

KEY FINDINGS

Current Volunteer Trends



1. Literature review



a. Internationally



More volunteers but volunteering for fewer hours and for shorter time.



Volunteers want common values and goals, respect, a sense of purpose and belonging at the organisation.



Volunteers work with older adults for personal benefit and altruism.



Training improves retention rates.



Micro-volunteering, digital engagement and virtual volunteering are becoming more popular.

Younger adults

Main motives are career benefits and social interaction. Online recruitment, digital engagement and inclusion are increasingly important. Main barriers are time constraints and a lack of awareness of opportunities.

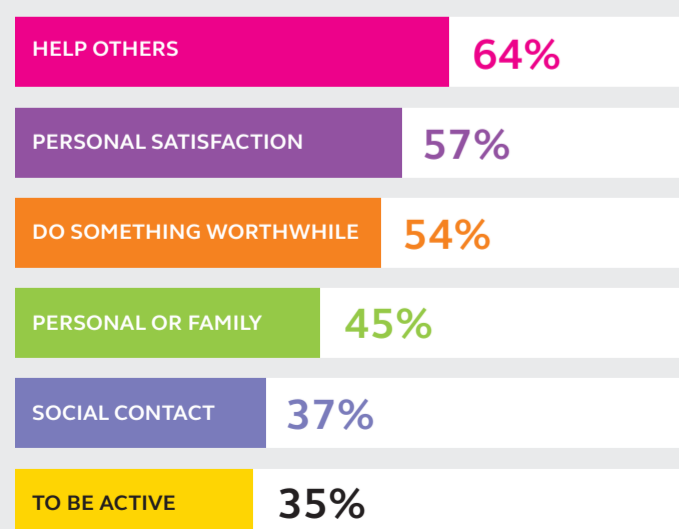
Older adults

Main motives are altruism, utilisation of skills and social engagement. Factor in incentives, eg, mileage reimbursement, social activities. Main barrier is time constraints.

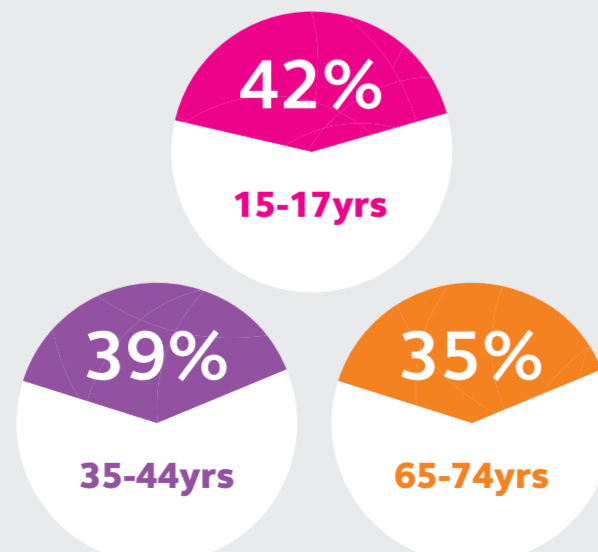


b. Australian

ABS 2014: The most common reasons for volunteering were:



Volunteering rates were high for people aged



2. Key findings for Chorus



Chorus was praised for:

Acceptance of volunteers living with disability and mental health recovery; the safe inclusive environment; a processes in place for corporates; being well equipped, well-organised and very aware of safety requirements; clear and prompt communication, helpfulness and a good relationship, especially with corporate customers and their volunteers.



Important to corporations:

Camaraderie, team work and a meaningful staff experience; established volunteering goals and objectives.



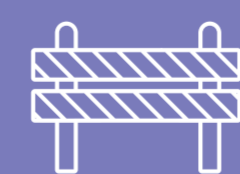
Valued by volunteers:

Positive comments from customers; person-centred reward and recognition; meeting volunteering goals; processes and support for volunteers to transition to different roles, including paid roles.



Enablers for volunteers and Chorus:

Volunteers living with disability require person-centred support and processes. Matching volunteer skills with organisational needs was working for both the volunteers and Chorus. Micro-volunteering has been successful.



Barriers for volunteers and Chorus:

The enrolment process. Corporates were not affected by the transition to Chorus but some long-standing individual volunteers had left. There was already 'survey fatigue' for both volunteers and staff resulting in low recruitment for this study.

3. Best practice guidelines



Understand the individual volunteering goals and objectives of corporate organisations.



Provide comprehensive training and inductions to volunteers.



Aim to provide a person-centred flexible volunteering experience.



Create a sense of social interconnectedness amongst volunteers.



Value volunteers and recognise their efforts and contributions; ensure it is person-centred.



Support volunteers through periods of change, whether it be organisational or personal change.



Improve communication between Chorus and individual volunteers.



Improve the efficiency of the volunteer application process.



Improve marketing and increase brand awareness. Advertise in a variety of locations and ways. Advertise the benefits of volunteering. Track existing and future recruitment methods to measure their success.



Create more opportunities for micro-volunteering, digital engagement and virtual volunteering.



Advertise roles as flexible and considerate of time restraints.

Younger adults

Promote the social and career benefits; depict younger volunteers in advertising; advertise online and in locations where young adults frequent.

Older adults

Tailor marketing to promote the utilisation of their knowledge and skill set, the range of volunteering activities on offer and the incentives, eg, travel reimbursement, social outings etc.