



## International Year of Volunteers 2001 Evaluation Report



International Year of Volunteers 2001  
Evaluation Report



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## Minister's Foreword

International Year of Volunteers 2001 was a reminder to Australian governments, communities, businesses and to the media that it is time to say *thank you* to the 4.4 million Australians who give over 704 million hours of their time to this country.

Australia's volunteers raise funds, sit on boards of management, share their skills and most importantly help others. They are literally lifesavers. They are in the main however, *ordinary* people — ordinary people whose *extraordinary* contribution binds Australian society together.

It was with great pleasure that I was able to oversee a very successful year. There is no doubt that the activities and events held during 2001 have left a long and lasting impression on the Australian community. The Commonwealth government's commitment to fostering the Australian spirit of volunteering, supporting grass-roots community organisations and encouraging partnerships between government, business and community has certainly played a large part in this success and is highlighted in this evaluation.

However, we cannot become complacent with our success. Governments, business and community must continue to work together to sustain the outcomes of IYV 2001.

The Commonwealth Government's commitment to volunteering has not wavered now that IYV 2001 is over, in fact it has strengthened. Funding for Commonwealth volunteering programs has more than doubled since the beginning of IYV 2001 and this is set to increase further. Today, on International Volunteers Day it gives me great pleasure to announce that the Howard government is making available \$3 million for Volunteer Small Grants for community organisations.

So in farewelling IYV 2001, we welcome fresh enthusiasm and support for our volunteers.

Thank you to everyone who worked so hard to ensure IYV 2001 was such a success, especially Volunteering Australia and its network and to Australian Volunteers International for their leadership throughout the year.

Thank you of course to our volunteers – you are crucial to Australia's past, present and future!!

AMANDA VANSTONE





# 1 Australia's International Year of Volunteers (IYV)

## 1.1 Context

“The designation by the General Assembly of 2001 as the International Year of Volunteers (IYV) has provided tremendous impetus to what is fast becoming a worldwide movement. IYV is already a milestone in the history of volunteering — it must also be a stepping-stone to the future. It has provided space for government and civil society to work together and to map out ways in which volunteering can be supported in coming years.” (International Symposium on Volunteering Final Report ISV 2001 Resolution).

As requested by the Prime Minister, the Minister for Family and Community Services (FaCS) coordinated the Commonwealth's initiatives to celebrate IYV, allocating over \$15 million to support the Year. The Governor-General, His Excellency, the Right Reverend Dr Peter Hollingworth AC OBE, assumed the role of National Patron of the International Year of Volunteers, following Sir William Deane's retirement from the position.

The International Year of Volunteers provided the impetus for the Commonwealth government to recognise and celebrate the extraordinary contribution that volunteers have historically given and continue to give to this country. In 2000, approximately 32 per cent of Australians over the age of 18 years volunteered their time and energy to not-for-profit organisations. These volunteers contribute approximately 704 million hours at an estimated value of \$42 billion per annum with the most common volunteering activities being fundraising, management, teaching and administration.

Work in preparation for IYV began early in 2000. An IYV Community Council of Advice was established by the community sector with Volunteering Australia and Australian Volunteers International co-chairing. Commonwealth government funds were made available through the Stronger Families and Communities Strategy, given the expectation that IYV would contribute to the achievement of capacity building within communities. FaCS conducted a series of think-tanks and community consultations across Australia attended by community organisations, volunteer bodies and representatives from business and government and together three key objectives for the year were developed.

Finally, State and territory governments and community sectors also undertook their own activities. These are not evaluated as part of this document.

## 1.2 Objectives

The International Year of Volunteers was intended to leave a lasting impression on the Australian community, acting as a springboard for strong voluntary activity in years to come. Through participation in IYV, FaCS aimed to:

- ▶ Recognise and celebrate the outstanding contribution volunteers make to a strong, cohesive Australian society
- ▶ Have community, business, the media and government work together to build an Australian society that encourages and nurtures a culture of volunteering
- ▶ Support Australian communities in their engagement in valuable and productive voluntary activities.

## 1.3 Activities

### 1.3.1 Overview

These objectives were progressed through various IYV initiatives, divided into three key areas:

- ▶ Funding to the Community and Voluntary sectors
- ▶ Development of Key Partnerships
- ▶ Communication Strategy.

FaCS also commissioned a significant piece of research, a study undertaken by the Social Policy Research Centre focussed on volunteering in Australia and in comparable countries. This document is available separately and was reviewed as part of the development of the framework for evaluating the IYV activities supported by FaCS.

Detailed summaries of the range of programs and activities undertaken on the three initiatives are outlined in a summary report developed by Quantum Market Research (QMR) and provided separately. Quantum has prepared this evaluation report having been commissioned by FaCS to undertake a program of evaluation activities.

### 1.3.2 Funding of the Community and Voluntary Sectors

During IYV 2001, FaCS offered three rounds of grants to community organisations through two programs; the IYV Small Grants Program and IYV Small Equipment Grants Program.

The IYV Small Grants Program over 2 rounds offered grants of up to \$5,000 to assist community organisations recognise, celebrate and support volunteers. Approximately 7,800 applications were received with almost 2,200 organisations receiving funding.

An IYV team worked with the independent IYV Community Council of Advice (CCA) and staff from FaCS State and Territory offices to assess applications. Assessment was made on the basis of the published selection criteria and on equitable distribution of funding throughout Australia utilising the Australian Bureau of Statistics Statistical Regions as a guide.

A wide range of organisations from different voluntary sectors were funded, including sport, the arts, environment, health, emergency services and community services.

Examples of projects funded included:

- ▶ Support for volunteers through training
- ▶ Celebration and recognition of volunteers holding celebratory meals or events or street parades; and
- ▶ Providing recognition in the form of certificates, gifts and medallions or by establishing for examples, memorial gardens or the production of books.

From materials provided by FaCS it is fair to say that initial FaCS expectations of the community response to the year were understated. The response to the two rounds of the **Small Grants** program to assist community organisations to recognise, celebrate and support volunteers was overwhelming.

A third round of **Small Equipment Grants** of up to \$5,000 were offered to small community organisations to purchase equipment to make the work of volunteers easier, safer or more enjoyable. Approximately 16,800 applications were received with approximately 2840 organisations receiving funding. Assessment was made on the basis of the published selection criteria and on equitable distribution of funding throughout Australia utilising the Australian Bureau of Statistics Statistical Regions as a guide.

Equipment purchased through the IYV Small Equipment Grant varied from cooking utensils such as stock-pots, cooking trays and boilers to sunshades, computers, ride-on mowers and uniforms.

Furthermore funding of eight 'Practical Solutions Grants', ranging from \$15,000 to \$25,000 for peak volunteering organisations was provided in an effort to assist these organisations focus on building the capacity of communities through volunteering. These projects were of a practical nature that encouraged local effort with an emphasis on regional Australia, disadvantaged areas or the needs of indigenous families and communities.

Funded projects included a Touring Photographic Exhibition run by Australian Volunteers International, development of six volunteering parks by Volunteering SA, a volunteering NT project into Indigenous women and a Community Referral Guide by Volunteering WA.

### 1.3.3 Development of Key Partnerships

Sponsorships and partnerships with a variety of businesses and community organisations were established to help FaCS promote the year. These included:

- ▶ The secondment of a FaCS officer to work at Volunteering Australia
- ▶ Sponsoring (with others) the Volunteering Australia/Australian Volunteers International IYV Conference, National Rural Health Conference, special IYV awards in the National (Australia Bank) CommunityLink Awards and the Local Government Association Awards
- ▶ Funding to expand and develop Volunteering Australia's 'GoVolunteer' volunteer recruitment database and website, listing volunteering opportunities in a range of fields for potential volunteers across Australia
- ▶ Partnering with The Body Shop in implementing the National Day of Action and using the event to bring focus to National Volunteering Week
- ▶ Partnering with Clean Up Australia in celebrating volunteers preserving the environment
- ▶ Partnering with Telstra in launching a \$10 Telstra phone card
- ▶ Partnering with the Australian Mint in launching a \$1 IYV commemorative coin.

### 1.3.4 Communication Strategy

In fulfilling its obligation to promote the IYV 2001 and nurture a positive image of volunteering, FaCS developed a communication strategy for IYV 2001. To prepare for the communication strategy, consultants were contracted to conduct research for IYV 2001 in late 2000. The total cost of the communication strategy was over \$2 million covering research, public relations, event management, advertising, community service announcements, website development and maintenance, development of imagery and products.

The communication strategy aimed to:

- ▶ Promote awareness of IYV
- ▶ Raise awareness of the range/scope of volunteer activities
- ▶ Engender positive attitudes to volunteering
- ▶ Encourage non-volunteers to participate in volunteering.

The specific communication tools used to achieve the objectives included:

- ▶ The engagement of a public relations firm to promote the year through a variety of public relations methods
- ▶ Event management
- ▶ Theme celebrations and launches

- ▶ Advertising campaign (TV, magazines, milk carton)
- ▶ 1300 number linking callers to their nearest Volunteering Resource Centre
- ▶ Website development and maintenance (*www.iyv2001.gov.au*)
- ▶ IYV Resource Kits
- ▶ Development of imagery and products including volunteer recognition certificates, postcards, tattoos, posters, pins, banners, button badges, t-shirts, water bottles, car stickers and mugs
- ▶ An IYV 'Celebrating Volunteers 2002' diary featuring over 250 stories contributed by volunteers in the community to the Volunteer storybook featured on the Commonwealth's IYV website.

Also included was \$100,000 provided to the Department of Communication, Information Technology and the Arts (DOCITA's) Centenary of Federation team to produce Community Service Announcements that promoted both IYV and the Centenary of Federation.

#### 1.4 Use of the Evaluation Findings

The findings from the Australian IYV 2001 Evaluation will be included in the evaluation of the Stronger Families and Communities Strategy to be completed by mid 2005. The evaluation report will be forwarded to the United Nations for posting on the UN global volunteer portal, to be launched on International Volunteers Day (5 December) 2002.

## 2 Executive Summary

### 2.1 Report Card on IYV

In reviewing the findings from the evaluation against the stated objectives for IYV 2001 in Australia, the results provide a clear assessment on the impact of the activities supported and fund by FaCS.

#### **Objective 1**

*Recognise and celebrate the outstanding contribution volunteers make to a strong, cohesive Australian society*

#### Volunteers

- ▶ 97 per cent of volunteers were **able to identify the purpose of IYV** with recognition and reward of the work of volunteers and raising awareness of what volunteering is being the primary purposes identified
- ▶ 62 per cent of volunteers were **aware of IYV 2001 celebrations**, 24 per cent indicated **direct involvement**
- ▶ 64 per cent of volunteers **felt recognised and supported during the IYV Year**, 76 per cent amongst those involved in volunteer work prior to IYV. 24 per cent **received something or participated in a specific IYV activity**
- ▶ More than 90 per cent of those involved in IYV activities felt those **activities recognised and celebrated the work of volunteers well**
- ▶ 92 per cent of volunteers feel that **they and many others give their time without being paid** and are **well respected and hard workers**
- ▶ Attitudinally amongst volunteers:
  - ▶ 73 per cent feel IYV has **provided appreciation and support of their activities**
  - ▶ 73 per cent feel IYV has **shown the benefits of volunteering**
  - ▶ 69 per cent feel IYV has **given the community a positive perspective of their efforts**
  - ▶ 67 per cent feel IYV has **broadened community understanding of what volunteering involves**
  - ▶ 50 per cent feel IYV has **improved resources and skills for volunteer organisations to effectively undertake their activities**
- ▶ **80 per cent of the volunteers interviewed had volunteered within the last two years**

### Community and Volunteer Organisations

- ▶ 76 per cent of grant applicants and 95 per cent of VRCs **recalled IYV initiatives/activities/events**. 60 per cent of applicants and 95 per cent of VRCs indicated **direct involvement**.
- ▶ 98 per cent of grant applicants and all VRCs were **able to identify a purpose for IYV** with recognition and reward of the work of volunteers and raising awareness of what volunteering is being the primary purposes identified
- ▶ Attitudinally amongst grant applicants:
  - ▶ 89 per cent feel IYV has **given the community a positive perspective of volunteer efforts**
  - ▶ 89 per cent feel IYV has **provided appreciation and support of volunteer activities**
  - ▶ 89 per cent feel IYV has **shown the benefits of volunteering**
  - ▶ 83 per cent feel IYV has **broadened community understanding of what volunteering involves**
  - ▶ 62 per cent feel IYV has **improved resources and skills for volunteer organisations to effectively undertake their activities**
- ▶ 71 per cent of grant applicants reported an **increased number of volunteers following IYV**
- ▶ **A mean 15 per cent and median 5 per cent of current volunteers have become volunteers during or since IYV according to grant applicants**
- ▶ Attitudinally amongst VRCs:
  - ▶ 90 per cent feel IYV has **given the community a positive perspective of volunteer efforts**
  - ▶ 86 per cent feel IYV has **provided appreciation and support of volunteer activities**
  - ▶ 81 per cent feel IYV has **shown the benefits of volunteering**
  - ▶ 81 per cent feel IYV has **broadened community understanding of what volunteering involves**
  - ▶ 29 per cent feel IYV has **improved resources and skills for volunteer organisations to effectively undertake their activities**
- ▶ 90 per cent or more of the applicants felt that the **activities for which they received FaCS funding for IYV recognised and celebrated the work of**

