonstrating the very high uptake that can be achieved through virtual volunteering include Project Gutenberg⁶³, where thousands of volunteers worldwide have digitized 38,000 books using open-source online tools, as well as burning CDs and DVDs and mailing these to people without Internet access, and wikipedia – cited as a famous example of online volunteering, of microvolunteering and of crowdsurfing⁶⁴.

Diversity

The practice and research literature up to 2006 provided a sound evidence base on some diversity issues, such as the characteristics of volunteers from different groups, their participation rates, and the benefits of diversity and inclusiveness in volunteering, although reports focused mainly on engaging older people, youth, culturally diverse groups (as a generic category), and people with a disability (mostly focusing on physical disability). The more recent literature has expanded the scope

⁵⁹ results of the Global Corporate Volunteering Research Project (Allen et al 2011)

⁶⁰ European Volunteer Centre 2011; Volunteering Qld 2012; Cravens 2006a

⁶¹ Volunteering Qld 2012

⁶² Bright 2010

⁶³ United Nations Volunteers 2011a; *Project Gutenberg*
http://www.gutenberg.org/wiki/Gutenberg:Volunteering_for_Project_Gutenberg

⁶⁴ McKee 2012; Daily Crowdsourc (n.d.)

of volunteering diversity, with research on other groups experiencing disadvantage or at risk of social inclusion, such as refugees, homeless people, offenders, the unemployed (particularly in the aftermath of the global recession), and people with a mental health disability. However, while there are numerous information sources, guides, and other resources providing operational practice tips on engaging diverse groups, there are few examples of evaluated effective practice in engaging and supporting volunteering among vulnerable and disadvantaged groups.

Older people

As in the pre-2006 literature, volunteering by older age groups (particularly Baby Boomers) is one of the most consistently researched aspects of volunteering. There continues to be a growing body of published material relevant to recruiting and managing older volunteers⁶⁵, offered on both volunteer agency websites and on general service and information sites for seniors (such as the volunteer page of the Australian Government's seniors.gov.au website). The later research is also producing an evidence base for some emerging areas identified in the 2006 review – for example, volunteering to support career-change in the 'third age' ('encore careers'⁶⁶) and indications that a desire for training and gaining additional employment-related skills are significant motivators for older as well as for younger volunteers. The recent literature reflects a more universal recognition of the importance of involving older volunteers, with the earlier literature's focus on arguing the case for 'why' superseded by a focus on 'how' to do so.

reported findings

- participation levels: the high propensity to volunteer by older people (aged 50+) is confirmed in the latest Australian, England and Wales, Scotland, Northern Ireland, Canadian and US national surveys⁶⁷ (at least in the earlier years of this age category, but declining with increasing age), and other research⁶⁸, with some reports predicting further growth in participation in the future given the ageing of Baby Boomers now in their late 40s to mid-50s who have higher volunteering rates than past generations had at the same ages⁶⁹
- motivations: pre-2006 literature commonly reported different motivations among older age groups for volunteering, with a greater focus on altruistic motivations – more recent research confirms this continues to be important⁷⁰

⁶⁵ Department of Communities (Qld) 2008c; National Volunteer & Philanthropy Centre (Singapore) 2007a; Gill 2006; see also listed resources at Energize's 'Older Volunteers' page at <http://www.energizeinc.com/art/subj/older.html>

⁶⁶ defined as work with a social purpose in the second half of life (Figgis 2012)

⁶⁷ Australian Bureau of Statistics 2011; Scotland Government 2011; Department for Communities & Local Government (England) 2010a; Volunteer Development Agency 2007a; United States Department of Labor 2012; Imagine Canada 2012 (noting that in Canada this relates to the number of hours volunteered – the actual rate is lowest among those aged 65+)

⁶⁸ Locke 2008; nfpSynergy 2008

⁶⁹ analysis of US survey statistics (Corporation for National and Community Service 2007a); Casner-Lotto 2007

⁷⁰ Volunteer Development Agency 2009c; Casner-Lotto 2007

but there is also evidence⁷¹ that gaining additional employment-related skills may be a significant motivator for older as well as for younger volunteers

- barriers: the same barriers identified in the pre-2006 literature continue to be found in later research⁷², many of which are shared by other age-groups (such as not knowing how to find out about opportunities, lack of time and concerns about over-commitment, not matching volunteers to suitable opportunities; and practical issues of transport and out-of-pocket expenses) as well as age-specific barriers, such as fears that physical restrictions would not be accommodated for and concerns about ageist attitudes and lack of understanding by organisations, as well as organisational-level issues (eg lack of resources to manage older volunteers, regulatory or legal and liability constraints such as higher insurance premiums)
- recruitment: word-of-mouth is reported⁷³ as the most common method older volunteers are recruited (particularly successful if targeting older people in the areas which they are more likely to go in their normal day to day life⁷⁴) although there is some evidence⁷⁵ that other recruitment methods such as online channels may be more relevant in recruiting people who have never volunteered, particularly among the Baby Boomer generation
- retention: retention rates among Baby Boomers have been related⁷⁶ to the type and nature of volunteer activity – opportunities to pass on their professional skills through teaching, coaching and mentoring is an important aspect of volunteering for this group and retention is higher where volunteering activities apply the volunteer's professional skills and experience
- the prediction that the pattern of volunteering among this group will change from the traditional format of relatively long-term affiliation to a particular volunteering organisation to more episodic and short-term commitments noted in the pre-2006 literature is being confirmed by later research⁷⁷
- senior volunteering is increasingly being recognised (and promoted)⁷⁸ as a contributor to 'active ageing', with positive impacts found⁷⁹ on the individual's health as well as the more commonly acknowledged benefits of volunteering

⁷¹ Corporation for National & Community Service 2007a; Connors 2012; VolunteerMatch 2007

⁷² Volunteer Canada 2010; Volunteer Development Agency 2009a,c; Irvine 2009; VolunteerMatch 2007

⁷³ Volunteer Development Agency's 2009c found personal contact and word of mouth were the most likely methods agencies used to recruit volunteers aged 50 and over and also the most likely ways of finding out about opportunities, followed by local newspapers

⁷⁴ successful engagement approach identified in a Northern Ireland audit of organisational practices in recruiting and managing older volunteers (Irvine 2009)

⁷⁵ Volunteer Development Agency's 2009c survey found Scottish older people (50+) not formally volunteering said they would be most likely to use the internet (27%) to find out about volunteering, followed by the local newspaper and asking a friend who already did it

⁷⁶ KPMG 2009; Corporation for National and Community Service 2008a, 2007a; VolunteerMatch 2007

⁷⁷ eg Williams et al 2010 found 51% of older (45+) survey respondents reported volunteering in the past year in both 2003 and 2009 surveys but the average was 15 hours a month in 2003 compared to 6-10 hours in 2009; Sladowski's 2011 found each generation of Canadian senior volunteers shows a higher percentage volunteering but for fewer hours per year and are often seeking shorter-term volunteer opportunities; Volunteer Development Agency 2009c

⁷⁸ eg AGE Platform Europe, Committee of the Regions & European Commission 2011; Volunteer Development Agency 2009a,b

- reported⁸⁰ effectiveness factors for engaging older people include: direct recruitment or linking in with older people through personal contact or through existing local groups/networks; offering possibilities for flexible ways of participation eg short-term projects or clearly defined, manageable tasks; organisational leadership trained to manage and work with older volunteers; taking into account the types of volunteering activities preferred by the older population; as well as others common to volunteers generally eg providing good management; support and recognition; formal orientation and training.

reported policy and practice implications

- linking lifelong learning and meaningful volunteering roles appears to be a potent recruitment strategy to attract boomers into the voluntary sector and has also been linked to increased engagement and retention among older volunteers⁸¹ and the Australian vocational education and training (VET) sector have a role to play in providing training for encore careers⁸²
- professional associations and corporations can play a key role in promoting volunteering among professionals in their field⁸³
- flexibility is increasingly important to the older age group as societal norms change and volunteer opportunities that accommodate for flexibility are likely to be more appealing and encourage greater retention⁸⁴
- publicly recognising volunteers is an important strategy to engage and retain older adults, especially for those who have lost their roles in employment or family and for whom a volunteer role is the continuation of being productive⁸⁵
- it is more likely that a larger and more diverse range of older people will be attracted if a varied range of recruitment methods is used⁸⁶ including new recruitment methods such as ‘taster’ and ‘turn up and try’ sessions that encourage volunteers to ‘bring a friend along’, as this can act as a non-committal/non-threatening way of finding out more (and for older people, providing them an opportunity to assess their own capacity and confidence to volunteer in a safe and supported context).

⁷⁹ eg Volunteer Now 2011d; Corporation for National and Community Service 2007b; Lee & Brudney 2008

⁸⁰ Naegele & Schnabel 2011; Tang et al 2009; Irvine 2009; Lee & Brudney 2008; Stevens-Roseman 2006

⁸¹ Cooke 2011; Wilson et al 2011; Harlow-Rosentraub, Wilson & Steele 2006; United Nations Economic Commission for Europe Working Group on Ageing 2011

⁸² Figgis 2012 notes despite an initial enthusiasm in TAFE institutes and other registered training organisations to develop programs that would help older Australians embark on encore careers, other priorities and a lack of resources meant that the idea generally has not been taken any further

⁸³ Corporation for National and Community Service 2008a

⁸⁴ Volunteer Development Agency 2009c

⁸⁵ Tang et al 2009; Volunteer Development Agency 2009c

⁸⁶ conclusion of Volunteer Development Agency 2009c with a later follow-up study (Volunteer Now 2011) finding that 58% of survey respondents aged 50+ saw giving people the chance to try out volunteering was an encouragement to volunteering

practice examples

- programs facilitated through volunteer organisations that specifically target older volunteers are common practice – for example, the diverse good practice examples identified from a range of countries in the recent UN Economic Commission Working Group on Ageing 2011 report⁸⁷
- although there are numerous examples of organisations established to deliver a single-focus volunteering service by older people (such as business mentoring or teacher support⁸⁸), volunteer organisations dedicated to older volunteers that offer a range of diverse services are less common – an international example is Retired & Senior Volunteer Programme (Singapore), established in 1998 to specifically promote senior volunteerism, currently with 908 active senior volunteers providing 63,326 volunteer hours to 252,695 clients through a range of programs such as mentoring, Active Ageing, Cyberguide, and a Mentally Disadvantaged Outreach Programme⁸⁹
- initiatives explicitly linking volunteering and skill acquisition for encore careers have not seen the same level of uptake in Australia as overseas – evaluated practice examples in the international literature include the Legacy Leadership Institute (LLI) at the University of Maryland Center on Aging, which provides older adult volunteers with extensive leadership and skills training and then places them in highly strategic, professional roles to assist nonprofits – about half of the volunteers transition to paid positions in the nonprofit sector, related to their LLI volunteer experience⁹⁰
- initiatives targeting seniors for international volunteering are also becoming more common overseas – for example, the Senior Volunteering Programme, part of Grundtvig under the European Lifelong Learning Programme, which funds exchange projects of senior volunteers between two associations in different European countries (and has also funded the development of awareness and support tools to help relevant authorities and associations undertake their own senior volunteering initiatives⁹¹) or the promotion of ‘Senior-Friendly Volunteer Vacations’ in the US⁹².

⁸⁷ United Nations Economic Commission for Europe Working Group on Ageing 2011

⁸⁸ eg Service Corps of Retired Executives where over 13,000 retired people with significant experience and knowledge in various business skill areas provide business counseling and mentoring to small businesses (*Score* <http://www.score.org>) or Experience Corps where 2,000 people over 55 tutor and mentor in 21 US cities, providing literacy coaching and homework help at schools and youth organisations (*Experience Corps* n.d.)

