



Volunteering Australia
10th National conference on volunteering

The Volunteering Market-place

George Thomson-Volunteer Development Scotland

Melbourne 2-4 June 2004

What's it about?

- ◆ observations from a devolved country
- ◆ sharing the evolution of our ideas
- ◆ leading to a way of looking at volunteering which may be revolutionary for some of you.....or at least helpful!

Volunteer Market-place

Supply

Population

Age

%volunteering

barriers

Voluntary, public,
private

Demand

Perspective and starting points

- ◆ How we might understand the research about volunteers and potential volunteers as a “supply-side” inquiry
- ◆ How we might understand the opportunities for volunteering as a “demand-side” inquiry
- ◆ What can we learn from the analysis which informs actions of Government, National centre’s, Volunteer Centre’s and organisations

UN definition of volunteering

- ◆ Formal service delivery; health, sports, environment, arts, literacy, education and so on. Can be local, national or international in scope. Focus is on support to others. Can include employer supported volunteering.
- ◆ Civic engagement-participation and representation on public bodies, and legitimacy towards decision-making structures
- ◆ Campaigning-e.g. world wide ban on landmines involved 300million volunteers.The freedom to organise and campaign around issues and needs
(all requiring different kinds of practice)

Impacts of volunteering

- ◆ Individual volunteer and other individuals
- ◆ Groups and organisations (meeting objectives)
- ◆ Communities and communities of interest
- ◆ Wider society

Organisational objectives driving volunteering

- ◆ Recognise the role of negotiation and consensus in the “volunteer contract” e.g. Nth Ayrshire libraries
- ◆ Strathclyde police speed gun volunteers!

Social capital

- ◆ Bonding within close networks
 - ◆ Bridging between communities and strangers
 - ◆ Linking to power
- Volunteering contributes to social capital in these 3 domains

Why take a market analysis?

- ◆ looks at the context that the market works within
- ◆ analyses trends and research about who volunteers and why, and who doesn't
- ◆ analyses the demand for volunteering and what's happening
- ◆ focuses attention on what needs to change (whether an infrastructure, Government, or local-based organisation)

Social, Economic, Political and Environmental Context for the market-place

“Americorps”-concept of corps doesn’t work in Scotland!

Iran earthquake and California

Fire-fighters in Australia

Latin America and Catholicism

Volunteer activity is heavily influenced by the conditions of the country and international ones too.

Volunteer Market-place

Supply

Population

Age

%volunteering

barriers

Over focus on the supply-side by Government etc.

Need to be more concerned with organizations

Voluntary, public,
private

Demand

Supply-side inquiries

- ◆ population and demographic changes
- ◆ Numbers volunteering and not
- ◆ Break-down of age, sex, class, health, employment, criminal record, geography, activity etc.
- ◆ Qualitative about attitudes, perceptions, needs and aspirations

Supply-side in Scotland some findings

- ◆ 5million pop (4m over 16) getting older
- ◆ 38% undertook voluntary activity in last year
- ◆ marginally more women than men
- ◆ Class divide (53% AB versus 26% DE, only 17% unemployed volunteer). 41% starting work AB volunteer versus 10% DE. EQUAL WILLINGNESS.
- ◆ 30% of all current volunteers started at school-age-lifelong connection at different life stages

Supply-side in Scotland some findings-top activities

- ◆ Raising money (38%)
- ◆ Events
- ◆ Committee work
- ◆ Services
- ◆ Sports and recreation
- ◆ Campaigning
- ◆ Administration
- ◆ Environment

Supply-side in Scotland some findings

- ◆ Many people never get introduced, know how to, or are encouraged into volunteering through family and friends
- ◆ **Social class divide starts young!**

Young people research

- ◆ 75% interested in school based
- ◆ Team work
- ◆ Project-centred
- ◆ Flexible and enjoyable
- ◆ Making a difference
- ◆ No financial incentive appropriate thank-you!
- ◆ See middle-class involvement but respect it, and see value of volunteering for others and themselves
- ◆ Good branding and peer acceptance with ethical corporate support
- ◆ “Project Scotland” and not cheesy Scottishness!