**volunteers in the community.** VRCs were strongly supportive of celebrations, merchandise, publicity and IYV awards and moderately supportive of most other initiatives

### Communication Strategy

- ▶ 92 per cent of volunteers and 98 per cent of grant applicants felt the **depiction of volunteering during IYV was accurate** to some degree
- ▶ 20 per cent of volunteers and 42 per cent of grant applicants were **aware of the theme months through IYV** a year or more on from when they occurred

### Objective 2

*Have community, business, the media and government work together to build an Australian society that encourages and nurtures a culture of volunteering*

### Volunteers

- ▶ 46 per cent claimed **awareness of businesses that regularly assist volunteers and the work they do**
- ▶ 74 per cent feel that the **environment for volunteering is changing** with the key changes being perceived difficulty in attracting volunteers (31 per cent), more complex and demanding volunteer work (11 per cent) and the need for more skills and training (10 per cent)
- ▶ Attitudinally amongst volunteers:
  - ▶ 66 per cent feel IYV has **helped build commitment to volunteers and their activities, encouraging them to continue volunteering**
  - ▶ 65 per cent feel IYV has **created an environment that encourages a culture of volunteering**
  - ▶ 62 per cent feel IYV has **strengthened the relationship between volunteer organisations, government and communities**
- ▶ 11 per cent of volunteers had used a VRC in the last two years

### Community and Volunteer Organisations

- ▶ 48 per cent of grant applicants claimed **awareness of businesses that regularly assist volunteers and the work they do**
- ▶ 31 per cent of applicants had **forged relationships with business during IYV**, 87 per cent of which are **still active a year on from IYV**
- ▶ Attitudinally amongst grant applicants:
  - ▶ 77 per cent feel IYV has **strengthened the relationship between volunteer organisations, government and communities**

- ▶ 75 per cent feel IYV has **helped build commitment to volunteers and their activities, encouraging them to continue volunteering**
- ▶ 74 per cent feel IYV has **created an environment that encourages a culture of volunteering**
- ▶ Attitudinally amongst VRCs:
  - ▶ 62 per cent feel IYV has **strengthened the relationship between volunteer organisations, government and communities**
  - ▶ 58 per cent feel IYV has **helped build commitment to volunteers and their activities, encouraging them to continue volunteering**
  - ▶ 38 per cent feel IYV has **created an environment that encourages a culture of volunteering**

### **Objective 3**

*Support Australian communities in their engagement in valuable and productive voluntary activities*

#### **Volunteers**

- ▶ Attitudinally amongst volunteers:
  - ▶ 81 per cent feel IYV has **shown the real need for volunteers within communities**
  - ▶ 73 per cent feel IYV has **increased awareness of the number and types of volunteering organisations**
  - ▶ 71 per cent feel IYV has **supported communities in their engagement in valuable and productive voluntary activities**
  - ▶ 51 per cent feel IYV has **increased the interest of potential volunteers in volunteering**

#### **Community and Volunteer Organisations**

- ▶ Attitudinally amongst grant applicants:
  - ▶ 87 per cent feel IYV has **shown the real need for volunteers within communities**
  - ▶ 83 per cent feel IYV has **increased awareness of the number and types of volunteering organisations**
  - ▶ 77 per cent feel IYV has **supported communities in their engagement in valuable and productive voluntary activities**
  - ▶ 71 per cent feel IYV has **increased the interest of potential volunteers in volunteering**
- ▶ Attitudinally amongst VRCs:
  - ▶ 86 per cent feel IYV has **shown the real need for volunteers within communities**

- ▶ 81 per cent feel IYV has **increased awareness of the number and types of volunteering organisations**
- ▶ 62 per cent feel IYV has **increased the interest of potential volunteers in volunteering**
- ▶ 57 per cent feel IYV has **supported communities in their engagement in valuable and productive voluntary activities**

### Communication Strategy

- ▶ 60 per cent of volunteers were **aware of IYV celebrations**
- ▶ The awareness levels of specific initiatives one year on from IYV were:
  - ▶ **1300 number** – 15 per cent aware
  - ▶ **IYV website** – 2 per cent aware
  - ▶ **Go volunteer website** – 6 per cent aware
  - ▶ **Advertising and other communication materials** – 66 per cent of volunteers aware, 89 per cent of grant applicants aware

## 2.2 Conclusions

From the results delivered through this evaluation, it is apparent that FaCS' involvement in IYV 2001 has delivered successfully on all three core objectives – **celebration, culture-building and engagement.**

The successful planning and implementation of activities, events and other initiatives during the Year, coupled with the support and involvement of VRCs, and a wide variety and large volume of volunteer organisations, has provided outcomes beyond the expectations of FaCS.

It is particularly pleasing that not only has the Year provided greater connectivity between community, business and government in supporting and encouraging volunteerism, but has also stimulated and nourished the interest of the community in participating in volunteer activities. By appropriately recognising and depicting/positioning the concept of volunteer work in the eyes of the community, IYV and its activities have given context and perspective to an area previously less well understood and appreciated in the community.

Far from being a 'shot in the dark' or 'flash in the pan', the Year has provided a strong foundation on which to continue effort and impetus to explore more ways to encourage participation in this most important endeavour.

By providing the basis to enhance and sustain a coordinated approach to sourcing volunteers and the means to support and recognise their efforts, IYV 2001 has delivered a new framework for community organisations and support services. This framework identifies the value and impact that strong volunteer efforts can make in communities and provides avenues and mechanisms to prolong and nurture the involvement of individuals in important community work.

The Year will be remembered by many (particularly those in the community and voluntary sectors) as the ‘start of something big’ – the year in which volunteer efforts achieved status and the value attributed to those efforts reach the collective consciousness of the nation. Continued devotion to the volunteer spirit, coupled with ongoing financial and emotional support to those most closely associated with drawing volunteer support will be critical to retaining the momentum generated during 2001.

### 2.3 Implications

IYV 2001 is judged to be a success by this evaluation. It has delivered on its objectives well, provides a solid foundation for future similar activities and offers a basis on which to make further gains in the level of community and organisational involvement in the volunteer arena over coming years.

Whilst the findings are extremely positive and support this notion, there are some key implications to learn from in going forward:

- ▶ **The extent of involvement of VRCs and volunteer organisations in supporting, planning and implementing a year like IYV 2001 should not be underestimated.** Whilst FaCS has played the lead role, the grass-roots organisations need to be recognised for their efforts. Strong connections, strong support and commitment to the cause are all evident in the results. Future initiatives should draw from this support, recognising the extent to which such efforts are offered and delivered with a minimum of fuss and the greatest goodwill in the world.
- ▶ **The concept of ‘true’ volunteering appears to be under some threat as government policy collides with the human spirit.** Most would agree that volunteering implies freedom of will and that tampering with the meaning of volunteering has the potential to undermine the extent to which individuals feel inspired and willing to give of their time and themselves. Care should be taken to avoid confusion between the concept of time given freely and time taken by virtue of stipulation.
- ▶ **Embarking on a year of celebration, culture-building and engagement requires significant resources and ongoing support to deliver an appropriate return on investment.** Whilst governments will always be under pressure to deliver more with less, and departments will be forced to organise themselves to ensure this happens, there are some activities or initiatives which transcend normal behaviour. The investment of time, energy and economic resources to the task of nurturing and expanding the volunteer community is ‘paid back in spades’ when the value and impact of such activities is measured. National statistics on the amount and value of volunteer work highlight the gains to be made from such small initial investments coupled with periodic ‘shots in the arm’ to enthuse and recharge those involved.

- ▶ **The timing of evaluation, whilst largely impacted by bureaucratic process, is likely to have unduly influenced the outcomes.** In essence, it is likely that many results would have been significantly more positive had the evaluation been undertaken either during or close to the conclusion of the Year's celebrations. Future evaluations ought to be better planned to ensure the true impact and effect of the initiatives can be assessed at the time at which impact might be expected. Having said this, it would seem that the passing of time has not interfered unduly with the memories of those closely involved with IYV (applicants and VRCs) and that results are still very positive in the final analysis.
- ▶ **The impact and emotional lift evident in the views of successful grant applicants highlights the potential for big gains from small investments.** Despite the relatively small amounts granted to so many organisations and the sense of 'opportunity lost' amongst unsuccessful applicants, almost all can recognise the immense value in supporting the organisations that operate on the ground to deliver community support.
- ▶ **IYV 2001 has provided the impetus for many businesses to develop an involvement or enhance their involvement with community. Support of volunteer activities is one such mechanism for strengthening that involvement and continued support of business involvement will ensure strong connections between the business and community sector.** With many new relationships forged during IYV, once again, the momentum and impetus of work already done should be built upon for years to come.

Whilst IYV 2001 was just one year, there is widespread recognition of the opportunity and benefit to be derived from sustaining the efforts of the Year in 2002 and beyond. Government, business, the community sector and volunteers alike have a role to play in building on the successes of the Year.

## 3 Background to the IYV Evaluation

IYV 2001 was one element of the Commonwealth's Stronger Families and Communities Strategy. The Strategy is designed to assist families and communities to build capacity, with an emphasis on families at risk and disadvantaged communities so they are better equipped to do more, on the ground, to help themselves.

One way to promote and increase community capacity involves developing initiatives around leadership and volunteering. The International Year of Volunteers 2001 was an initiative funded through the Strategy to contribute to achieving this capacity.

IYV 2001 celebrations involved many and varied activities covering all sectors of the community. A significant amount of preliminary research, primary data and evaluative research was collected by FaCS and organisational bodies leading up to, and during, the IYV 2001. FaCS provided Quantum Market Research with all relevant documents and data sources available for consideration and inclusion within the evaluation report.

This report draws findings from:

- ▶ An initial overview by Quantum of materials provided by FaCS
- ▶ Exploratory qualitative evaluation research
- ▶ Quantitative measurements of key aspects of the evaluation framework

### **A note of caution**

Quantum recognises that the significant passing of time between the events and activities of the IYV 2001 and the conclusion of the evaluation process in November 2002 may have contributed to the extent to which participants in the evaluation process were able to accurately recall their views and experiences.

It is important to note successful grant applicants under the Small Equipment grants program were given until 30 June 2002 to acquit their grant funding.

The extent of this impact is impossible to articulate but we must alert the reader to the prospect that in some instances, measures of awareness, exposure, and involvement may well have been higher had the evaluation process been undertaken earlier in 2002 or after key events during 2001.

With this in mind, judgements regarding the effectiveness and impact of the various initiatives have been carefully considered but must be viewed with some caution by readers.

## 4 Evaluation Objectives

The three objectives of the IYV 2001 were reviewed against the material provided by FaCS and the following objectives identified for the evaluation process.

### 4.1 Objective 1 – Recognise and Celebrate

*“To recognise and celebrate the outstanding contribution volunteers make to a strong, cohesive Australian society”*

- ▶ Evaluate if **volunteers** feel that they are:
  - ▶ Recognised and supported.
  - ▶ Making a valuable and tangible contribution to Australian society.
  - ▶ “... and have initiatives provided volunteers with:
    - ▶ A positive perspective of their effort
    - ▶ Assistance and support in their activities
    - ▶ A renewed sense of commitment to their activities and desire to continue
    - ▶ Resources and skills to effectively undertake their activities
    - ▶ Increased involvement
- ▶ Have initiatives provided **community and volunteer organisations** with:
  - ▶ Additional volunteers.
  - ▶ Skills and resources to provide services.
  - ▶ A sense of support from government.
  - ▶ Increased ability to undertake provision of services.
  - ▶ A sense of well-being amongst existing volunteers.
  - ▶ A sense of the worth of their FaCS funded activities to celebrate IYV.
- ▶ Evaluation of **key partnerships and initiatives**:
  - ▶ Partnership effect of ‘Go Volunteer’ recruitment database and website.
  - ▶ Relationship with Volunteering Australia.
  - ▶ Volunteers Australia/Australian Volunteers International – national conference.
  - ▶ National Rural Health conference.
  - ▶ IYV awards.

- ▶ **Communication Strategy:**
  - ▶ Awareness of the role of volunteering.
  - ▶ Encouragement of new volunteers.

## 4.2 Objective 2 – Connect and Nurture

*“To have community, business, the media and government work together to build an Australian society that encourages and nurtures a culture of volunteering”*

### Volunteers

- ▶ Identify whether the environment for volunteering has changed and in what ways.
- ▶ Explore whether they believe business, media and government are all pulling in the same direction in relation to volunteer activities.
- ▶ Identify the extent to which they feel encouraged and supported to remain involved with their volunteering activities.