⁸⁹ RSVP Singapore 2011; National Volunteer & Philanthropy Centre (Singapore) 2007

⁹⁰ Casner-Lotto 2007; Harlow-Rosentraub, Wilson et al 2011; RespectAbility, National Council on Aging & Holmes Research & Consulting LLC 2006b

⁹¹ AGE Platform Europe, Committee of the Regions & European Commission 2011

⁹² eg the Transition Abroad site provides separate categories of international volunteering opportunities for students, teens and seniors http://www.transitionsabroad.com/listings/travel/senior/volunteer_vacations_for_adults_and_seniors.shtml

Young people

As in 2006, youth volunteering is one of the most consistently cited issues in the Australian and international literature and there continues to be a growing body of published material relevant to recruiting and managing young volunteers⁹³.

reported findings

- participation levels: there are inconsistent findings on propensity of young people to volunteer, with the most recent surveys in some countries⁹⁴ finding higher levels than other age groups and some⁹⁵ reporting lower rates, which may reflect, at least in part, measurement issues (such as whether informal volunteering is included⁹⁶ and the age range covered⁹⁷) – there is also some (but not consistent) evidence⁹⁸ that participation rates may be declining more among this age group than others
- motivations: volunteering to improve employability as a key motivator among young people is confirmed in later research⁹⁹, but with some studies¹⁰⁰ finding that the desire to help others is a more commonly reported motivator – there is some evidence¹⁰¹ that non-volunteering young people may consider the career-relevant aspects of volunteering as more important than current volunteers and that employment-related reasons may be more important for students from non-traditional backgrounds
- barriers: key barriers to formal volunteering commonly reported¹⁰² for this group are time, lack of knowledge about opportunities and how to get

⁹³ eg Volunteering Qld 2011c; Allen 2011; Boessler & Ding 2010; Creyton & Geale 2010; Department of Communities (Qld) 2008b

⁹⁴ eg Imagine Canada 2012; Volunteer Development Agency 2007a (Northern Ireland)

⁹⁵ eg Australian Bureau of Statistics 2011; United States Department of Labor 2012; Scotland Government 2011; Department for Communities & Local Government 2010a (but only for formal volunteering)

⁹⁶ eg 16-25 year-olds in England had the third lowest participation rate for formal volunteering but the second highest informal rate among the six age groups (Department for Communities & Local Government 2010b); conversely, Irvine & Schubotz 2010 found more formal but less informal volunteering by 16-year old Canadians than among the general population

⁹⁷ eg Hill et al 2009 found UK 16-19 year olds volunteered more than 20-24 year olds, whether this is formal, informal, regular or irregular volunteering; Corporation for National and Community Service (2011a) found US rates are higher in teen years than in early adulthood

⁹⁸ Scotland Government 2011 found declining formal volunteering participation rates generally, but the largest drop among young volunteers; other studies also found decreases for youth volunteering eg Hoban Kirby et al 2011 in the US and Pathways through Participation 2010c in England

⁹⁹ eg Wynne 2011; Left Right Think-Tank 2011; Catch22 2011; Irvine & Schubotz 2010; National Youth Agency 2010; Locke 2008; Hill et al 2009; Volunteer Development Agency 2007c

¹⁰⁰ Holdsworth 2010; Brewis et al 2010; Donahue & Russell 2009; Ipsos-Reid 2006

¹⁰¹ McCabe, White & Obst 2007 and Holdsworth 2010 respectively

¹⁰² Volunteer Canada 2010; National Centre for Social Research et al 2011; Adams 2009; Boessler & Ding 2010; Irvine & Schubotz 2010; National Youth Agency 2010; Catch22 2011; FGS Consulting and Children's Research Centre 2006; Hill et al 2009; Ipsos-Reid 2006

involved, finding suitable opportunities that they liked, concerns about costs of volunteering (barriers also shared by other age groups), and concerns that their opinions are not valued or their skills not recognised

- recruitment: although new ICTs have been hailed as avenues for attracting young volunteers in particular, word-of-mouth is still the most common method for this group¹⁰³, including by teachers and youth workers at schools
- retention: retention rates among young people have been linked¹⁰⁴ to relationship factors and organisational culture – particularly providing a welcoming atmosphere, support from project staff (especially with personal issues), recognition and feeling valued, and organisations providing a positive volunteer experience generally
- the different pattern of volunteering reported in pre-2006 research of young people being more likely to volunteer informally and to seek time-limited formal volunteering assignment is confirmed in the later literature¹⁰⁵
- there is some recent literature¹⁰⁶ on pathways for volunteering among young people, moving from standard-cause service roles to social cause-related volunteering
- reported¹⁰⁷ effectiveness factors for engaging young people include: flexibility; providing meaningful volunteer opportunities matched to individual volunteer's interests, motivation and skills; progressive enhancement of volunteer roles and responsibilities ensure their contributions continue to evolve; promoting existing youth involvement; effective use of online platforms and using a variety of communication channels; offering free training, skills development, accreditation, and similar incentives.

reported policy and practice implications

- flexibility is critical for engaging young volunteers¹⁰⁸

¹⁰³ Irvine & Schubotz 2010; Catch22 2011; Stancheva 2010; Hill et al 2009; Fortier et al 2007; Brewis et al 2010; Tessier et al 2006; National Centre for Social Research et al 2011; Volunteering Qld 2010a found peer-recommendation is seen as an essential method for linking with new volunteers among youth-led organisations; Adams 2009; Ipsos-Reid 2006

¹⁰⁴ National Centre for Social Research et al 2011; Catch22 2011; Volunteering Qld 2011c; Marta & Pozzi 2008; Tessier et al 2006

¹⁰⁵ eg Hill et al 2009 found UK 16-24 year olds were more likely than any other age group to have volunteered informally in the last month – 41% compared to the average of 35% but were among the least likely to have volunteered formally (24 and 27%)

¹⁰⁶ Wynne 2011 notes volunteering is a process whereby volunteers start in standard-cause service roles (opportunities that expose young people to volunteering but do not challenge their belief systems) and as their confidence and experience with volunteering builds, they begin to take on social-cause service roles, which expose them to people with different values, public issues and push them out of their comfort zone – standard-cause volunteering develops the personal and professional skills of young people while social-cause volunteering strengthens their connection to community, but both are important in the volunteering journey

¹⁰⁷ National Centre for Social Research et al 2011; United Nations Volunteers 2011b; Volunteering Qld 2011c; Moffat 2011; Boessler & Ding 2010; Hill et al 2009; Donahue & Russell 2009; Tessier et al 2006

¹⁰⁸ one of the 'what-works' strategies for young volunteer management in Moffat 2011; identified as crucial to engaging youth volunteers in Volunteering Qld 2011c; the most important factor cited by 54% of 16-year-old nonvolunteers to encourage them to volunteer

- creating youth-led activities and consulting young people can be particularly successful for identifying relevant opportunities for young volunteers and offers the best levels of ongoing engagement¹⁰⁹
- highlighting that volunteering is a meaningful way of committing to behaviours that reflect personal values and will provide an opportunity to engage with and learn about important social issues may be more important in retaining and re-engaging former young volunteers, while highlighting career-related benefits could be more relevant to encouraging young university students to volunteer in the first instance¹¹⁰
- schools and other educational institutions and organisations such as student unions can play a key role in volunteering pathways for students¹¹¹, although student volunteering¹¹² as a means of engaging young people does not appear to have received the sort of attention in Australia as it has overseas¹¹³
- promoting existing youth involvement is an effective way to engage more young volunteers and events have been identified¹¹⁴ as an excellent means to link with new volunteers and involve them in the longer term, as is recruiting new young volunteers through current youth volunteers¹¹⁵
- young people should have an opportunity to try things out before committing themselves, for example through introductory training or by accessing taster sessions that they can take part in with friends or accessible 'bite-size' opportunities such as microvolunteering, volunteering from home, or online¹¹⁶.

(Irvine & Schubotz 2010); Bressler & Ding 2010 provides good practice guidance for engaging Generation Y in volunteering, including principles for flexible volunteering; Catch22 2011

¹⁰⁹ conclusion of the evaluation of v – the UK national young volunteers service (National Centre for Social Research et al 2011)

¹¹⁰ McCabe, White & Obst 2007

¹¹¹ Irvine & Schubotz 2010 found 85% of 857 randomly selected Northern Ireland 16 year-olds had volunteered in school, for 62% school was the most likely location they had found out about volunteering opportunities and for 69% was the most preferred method for doing so; Fortier et al's 2007 Canadian review found schools are the best starting point for recruiting youth volunteers in leisure and sport activities; schools were also identified as important recruitment sites in other reports eg Hill et al 2009, Adams 2009, Holdsworth 2010, Tessier et al 2006, Stancheva 2010; Brewis et al 2010 found volunteers who receive support from their universities are more satisfied with the experience of volunteering and derive greater personal development benefits than those who do not receive such support and, for 38% of students, their first experience of volunteering is mediated by their university or students' union

¹¹² described in a UK literature review (Hill et al 2009) as growing significantly and including a range of forms such as student community action, extracurricular volunteering organised by students themselves and not directly related to their courses and service learning

¹¹³ eg a recent Victorian survey found young people are unlikely to be exposed to volunteering in their school community (Wynne 2011), although some Australian programs are being reported in the more recent literature eg Advance (see case example below)

¹¹⁴ Volunteering Qld 2011c; Volunteering Qld 2010a

¹¹⁵ Tessier et al 2006 found young people whose friends volunteer are more likely to volunteer than those whose friends do not volunteer and among friends, word of mouth is an important means of promoting volunteer activities

¹¹⁶ National Youth Agency 2010; Catch22 2011; FGS Consulting and Children's Research Centre 2006

practice examples

- programs that specifically target young volunteers, offered through general volunteer organisations, youth-specific volunteering bodies, or other agencies providing youth services generally, are common practice – for example Youth Challenge Australia or the UK’s National Citizen Service¹¹⁷
- student volunteer programs are common practice in the US and UK but have not had the same level of uptake in Australia¹¹⁸ – an Australian example of a university-student program is the Volunteering Qld and QUT International Student Volunteering Initiative¹¹⁹ and an example of an Australian school-student initiative is Advance, initiated in 2004 in partnership between a state government office for youth, government secondary schools and community organisations, and evaluated¹²⁰ as effective in changing the culture around how community and volunteer organisations work with young people, providing opportunities for young people and adults to work together, and promoting young people’s sense of connectedness and belonging
- ‘gap-year’ volunteering initiatives are common, particularly in the UK where about 85 specialist gap year providers place more than 50,000 participants around the world, with the concept being marketed in Australia as a ‘start-year’ through the Foundation for Young Australians’ Young People Without Borders initiative¹²¹ – an expansion of the traditional uptake of gap-year volunteering as an out-of-country experience is the UK Year Here initiative¹²², a gap year program that seeks to encourage students to stay in the UK, spend three months with a charity working as an intern, followed by a six-month placement on the frontline in a larger organisation, which could be a voluntary organisation, school or care home
- youth-led volunteer organisations and peer-led volunteering initiatives are increasingly common, including in Australia – for example, the Oaktree Foundation, the Big Help Mob and ygap (y-generation against poverty)¹²³
- an international practice example of an evaluated program demonstrating success in attracting first-time young volunteers is v – the UK national young volunteers service formed in 2006, evaluated¹²⁴ as creating and filling 1,094,175 volunteering opportunities between 2008 and 2011 (less than 60% of placed volunteers had volunteered in the previous 12 months), successful in recruiting young people from a wide range of backgrounds, and producing a positive cost-benefit figure of 6 to 1 in direct impact on young volunteers

¹¹⁷ respectively, the YCA website at <http://www.youthchallenge.org.au/> and Third Sector UK 2011, HM Government 2010, Pathways through Participation 2011b

¹¹⁸ although interest is growing, for example, Australia’s First Service Learning Summit was held during National Volunteer Week in 2011 and attracted over 100 participants from 30 Australian universities, and there is some published research on community service learning in an Australian context eg Parker et al 2009

¹¹⁹ <http://www.volunteeringqld.org.au/web/index.php/policy-research/menu/university-student-engagement/556-student-engagement>

¹²⁰ Broadbent & Papadopoulos 2010

¹²¹ Young People Without Borders <http://ypwb.org.au/>

¹²² described in Niven 2012 as currently recruiting its first intake

¹²³ eg respectively: Oaktree Foundation 2010a,b,c; <http://bighelpmob.org/>; and <http://ygap.com.au/>; for other case examples of Australian youth-led initiatives presented at the 2011 National Conference on Volunteering see Pro Bono News 2011a

¹²⁴ National Centre for Social Research et al 2011

- an international practice example of an evaluated program demonstrating success in providing a pathway for further volunteering among young people is the EU Youth in Action (YiA) program¹²⁵, which funded the placement of 23,000 young volunteers in other European countries and has been evaluated as having a sustainable impact on participants and youth workers in terms of participating in events after their involvement in the program as well as effective in fostering active citizenship and promoting skill acquisition leading to personal, social and professional development among young people.