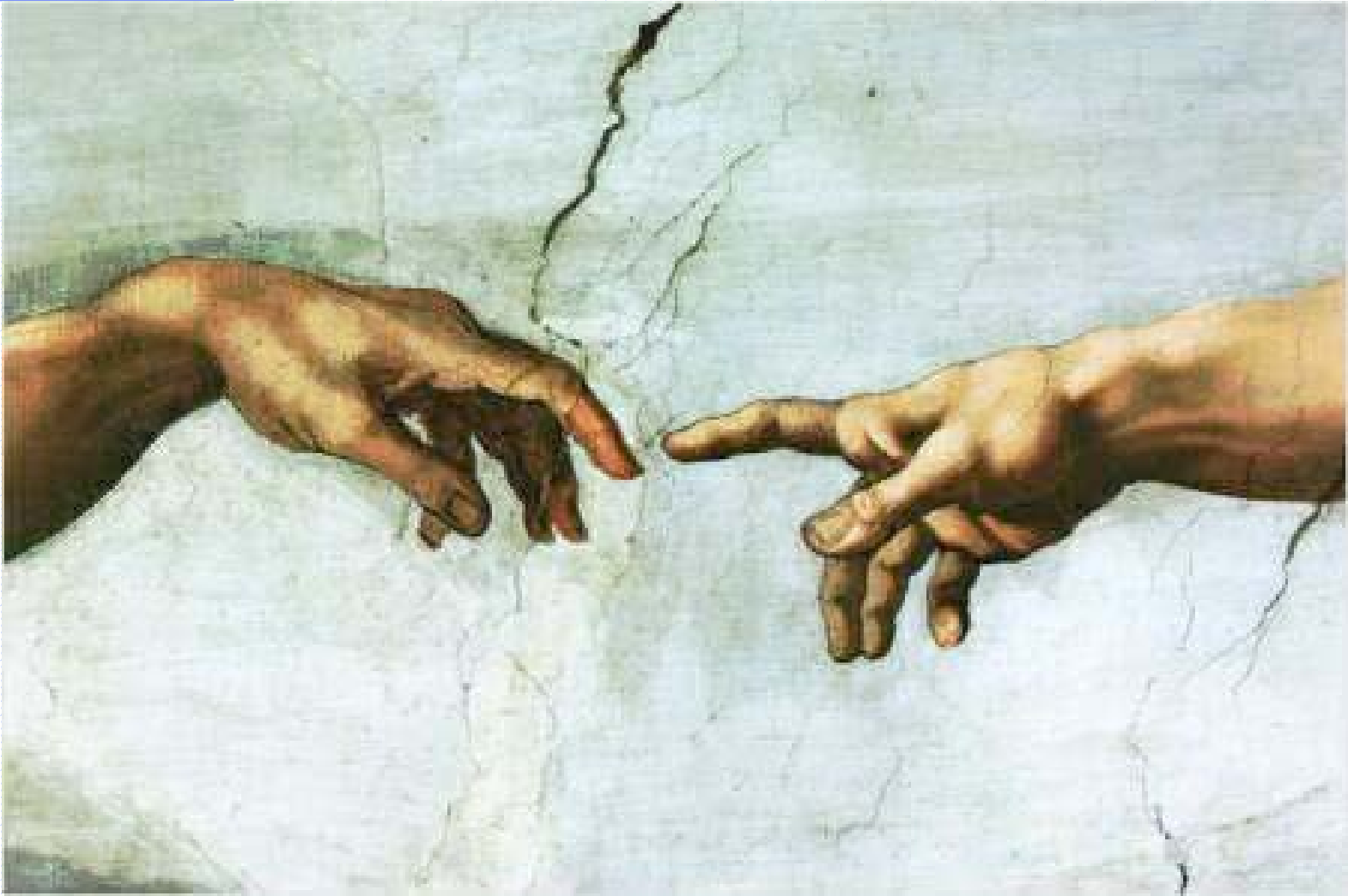
Demand-side Scotland inquiries (not enough known)

- ◆ who is asking for volunteers
- ◆ how does volunteering connect to organisational objectives
- ◆ how are volunteer involving orgs recruiting and sustaining volunteers in the market
- ◆ How are volunteer opportunities created in the first place and by whom
- ◆ How does other community engagement approaches e.g. community development help create volunteer opps
- ◆ What are the organisational needs to support volunteering
- ◆ What is the corporate sector capable of doing

Demand-side Scotland key findings

- ◆ Voluntary sector-75% of all volunteering with very limited resources
- ◆ Public sector involves 25% of all volunteers
- ◆ Shortages of volunteers reported

Market-place equilibrium!!



Government role

Volunteer Market-place

Supply

Population

Age

%volunteering

barriers

Govt role to
address
market-failure
or improve
efficiency

Voluntary, public,
private

Demand

Scotland's strategy-4 strands

- ◆ Young people (inc school age) to tackle class divide and build for future involvement.(supply-side)
- ◆ Dismantle barriers and opportunity gap (demand-side)
- ◆ Improve the volunteering experience (demand-side)
- ◆ Market intelligence and measurement of impacts

Government role examples;

- ◆ youth worker practitioners addressing social class divide in every Volunteer Centre
- ◆ support to voluntary sector-capacity building
- ◆ lead by example on strategic plans incorporating where relevant volunteer opportunities

Volunteer Development Scotland

- ◆ Research and “market-intelligence”
- ◆ Training and knowledge exchange
- ◆ Partnerships and demonstrations e.g. health and sports
- ◆ Networking and membership
- ◆ Volunteer Centres’ development (esp. Millennium Volunteers this year)
- ◆ Advocacy and policy

Action

- ◆ Higher strategic levels to understand role of volunteering in meeting orgs objectives
- ◆ Professional workers to integrate with their practice (org dev/HR dev/CLD/learning)
- ◆ Dedicated work to address social class divide to attract young people, and improve experience of volunteering (childcare currently 7%!)
- ◆ Recognition of the value of all kinds of volunteering incl. campaigning

Connecting with the conference!

- ◆ Covered how we might use a market-place framework to understand the market-forces that impact on volunteering
- ◆ illustrated how this approach has influenced our thinking in Scotland
- ◆ Indicted the need for us to find out a lot more
- ◆ Hope that this has been helpful to you (send me a postcard!!)