### Funding to the Community and Volunteer Sectors

- ▶ Understand the individual objectives of the various stakeholder groups in their participation in the IYV celebrations and initiatives.
- ▶ Have IYV initiatives assisted each of the stakeholder groups in achieving their individual objectives.
- ▶ Understand how IYV initiatives have changed the perceptions of each of the stakeholder groups.
- ▶ Identify the extent to which the environment has been nurtured and to which organisations feel they can continue with their activities.

### Evaluation of key partnerships and initiatives

- ▶ Understand the impact of IYV initiatives on building working relationships between the community, media, and government.

### Communication Strategy

- ▶ Understand how perceptions of potential volunteers have changed toward volunteering as a result of the initiatives.

- ▶ How effective communication strategies were perceived to be amongst the various stakeholder groups.

### 4.3 Objective 3 – Support and Engage

*“To support Australian communities in their engagement in valuable and productive voluntary activities”*

#### Volunteers

- ▶ To understand the impact of the IYV initiatives in terms of perceptions of volunteering – both their own and the wider community’s perceptions.

#### Funding to the Community and Volunteer Sectors

- ▶ Evaluate how effectively particular programs administered by FaCS met the objectives of IYV.
- ▶ Identify which elements of the individual programs were most effective in meeting the objectives of IYV.
- ▶ Identify which elements of the individual programs were least effective in meeting the objectives of IYV.
- ▶ Understand how the particular programs assisted the various organisations participating.
- ▶ Understand how IYV funding initiatives have enabled better service provision.

#### Evaluation of key partnerships and initiatives

- ▶ Understand the relationships developed with other key stakeholder groups, and how this has impacted on improved service provision.

#### Communication Strategy

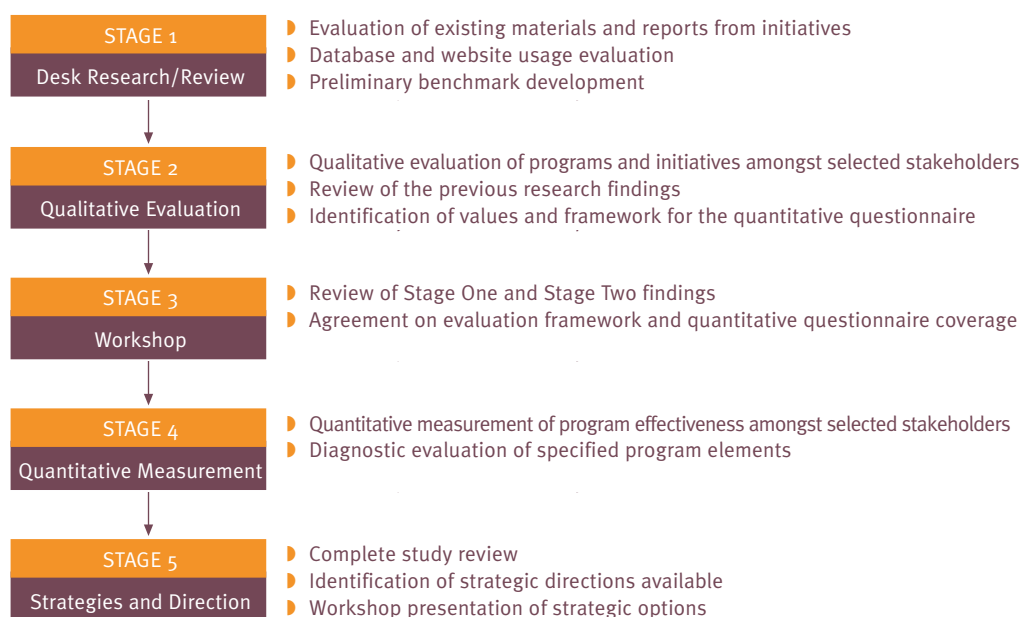
- ▶ Understand how IYV initiatives have better informed the community about:
  - ▶ Activities being undertaken by volunteer organisations
  - ▶ How to become involved in volunteer organisations and activities
  - ▶ Provided a trigger for potential volunteers to become involved in volunteer organisations and activities
- ▶ Evaluate the awareness of IYV.
- ▶ Awareness of the specific activities celebrating IYV.
- ▶ Knowledge and information regarding volunteering.
- ▶ Awareness of the range and scope of volunteer organisations operating.
- ▶ Awareness of the specific volunteer organisations operating.
- ▶ Awareness of the activities of volunteer organisations.

- ▶ Awareness of the need for volunteering within Australia.
- ▶ An understanding of the acceptability of volunteering as an activity.
- ▶ Understanding of the role of government in volunteer organisations, and assistance provision.
- ▶ A change in perceptions of volunteering.
- ▶ A change in perceptions of volunteers.
- ▶ Consideration of volunteering as an activity as a result of the IYV celebrations.
- ▶ Promotion of the benefits of volunteering.
  - ▶ Diminution of the barriers to volunteering
  - ▶ Importance of responsibility for community assistance.

These objectives underpin the evaluation contained in the remainder of this document.

## 5 Research Methodology Overview

The diagram below illustrates our considered approach to the conduct of the evaluation:



### 5.1 Stage 1 – Desk Research/Review

A significant amount of preliminary research, primary data and evaluative research has been collected by FaCS and organisational bodies leading up to, and during, the IYV.

This information provided valuable insight into both the set up of the overall research program (identification of specific areas for investigation), as well as having a primary role in the evaluation of some specific programs.

A detailed review by Quantum researchers provided a Summary Report of the activities and parameters of the IYV.

### 5.2 Stage 2 – Qualitative Evaluation

The purpose of undertaking a qualitative evaluation phase was four-fold and aimed to:

- ▶ Gain a deeper understanding of the initiatives undertaken, as well as what elements were most/least effective

- ▶ Explore the basis for judging the success or otherwise of various initiatives
- ▶ Identify common and differing bases for measuring success across the range of programs and initiatives
- ▶ Determine the most important measures for inclusion in the quantitative assessment.

A blend of mini-groups and face-to-face depth interviews was undertaken. Face-to-face depth interviews lasted for approximately one hour each and were conducted at the offices of the individuals involved or an appropriate place nominated by them. Interviews were undertaken with representatives of community organisations and those in business.

A total of 10 in-depth interviews and 3 mini-groups were conducted with current volunteers, businesses and stakeholder groups who had input during the International Year of Volunteers from the 17th September through to the 2nd October, 2002.

- ▶ 3 x mini-groups with current volunteers
- ▶ 9 x face-to-face in-depth interview with businesses and stakeholder groups
- ▶ 1 x telephone interview with business

Research was undertaken in New South Wales, Victoria, Queensland and South Australia.

### 5.3 Stage 3 – Workshop

Following Stage 2, a workshop was undertaken in Canberra with FaCS and Quantum personnel to review findings from Stage One and Stage Two and identify those key evaluation factors of most importance for inclusion within the quantitative stage.

### 5.4 Stage 4 – Quantitative Measurement

Using the findings and learning from the first three stages, three questionnaires were developed to address:

- ▶ **Current volunteers** – 100 telephone interviews of average 17 minutes duration
- ▶ **Grant applicants** – 202 telephone interviews of average 15 minutes duration
- ▶ **Volunteer Resource Centres** – 21 self-completion questionnaires were received

Copies of these questionnaires have been appended for reference (Appendices 1, 2, and 3).

All telephone interviewing was undertaken using Quantum's Computer Assisted Telephone Interviewing (CATI) system from the national phone room in Melbourne.

The margin of sampling error for each audience is estimated as follows:

- ▶ **Current volunteers** – +/- 6-10 per cent at the 95 per cent confidence level
- ▶ **Grant applicants** – +/- 5-7 per cent at the 95 per cent confidence level
- ▶ **Volunteer Resource Centres** – +/- 5-9 per cent at the 95 per cent confidence level (small population)

The response rates for each audience (interviews as a percentage of effective contacts) were as follows:

- ▶ **Current volunteers** – 19 per cent (= 100 of 530 effective contacts)
- ▶ **Grant applicants** – 79 per cent (= 202 of 257 effective contacts)
- ▶ **Volunteer Resource Centres** – 53 per cent (= 21 of 40 invited to participate)

Effective contacts include interviews, refusals, incomplete interviews, quota full contacts and terminations. They do not include engage, no answer, answering machines, callbacks, incorrect contact details or situations where no suitable respondent could be found.

Interviewing of current volunteers and grant applicants took place from 24-28 October, 2002. Questionnaires were distributed to VRCs on 21 October, 2002 and returns closed on 11 November 2002.

## 5.5 Stage 5 – Strategies and Direction

The final stage of the evaluation consisted of a final presentation of results, as well as a 'next steps' strategic planning session. The workshop included a presentation of the results by Quantum and a 'brainstorming session' to identify and explore strategic options and directions available to FaCS.

## 6 Review of Materials and Previous Research

A significant amount of preliminary research, primary data and evaluative research was collected by FaCS and organisational bodies leading up to and during the International Year of Volunteers.

The assessment of this information by Quantum has provided valuable insight into the set up of the evaluation research and important context for viewing the findings. The documents analysed within this stage of the research program included:

1. National Communication Strategy – January 2001
2. Strong Families and Communities Strategy – Evaluation Framework – October 2001
3. Successful unsuccessful funding applications by statistical region
4. Summary of the years achievements
5. Round One – Grants Application and requirements
6. Round Two – Grants Application and requirements
7. Small equipment grant – Grants Application and requirements
8. Final quarter report to Family and Community Services for The International Year of Volunteers Campaign October 2001 to December 2001
9. Small Equipment Grants International Year of Volunteers 2001 Round 3
10. Small Grants Program International Year of Volunteers 2001 Round 1
11. Development Research for International Year of Volunteers 2001 Communication Campaign December 2000
12. Magazine Advertisement Concept Research March 2001
13. Secondary quarter report to Family and Community Services for The International Year of Volunteers Campaign April 2001 to June 2001
14. First quarter report to Family and Community Services for the International Year of Volunteers campaign December 2000 to March 2001
15. Evaluation of the International Year of Volunteers August 2002 (United Nations).
16. The Community's most valuable (hidden) asset – Volunteering in Australia Revised July 2002
17. Australian Bureau of Statistics Volunteering Work June 2001
18. Allocation and Funding of Statistical Region Round 1, 2 and 3 August 2002

## 7 Overview of Qualitative Research

The qualitative phase of the evaluation was intended to provide an initial assessment of issues, perceptions, initiatives, language and tone to assist in the development of questionnaires for use in the quantitative phase and to provide context and background for analysis of the quantitative findings. Further information is provided at Appendix 4 of this report and the full findings from the qualitative research are contained in a separate report. Key learnings from the qualitative stage follow.

In the eyes of **volunteers** it was evident that:

### ► The nature of volunteering is changing:



### ► Most of these changes have been attributed to:

- Ageing demographics
- New generation of volunteers
- Changes in gender roles
- A shift in government social policy and philosophy
- Structure and operation of volunteer organisations
- Changes in lifestyle
- Insurance and legal implications of volunteer work

- ▶ **There is a particular profile of volunteers which highlights the special nature of volunteering and the people who volunteer (see Appendix 4)**
- ▶ **Volunteering can mean different things to people of different ages, but the essence remains consistent across the age spectrum**
- ▶ **Volunteers were generally very appreciative of a year of celebration and clear about the purpose of the IYV but were somewhat reticent to receive too many individual accolades, preferring for the spotlight to shine on their volunteer organisation more strongly.**
- ▶ **The aspects of the IYV that were particularly targeted at volunteers were noticed by volunteers, whilst most activities of the Year were noted by volunteer organisations**

In the eyes of **non-government organisations and peak bodies:**

- ▶ **Overall IYV was thought to have been a huge success, bringing with it a number of positive outcomes including increased awareness of:**
  - ▶ Volunteering as an activity
  - ▶ The types of volunteering activities available
  - ▶ The types of volunteer organisations operating
  - ▶ The ability to be a volunteer
  - ▶ The need for volunteers
  - ▶ The number of volunteers
  - ▶ The number of volunteer organisations
- ▶ The definition of volunteering was broadened in the minds of the general community, volunteer organisations, and volunteers themselves
- ▶ Increased relationships between organisations, business, and government were evident.
- ▶ IYV strengthened networks between organisations, volunteers, government, and business.
- ▶ There was a strong appreciation, as well as general congratulations to FaCS for their role in IYV. Most of the FaCS initiatives were thought to be celebratory in nature.

## 8 Profile of Audiences Surveyed

### 8.1 Current Volunteers

A total of 100 interviews were conducted with current volunteers randomly drawn from the population. The profile of this sample was as follows.

	Per cent of respondents (n=100)
<b>Gender</b>	
Male	32
Female	68
<b>State/Territory</b>	
New South Wales	14
Victoria	14
Queensland	13
South Australia	13
Western Australia	15
Tasmania	11
Australian Capital Territory	10
Northern Territory	10
<b>Location</b>	
Metropolitan (Capital City)	56
Non-metropolitan (Country)	44
<b>Age</b>	
18-29 years	16
30-44 years	24
45-64 years	43
65+ years	17

It should be noted that no quotas were applied to the sample but an approximately even coverage of all states and territories was considered desirable and was achieved. The data has not been weighted.