Indigenous people

A limited evidence base¹²⁶ was found on volunteering among Indigenous people, both in the 2006 review and in the later literature. The Australian Bureau of Statistics later surveys on volunteering do not disaggregate by Indigenous status and so there is no current comparative data on volunteering among Aboriginal and Torres Strait people. The Office for Volunteering (Queensland) recently conducted a literature review on Indigenous volunteering (covering the literature up to December 2011), and this section is based mainly on material produced by that report, given that little other post-2006 relevant material was identified by this review¹²⁷.

reported findings

- participation: there is some (early) evidence that Indigenous Australians have high participation rates, but most of this is through informal volunteering¹²⁸
- motivations: Aboriginal people volunteer to benefit their communities and are motivated to volunteer by a sense of obligation and necessity¹²⁹
- barriers: barriers to formal volunteering described¹³⁰ for Aboriginal and Torres Strait Islander people include structural and attitudinal barriers such as awareness about volunteering programs; lack of culturally and linguistically appropriate information and training; financial costs; relationships with government departments and other organisations that respondents consider could do more to assist them; Centrelink restrictions; the nature of police checks; and access to Community Service order placements in a culturally sensitive environment; as well as racism and feeling excluded from recognition for their volunteer efforts being barriers to participation outside of community contexts

¹²⁵ European Commission Youth in Action Program 2012a,b; Education and Culture DG Youth in Action Program 2009, 2011a,b; 38% of respondents reporting that after being involved, they have done further research into living, working or volunteering abroad (ECORYS 2011)

¹²⁶ a conclusion also reported by the Office for Volunteering 2012 literature review

¹²⁷ although there are some examples of practice resources eg Volunteering Australia 2007g

¹²⁸ eg 1994 National Aboriginal and Torres Strait Islander Survey (cited in Office for Volunteering 2012)

¹²⁹ Office for Volunteering 2012

¹³⁰ Jope 2008; Office for Volunteering 2012; FNQ Volunteers Inc. 2010

- recruitment: word-of-mouth is described¹³¹ as important
- retention: grant funding to kick start viable volunteer projects in Indigenous communities has been described¹³² as effective in retaining Indigenous volunteers within their communities, as well as recognising the underlying social determinants of social or financial disadvantage faced by many Indigenous volunteers by reimbursing expenses or providing child care or transport
- a significant issue in Indigenous volunteering is the different conceptualisation and practice of volunteering from mainstream formal volunteering and cultural differences mean much volunteering activity occurring in Indigenous communities is generally not acknowledged or formalised¹³³
- reported¹³⁴ effectiveness factors for engaging Indigenous people include: word of mouth promotion and building relationships with local Indigenous communities and community elders; volunteer organisations making both expectations of and benefits of volunteering for Indigenous volunteers and their communities clear; streamlining recruitment practices to ease the transition to volunteering for Indigenous people; creating support via a buddy or mentor system; flexibility about days and times of voluntary contributions (recognising the way in which people manage time can vary between cultures and communities); and providing financial support to address the 'hidden' costs of volunteering eg childcare and transport.

reported policy and practice implications

- given the different conceptualisation of volunteering, assisting Indigenous organisations to recruit, train and support their own volunteers is essential to their sustainability and that of the communities they serve¹³⁵
- strategies proposed¹³⁶, although not necessarily outcome-evaluated, for engaging Indigenous people in volunteering include: strong community ownership and control; adequate resourcing (eg grant funding to kick start viable volunteer projects in Indigenous communities); respect for culture and different learning styles; partnership and collaborative cross-sector working; developing social capital; recognising and addressing underlying social determinants of social or financial disadvantage (eg by reimbursing expenses and providing child care or transport); promoting Aboriginal community buy-in.

practice examples

- Australian examples of programs involving Indigenous volunteers include Local Community Patrols (a community-driven crime prevention initiative evaluated as producing positive community impacts¹³⁷) and other justice

¹³¹ Office for Volunteering 2012

¹³² Bryen et al 2007

¹³³ Office for Volunteering 2012; Bryen et al 2007

¹³⁴ Office for Volunteering 2012

¹³⁵ Closing the Gap Clearinghouse report cited in Office for Volunteering 2012

¹³⁶ Office for Volunteering 2012

¹³⁷ Office for Volunteering 2012

initiatives such as Community Justice Groups, Murri Courts and Youth Justice Conferencing¹³⁸, which have also been evaluated as showing positive justice-related outcomes but not specifically for volunteer-related outcomes

- facilitated placements of Indigenous volunteers to deliver projects in Indigenous communities¹³⁹.

Culturally and linguistically diverse groups

There is a growing evidence base on volunteering among cultural and linguistically diverse (CALD) groups, including greater acknowledgement of its heterogeneity, with some later research focusing on specific target groups, such as Muslim youth, as well as practice material relevant to recruiting and managing CALD volunteers¹⁴⁰.

reported findings

- participation levels: the lower propensity to volunteer through organisations among people from CALD backgrounds is confirmed in the latest Australian, England and US national surveys¹⁴¹, as well as by other research¹⁴² (although there are inconsistent findings with some reports showing higher levels among some groups¹⁴³), but there is growing evidence¹⁴⁴ of high levels of informal volunteering among many CALD groups, particularly volunteering work undertaken within their own communities, indicating that the earlier findings may be the result of considering only formal volunteering rates
- motivations: motivations for volunteering are similar to those of other volunteers (ie to do something worthwhile, help their community, and

¹³⁸ Office for Volunteering 2012

¹³⁹ Indigenous Community Volunteers 2010, 2011

¹⁴⁰ Adult Multicultural Education Services 2011; Volunteering Australia 2007h; Australian Multicultural Foundation and Volunteering Australia 2007b; Department of Communities *Working with volunteers from diverse cultures*; Volt Network 2006

¹⁴¹ Department for Communities & Local Government 2010a; United States Department of Labor 2012; Australian Bureau of Statistics 2011 (no ethnic breakdown published – based on lower rates for both people not born in Australia and those not speaking English at home)

¹⁴² Nfpsynergy 2011; Healy 2007; Jang 2011

¹⁴³ Holdsworth 2010's study of UK student volunteering found higher rates among some ethnic minority groups of students; Teasdale's (2008a) analysis of UK national survey results found a slight increase in Black respondents participation rates; Handy & Greenspan's 2009 found Canadian participation rates are higher among immigrants than the national average; the highest regular volunteering rates are reported in UK surveys among white, black and mixed-race ethnic groups and the lowest among Asians (nfpSynergy 2011; Locke 2008)

¹⁴⁴ for example, Australian Multicultural Foundation and Volunteering Australia 2007 found 21% of volunteers engaged in formal volunteering through mainstream organisations are from a CALD background, mostly involved in assisting people within their own communities (64%) and assisting the elderly (54%), while 72% of the CALD volunteers surveyed are involved in informal volunteering; international research also reports high levels of informal volunteering eg the Netherlands where immigrants are more likely to engage in informal helping and less likely to engage in formal volunteering than non-immigrants (Carabain 2011) and England (Department for Communities & Local Government 2010a)

personal satisfaction) but for many groups there is a stronger link to religious beliefs and family values and volunteering is often entwined with volunteers' culture and faith¹⁴⁵

- barriers: while multicultural groups share the barriers to volunteering in mainstream organisations found for other volunteers (such as time restrictions, lack of awareness of volunteering opportunities¹⁴⁶, travel and distance) there are also specific barriers reported¹⁴⁷ for this population, particularly language difficulties and concerns about lack of awareness of and responsiveness to cultural sensitivities within organisations, as well as cross cultural misunderstanding on the concept of volunteering (ie volunteering seen as exploitation) and lack of understanding about the benefits of volunteering among people from some CALD groups
- recruitment: word of mouth is the most common way of attracting CALD volunteers to organisations¹⁴⁸ (as is the case for other volunteers generally as well as other specific group)
- retention: no findings specific to CALD groups were identified but there is no evidence that factors promoting retention of CALD volunteers are likely to differ from those found¹⁴⁹ for volunteers generally eg not matching volunteers' skills with assignments, failing to recognise volunteers' contributions, failing to train and invest in volunteers and staff, and not providing strong leadership
- reported¹⁵⁰ effectiveness factors for engaging CALD volunteers include: recruitment strategies targeted at the specific ethnic or cultural group, including advertising directly to the local CALD community; inclusive organisational practices (such as a welcoming environment); recognising and rewarding volunteers in culturally acceptable and meaningful ways; cultural awareness training for staff and volunteers; and providing support, for example, in the form of mentoring or a 'buddy' system.

reported policy and practice implications

- a targeted recruitment strategy is a major success factor for attracting CALD volunteers¹⁵¹ and word of mouth is one of the most successful recruitment

¹⁴⁵ Mayblin & Soteri-Proctor 2011; Handy & Greenspan 2009; Australian Multicultural Foundation and Volunteering Australia 2007; ORIMA Research 2006

¹⁴⁶ although there is some evidence that this may not apply to volunteering within their own communities – for example, Australian Muslim youth were generally highly aware of volunteering opportunities within their own communities but less informed about volunteering opportunities outside of those communities (ORIMA Research 2006)

¹⁴⁷ eg Adult Multicultural Education Services 2011; ORIMA Research 2006; Jang 2011; Duff 2009b; Roland-Lai et al 2008; Australian Multicultural Foundation and Volunteering Australia 2007; FNQ Volunteers Inc. 2010

¹⁴⁸ Australian Multicultural Foundation and Volunteering Australia 2007a

¹⁴⁹ eg Studer & Schnurbein 2012; Eisner et al 2009; Frew et al 2010; Jarvis' 2007 best practice guide on volunteer recruitment and retention

¹⁵⁰ Frew 2011; Department of Communities *Working with volunteers from diverse cultures*; Australian Multicultural Foundation and Volunteering Australia 2007; European Volunteer Centre 2006

¹⁵¹ 72% of organisations who target CALD volunteers for recruitment use word of mouth as a recruitment strategy; 26% of organisations surveyed actively recruit volunteers from CALD backgrounds and these had an average of 38% CALD volunteers in their organisation,

strategy for organisations (although it has been noted¹⁵² that whilst highly effective in terms of raising the numbers of volunteers, relying on word of mouth has the potential to lead to homogeneity of the volunteer team and promoting diversity may require additional recruitment approaches such as use of electronic and print media, with recruitment through sources such as universities, internships or English as a Foreign Language schools suggested for recruiting highly skilled CALD volunteers¹⁵³)

- assistance with volunteer placement (including advocacy on their behalf with the targeted volunteer-involving agency and support during interview) is critical to smoothing the pathway to employment for CALD volunteers, particularly for the skilled migrant¹⁵⁴.

practice examples

- an Australian initiative supporting skills-based volunteering among CALD groups is the PRAISE pilot project, operated through a partnership between Volunteering Geelong and Diversitat, which provides support, advocacy and assistance for skilled migrants from CALD backgrounds whilst they are looking for volunteer work¹⁵⁵.

People with a disability

There is a growing evidence base on volunteering in this area, including practice material relevant to recruiting and managing volunteers with a disability¹⁵⁶, with a more recent focus, especially in the UK, on volunteering among people with a mental health disability.

reported findings

- participation levels: the lower propensity to volunteer by people with a disability is confirmed in the latest country surveys that disaggregate on this measure¹⁵⁷ as well as other research¹⁵⁸
- motivations: there is limited literature¹⁵⁹ on the motivations of people with a disability to volunteer but no evidence that these are likely to differ from

whereas those who did not actively recruit averaged only 20% CALD volunteers (Australian Multicultural Foundation and Volunteering Australia 2007a)

¹⁵² Department for Families and Communities (SA), Volunteers Unit 2007

¹⁵³ Frew 2011

¹⁵⁴ Duff 2009b

¹⁵⁵ Duff 2009b

¹⁵⁶ eg Middleton 2010; Corporation for National and Community Service 2011b; Volunteering England & MenCap 2006; Office for Volunteers (SA) undated *Disability_FactSheet*; Department of Communities (Qld) 2008d; Downing 2010; Duff 2008a; Moore & Fishlock 2006

¹⁵⁷ Australian Bureau of Statistics 2011; Scotland Government 2011; Department for Communities & Local Government 2010a; Volunteer Development Agency 2007a

¹⁵⁸ eg Teasdale 2008a; Holdsworth 2010

¹⁵⁹ Fitzgerald & Lang's 2009 literature review concludes no specific data could be found in relation to the motivations of disabled people to volunteer

reasons reported by non-disabled volunteers with similar age, cultural background and other socio-demographics

- barriers: barriers to formal volunteering reported¹⁶⁰ for this group include ill health, a physically inaccessible environment, attitudinal barriers such as lack of confidence and concerns about other people's attitudes, and fear of losing welfare benefits
- recruitment: there is limited research on this issue, with some evidence¹⁶¹ that a range of recruitment practices are used but no findings were identified in the reviewed literature about which were the more common or effective methods
- retention: no findings specific to volunteers with a disability were identified but there is no evidence that factors promoting their retention are likely to differ from those found¹⁶² for volunteers generally eg not matching volunteers' skills with assignments, failing to recognise volunteers' contributions, failing to train and invest in volunteers and staff, and not providing strong leadership
- the evidence base that participation in volunteering improves quality of life, health, service use and social inclusion among people with a disability, particularly among mental health service user volunteers, is growing¹⁶³
- there is a greater recognition of people with physical or mental health disabilities being active providers of volunteer services, not just receivers of benefits – for example, the role played in international volunteerism and in UK health service delivery¹⁶⁴
- reported¹⁶⁵ effectiveness factors for engaging people with a disability include: creating and developing work and volunteer opportunities according to individuals' needs and talents; reaching out proactively to individuals with disabilities and agencies that serve them to offer volunteering opportunities; program flexibility; taking a positive asset-based approach; making a careful match between individuals' strengths and agencies' needs; and providing disability awareness and etiquette training to staff and volunteers.

reported policy and practice implications

- targeting service users, as is being done by the National Health Service in the UK¹⁶⁶, may offer additional avenues for recruiting volunteers with a disability.

practice examples

- an example of recruiting volunteers through disability services is the Green Gym program in Geelong¹⁶⁷, which provides the opportunity for disability

¹⁶⁰ Middleton 2010; Fitzgerald & Lang 2009; Duff 2009

¹⁶¹ Middleton 2010

¹⁶² eg Studer & Schnurbein 2012; Eisner et al 2009; Frew et al 2010; Jarvis' 2007 best practice guide on volunteer recruitment and retention

¹⁶³ Teasdale 2008c found 58% reported that volunteering had improved their mental health; Community Service Volunteers 2008

¹⁶⁴ eg Scheib & Grey 2010 and Teasdale's 2008 respectively

¹⁶⁵ Middleton 2010; Miller et al 2010; Community Service Volunteers 2008

¹⁶⁶ eg Department of Health 2010; Neuberger 2008

service users to volunteer and connect with conservation groups – 50 volunteers with a disability have participated in planting trees, removing non-indigenous vegetation, making tree guards and upgrading tracks

- an international practice example of an evaluated program demonstrating success in engaging volunteers with a mental health disability is the Capital Volunteering program in London, begun in 2004, featuring around 100 diverse volunteering projects across London and focusing on people with severe and enduring mental health issues – evaluated as improving volunteer’s health, social activities and networks, and employment opportunities¹⁶⁸
- the explicit focus¹⁶⁹ on engaging people with a mental rather than a physical disability, especially recruiting service users as volunteers within the service agency, does not appear to have been taken up in Australia – practice examples cited in the international literature include Multiple Choice, a UK community-based drug rehabilitation program that actively encourages people with previous experience of using drugs, mental health, and other support services to progress into volunteering (about 75% of volunteers are ex-service users)¹⁷⁰ and the Nottinghamshire Healthcare NHS Trust (where 43% of surveyed volunteers were current or ex service users and up to 40% considered themselves as having a disability¹⁷¹).

Other groups experiencing disadvantage or at risk of social exclusion

Post-2006 literature¹⁷², particularly in the UK, has expanded the scope of diversity in volunteering to groups that received little attention pre-2006 – in particular, refugees, the homeless, offenders, and to a lesser but growing extent, the unemployed.

reported findings

- participation levels: there is a lower propensity to volunteer among these groups reported in the recent literature¹⁷³ (including, where relevant

¹⁶⁷ Active in Parks <http://activeinparks.org/?p=2289>

¹⁶⁸ Community Service Volunteers 2008

¹⁶⁹ eg UK Government policy initiative Access to Volunteering programme being piloted in three areas to support more disabled people to volunteer (Department of Health 2010); Neuberger report (2008) recommending greater involvement of service user volunteers in delivering health services and practices such as NHS websites should signpost their service users to peer group support websites and to more general volunteering opportunities

¹⁷⁰ Local Economy Solutions Ltd 2008; Multiple Choice 2007; *Multiple Choice* <http://www.multiplechoice.org.uk/volintropage2.html>

¹⁷¹ Teasdale 2008c (includes service users with a physical or a mental health disability)

¹⁷² eg Nfpsynergy 2011; Irvine & Schubotz 2010; Commission on the Future of Volunteering 2008; Ellis Paine et al 2007; Haski-Leventhal 2009; Local Economy Solutions Ltd 2008; Network of National Volunteer-Involving Agencies 2008; Northern Ireland Association for the Care and Resettlement of Offenders (NIACRO) 2011; Rochester 2009; Volunteer Development Agency 2009e, 2010a,b; Volunteer Now 2011a

¹⁷³ eg Teasdale 2008a found lower participation among UK national survey respondents at-risk of social exclusion – 32% compared to 42% for those not at risk and 39% for all

disaggregations are reported, in the latest country surveys in relation to people who are unemployed¹⁷⁴ and those on low incomes¹⁷⁵)

- motivations: there are indications¹⁷⁶ that personal benefits such as gaining new skills and enhanced employability are greater incentives for at risk groups; there is also some evidence¹⁷⁷ that homeless people are interested in volunteering and see it as a means of tackling some of the problems they face as a result of homelessness, and volunteering is viewed as a way of increasing employability, but with more importance attached to 'soft' benefits such as raising confidence and increasing self-worth (no findings specific to motivations among the other groups were identified in the reviewed literature)
- barriers: barriers to volunteering reported¹⁷⁸ among these groups include: fear of losing welfare benefits; emotional/ personal barriers such as low confidence/self esteem and fear of prejudice; external barriers put up by organisations (eg over-formal recruitment and selection procedures and complicated application forms, lack of support in place, lack of awareness by staff and other volunteers about specific issues faced by people in these particular circumstances); as well as many of the barriers shared by volunteers generally (such as lack of time, money, lack of knowledge about volunteering opportunities, and transport – although often experienced to a greater degree by these groups)
- recruitment: there is limited research, but some reports suggest that social media may be a useful channel for reaching some hard-to-reach groups such as the homeless¹⁷⁹
- retention: no findings specific to volunteers in these specific groups were identified but there is no evidence that factors promoting their retention are likely to differ from those found¹⁸⁰ for volunteers generally eg not matching volunteers' skills with assignments, failing to recognise volunteers' contributions, failing to train and invest in volunteers and staff, and not providing strong leadership
- reported¹⁸¹ effectiveness factors for engaging disadvantaged groups include: developing partnerships with appropriate locally-based organisations that

respondents; Volunteer Development Scotland 2011 found people who are unemployed, sick or disabled or living on the lowest household incomes and people living in the most deprived neighbourhoods are only half as likely to volunteer; nfpSynergy 2011; Butt 2008; Holdsworth 2010; Brodie et al 2009

¹⁷⁴ Australian Bureau of Statistics 2011; United States Department of Labor 2012; Scotland Government 2011; Department for Communities & Local Government 2010a; Imagine Canada 2012

¹⁷⁵ Australian Bureau of Statistics 2011; Scotland Government 2011

¹⁷⁶ Teasdale 2008a

¹⁷⁷ Bowgett 2006

¹⁷⁸ Network of National Volunteer-Involving Agencies 2008; Bowgett 2006

¹⁷⁹ for example, Red Foundation 2011b notes social networks can help engage 'hard to reach' communities given reports that homeless people use social networking sites and email as their only constant means of communication

¹⁸⁰ eg Studer & Schnurbein 2012; Eisner et al 2009; Frew et al 2010; Jarvis' 2007 best practice guide on volunteer recruitment and retention

¹⁸¹ Local Economy Solutions Ltd 2008; Network of National Volunteer-Involving Agencies 2008; European Volunteer Centre (CEV) 2007; Ellis Paine 2006; Islington Training Network for EASI DP 2007

represent disadvantaged groups for both recruiting and supporting volunteers; recruiting service users; involving existing volunteers in engagement activity; enabling the volunteer to find key information to make choices; free access to appropriate and accredited training, which is based on a careful assessment of volunteer needs, goals and existing skills and knowledge; appropriate supervision and support, including mentoring; support with language and communication skills; and practical support with job search (eg looking for vacancies, interview preparation, references etc).

reported policy and practice implications

- ensuring clear progression pathways to training, employment, or other volunteering opportunities is important for those groups most disadvantaged in the labour market and factors that are critical to the success of this good practice include developing clear progression pathways, visualising progress, and formal structures and links with other organisations¹⁸²
- the most effective way to support homeless people to volunteer is via the agencies that are already supporting them¹⁸³
- volunteering in small groups could have the biggest impact on people who are most vulnerable or most excluded in the community¹⁸⁴
- for asylum-seekers, support with language and communication skills is key and language tuition can be separate or 'embedded' in the volunteering context¹⁸⁵
- one of the most successful forms of volunteering by disadvantaged groups is through self-help groups¹⁸⁶ and this could therefore be a pathway to other forms of volunteering activity.