**The overall sample size for current volunteers precludes detailed analysis by sub-group.**

## 8.2 Grant Applicants

A total of 202 interviews were conducted with grant applicants randomly drawn from list of applicants provided by FaCS. The profile of this sample was as follows:

	Unweighted number of respondents	Weighted number of respondents	Weighted per cent of respondents (n=202)
<b>Type of Grant</b>			
Small Grant (Round 1)	41	23	11
Small Grant (Round 2)	61	41	20
Small Equipment Grant (Round 3)	100	138	68
<b>State/Territory</b>			
New South Wales	18	35	17
Victoria	46	43	21
Queensland	23	24	12
South Australia	43	36	18
Western Australia	32	29	14
Tasmania	24	17	8
Australian Capital Territory	7	9	5
Northern Territory	9	10	5
<b>Location</b>			
Metropolitan (Capital City)	101	86	43
Non-metropolitan (Country)	101	116	57
<b>Status of Application</b>			
Successful	134	36	18
Unsuccessful	46	161	80
Mixed success (successful/unsuccessful in different rounds)	22	6	3
<b>Grant amount</b>			
Unsuccessful (\$0)	46	161	80
Less than \$1,000	43	12	6
\$1,000 to \$2,999	69	18	9
\$3,000 to \$5,000	43	12	6
Mean (\$) excluding unsuccessful applicants			\$2,167
Median (\$) excluding unsuccessful applicants			\$1,950

It should be noted that quotas were applied to reflect the success or lack of success of applicants and to ensure coverage of all States and Territories. Data was post-weighted to reflect the profile of the population of applicants in terms of their success or lack of success by round of application.

### 8.3 Volunteer Resource Centres

A total of 21 Volunteer Resource Centres completed and returned questionnaires. The profile of the sample was as follows:

	Per cent of respondents (n=21)
<b>Number of Paid Employees</b>	
No employees	10
One employee	24
Two employees	29
Three employees	19
Four or more employees	19
<b>Number of Volunteers</b>	
No volunteers	24
Less than five volunteers	5
Five to ten volunteers	14
11-20 volunteers	24
21-50 volunteers	10
51 or more volunteers	23
<b>Years in Operation</b>	
Less than a year	10
Between one and up to five years	29
More than five and up to ten years	24
More than ten years and up to 20 years	10
More than 20 years	27
<b>State/Territory</b>	
New South Wales	29
Victoria	29
Queensland	19
South Australia	14
Western Australia	5
Tasmania	-
Australian Capital Territory	-
Northern Territory	5
<b>State or Territory Centre</b>	
Yes	24
No/Not sure	76
<b>Location in State</b>	
Capital city	14
Regional centre	67
Rural area	19

## 9 Detailed Findings

### 9.1 Awareness

#### *Current Volunteers*

- Q14. *Are you aware of any specific events or activities that were undertaken during 2001 that focused directly on the work of volunteers?*
- Q15. *Do you recall any special celebrations for volunteers during 2001?*
- Q16. *Do you recall the International Year of Volunteers celebrations?*
- Q19. *The United Nations designated 2001 as International Year of Volunteers and in Australia, the Commonwealth government appointed the Department of Family and Community Services (FaCS) as co-ordinator of IYV. One of the objectives of the year was to recognise and celebrate the outstanding contribution volunteers make to their communities and in doing so promote awareness of all different types of volunteering activities so as to encourage more people to participate in volunteering. Do you recall being involved in or being aware of the celebrations or initiatives during the Year?*

A series of questions provides the following analysis of the awareness of IYV 2001 amongst current volunteers:

	<i>Per cent</i>
▶ Aware of events in 2001 focused on the work of volunteers	60
▶ Recall special celebrations for volunteers in 2001	44
▶ Recall International Year of Volunteers 2001 celebrations	62

Importantly, around 60 per cent of current volunteers recalled events in 2001 generally and the IYV celebrations specifically. Awareness did not differ greatly between those who had volunteered within the last two years and those volunteering prior.

Awareness of the IYV celebrations was slightly higher in metropolitan areas (66 per cent) than in non-metropolitan areas (57 per cent).

Amongst those volunteering for two or more organisations currently, 78 per cent were aware of the IYV celebrations.

More than half of all volunteers (54 per cent) indicated that they were aware of or had been involved in celebrations during IYV 2001 (Q.19).

### *Grant Applicants*

*Q27. Do you recall the International Year of Volunteers celebrations?*

More than three-quarters of the applicants interviewed recalled the IYV celebrations a year on from their conclusion. Awareness was universal in Queensland (100 per cent) and high in Tasmania (89 per cent). Awareness was lower in Victoria (58 per cent) and the ACT (39 per cent).

As was discovered in the qualitative stage of the evaluation, the movement of staff and the arrival of new staff may account for a lack of awareness. Once again, the passing of time is likely to have contributed to faded memories in some instances.

As might be expected, Round 1 and 2 applicants (86 per cent and 98 per cent respectively) were far more likely to recall the IYV celebrations (given that these grants were almost exclusively designed for celebration) compared to those in Round 3 (68 per cent). However, it is somewhat disappointing that substantially fewer Round 3 applicants associated the grants with the IYV celebrations.

Organisations who were successful (86 per cent) or had mixed success (90 per cent) were more likely to recall the celebrations than unsuccessful organisations (74 per cent).

### *Volunteer Resource Centres*

*Q4. Do you recall any initiatives, (activities or events) that were undertaken during 2001 as part of the International Year of Volunteers (IYV) that focused directly on the work of volunteers?*

*Q5. Which ones?*

Awareness of any initiatives/activities/events undertaken during 2001 as part of the IYV is more or less universal amongst Volunteer Resource Centres (VRCs) (95 per cent aware, 5 per cent don't know – in real terms 20 of the 21 surveyed VRCs claimed to be aware of IYV initiatives).

Prompted awareness of specific IYV initiatives amongst VRCs is relatively high across most of the listed initiatives. Universal or near universal awareness is evident in relation to the following initiatives:

- ▶ Celebrations of volunteer efforts (eg. certificates, BBQ's, parties) (100 per cent)
- ▶ Small grants program (90 per cent)
- ▶ Merchandise (eg. posters, kits, lapel pins) (90 per cent)

... whilst majority awareness was recorded across a range of other award, publicity and information-based initiatives and activities:

- ▶ IYV awards (eg. NAAB community link awards) (70 per cent)
- ▶ Small equipment grants program (70 per cent)

- ▶ Community service announcement advertising (65 per cent)
- ▶ Publicity and/or promotions (65 per cent)
- ▶ Upgrading of go volunteer website and database (65 per cent)
- ▶ 1300 Volunteer referral phone line (55 per cent).

Relatively lower awareness surfaced around sponsorship and partnership-based initiatives undertaken as part of the IYV:

- ▶ Sponsorship of relevant conferences (40 per cent)
- ▶ Development of partnerships with business (25 per cent)
- ▶ Practical solutions grant (15 per cent)

Initiatives that recognise and celebrate the role performed by the volunteer at ground level appear to carry the greatest impact in terms of raising the profile of the IYV overall.

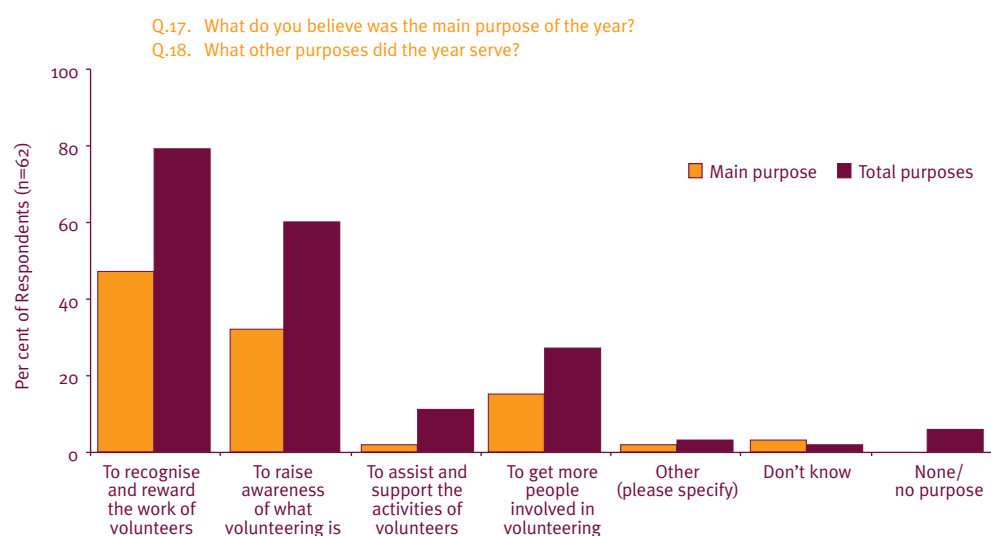
### 9.1.1 Main Purpose of IYV

#### *Current Volunteers*

Q17. *What do you believe was the main purpose of the year?*

Q18. *What other purposes did the year serve?*

Amongst those able to recall IYV celebrations, most were very clearly able to discern the main purpose and other purposes of the Year:



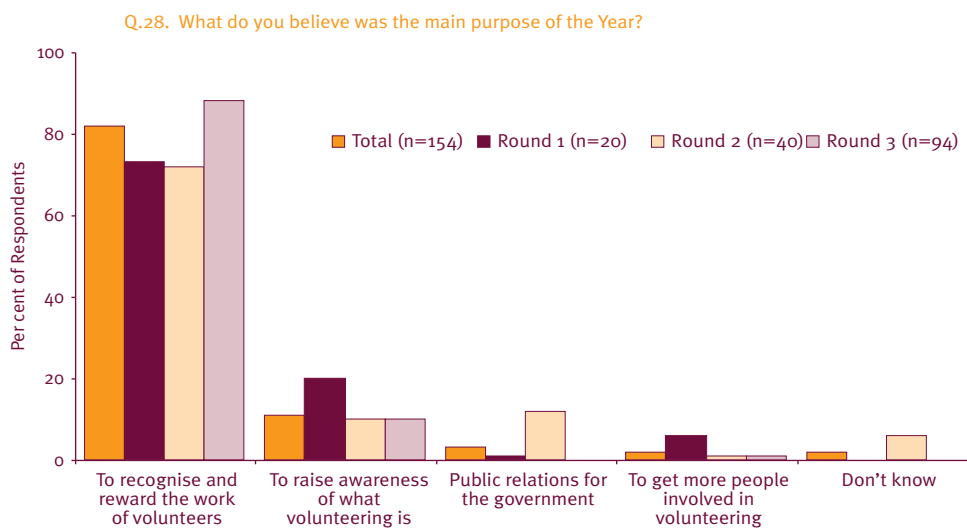
The most prominent purposes reflected the three core objectives of the IYV with particular emphasis on the **recognition and rewarding of the work of volunteers** (79 per cent saw this as a purpose, 47 per cent as the main purpose) and **raising awareness of what volunteering is** (60 per cent saw this as a purpose, 32 per cent as the main purpose).

### Grant Applicants

Q28. What do you believe was the main purpose of the year?

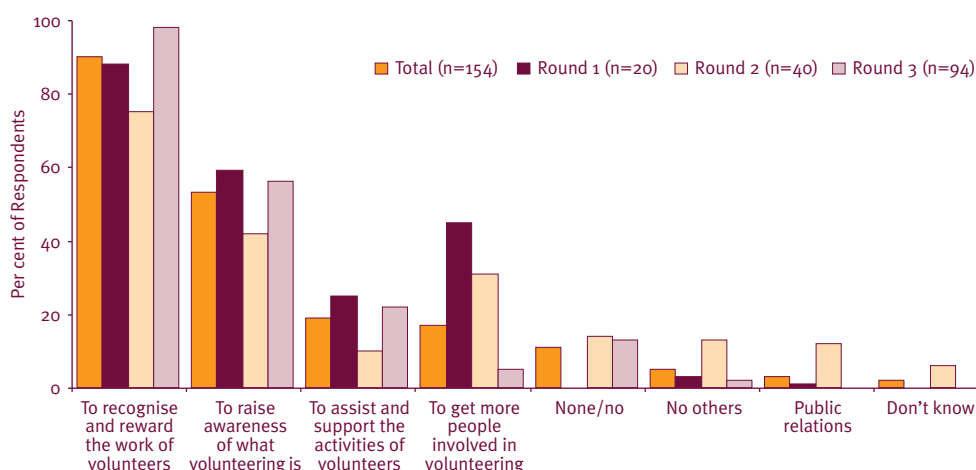
Q29. What other purposes did the year serve?

The main purpose of IYV was very evident to grant applicants. The focus on recognising and rewarding the work of volunteers (82 per cent) was strong. Other elements were far less prominent as the main purpose.