practice examples

- international practice examples of programs targeting refugees and asylum seekers as volunteers include Hungary's CHANCE project¹⁸⁷ where asylum seekers living at the Reception Centre (refugee camp) provide volunteer support to employees at the Hajdú-Bihar county Labour Centre (a government-operated employment agency); the Hackney City Farm and the British Refugee Council's 12-week program offering asylum seekers a course

¹⁸² conclusion of Local Economy Solutions Ltd 2008, based on review of the UK Cabinet Office funded GoldStar Exemplar and documenting good practice in managing volunteers from socially excluded groups

¹⁸³ Bowgett 2006

¹⁸⁴ Donahue's 2010 impact assessment of Islington's community and voluntary groups

¹⁸⁵ good practice conclusion of the UK EXCHANGES program reported in Islington Training Network for EASI DP 2007

¹⁸⁶ European Volunteer Centre (CEV) 2007b

¹⁸⁷ doing work in line with their skills as far as possible, providing an opportunity to practice Hungarian language skills and to form relationships with the host society (European Volunteer Centre 2006; Islington Training Network for EASI DP 2007)

in English and community learning and volunteering based at an inner city farm¹⁸⁸, and Hand in Hand (MIT Migranten FÜR Migranten)¹⁸⁹ in Germany

- an early example reported in the post-2006 literature¹⁹⁰ of using major events as a catalyst to involve socially excluded groups in volunteering was the Pre Volunteer Programme scheme for the 2002 Commonwealth Games in Manchester, which targeted disadvantaged groups, offering accredited training designed specifically to help them develop the skills and knowledge needed to act as event volunteers or to get involved in sports development, with the final stage an opportunity to progress into mainstream further education
- the UK Work Together program, providing anyone who is unemployed and looking for work with the opportunity to volunteer with a local voluntary organisation, delivered through Jobcentre Plus, encouraging unemployed people to consider taking up volunteering whilst they are looking for paid work as well as ensuring they are fully aware of what they are able to do without loss of benefits (which is commonly identified as a barrier to volunteering)¹⁹¹.

Government employee volunteering

Both the practice of and literature about corporate volunteering (now more commonly described as employer supported volunteering) is continuing to grow, together with practice guides and tools¹⁹². While it is acknowledged that Governments are substantial employers and could play a significant role in supporting their employees' volunteering endeavours¹⁹³, there is little research and practice literature¹⁹⁴ targeting this particular group, although the UK Government's policy directions announced in

¹⁸⁸ reported as producing positive impacts on asylum-seekers language and communication skills, self-confidence, and understanding of the host community, as well as increasing diversity among the volunteer team at the farm and changing local residents perceptions about asylum-seekers (Islington Training Network for EASI DP 2007)

¹⁸⁹ set up on behalf of the federation of company health insurance funds in Germany in cooperation with the municipalities, where immigrants who are well integrated are trained as health care mediators for three months and these volunteers are then in charge of informing their migrant communities in cooperation with representatives of the health care system in both German and mother languages in a cultural sensitive way about health care and prevention; note: described as a volunteer initiative but the health mediators receive remuneration for organising and participating in delivery of multi-language health campaigns (European Volunteer Centre 2006)

¹⁹⁰ stage 1 of training consisted of a thirty-hour Greater Manchester Open College Network Foundation Level 1 award unit; stage two of an additional sixty hours leading to a BETC award, including career development; stage 3 offered volunteers the chance to progress to mainstream further education by undertaking a range of relevant courses (Warrior 2007)

¹⁹¹ Department for Work and Pensions 2012

¹⁹² eg Volunteer Now 2012a,b; Allen et al's 2011 global overview; Department for Communities & Local Government 2010c information guide; Volunteering Qld fact sheets

¹⁹³ eg HM Government 2010 Green Paper; Bryen et al 2007; Lowndes

¹⁹⁴ with the exception of practice guides such as Queensland's Public Service Commission 2011a,b,c,d or factsheets such as ACT Government, Community Services 2012

the 2011 White Paper¹⁹⁵, are likely to generate literature in this area in the near future.

reported findings

- no research literature was found that produced findings on government employee programs separately to those of private sector employers
- it is widely reported¹⁹⁶ that interest in corporate/employer supported volunteering (EVS) and development of EVS schemes is growing worldwide (although there is also some evidence¹⁹⁷ that actual uptake by employees may not be reflecting this level of interest) with the same trends as reported for volunteering generally also found in employee volunteering (eg uptake of online volunteering and of episodic volunteering) – no data was found specific to either program development or volunteer trends for government employees
- a core feature of most corporate/employer supported volunteering is facilitating employee volunteering during working hours, in some cases through a formal entitlement of a number of hours of paid time off work to engage in volunteering or by providing flexibility in hours worked (eg time in lieu) for meeting volunteering commitments¹⁹⁸ – little information was found in the literature reviewed about other employer strategies to promote volunteering outside of work hours
- there is no consistent evidence that people who volunteer through employer-supported programs differ in their motivations, expectations or commitment to volunteering than those who engage as formal volunteers otherwise
- similar barriers as identified in the pre-2006 literature continue to be reported¹⁹⁹ for corporate volunteering generally (such as pressures and nature of work, conflicting personal/family commitments, lack of line managers' buy-in and inadequate information sharing), but the only reported

¹⁹⁵ refers to encouraging more civil servants to give time, turning the civil service into a 'Civic Service', including using volunteering as a means of learning and professional development for civil servants, both in terms of gaining new skills and experiences and also better understanding the impact of government policies (HM Government 2011 p41-42)

¹⁹⁶ eg Forbes Insights 2011's global survey found volunteerism is a common denominator among companies of all sizes, and more than two-thirds of all companies say that their focus on volunteerism will increase over the next three years; Haski-Leventhal's 2010 overview of volunteering trends identified corporate volunteering as one of the fastest-growing areas of voluntary activity in the Western World; Allen et al 2011 drew similar conclusions from the Global Corporate Volunteering Research Project

¹⁹⁷ McBain & Machin's 2008 analysis of employer supported volunteering (EVS) data derived from the 2007 UK national survey found the proportion of employees involved in EVS has changed little over the last ten years – 71% of employees with access to a scheme still do not volunteer

¹⁹⁸ eg the most common model for ESV schemes in a UK national survey (McBain & Machin 2008) was for employers to support staff to volunteer in their own time (33%), give them paid time off to volunteer (27%) or flexi time to cover the hours spent (17%)

¹⁹⁹ eg Volunteer Canada et al 2010; Lee 2008

(potential) government employee-specific barrier identified is government policy aimed at addressing concerns about potential conflict of interest²⁰⁰

- reported²⁰¹ effectiveness factors for corporate volunteer programs include: employee involvement in program design and management; top management guidance and commitment; flexibility; experience (ie operating for a minimum of two years); long-term partnerships established and maintained with more than one partner; wide promotion and recognition of the program; a perception of equal balance of power between the company and the NGO; as well as the factors commonly identified as underpinning successful partnership arrangements in any area²⁰².

reported policy and practice implications

- the same factors reported to be effective for employer-supported volunteering programs generally are likely to apply equally to government employees.

practice examples

- none were identified that are reported as specific to government employees, but strategies to encourage volunteering among Government employees proposed for development in a UK 2011 policy paper²⁰³ include: introducing a requirement that department heads encourage their staff to volunteer as part of their corporate objectives; providing a centralised access point inviting organisations interested in taking on public service volunteers to register an interest; developing options for supporting retiring civil servants to become involved in volunteer management; creating a single place for public servants to find volunteering opportunities; and strengthening the use of volunteering as a means of learning and development for public servants.

Innovative practice models

As reported in the earlier review, the pre-2006 literature described various types of volunteering programs and models as innovative practice, many of which were being taken up by volunteering organisations internationally at that time. Based on the current review of the literature up to 2012 and viewing the websites of many Australian and international organisations involved in volunteering, those 'innovative' models have generally been mainstreamed into practice in most countries. Some of the areas²⁰⁴ identified in the 2006 report as developments in volunteering models

²⁰⁰ eg a recent (short-lived) Australia Government department's policy where the department's employees that want to engage in volunteering in the future would have to get their manager's permission first (Centre for Volunteering 2011; Burke 2011; Thomler 2011)

²⁰¹ European Volunteer Centre (CEV) 2009b; Dalton et al 2008; Lee 2008; Engage 2008; McBain & Machin 2008

²⁰² eg Henderson's 2004 review of critical success factors for service delivery partnerships

²⁰³ HM Government 2011 White Paper describes these initiatives as being developed

²⁰⁴ For example, interest in 'time-limited' volunteering has burgeoned with episodic volunteering and events volunteering being a major focus of later literature (covered under the ad-hoc volunteering section above). Online volunteering is now common, facilitated through many programs globally (covered under virtual volunteering above). 'Vacationer volunteering' was a relatively new category emerging in some pre-2006 literature, with interest in

have already been dealt with as specific issue areas and relevant practice examples are included in the sections on virtual volunteering and volunteer tourism.

The 'new face of volunteering' is described in the UN's first *State of the World's Volunteerism Report* (2011) as including micro-volunteering (facilitated through mobile communication technologies), on-line volunteering (expanded through social networking, online volunteer matching sites, and the growth of virtual communities), voluntourism and student gap-year volunteerism, diaspora volunteerism (in which experts from emigrant communities undertake short-term assignments to transfer knowledge to their countries of origin), and the expansion of business sector involvement through employer-supported volunteerism. Other forms of volunteering emerging as distinct practice models in other literature include home-based volunteering (separately from online volunteering), intergenerational volunteering, skills-based volunteering, and episodic or 'one-off' event volunteering.

Microvolunteering model

Microvolunteering has been already discussed under ad-hoc volunteering and practice examples presented in that section. However, some interesting examples for this model have been described in a 2012 report²⁰⁵ as examples of innovation in this area that are currently being considered or developed by UK organisations and some of these are given as examples below.

practice applications

- Royal National Institute of the Blind Cymru are looking into setting up an action where people can volunteer 10 minutes of time by providing details on restaurants that supply accessible menus for visually impaired people
- the Alzheimer's Society are looking into providing a service for volunteers that could write uplifting messages of support for carers of dementia who are going through hard times
- Shelter (homeless services) wish to set up a smartphone app to map the homeless in need, so that charities would receive an instant notification, that help charities to locate them and therefore bring aid if required
- Practical Action, which produces technical information for people tackling poverty through hundreds of bits of practical information, is looking for a system whereby volunteers can specify their spoken language(s) and how much time they would have to spare for preparing or translating material.

'Voluntourism' growing significantly and there is now a large amount of recent research about this type of volunteering (covered under volunteer tourism above). Corporate volunteering has become standard practice, operationalised as Employee Volunteering Schemes and supported by partnership arrangements between business and volunteering organisations across many countries (covered in the section above). Student volunteering has grown significantly in recent years overseas (covered under young people section above). Family volunteering was also identified, but does not to date appear to be widely acknowledged or a commonly applied practice model (Haski-Leventhal's 2010 overview of volunteering trends notes while family volunteering opportunities are still rare, this is a growing trend).

²⁰⁵ Help From Home 2012b

Diaspora volunteering model

Diaspora volunteering is described as a form of international volunteering in which experts from emigrant communities living abroad undertake short-term assignments to transfer knowledge to their countries of origin²⁰⁶. While this might be viewed as an extension of using volunteering for international aid and development purposes, which has been a long-standing practice, the key difference with diaspora volunteering is that both service delivery and service recipients share the same cultural heritage. It is also often facilitated through community-led networks, rather than government bodies or government-funded organisations – for example, the Network of Ethiopian Professionals in the Diaspora below.

practice example

- Ethiopian Diaspora Volunteer Programme (EDVP), which recruits healthcare volunteers to build national capacity for the treatment of HIV/AIDS and other diseases, working in partnership with the American International Health Alliance and the Network of Ethiopian Professionals in the Diaspora – the program placed 45 volunteers in over 30 sites between 2006 and 2010, including the Ethiopian Federal Ministry of Health, with volunteers contributing 552 months of volunteer time²⁰⁷.

Skills-based volunteering model

Skills-based volunteering, although not new in practice, is described²⁰⁸ as a discrete form of volunteering that capitalises on personal talents, core business/professional skills, experience or education to build organisational strength and increase capacity and in some instances²⁰⁹ is operationalised as a discrete category of employer-supported volunteer programs. There is practice material²¹⁰ specifically on this issue.

practice example

- Fannie Mae and the Serve Program²¹¹ – a business-nonprofit agency partnership to set up outreach services via a phone-a-thon-style event to

²⁰⁶ eg United Nations Volunteers 2011a (global examples); Saini 2011 (UK program); Truong et al 2008 (Vietnam); Gain 2010 (UK overview); Sidel 2008 (Asia Pacific Region)

²⁰⁷ Giorgis & Terrazas 2011a; 2011b; Terrazas 2010; United Nations Volunteers 2011; Network of Ethiopian Professionals in the Diaspora (n.d.)

²⁰⁸ Corporation for National and Community Service & HandsOn Network 2010 describe it as an innovative approach that is rapidly gaining recognition as a powerful driver of both social impact and business value (of which pro bono is a subset); Volunteer Canada's 2010 discussion paper includes guidance for establishing a Skills-based Volunteer Strategy; Allen Consulting Group's 2007 overview of global trends includes international examples

²⁰⁹ eg the NAB volunteer program webpage provides an online process for submitting a request for NAB volunteers – separately for general and for skilled volunteers

²¹⁰ Victorian Council of Social Service (VCOSS) 2011; Rehnborg 2009; NAB's *Creating a skilled volunteering role* and *Managing skilled volunteering roles* toolkits; Tech Soup's 2009 guide for working with technical volunteers

²¹¹ Corporation for National and Community Service & HandsOn Network 2010

encourage borrowers who are struggling to stay in their homes to call in for support, which involved a wide range of specific professional skills volunteered by Fannie Mae employees including: communications and technology department employees donating their expertise as consultants to help solicit media coverage and assemble appropriate computer and phone infrastructure; others writing the telephone script or jointly building media support with the nonprofit partner; the technology team providing consultation on software usage; other technology employees working with the local phone company to ensure incoming calls would be routed properly; multilingual employees developing information for borrowers who speak English as a second language; and the Fannie Mae SERVE team taking a leadership role in identifying opportunities to volunteer and organising volunteers to support the overall foreclosure prevention effort

- Encore Fellowship scheme – a structured program that places highly-skilled, experienced professionals at the end of their midlife careers into social-purpose organisations where they help nonprofits build capacity, committing to 1,000 work hours, typically for six to 12 months (half to full-time)²¹².

Home-based volunteering model

Home-based volunteering is receiving increasing recognition in the practice field²¹³, but no specific research reports were identified reporting solely on forms of home-based volunteering distinct from online volunteering.

practice example

- Alzheimer Scotland's Dementia Helpline where volunteers can work from home with a landline telephone or at the Edinburgh office and are given training and ongoing support by the organisation²¹⁴.

Intergenerational volunteering model

Organisational interest in and uptake of formalised intergenerational volunteering programs appears to be growing²¹⁵, although there has always been a practice of older volunteers serving younger target groups, for example, through mentoring

²¹² in 2011 there were nearly 100 fellows, with numbers growing rapidly as new programs are launched – the scheme is targeted to more than double in 2012 (Encore 2012)

²¹³ eg the Volunteer Scotland website lists home-based volunteering roles (202 listed opportunities at April 2012) separate to the category of virtual volunteering opportunities

²¹⁴ Volunteer Scotland at <http://www.volunteerscotland.org.uk/SearchTips/GobSmackingList>

²¹⁵ recent reports (eg Beth Johnson Foundation, Centre for Intergenerational Practice 2011; Hall & Vetterne 2010; HM Government UK 2008) report a growth in formalised intergenerational volunteering programs, with some evaluations demonstrating the effectiveness of these initiatives in engaging volunteers as well as other program benefits for participants and organisations eg Crowther et al 2011; Juniper Consulting 2011

programs. There is an emerging evidence base about success factors²¹⁶ for this form of volunteering and a growing body of practice resources²¹⁷.

practice example

- an international example of an evaluated intergenerational volunteering initiative demonstrating success in retaining volunteers is RE-SEED, a US program preparing retired or working engineers, scientists and other individuals with science backgrounds to assist teachers in the physical sciences in upper elementary and middle schools – cited as one of four model programs providing rewarding volunteer opportunities for people over the age of fifty by the Points of Light Foundation and adopted by the Royal Swedish Academy of Science and the Royal Swedish Academy of Engineering for implementation in Sweden, and with a current retention rate of 70% by volunteers beyond the initial one-year commitment required²¹⁸
- an international example of an evaluated intergenerational volunteering initiative demonstrating success in attracting first-time volunteers is the UK Generations Together Demonstrator program (one of the aims of which is to increase the number of volunteers working on intergenerational activity), assessed²¹⁹ as recruiting at least 2,613 new volunteers into volunteering opportunities who had never volunteered before (37% of the total number of volunteers engaged in Generations Together activity to date).

Innovative applications

Although more of a practice initiative than volunteering model per se, Time Banks were described in the 2006 report as innovative practice and there is a growing evidence base about them²²⁰. While now increasingly common in North America and Europe, there are now some innovative applications to specific target groups – for example, prisoner programs in the UK (see example below).

²¹⁶ eg HM Government UK 2008 describes key success factors but notes there is little hard evidence of the effectiveness of intergenerational programs or on which types of practice are more effective; Springate et al's 2008 literature review identifies a number of specific success factors but also notes the evidence base for the effectiveness of intergenerational practice is still weak; in more recent research, Crowther et al's 2011 recent evaluation of the Generations Together program found volunteer recruitment was particularly effective where projects used existing structures to recruit volunteers and linked into existing activity

²¹⁷ eg Volunteering Qld's series of fact sheets on intergenerational volunteering, case studies (Volunteering Qld 2008a,b,c, 2009d,e,h,i), and other practice tools, such as *Intergenerational volunteering recruitment messages* and guidance for assessing organisational readiness

²¹⁸ Lee & Brudney 2008; *Boston Re Seed Centre*

²¹⁹ Crowther et al 2011

²²⁰ eg Reilly & Cassidy's 2008 review of the impact of Time Banking in Scotland found many Time Bank members have undertaken more volunteering as a result of being involved in the Time Bank, as well as positive impact for at-risk target groups – eg individuals who have lost self-confidence through unemployment or ill health reporting that Time Banking has increased their confidence and others felt that they had developed job-related skills

Other practice examples providing innovative approaches on specific aspects of volunteering are described below, with examples relating to the application of social media tools given in the later section on use of ICT.

The UK Government's recent white paper²²¹ announced the introduction of a Challenge Prize to reward new ways to reward the best solutions for a series of volunteer challenges to be announced over a number of months, where charities or social enterprises can claim prizes with their own entries and other entrants will be able to donate winnings to a charity or social enterprise of their choice – which may generate innovative practice examples reported in the literature in the near future.

practice examples

- prisoner time bank program, launched by Castlemilk Time Bank and HMP Shotts, that brings together prisoners who are trained by the Samaritans and work on a voluntary basis by providing a 'listeners scheme' (which offers a peer counselling service to prisoners who need support) enabling them to earn time credits for every hour volunteered within the prison, which are then donated to the Time Bank to be spent by members of the Time Bank who need help but cannot earn a lot of time credits themselves due to personal circumstances (the prisoner's family members can also access a service from their local Time Bank paid for by time credits that their relative has earned volunteering within the prison) – the scheme has now been adopted in 5 other prisons and been cited in a UK prison inspection report as good practice²²²
- 'taster sessions', offered by many UK volunteer organisations, where non-volunteers interested in volunteering are invited to attend sessions (generally facilitated by existing volunteers inviting their non-participating friends and family) that offer brief opportunities to participate in volunteering activity, for example, reading sessions at libraries or the Rural Skills Taster Sessions at Newbattle Abbey College which offer a supported environment for people with mental health difficulties to gain a taster of practical rural skills²²³
- initiatives documenting volunteer experience and recognised as recording work competencies achieved during voluntary work, such as volunteer passports adopted by many countries in Europe²²⁴, or online recording of volunteering activity and registration for a vinspired award in England²²⁵ that are described as being designed to promote young volunteers' CVs by showing employers, colleges, universities and others clear evidence of what has been achieved as a volunteer

²²¹ HM Government 2011

²²² Cassidy, T (n.d.); Time Banking Scotland (n.d.); HM Inspector of Prisons 2008;

²²³ Volunteer Now 2012; Volunteer Centre Midlothian; Age NI (n.d.)

²²⁴ commonly used in Europe – for example, the Passeport Bénévole launched in France in 2007 based on an earlier Swiss initiative (France Bénévolat International 2009), the Berliner Freiwilligen Pass in Berlin (Held 2007, *Berliner FreiwilligenPass*) as well as the Österreichischer Freiwilligenpass introduced in Austria in 2005 reported in the 2006 review; Learning Passport in the UK under partnership arrangements between Volunteer Centres and Community Learning and Development Centres (Reilly 2008b)

²²⁵ separate awards are granted for 10, 50 and 100 hours of completed volunteering to 14 to 25 year-old volunteers (<http://vinspired.com/rewards/awards>)

- Reserve Grandparent Scheme in Denmark, where retired older people (who must meet strict selection criteria and pass training courses in first aid and childhood illness) act as substitute grandparents to take care of sick children while parents return to work, operating in seven locations across Denmark, with four of these projects run by local municipalities and three by NGOs²²⁶.