Looking at the overall purposes mentioned by respondents, the importance of recognising and rewarding was evident to almost all (90 per cent). Raising the profile of volunteering was seen as an important secondary purpose of the IYV with assistance and support (19 per cent) and the attraction of more volunteers (17 per cent) far less prominent as purposes of the Year.

Q.29. What other purposes did the Year serve? (Total Mentions)



### Volunteer Resource Centres

Q1. What do you believe was the main purpose of the IYV?

Q2. What other purposes did the Year serve?

Q3. In your view, how well did IYV achieve these purposes?

Consistent across State and region, the clear majority of surveyed VRCs see the **chief purpose** of the IYV as **recognising and rewarding the work of volunteers** (71 per cent).

In the context of its core purpose, less emphasis is given to the notion of the IYV being conceived to **raise awareness of what volunteering involves** (24 per cent). In contrast, only a fraction perceived the main purpose of the IYV as getting more people involved in volunteering (5 per cent). Further prompting (via Q2) reveals emphasis being shared across these objectives and the emergence of other listed objectives as secondary purposes of the IYV:

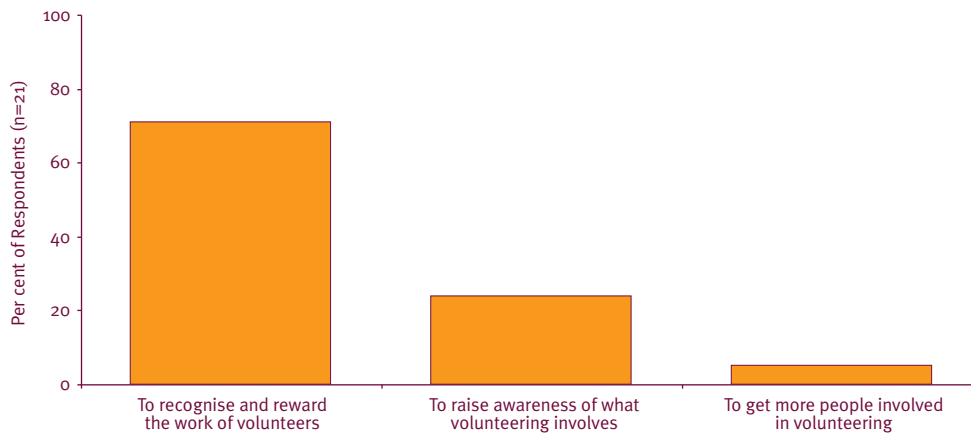
- ▶ To get more people involved in volunteering (71 per cent)
- ▶ To raise awareness of what volunteering involves (71 per cent)
- ▶ To assist and support the activities of volunteers (71 per cent)
- ▶ To recognise and reward the work of volunteers (29 per cent)
- ▶ Increase government awareness/support (14 per cent)

Combining results (from Q1 & Q2 to give a 'total mentions' measure) confirms at a universal level the prominence of **recognising and rewarding the work of volunteers** (100 per cent) and **raising awareness of what volunteering involves** (95 per cent) as the core purposes of the IYV. Of equal but less importance in this overall context is **getting more people involved in volunteering** (76 per cent) and **assisting**

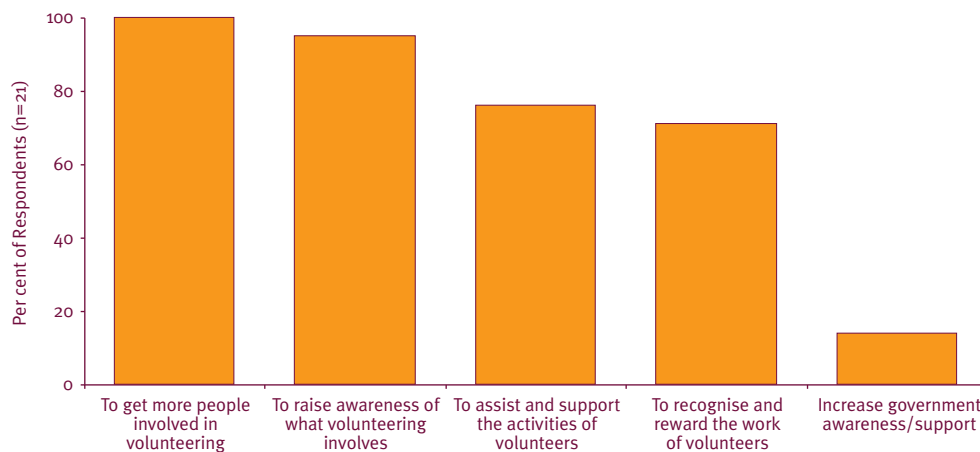
**and supporting the activities of volunteers** (71 per cent). Increasing government awareness and support of volunteering remains of marginal importance in the eyes of operators of VRCs (14 per cent).

Perception of the capacity for the IYV to achieve these purposes is altogether favourable, with a near universal proportion of Volunteers Resource Centres believing they have been achieved **very** (33 per cent) or **quite well** (57 per cent). Only a small number were unwilling to pass judgment (10 per cent).

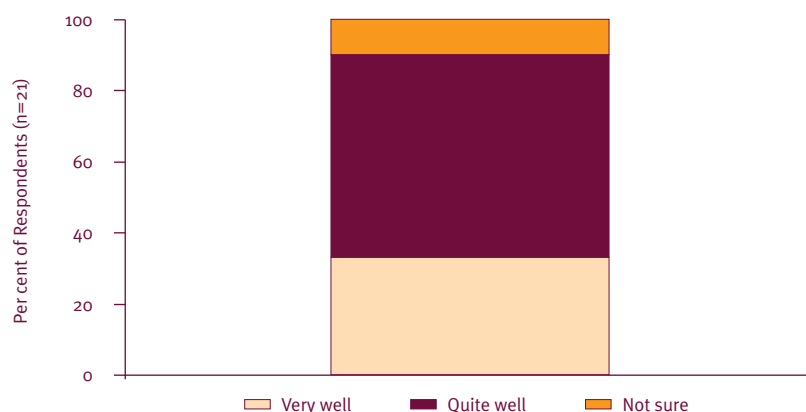
Q.1. What do you believe was the main purpose of the IYV?



Q.2. What other purposes did the Year serve? (Total Mentions)



Q.3. In your view, how well did IYV achieve these purposes?



## 9.2 Involvement with IYV

### *Current Volunteers*

Q20. Do you recall having been involved in any events or activities celebrating the role of volunteers within communities?

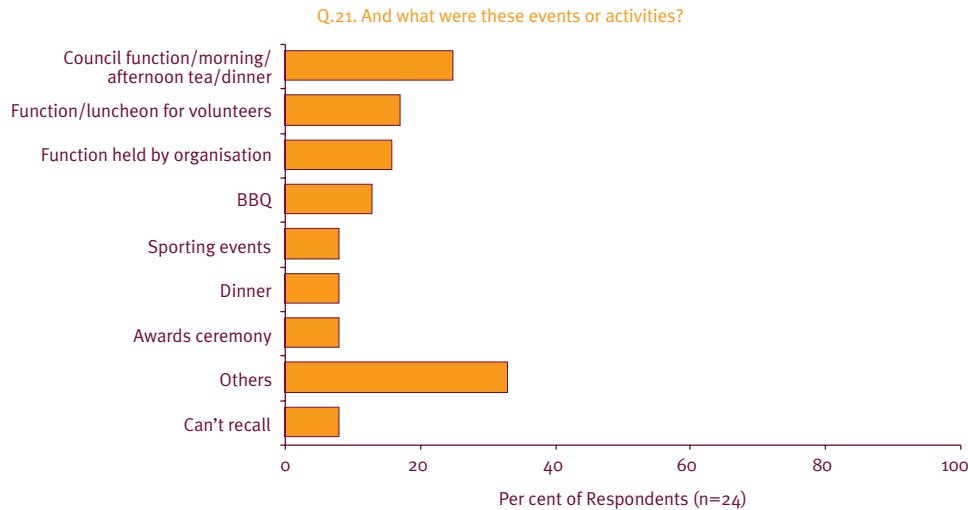
Q21. And what were these events or activities?

Only around half of those aware of IYV celebrations (24 per cent) indicated personal involvement in events or activities celebrating the role of volunteers within communities.

As mentioned previously, the passing of time between the events and the evaluation may have in part contributed to a relatively lower level of recall of awareness and involvement compared to measures that might have been expected during or immediately following IYV 2001.

The program of events recalled by volunteers largely included morning and afternoon teas, lunches, dinners and other similar activities. The wide variety of events and activities recalled reflects the desires and priorities set by individual organisations on the behalf of their volunteers.

Volunteers mentioned a variety of events in which they were involved with the main events and activities being:



### Grant Applicants

Q30. Do you recall having been involved in or seeing any initiatives (activities or events) celebrating the role of volunteers within communities?

Q31. And what were these initiatives?

Overall, 60 per cent of those applicants interviewed recalled being involved in or seeing initiatives to celebrate the role of volunteers in communities. Recall was higher amongst:

	Per cent
Round 1 applicants	81
Applicants with mixed success	74
Victorian applicants	83
Northern Territory applicants	87

Amongst those claiming to have been involved or aware of such initiatives, the main activities mentioned were:

	<i>Per cent</i>
▶ Functions celebrating volunteers (morning teas, lunches, dinners)	36
▶ Awards/presentations/certificate ceremonies	35
▶ Council functions/celebrations	10
▶ Training programs	8
▶ BBQ/picnic	8
▶ March/gathering of volunteers	5
▶ Expo/information forum	4
▶ Others (all less than 4 per cent)	30

Functions were more prevalent amongst Round 1 and 2 applicants (48 per cent and 44 per cent respectively) compared to Round 3 applicants (29 per cent). Awards ceremonies were more prevalent amongst Round 3 applicants (42 per cent) than either Round 1 or 2 applicants (25 per cent and 28 per cent respectively).

### *Volunteer Resource Centres*

Q6. *Were you personally involved in any of these initiatives, (activities or events) or programs?*

All but a single respondent from the group of surveyed VRCs claimed to be personally involved in any of the listed initiatives (95 per cent or 19 of 20 respondents personally involved, 5 per cent or 1 of 20 respondents not personally involved).

#### *9.2.1 Ratings of Events Involved With*

##### *Current Volunteers*

Q22. *Thinking about the (FIRST, SECOND, THIRD IN TURN) activity/event/initiative you mentioned, how well do you think this activity/event/initiative supported, celebrated and recognised the efforts of volunteers? Did it do so very well, quite well, not very well or not at all well?*

By and large the events and activities in which volunteers participated during IYV were felt to have supported, celebrated and recognised the efforts of volunteers well. Only two people (of 24 who recalled their participation) gave other than a positive rating of the events they were involved in. Sample sizes are too small to enable further analysis of this question.

### Grant Applicants

Q32. Thinking about the (FIRST, SECOND, THIRD IN TURN) initiative you mentioned, how well do you think this initiative supported, celebrated and recognised the efforts of volunteers? Did it do so very well, quite well, not very well or not at all well?

Amongst those claiming to be involved or aware of the various activities, ratings of their success in supporting, celebrating and recognising the efforts of volunteers were quite positive:

	Per cent rating activity very well	Total per cent rating activity well
Functions celebrating volunteers (morning teas, lunches, dinners)	56	90
Awards/presentations/certificate ceremonies	74	100
Council functions/celebrations	92	100
Training programs	90	100
BBQ/picnic	3	100
March/gathering of volunteers	42	100
Expo/information forum	80	94

Clearly, most grant applicants felt the events in which they participated supported and recognised the efforts of volunteers well.

### Volunteer Resource Centres

Q7. For each of the initiatives (activities or events), programs you recall and/or were involved in, how well do you believe they worked to support, celebrate and recognise the efforts of volunteers?

Q8. Which initiative did you consider was MOST effective and why?

Q9. Which initiative did you consider was LEAST effective and why?

Initiatives that generated the greatest endorsement amongst VRCs were those that sought to directly recognise and celebrate the individual roles played by volunteers. In this context, the following initiatives carried the greatest resonance (in terms of the extent to which they were seen to support, celebrate and recognise the efforts of volunteers):

- ▶ Celebrations of volunteer efforts (eg. certificates, BBQ's, parties) (95 per cent total well, 70 per cent very well, 25 per cent quite well)
- ▶ Merchandise (eg. posters, kits, lapel pins) (90 per cent total well, 55 per cent very well, 35 per cent quite well)
- ▶ Publicity/use of promotions (75 per cent total well, 35 per cent very well, 40 per cent quite well)

- ▶ IYV awards (70 per cent total well, 35 per cent very well, 35 per cent quite well)

To a lesser extent, endorsement is also relatively high in relation to other initiatives:

- ▶ Small grants program (65 per cent total well, 20 per cent total not well, 15 per cent didn't recall/not sure)
- ▶ Community service announcement advertising (65 per cent total well, 10 per cent total not well, 25 per cent didn't recall/not sure)
- ▶ Upgrading of go volunteer website and database (60 per cent total well, 15 per cent total not well, 25 per cent didn't recall/not sure)
- ▶ Small equipment grants program (50 per cent total well, 15 per cent total not well, 35 per cent didn't recall/not sure)

Endorsement of mainly sponsorship and partnership-based initiatives was somewhat or dramatically lower which is more than likely attributable to a significant lack of recollection or awareness:

- ▶ 1300 Volunteer referral phone line (45 per cent didn't recall/not sure, 40 per cent total well, 15 per cent total not well)
- ▶ Practical solutions grant (85 per cent didn't recall/not sure, 15 per cent total well)
- ▶ Sponsorship of relevant conferences (55 per cent didn't recall/not sure, 35 per cent total well, 10 per cent total not well)
- ▶ Development of partnerships with business (55 per cent didn't recall/not sure, 30 per cent total well, 15 per cent total not well)

Not surprisingly, initiatives surrounding the **celebration of volunteer efforts (eg, certificates, BBQ's, parties, etc)** rests at the fore of respondents' minds in terms of being considered the **most effective** initiative to undertake as part of the IYV (30 per cent). The **small grants program** also carried weight as an effective initiative (20 per cent), likewise the **use of publicity and promotions** (15 per cent).

Other initiatives were rated as follows:

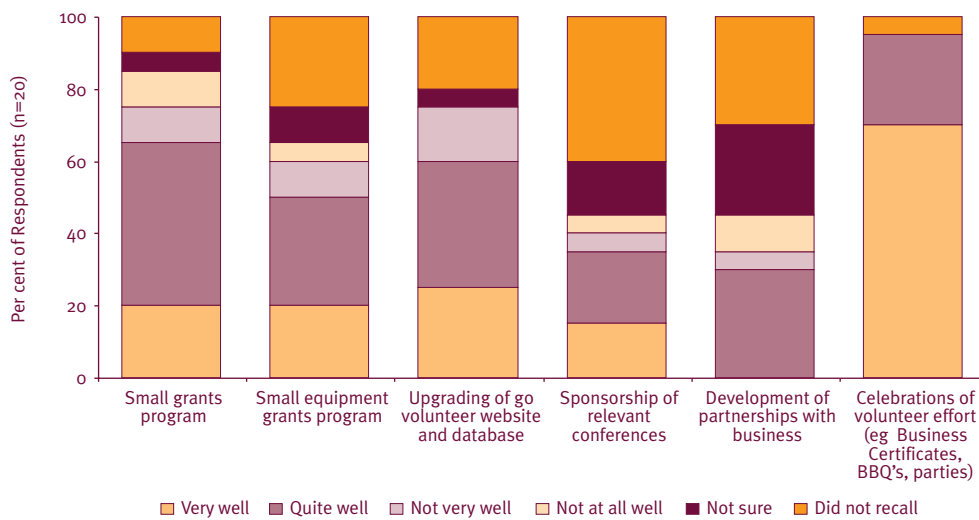
- ▶ Community service announcement advertising (10 per cent)
- ▶ 1300 Volunteer referral phone line (5 per cent)
- ▶ Merchandise (eg. posters, kits, lapel pins) (5 per cent)
- ▶ IYV awards (5 per cent)

One in three respondents were unable or unwilling to nominate a particular initiative as being the least effective in the context of IYV (20 per cent no response, 10 per cent don't know). In light of this, opinions of the least effective initiative undertaken was less defined and recorded at generally low levels overall:

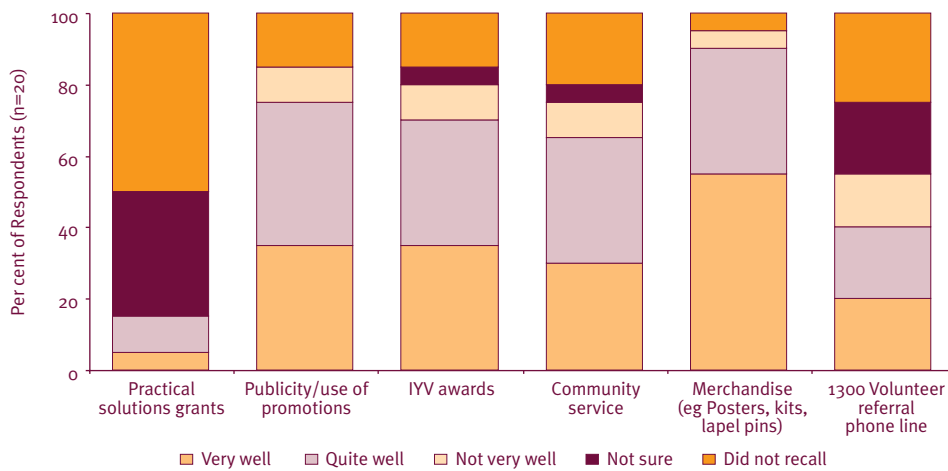
- ▶ Grants programs unspecified/both grants programs (15 per cent)
- ▶ IYV awards (10 per cent)

- ▶ 1300 Volunteer referral phone line (10 per cent)
- ▶ Merchandise (eg. posters, kits, lapel pins) (10 per cent)
- ▶ Development of partnerships with business (5 per cent)
- ▶ Upgrading of go volunteer website and database (5 per cent)
- ▶ Publicity/use of promotions (5 per cent)
- ▶ Small grants program (5 per cent)

Q.7. For each of the initiatives (activities or events), programs you recall and/or were involved in, how well do you believe they worked to support, celebrate and recognise the efforts of volunteers?



Q.7. For each of the initiatives (activities or events), programs you recall and/or were involved in, how well do you believe they worked to support, celebrate and recognise the efforts of volunteers?



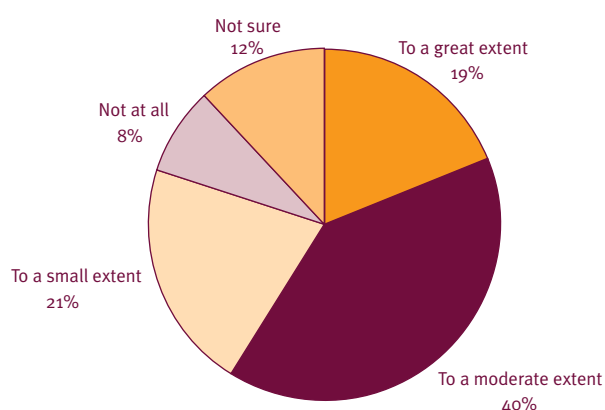
## 9.2.2 Accuracy of Depiction of Volunteering

### *Current Volunteers*

*Q23. To what extent do you think the International Year of Volunteers accurately showed volunteering for what it actually is?*

Overall, 88 per cent of current volunteers were able to offer an opinion as to how accurately the IYV depicted volunteering. Ninety two per cent of these volunteers felt the IYV was accurate to at least some extent in depicting the nature of volunteer activity.

Q.23. To what extent do you think the International Year of Volunteers accurately showed volunteering for what it actually is?



More than half the volunteers interviewed felt that the IYV depicted volunteering accurately to a great or a moderate extent.

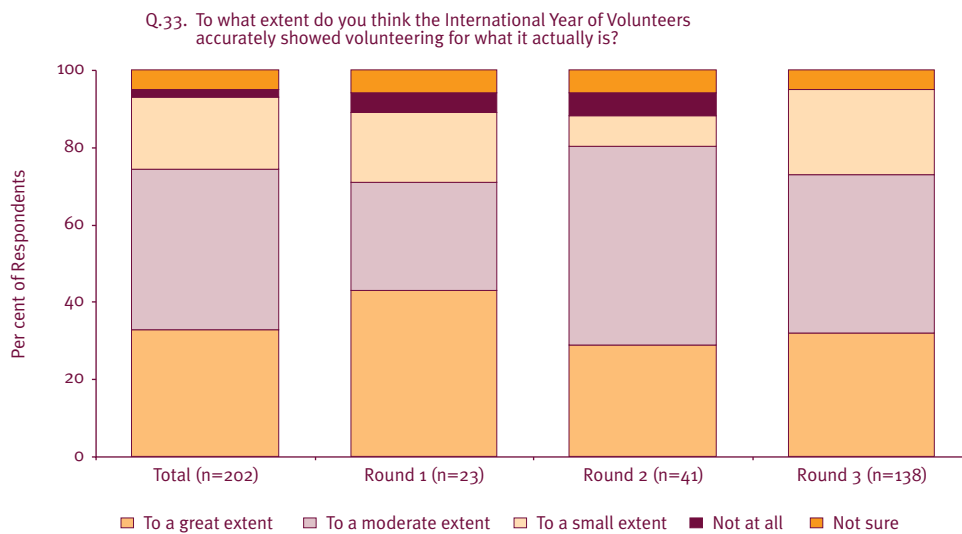
### *Grant Applicants*

*Q33. To what extent do you think the International Year of Volunteers accurately showed volunteering for what it actually is?*

The vast majority of grant applicants felt that the IYV depicted volunteering accurately with 75 per cent suggesting that it did so to a great (33 per cent) or moderate (42 per cent) extent. A further 19 per cent felt that the depiction was only accurate to a small extent.

Applicants from Round 1 (43 per cent) were more likely to feel that the depiction was highly accurate compared to those from Round (29 per cent) and Round 3 (32 per cent). Applicants from non-metropolitan areas were also more positive in their endorsement of the depiction of volunteering (38 per cent) compared to metropolitan applicants (25 per cent).

Successful applicants or those with mixed success (both 44 per cent) felt the depiction of volunteering was accurate to a great extent compared to unsuccessful applicants (30 per cent) — a further sign of the extent to which success influences perceptions of the various components of the Year. This should be borne in mind for future programs as a means to engender more widespread endorsement from applicants.



### 9.2.3 Other Events

#### *Volunteer Resource Centres*

Q10. *What, if any, other initiatives would you like to have seen undertaken during IYV?*

Q11. *What, if any, other activities did your organisation undertake that were independent from FACS but still related to IYV?*

A number of key themes emerged in the context of other initiatives that VRCs' would have liked to have seen undertaken as part of the IYV (drawn from verbatim comments provided by respondents):

- ▶ Increased and more tailored funding
- ▶ Integration of a volunteering component in the funding packages awarded to NGO's
- ▶ Raising the profile of VRCs (ie. increased recognition and promotion) as the public face of volunteering throughout Australia
- ▶ More in-depth research (beyond the basic recruitment and referral data) surrounding VRCs to explore opportunities to hone and optimise the funding mix that goes into supporting these organisations

- ▶ Increased support down to the local level/where it is lacking (ie. areas outside the reach of State and Commonwealth support)
- ▶ Development of a Federal Government Volunteer compact – a whole of government approach to volunteering across **all departments** (not just FaCS)
- ▶ Coordinating a more uniform contribution to be made from across Australia's small communities
- ▶ Greater opportunities to conduct volunteer work with school aged children

A host of other initiatives and activities undertaken (outside the sphere of FaCS but still attached to IYV) were cited by respondents from surveyed VRCs (drawn from verbatim comments). Key in this sense were the following:

- ▶ Volunteer Awards (individual and program) for the north-Adelaide region
- ▶ Street Parades / Dragon Boat Race Day
- ▶ Volunteer of the Month. Award given to a local volunteer each month with their 'story' featured in the local newspaper – very popular with the organisation and volunteers. Culminated in a "Volunteer of the Year" award which is planned to continue this year.
- ▶ Reception at Government House during (to celebrate) National Volunteer Week.
- ▶ Various network lunches and recognition/volunteer award events (awarding of certificates) held throughout the year.
- ▶ Staging of an Expo to promote/publicise 9 organisations over 2 days.
- ▶ Participation in a range of parades, exhibitions and expos. For instance – Gosford Volunteer Expo; Celebration of Federation Parade; Tuggerah Lakes Mardi Gras; Japanese Sister City Exchange of information.
- ▶ Territory Small Grants involving a 100-hour project.
- ▶ Use of volunteer guides from an organisation to promote and guide people through a large module display on volunteering brought into Townsville/ Thuringowa.
- ▶ Radio program each week. Articles in local press featuring volunteers. Shopping centre promotions.
- ▶ Most activities undertaken independently from FaCS – *"As a Neighbourhood Centre/VRC we had a diversity of initiatives and celebrations that were funded by State Government funds or by local community funds. As the state Chairperson of the NSW VRC network I was also a member of the state advisory committee for IYV. We also received funding from the NSW Premier's Dept to work on a pilot volunteer program."*
- ▶ A free film for 600 volunteers (Bridget Jones' Diary).
- ▶ Launched World's First Volunteer Ribbon (passed to United Nations).

- ▶ Launched a professional recognition award for managers of volunteers.
- ▶ Sent Australian ‘glass’ and Aboriginal-designed boomerangs to major volunteer centres in the USA & England.
- ▶ In conjunction with Rotary (involving 20 businesses), printing of IYV coupon booklets for 10,000 volunteers.
- ▶ A final celebration via a ‘Big Thank You Breakfast’. Facilitated by our organisations, this involved 11 sites over the Peninsula and five council areas. Very successful. Funded by State Government.