Partnerships for promoting volunteering

There are numerous practice examples of partnerships described in the volunteering literature but few evaluations of their effectiveness in meeting stated objectives, and of those that do evaluate outcomes, these generally relate to the community outcomes that the volunteers' actions were intended to achieve rather than impact on issues such as the partnership's effectiveness in promoting volunteering. Some diverse examples of partnerships relevant to promoting volunteering are given below, although no evaluations of their effectiveness were found, and other partnership examples have already been described in previous sections.

practice examples

- an example of multi-sector high-level partnering for promoting volunteering is UPJ I – a German national network of engaged businesses and local business community brokers (which can be different types of organisations such as volunteer centres, charities, foundations or city councils) that promotes networking between volunteer-involving organisations and businesses as well as volunteering among businesses through activities²²⁷ aimed at creating new connections between business, civil society organisations and public authorities (which also runs the INCLUDE project in cooperation with other social partners and the German ministry – a European Commission funded partnership project for corporate social responsibility)²²⁸
- an example of strategic partnering between the education and volunteering sector is VALUE Network – a partnership of Universities and volunteering organisations from across Europe to collaborate in the delivery of University Lifelong Learning to volunteers and volunteering organisation staff (including providing 'second chance' opportunities for people who were excluded from formal education in the past, to receive non-formal education) with the partnership engaging in networking and sharing good practice, development of a web resource base and research, and promoting the development and uptake of new qualifications tailored to volunteering – for example, the Certificate in Professional Skills for International Development that will be awarded to VSO (Volunteer Service Overseas) volunteers on completion of

²²⁶ United Nations Economic Commission for Europe Working Group on Ageing 2011; *Gladsaxe Reserve Grandparents Presentation* (n.d.); European Union European Alliance for Families *Good Practices*; (note, they receive a small tax-free monetary token (€4.25 per hour) from parents in exchange for the care their provide

²²⁷ eg advising community organisations on how to co-operate with companies; brokering partnerships when companies seek community projects to engage in; proactively approaching companies to initiate collaborative business-community action: running easy-to-step-in programmes like 'Local Business Action Days' or 'Marketplaces'; and organising recognition through public relations and Award Schemes

²²⁸ European Volunteer Centre 2009a

their pre-departure training, developed through a new partnership between the University College and VSO²²⁹

- brokering partnerships are becoming increasingly common – for example, Australia’s CEO Challenge (a registered charity that brokers arrangements between businesses that donate money, resources and employee volunteer time to a partnered domestic and family violence prevention service) and Time and Talents for Westminster – a UK award-winning employee volunteering brokerage service by Volunteer Centre Westminster described as an exemplar broker program fostering innovation capabilities within the partnership as well as helping to build collaborative volunteering relationships and deliver volunteering projects that meet partners’ needs and make a real difference in the community²³⁰
- an often-cited volunteer tourism example is the Fly for Good partnership²³¹, which offers up to 50% discount on air fares for voluntourists, provides a website with a ‘volunteer tripfinder’, and an International Volunteer Card that offers insurance services and travel-related discounts with many operators
- an evaluated example in the volunteer tourism area is a three-way partnership among a conservation research project in Peru (Tambopata Macaw Project), an ecotourism operator (Rainforest Expeditions), and a volunteer-recruiting NGO (the Earthwatch Institute), where researchers invested 2,300 hours in training and supervising volunteers and related activities, Earthwatch provided 328 volunteers and 13,000 hours of volunteer labour and Rainforest Expeditions received income from Earthwatch for food and lodging for volunteers, assessed²³² through cost benefit analysis as providing significant financial and other benefits for each party in this three-way association.

Use of information and communication technologies (ICTs)

The scope of this issue has been defined to cover ICT use for promoting volunteering in the widest sense, including service delivery activities that, while not necessarily targeted explicitly at promoting volunteering, have the effect of raising awareness about volunteering. Use of ICTs by organisations to deliver internal efficiencies by enhancing other operational and administrative processes (included in the 2006 review) is excluded from scope. Virtual volunteering is also excluded as it has been covered in a previous section. The published material²³³ in this area has expanded, particularly in the application of social media, but this has been more in the form of

²²⁹ Value 2011; European Volunteer Centre (CEV) 2010b

²³⁰ respectively Australia’s CEO Challenge at <http://ceochallengeaustralia.org/> and Lee 2012

²³¹ Fly for Good website at <http://flyforgood.com/>; Connors 2012

²³² Brightsmith et al 2008

²³³ eg Bryen’s 2010b presentation of good practice on-line volunteer recruitment forms; Allen et al’s 2010 review of 93 volunteer programs’ use of web sites to recruit volunteers; Bryen’s 2011 tips for nonprofits on using new technologies and examples of best practice design; Tracey & Saxton 2011 (focused mainly on use of mobile phones for donating, but conclusions and case studies about giving money are equally applicable to giving time); uptake of Google+ predicted as a key social network for charities (Barrett 2012); Rainie et al 2011

descriptive practice literature than through evaluation research. There is also material²³⁴ about new ICT applications tailored towards volunteering and philanthropy, although only an emerging evidence base to date about whether, where and how these are being taken up and their effectiveness for volunteering.

reported findings

- there has been a proliferation of online volunteer matching sites, and while there have been concerns reported²³⁵ that the high and growing number of website hits may not be translating into actual engagements, there is evidence²³⁶ of increasing uptake and there is also some evidence that online volunteer banks have been effective in attracting and recruiting age groups that were previously difficult to engage²³⁷
- new technologies (for example, Web TV, social networking tools and mobile technology applications such as the READY QLD smartphone app²³⁸ or the UK's U+²³⁹ or vinspired's iphone app²⁴⁰) continue to be advanced as avenues for recruiting Generation Y in particular, and there is some evidence of increased uptake of social media by organisations for recruiting volunteers²⁴¹ – however there is a growing evidence base that social networking channels and mobile technology are not the 'silver bullets' for attracting potential volunteers as they were initially thought to be, although they appear to play

²³⁴ for example, the micro-volunteering platform 'Sparked' described on The Extraordinaries website at <http://www.sparked.com/> or iKnowHow – an online tool that will allow anyone in the voluntary sector to add to or edit the online advice and support materials, described as a Wikipedia for the voluntary sector (Chaput 2012)

²³⁵ eg Frew, Stafford & Morgan 2010

²³⁶ eg 10% of Canadians used the Internet to search for volunteering opportunities during 2007 compared to 8% in 2004 (Hall et al 2007)

²³⁷ for example, the Swedish database Volontärbyrå attracts mainly first-time volunteers between 23-31 years old who previously encountered difficulties in finding their way into volunteer-involving organisations (European Volunteer Centre 2009a)

²³⁸ a Volunteering Qld and University of Queensland initiative providing disaster preparedness information and real-time updates, with key functions of emergency volunteer registration, view of current emergency volunteering opportunities, access to all the key emergency contacts in one place and saving of personal emergency contacts, shows of short disaster preparedness and response videos, preparing an emergency stay/go kit (and checklist), and access to latest news from www.emergencyvolunteering.com.au (Molloy 2012)

²³⁹ an open source mobile app platform designed to accept short term tasks that can be adapted to an organisation's microvolunteering actions that blends real-world volunteering opportunities with social networking and 'gamification' eg using smartphone geolocation capabilities, volunteers can hunt down local projects, searchable on one-off opportunities by location, date or area of interest, with a gamification angle that lets users collect badges based on the volunteer opportunities they fulfil, as well as a visible 'thank you' from the +U community that can be shared on Facebook as an incentive driving others to participate (+U site at http://www.sony.co.uk/discussions/community/en/community/better_futures/plus_u)

²⁴⁰ HM Government UK 2010

²⁴¹ eg Red Foundation (2011a) found UK volunteer managers using social media to communicate with their volunteers are still in the minority, but numbers using this channel for volunteer recruitment in 2010 are almost double those in 2008 – 26.7 and 14.6% respectively

an important role in motivating and engaging existing volunteers²⁴² and there are some examples of their highly effective use in recruiting under special circumstances, such as during the Christchurch earthquake (see below)

- there is a strong trend for ICT-enabled direct volunteer to volunteer exchange (rather than volunteer/volunteer organisation connection), both through mechanisms not mediated by agencies (eg individuals networking through social media channels²⁴³) and through organisation-supported hosted web-space dedicated to volunteer interchange²⁴⁴
- ICT is widely acknowledged as underpinning microvolunteering²⁴⁵, with specific applications being developed to support that type of activity – for example, the ‘Sparked’ microvolunteering platform and others described in the literature²⁴⁶ – the UK Government’s Challenge Prize for the best new smartphone application that uses existing volunteering data to connect people to opportunities announced in the recent white paper²⁴⁷ is likely to create other new initiatives.

reported policy and practice implications

- use of ICT to facilitate volunteer to volunteer networking can provide opportunities for peer-to-peer engagement that may increase volunteer satisfaction and therefore retention, especially among younger age groups where the social dimension is an important motivator
- social media needs to be used in conjunction with more traditional methods of engaging with volunteers to ensure inclusivity²⁴⁸.

²⁴² eg Red Foundation (2011a) found 41.1% of UK volunteer managers use social media to communicate with existing volunteers – almost double the 2008 figure (21.8%); Volunteering Qld 2010a concludes social networking is used to connect and link volunteers in youth-led organisations although technology is not central to the way young people work in these organisations but simply one tool in a suite of tools and a great deal of emphasis is placed on direct people contact and face-to-face connection and discussion; Ellis 2012

²⁴³ eg Social network and Twitter users are more active in some aspects of participating in groups, including participation in charitable or volunteer organisations (Rainie et al 2011)

²⁴⁴ numerous sites exist, most commonly auspiced by volunteer agencies but there are also examples of web-space dedicated to this purpose as corporate philanthropy by some business eg the Voluntary Sector Network hosted by the Guardian newspaper at <http://www.guardian.co.uk/voluntary-sector-network>

²⁴⁵ which is particularly well suited to mobile ICTs – see Help From Home’s 2012b list of proposed microvolunteering initiatives not operating yet eg ReSync (an online peer mentoring service that supports young people trying to get back into work, education or training) are looking to develop a smartphone app where members of the public share their experience through micro mentoring; Papworth Trust want to develop a system to name and shame or name and fame companies on how well they promote accessibility, where volunteers would simply submit and tag a photo with the applicable shame or fame reference

²⁴⁶ United Nations Volunteers 2011a; Sparked 2010; HM Government 2010

²⁴⁷ HM Government 2011

²⁴⁸ reported in summary of outcomes of the 400 responses to the UK Government’s Green paper (HM Government 2011)

practice examples

- sites providing online support for volunteering are common, delivered not just under the auspices of volunteer organisations, but also through the business sector as corporate social responsibility initiatives – for example, the IBM On Demand Community (ODC) has been described as leading the field as the model for online support of volunteering, introduced in 2003 to support IBM's workforce and retiree population in 160 countries to volunteer in their local communities by providing online technology solutions, strategies and tutorials to share with their community organisations as well as volunteering skills assessment and training (IBM Australia registered 3,550 IBM employees and 141 IBM retirees for the ODC program, who have to date completed over 286,000 volunteer hours in their local communities and IBM has made over 260 ODC Grants of equipment or cash valued at over AU \$640,000)²⁴⁹
- an often-cited example of the effectiveness of social media in mobilising young volunteers during disasters is the Canterbury University Student Volunteer Army, established in response to the NZ earthquake via social media through a facebook call to friends, and eventually numbering 9,000 volunteers, using a web-based platform to organise volunteers by updating job positions, taking notes in the field, and sending photos with iPhones donated by Apple, and data cards from Vodaphone, 2Degree and Telecom (these companies also offered volunteers a no-cost SMS emergency short code and prepaid top-ups. Twitter, Flickr and Facebook offered channels for people to request and offer assistance and to gather data on information)²⁵⁰
- an example of use of social networking with (anecdotal) evidence of success in recruiting new volunteers specifically through this channel is the Volunteer Centre Brighton and Hove pilot use of social network services, where volunteers can connect with the Centre's volunteering opportunities directly on Facebook, i-volunteer and Twitter, using their particular interests (eg environment, animals) as criteria, with anecdotal evidence of an increase in volunteers contacting the service who have heard about it solely through social networking and an increase in people enquiring about the services on social networks who have had no previous contact with the Centre²⁵¹
- an example of the high levels of interest in volunteering that can be generated through small-scale initiatives using social media is the Red Cross (UK) Social Media Officer use of Twitter page, smartphone and a camera when touring the south east of England to document the work of UK Red Cross volunteers, including in emergency response situations, tweeting the trip in real time on Twitter and using Facebook to explain the more complex cases and uploading pictures of volunteers and beneficiaries at the end of each day, resulted in a very high takeup rate by the general public (as well as among Red Cross staff and volunteers), with retweets climbing to the levels they reach during high profile international emergencies²⁵²
- initiatives using ICTs to facilitate direct volunteer-to-volunteer contact (rather than mediated through volunteering or other support organisations) are becoming increasingly common – for example V2V²⁵³, described as an

²⁴⁹ Allen et al 2011; IBM Online Community websites (see bibliography listings)

²⁵⁰ Johnson 2011; United Nations Volunteers 2011a

²⁵¹ Volunteer Centre Brighton & Hove 2011; Payne & Feloy 2011

²⁵² Sport 2012

²⁵³ Allen, Galiano & Hayes 2011; Ayres (n.d.)

innovative social network that promotes direct contact among volunteers, enabling them to collaborate around projects and support one another, created in Rio de Janeiro and, through a global partnership with Starbucks Coffee Co. in 2008, becoming a global project and now being used in companies, universities and cities by over 85,000 volunteers who are developing more than 12,000 volunteer actions in 64 countries

- a recently-developed innovative example of technology being adapted for greater flexibility through targeting an episodic volunteer's pre-specified preferences is Slivers-of-Time, a UK social business set up to pioneer technology that can co-ordinate the instant booking of local people interested in giving their time and resource where a user can log their preferences and record their availability (eg 'I have three hours spare this Wednesday evening') and can control how far from home they travel, how much notice they need for a booking and their maximum number of hours to be booked per week, with the technology identifying opportunities to give time that match their profile – this platform is currently in operation behind the Breakaway website in Hertfordshire, enabling bookings between volunteers and clients with no need for involvement by a volunteer centre or council officers as everyone is directly managing their own requirements and it is being further developed to link to England's national volunteering database 'Do-It'²⁵⁴.