### 9.3 Activities

#### 9.3.1 Celebrations and Acknowledgments

##### *Current Volunteers*

*Q24. During the International Year of Volunteers, to help with the celebrations, a number of activities were held every month throughout Australia, targeting (celebrating the) different types of volunteers and the work they do. Were you aware that each month of IYV had a particular theme that provided the focus for all activities and celebrations that occurred during that particular month?*

Overall, one in five volunteers were able to recall that each month during IYV 2001 had a different theme (It is possible that the passing of time has reduced volunteer recall of these theme months). Awareness was much higher for those involved with more than one organisation currently (28 per cent compared to 10 per cent for those involved with just one organisation).

*Q25. Did you at any stage receive something or participate in any specific IYV activity such as an awards ceremony, a volunteer dinner or BBQ organised by a volunteer organisation as an acknowledgment for your volunteering efforts?*

*Q26. Could you please tell me what it was?*

Approximately one quarter of current volunteers (more than a million current volunteers nationally) indicated that they either received something or participated in an awards ceremony, dinner or BBQ organised to acknowledge their efforts. This is consistent with the earlier finding that 24 per cent of current volunteers were involved in an IYV activity.

Of note, those volunteering within the last two years were far more likely to recall such involvement (29 per cent) compared to those volunteering prior (5 per cent). Once again, those involved with more than one organisation were more likely to have received something or been involved in celebrations (44 per cent compared to 20 per cent for those involved with one organisation).

Amongst those volunteers involved in an IYV activity, the main activities mentioned were:

	<i>Per cent</i>
▶ Awards ceremony	42
▶ Certificate	21
▶ BBQ organised by your organisation	17
▶ Volunteer dinner	8
▶ Other	8
▶ Can't recall	4

### *Grant Applicants*

*Q34. During the International Year of Volunteers, to help with the celebrations, a number of programs and initiatives were held every month throughout Australia, targeting different types of volunteers and the work they do. Were you aware that each month of IYV had a particular theme that provide the focus for all activities and celebrations that occurred during that particular month?*

Nearly half the applicants were aware of the monthly themes that provided focus for the activities of the month as the IYV progressed (42 per cent).

Awareness was notably higher amongst:

	<i>Per cent</i>
▶ Round 1 applicants	60
▶ Those with mixed success in the application process	57
▶ Those with grant amounts ranging from \$1,000 to \$2,999	54
▶ Non-metropolitan applicants	53

Awareness was notably lower amongst:

	<i>Per cent</i>
▶ Metropolitan applicants	27
▶ Those with grant amounts ranging from \$3,000 to \$5,000	33

### 9.3.2 1300 Telephone Referral Number

#### *Current Volunteers*

*Q27. Were you aware of the 1300 telephone referral number (1300 volunteer hotline) set up during IYV to assist people with questions regarding volunteering?*

*Q27a. Did you use the number at all?*

*Q27b. Did you find the 1300 telephone referral number useful?*

In the 1300 number was produced the following demand:

- Calls were received from over 500 locations across Australia
- 7,311 calls were received from Jan 2001 to Jan 2002 (609 calls per month on average)
- Most calls were made in the month of June 2001 (1,955 calls)

Reflecting the above findings, the evaluation research found:

- 15 per cent of volunteers aware of the phone referral service (20 per cent in metropolitan areas, 9 per cent in non-metropolitan areas)
- Of the 15 people aware of the service only two people (13 per cent) had used the service and both found the service useful.

### 9.3.3 IYV website

#### *Current Volunteers*

*Q28. Did you visit the official Commonwealth IYV website ([www.iyv2001.gov.au](http://www.iyv2001.gov.au)) during IYV?*

*Q28a. How would you rate the usefulness of the site? Was it ...*

An IYV website ([www.iyv2001.gov.au](http://www.iyv2001.gov.au)) was launched in February 2001 and featured a volunteer storybook with over 200 stories contributed by members of the community, a downloadable certificate of recognition for volunteers, information on the grant programs and a number of resources (eg facts sheets) for potential and current volunteers. The site also featured a special page devoted to celebrating corporate volunteering, December's theme.

There were more than 3.5 million hits to the site during 2001 (nearly 10,000 per day).

Only two of the 100 volunteers interviewed had visited the IYV website during IYV. Both rated the site as quite useful (as opposed to very useful or not useful).

### 9.3.4 Go Volunteer website

GoVolunteer is an initiative of Volunteering Australia and was Australia's first national volunteer recruitment website. It is a not-for-profit site that provides free internet advertising for not-for-profit community organisations looking for volunteers.

GoVolunteer provides volunteers with all they need to find out about volunteer opportunities and helps them make the best match possible between their personal requirements and choice of voluntary work.

By using the internet, GoVolunteer makes matching volunteers with not-for-profit organisations much faster and more efficient. It reduces the time and cost of recruiting volunteers and makes it easier for more Australians to make a difference in their community. The address for the website is *www.govolunteer.com.au* During IYV 2001, FaCS provided funding of \$125,000 to assist in the expansion and redevelopment of the GoVolunteer recruitment database and website.

The rate of use of the website increased from around 16,000 visits (per month) in March 2001 to nearly 29,000 visits (per month) in January 2002. The number of positions advertised grew from 177 to 3,014 in the same period.

#### *Current Volunteers*

*Q37. Have you heard of the 'Go Volunteer' website?*

*Q38. Have you visited the website?*

*Q38a. How would you rate the usefulness of the site?*

Only 6 per cent of the volunteers interviewed had heard of the Go Volunteer website, however none had visited the site. It should be noted that the site is designed to assist new volunteers in finding opportunities and thus its relevance to current volunteers is likely to be somewhat limited.

### 9.3.5 Communication Materials

#### *Current Volunteers*

*Q32. During the International Year of Volunteers, advertising and other communication materials were used. Do you recall seeing any advertising, communication or merchandising materials?*

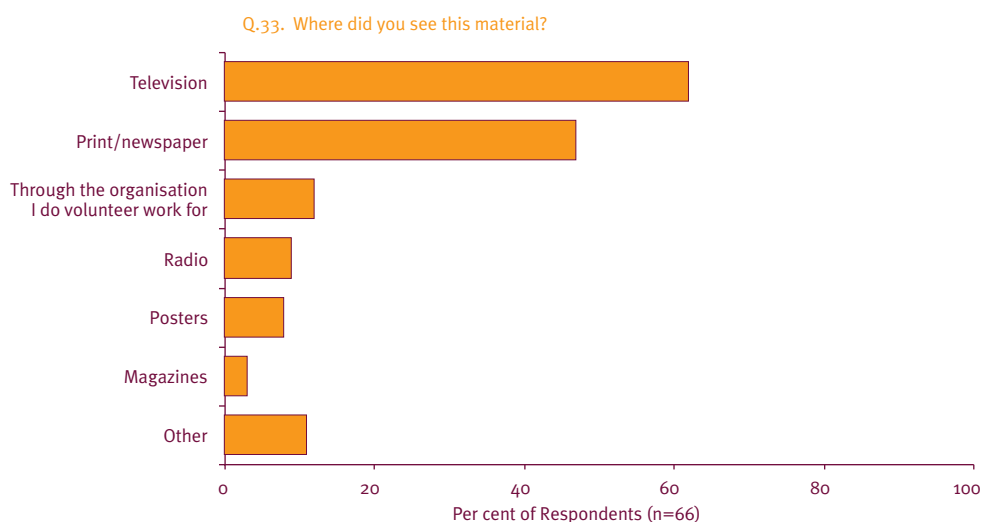
*Q33. Where did you see this material?*

*Q34. What do you think was the main message from this material?*

The communication strategy, consisting of advertising, communication and merchandising materials were recalled by two-thirds of the volunteers interviewed

(66 per cent). Those involved with more than one organisation were far more likely to have seen the communication and materials (81 per cent) than those involved with only one organisation (51 per cent). Likewise, those having volunteered more than two years ago were more likely to have seen the communication and materials (75 per cent) than the more recent volunteers (64 per cent).

The main sources of the awareness reflected the distribution of funds to different media as follows:



Amongst those who recalled advertising through main media and posters, the main messages recalled were:

	<i>Per cent</i>
▶ Encouraging people to volunteer	39
▶ Recognising/appreciating the work of volunteers	35
▶ Advocating the need for volunteers	19
▶ Promoting awareness of volunteers	11
▶ Highlighting IYV	9
▶ Diverse opportunities of volunteering/different work	9
▶ Rewards from volunteering/self-satisfaction	7
▶ Others (all less than 5 per cent)	15
▶ Don't know	2

The variety of messages recalled reflects the different motivations and needs of volunteers. Clearly, the essence of the message about recognising and celebrating, coupled with the need to stimulate involvement in volunteering has come through in the advertising and other communication materials.

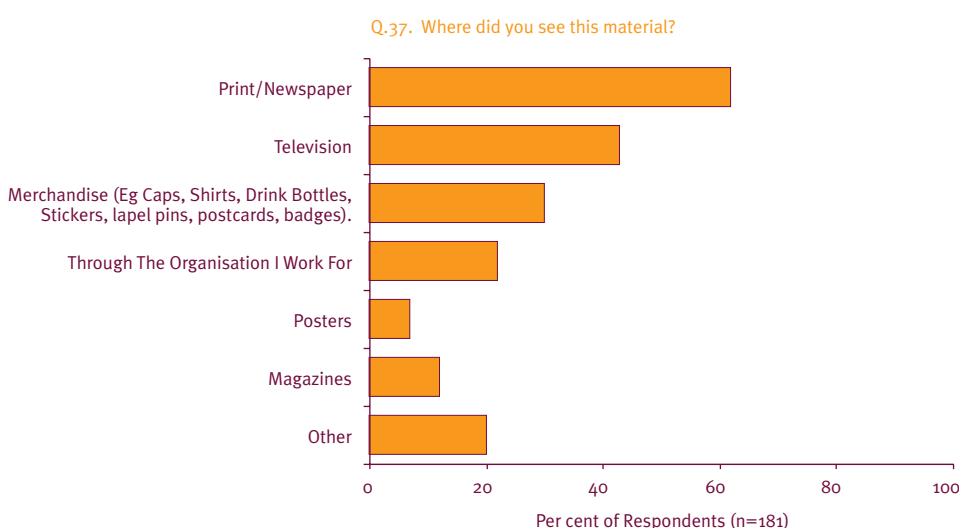
### Grant Applicants

Q36. During the International Year of Volunteers, advertising and other communication materials were used. Do you recall seeing any advertising, communication or merchandising materials?

Q37. Where did you see this material?

Q38. Despite not receiving the grant you sought, were you offered merchandise or communication material as another way to help you recognise volunteer efforts in your organisation?

The communication strategy consisting of advertising, communication and merchandising materials was recalled by nearly all grant applicants (89 per cent). The main sources of awareness reflected the distribution of funds to different media as follows:



Print/newspaper (62 per cent), television (43 per cent) and merchandise activities (30 per cent) were prominently recalled by grant applicants. Print/newspaper was recalled more prominently by Round 3 applicants (71 per cent) compared to Round 1 (29 per cent) and Round 2 applicants (49 per cent). Non-metropolitan applicants (72 per cent) were also more likely to have seen print/newspaper advertising.

Television advertising was recalled more prominently by Round 1 applicants (57 per cent) compared to Round 2 and 3 applicants (35 per cent and 43 per cent respectively). Clearly, the initial launch and call for applications was driven through multiple media with TV, print (newspapers), radio and posters all more prominently recalled by Round 1 applicants.

Amongst those who were not successful in obtaining a grant, only a quarter (24 per cent) claimed to have been offered merchandising or communication materials to help them recognise the efforts of volunteers in their organisations. The remainder were either not offered such material (56 per cent) or could not recall whether or not the offer was made (20 per cent). Offers appear to have been more prominent in Round 2 (45 per cent) than in Round 1 (33 per cent) or Round 3 (17 per cent).

### 9.3.6 Tagline

#### *Current Volunteers*

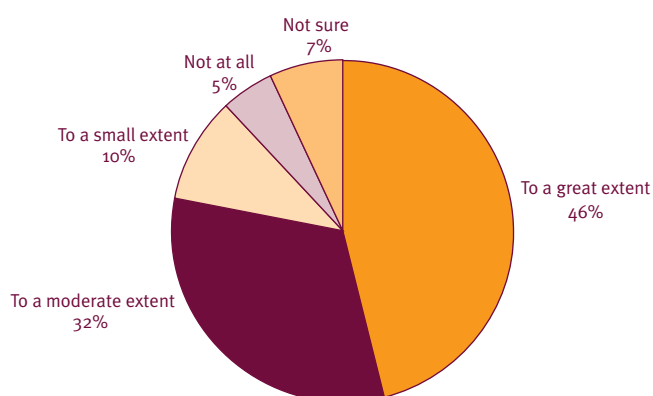
Q35. *Have you heard of the line “Ordinary people doing extraordinary things?”*

Q36. *To what extent do you think this line appropriately depicts what volunteering is about?*

Nearly four out of five volunteers claimed to be familiar with the line “ordinary people doing extraordinary things”. Awareness was notably higher amongst the longer-term volunteers (90 per cent) than those volunteering in the last two years (76 per cent).