Regional volunteer information sharing and practice models

There was no information found in the published literature reviewed for this report that related directly to this specific issue area²⁵⁵. Some research was found that has indirect relevance in that the findings have implications that could be applied to this focus area, for example²⁵⁶, social networking tools being used during the Australian Emergency Management 2011 Summit to facilitate online participation by those unable to attend the event – a mechanism that may address barriers for regional volunteers. The websites of a number of volunteering associations around Australia that identify themselves as 'regional' in their name or were categorised as such through a keyword search were also viewed, but this did not identify any unique practice models or information sharing initiatives not used more widely.

Professionalising volunteering

The 2006 report noted that the professionalisation and corporatisation of volunteering has been widely documented, described as impacting on voluntary organisations and on volunteers (for example, through additional accountability and quality control reporting obligations) but also as providing opportunities such as skills acquisition

²⁵⁴ HM Government 2011

²⁵⁵ eg Tasmanian research on sustainability of rural volunteering including case studies of three rural and regional locations identified a range of volunteer management and recruitment issues and practices but these did not include information sharing (Crowley et al 2008)

²⁵⁶ Australian Emergency Management 2011 reported statistics on social media use included summit themes reaching 17,459 people via 658 tweets and 15,074 facebook posts

and a pathway to paid employment as a motivator to volunteer. Much of the pre-2006 material was descriptive while subsequent research is starting to provide an evidence base quantifying some of these impacts. The international practice literature, both pre and post 2006, also includes a wide (and expanding) array of resources in the form of guides and tools and other good practice material designed to support professional practices by volunteering organisations in areas such as recruitment and selection, volunteer management, organisational governance, and other issues relevant to their operations and the use of volunteers.

One of the most consistently reported trends in the post-2006 literature that can be linked to the professionalisation of volunteering is greater opportunity to formally accredit volunteer experience as employment-related competencies²⁵⁷. This has significant implications for recruiting and retaining volunteers for whom improving employability is a key motivator²⁵⁸ – a group reported as having grown following the global recession. As already described, there is a strong and growing policy focus on accrediting volunteer competencies under a ‘lifelong learning’ framework, delivered through partnerships between educational institutions and volunteer organisations, particularly in the UK and some other European countries²⁵⁹, underpinned by greater professionalisation of the volunteer sector as a whole.

Another positive feature described relates to older volunteers, particularly baby-boomer professionals, among whom there is an expectation that they will be professionally managed by the organisations they volunteer through, and whether or not this is perceived as being delivered may be a key factor in their retention.

Negative impacts on volunteers are also being documented²⁶⁰ – particularly the effect of volunteer perceptions of bureaucracy and formalisation on reducing volunteer satisfaction – although there is counter evidence that very low levels can alienate volunteers²⁶¹. There is also some evidence that complicated application and screening processes (which could be a by-product of organisational intentions to improve professional practice) may be a greater barrier for some under-represented groups of volunteers (see reported findings in previous sections).

²⁵⁷ for example, development of competency portfolios – ‘Kompetenzbilanz aus Freiwilligen-Engagement’ – under a program supported by the German Federal Ministry of Education and Research (Held 2007)

²⁵⁸ acknowledging the conclusion of the *Mutual Recognition of Skills and Competences Gained Through Volunteering* conference reported in Held 2007 that the voluntary sector needs to remain flexible to take into account different motivations of volunteers – some may want to obtain official recognition of their learning outcomes through volunteering, while others may be put off by requirements to document and assess their activities

²⁵⁹ Value 2011; 2010a,b

²⁶⁰ HM Government 2010 Green Paper states 49% of non-volunteers who would like to give time are put off by bureaucracy; Locke’s 2008 comparison of the 2007 and the 1997 UK national surveys of volunteering and charitable giving found there have been improvements in areas such as the organisation of volunteering but that there are growing concerns about the levels of bureaucracy and the lack of differentiation between volunteering and paid work – in 2007, 28% agreed there was too much bureaucracy, higher among 35-44 year-olds 35% and 45-54 year-olds 34% than young people (20% of 16-34 year-olds)

²⁶¹ Studer & Schnurbein’s 2012 literature review of organisational factors affecting volunteering

Definitional issues

The 2006 report noted one issue frequently raised in the research and practice literature is lack of clarity on the definition of volunteering and of consistency in the scope that this term encompasses and that these definitional issues are more than academic concerns since they impact on the evidence base on which policy decisions are based (for example, statistics on rates and trends in volunteering). They also have implications for how volunteering is viewed and presented in the wider community, and therefore, for example, in how to attract volunteers and support volunteer activity across different groups in the community.

A significant ongoing issue in the Queensland context is the inclusion of informal volunteering into the definition of volunteering, which is supported by Volunteering Australia and the Australian Bureau of Statistics (ABS). Recent research reinforces the propensity of different groups to engage in informal volunteering rather than through formal organisations – particular among young, Indigenous, and multicultural volunteers²⁶². International research²⁶³ confirms the high levels of participation in informal volunteering – which is often not measured in volunteering surveys and therefore survey-based statistics can under-represent real participation rates.

England's Citizenship Surveys²⁶⁴ measure formal and informal volunteering separately, each on two different frequency counts – volunteering at least once a month and volunteering at least once in the last year. Both frequency counts show higher informal participation rates, especially for the latter. In 2009-10, 40% of all adults volunteered formally at least once a year compared to 54% who volunteered informally – figures for the previous year were 41 and 62% respectively. For regular volunteers (at least once a month) the 2009-10 figures were 25 and 29% and were 26 and 35% respectively in 2008-09. Some people engage in both types of volunteering²⁶⁵. When counting *any* volunteering (whether formal or informal) the participation rate was 66% for the once-a-year count (65% higher than the formal volunteering level) and 42% for those volunteering at least once a month (68% higher) in 2009-10 – and this difference has been even greater in past surveys (up to 90% higher in 2001 for the once-a-year count).

These English survey figures indicate that Australian volunteering levels are likely to be substantially higher if informal volunteering is included in the definition applied by the ABS. Recent analysis of Queensland volunteering statistics by the former Department of Communities²⁶⁶ using Office of Economic and Statistical Research (OESR) Household Survey data (which unlike the ABS surveys also measures support for unrelated persons not provided through organisations) shows 46% of

²⁶² for example, there is strong evidence that there are differences between cultures in participation in informal and formal volunteering, both from studies cited earlier in the report and other international research eg CIVICUS 2011b

²⁶³ for example, in 2010 nearly 80% of volunteering in Bangladesh is conducted outside formal organisations (United Nations Volunteers 2011a)

²⁶⁴ Department for Communities & Local Government 2010a

²⁶⁵ eg UK research finding that informal volunteers accounted for 35% of the individuals surveyed of which 31% were also formal volunteers (Volunteer Development Agency, 2007a)

²⁶⁶ Department of Communities 2012a,b

people volunteered through organisations in 2011 and 31% volunteered to assist an unrelated person, with 55% doing both – equivalent figures for 2009 were 50% and 47% with 68% for both types of volunteering.

Another emerging definitional issue is the blending of volunteering with other forms of community engagement, particularly political and cause-related activism – although this is far more prevalent internationally than in Australia to date²⁶⁷. For example, the policy agenda in England and Wales has mainstreamed volunteering under the broader social policy agenda of community renewal and community engagement²⁶⁸ and there are numerous examples of recent American and Canadian research where volunteering is being combined with political activism under the umbrella of civic engagement²⁶⁹. There is also a blending of volunteering, charitable giving, voter/traditional public participation, and activism into 'participation' in some more recent research²⁷⁰ as well as in the UK Government's 2010 Green Paper²⁷¹ on giving which covers both giving time through volunteering and giving money through charitable contributions.

A United Nations review²⁷² of volunteer policies and enabling legislation around the world concludes that there is no single definition of volunteerism that is accepted at the international level, although certain key elements and values can be emphasized, specifically that volunteerism consists of activities or work that some people willingly do without pay to promote a cause or help someone outside their household or immediate family. This definition expands the concept of volunteering to include activism and other forms of civic engagement not necessarily encompassed by traditional definitions of volunteering.

Conclusions

The literature between 2006 and 2012 has confirmed that many of the trends identified in the 2006 report have continued. Emerging issues identified in the 2006 review are being explored in subsequent research, which is contributing greater depth to the evidence base on which the conclusions of that earlier report were based. The practice literature shows that there has been an uptake and mainstreaming of what was described in the pre-2006 literature as 'innovative' practice in many areas, particularly online volunteering, corporate volunteering, episodic volunteering, and targeted programs for older and young people. The focus has now shifted to other areas, particularly microvolunteering and volunteer tourism.

²⁶⁷ Talcott 2011; Petriwskyj 2007

²⁶⁸ Zimmeck's 2009 review of 41 UK policy documents and pieces of legislation concludes that since 1997 the government has been 'hyperactive' in terms of its approach to volunteering (busier in twelve years than its predecessors had been in the previous forty) but this early enthusiasm for volunteering as a key contributor to the success of its wider policy agendas has waned and in mid to late 2000 it has downgraded volunteering to a subordinate role, with policies increasingly favouring terms such as community engagement

²⁶⁹ Carpini 2010; Williams et al 2010; RespectAbility et al 2006a

²⁷⁰ eg Pathways through Participation 2010a,b,c,d; Brodie et al 2011

²⁷¹ HM Government UK 2010

²⁷² United Nations Volunteers 2009

The literature also shows greater recognition that there are no 'silver bullets' for growing volunteering through developments such as uptake of new technologies (eg social media) or with previously predicted trends now reaching the point where they can be measured (eg predictions of large growth in volunteering contributions as an affluent time-rich Baby Boomer generation retires or upon young people increasingly taking up episodic volunteering or the uptake of 'innovative models' such as microvolunteering) as the evidence base for their impact (or lack of) is strengthened.

Overall, the recent research and practice literature confirms the conclusion of many reports that it is the quality of the volunteer experience that is the critical factor in successfully engaging volunteers and therefore strategies that enrich the volunteer experience (particularly recognition, training and professional development opportunities, and effectively matching volunteers' skills and interests to volunteering activity) all enhance volunteer retention. There is also a growing view that retention and re-engagement of former (but currently inactive) volunteers may be key to growing volunteering.