The line typifies what volunteering is all about as evidenced below:

Q.36. *To what extent do you think this line appropriately depicts what volunteering is about?*



Eighty eight per cent of volunteers feel that ‘ordinary people doing extraordinary things’ typifies to some extent what volunteering is. Only 5 per cent of current volunteers believe this line does not ring true in relation to volunteering whilst a further 7 per cent are unsure about its accuracy.

### 9.3.7 Business Involvement with Volunteers

#### *Current Volunteers*

*Q39. Do you know of any businesses that regularly assist volunteers and the work that they do in any way?*

*Q39a. Could you please tell me which one(s)?*

Nearly half the volunteers interviewed (46 per cent) claimed to know of businesses that regularly assist volunteers and the work that they do. Claimed knowledge was fairly consistent across the sample.

The main organisations mentioned (not all of which were businesses) were as follows:

	<i>Per cent</i>
▶ Local businesses	28
▶ Non-profit organisations (eg APEX, Rotary, Lions, Red Cross, Salvation Army)	24 *
▶ Retail stores/local shops	11
▶ Hotels	9
▶ Schools	9 *
▶ Fast food outlets	7
▶ Others (all less than 5 per cent)	42

\* Note these organisations are not businesses but were recalled by volunteers in the context of this question without prompting.

#### *Grant Applicants*

*Q39. Do you know of any businesses that regularly assist volunteers and the work that they do in any way?*

*Q39a. Could you please tell me which one(s)?*

*Q40. Did your organisation develop any partnerships with businesses or other community organisations during IYV?*

*Q41. Are those relationships still in existence?*

Nearly half the grant applicants claimed to be aware of businesses that regularly assist volunteers and the work they do (48 per cent). Awareness was higher amongst:

	<i>Per cent</i>
▶ Victorian applicants	80
▶ Round 2 applicants	67
▶ Successful applicants	56
▶ South Australian applicants	55

The main organisations mentioned were as follows:

	<i>Per cent</i>
▶ Local businesses	59
▶ Non-profit organisations (eg APEX, Rotary, Lions, Red Cross, Salvation Army)	17
▶ Local council	11
▶ Retail stores/local shops	7
▶ Others (all less than 5 per cent)	20
▶ Not sure	9

Nearly a third of the applicants interviewed developed partnerships with other businesses or community organisations during IYV (31 per cent). Non-metropolitan applicants were far more likely to have done so than metropolitan applicants (36 per cent compared to 25 per cent).

Organisations receiving larger grants were also more likely to have forged such partnerships (36 per cent for grants between \$1,000 and \$2,999 and 40 per cent for grants between \$3,000 and \$5,000 (compared to 20 per cent for grants under \$1,000).

Applicants from the Northern Territory (64 per cent) and Western Australia (62 per cent) were more prominent in forging partnerships with other organisations.

Encouragingly, 87 per cent of those developing relationships with business and other community organisations still have those relationships in existence. All successful applicants that developed relationships have maintained those relationships — a solid outcome from the activities of IYV.

### 9.3.8 Volunteer Resource Centres

Volunteering Australia has a network of approximately 50 state/territory and regional volunteers centres that provide volunteer referral, placement and matching services. They are also used as a source of training advice and support. They facilitate network meetings to discuss topical issues such as how to attract volunteers to an organisation and how to recognise the work of volunteers.

Some volunteer centres also offer training for volunteer manager and hold workshops on various issues relating to managing volunteers.

FaCS funds two programs — the Voluntary Work Initiative and the Volunteer Management Program. These programs help volunteers link up with suitable placements in community organisations. Together, these centres in the last year placed some 35,600 Australian volunteers in voluntary work.

### *Current Volunteers*

*Q40. In the last two years, have you visited or used a volunteer resource centre or volunteer centre?*

*Q41. How would you rate the usefulness of the centre?*

One in nine currently volunteers claimed to have visited or used a Volunteer Resource Centre or Volunteer Centre (VRC). Recent volunteers (13 per cent) were more likely to have done so than those having done volunteer work for longer periods (5 per cent).

Of note, five of 11 people visiting or using a VRC were aged 18-29 years.

Amongst visitors to VRCs, nine people (82 per cent) found them very useful (55 per cent) or quite useful (27 per cent) whilst two people (18 per cent) did not find the experience very useful.

## 9.4 Impact of IYV

### *Current Volunteers*

*Q29. Overall, to what extent do you feel that the activities during the year made you feel acknowledged and appreciated as a volunteer in your community?*

*Q30. Why do you say that?*

*Q31. Now I would like you to tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements. The International Year of Volunteers .....*

The perceived impact of the IYV is perhaps the most important measure of the success or otherwise of the Year. Putting aside the resources and inputs devoted to the Year, perceptions of the Year are an important part of judging whether or not IYV celebrations hit their intended mark.

Overall, two-thirds of the volunteers interviewed felt the activities made them feel acknowledged and appreciated as a volunteer in their community (64 per cent). Amongst this group, 43 per cent felt the activities did so to a great or moderate extent, whilst 21 per cent felt this was done to a small extent.

Key reasons for feeling acknowledged and appreciated related to creating awareness of volunteers and volunteer activities, validating the work volunteers do and because the Year was well publicised and communicated.

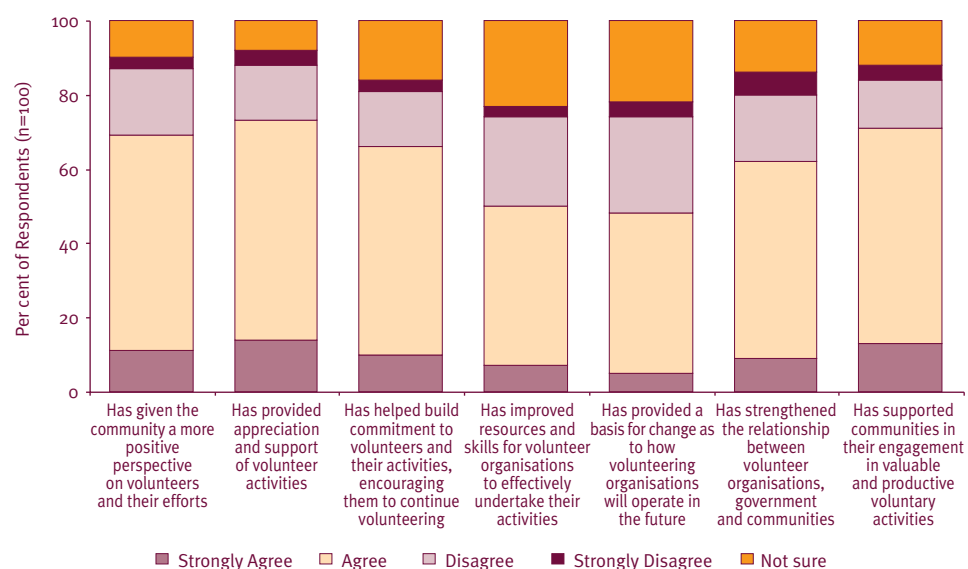
Of some concern, 33 per cent felt the IYV did not acknowledge them or make them feel appreciated as a volunteer. Whilst, it is important to note that 85 per cent of those feeling this way had only volunteered within the last two years, even one in four volunteers involved beyond the last two years felt they were not appropriately recognised. The balance to be struck between individual recognition and recognition of work done by an organisation containing individuals is an interesting one and requires care by FaCS in order to be seen to be deploying funding most appropriately.

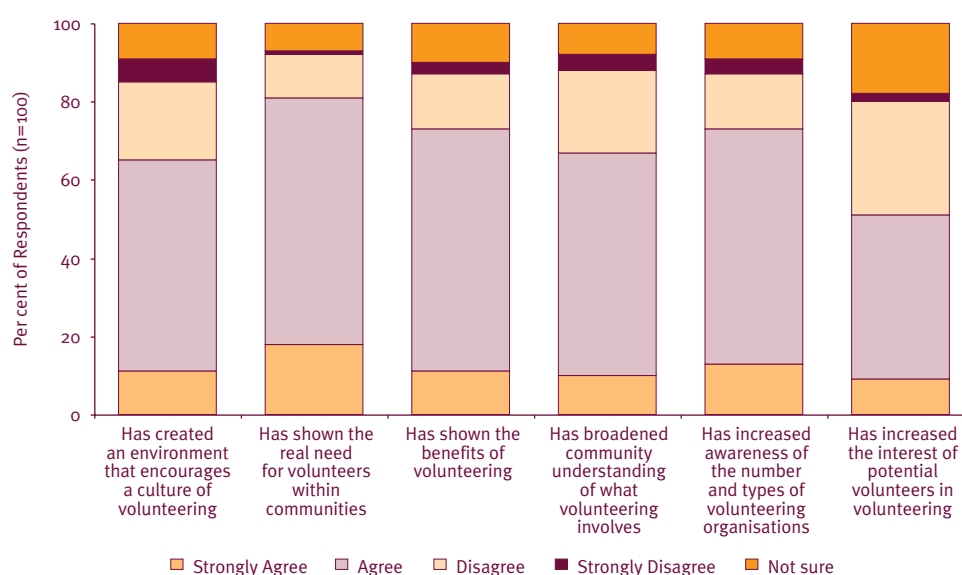
It would seem that the main reasons for not feeling recognised are derived from a lack of awareness of the Year amongst other secondary reasons as follows:

<i>Amongst those feeling they were not recognised (n=33)</i>	<i>Per cent</i>
Not aware of activities/IYV	36
Volunteer in a small organisation/not high profile	15
Nice to be acknowledged but don't do it for recognition	15
Activities had no impact/no personal thanks/recognition	12

From an evaluation perspective, whilst it is disappointing that not all volunteers endorsed the activities, it should be noted that the complexities and costs associated with identifying and reaching all volunteers may have exceeded the resources allocated by FaCS. Further, heavy reliance was placed on the networks of those volunteer organisations working to effectively target appropriate volunteer involvement.

Looking at the perceived outcomes of the IYV, we see the following perceptions amongst current volunteers:





The most positive outcomes or impacts are recognised as follows:

- ▶ Has shown the real need for volunteers in the community (81 per cent agree)
- ▶ Has provided appreciation and support for volunteer activities (73 per cent agree)
- ▶ Has shown the benefits of volunteering (73 per cent agree)
- ▶ Has increased awareness of the number and types of volunteering organisations (73 per cent agree)
- ▶ Has supported communities in their engagement in valuable and productive voluntary activities (71 per cent agree)
- ▶ Has given the community a more positive perspective on volunteers and their efforts (69 per cent agree)
- ▶ Has broadened community understanding of what volunteering involves (67 per cent agree)

Other slightly less positive outcomes or impacts were recognised by many. Perhaps the most disappointing attitudes reveal the challenge in attracting the interest of volunteers in the longer-term:

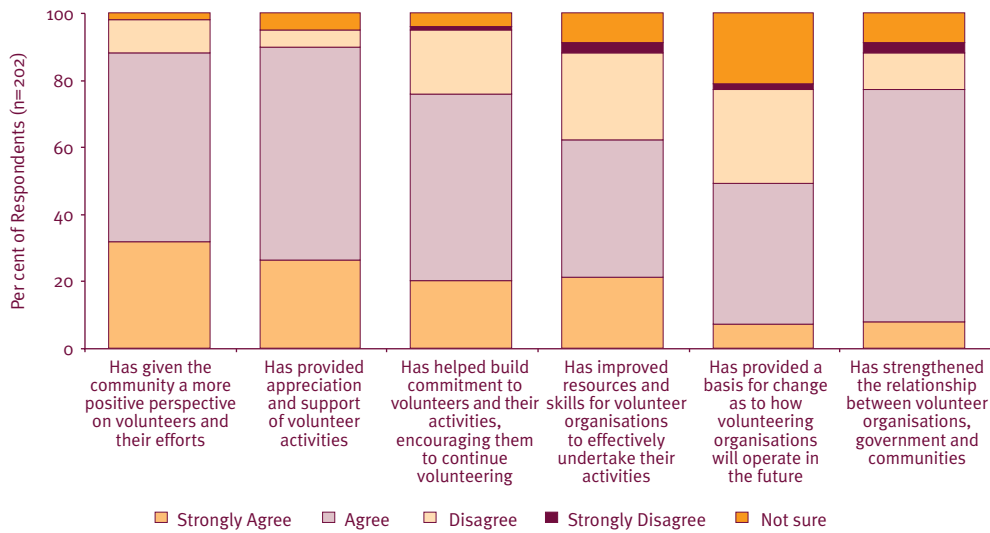
- ▶ 51 per cent agreed that IYV has increased the interest of potential volunteers in volunteering (compared to 31 per cent disagreeing)
- ▶ 50 per cent agreed that IYV has improved resources and skills for volunteering organisations to effectively undertaken their activities (compared to 27 per cent disagreeing and 23 per cent unsure)
- ▶ 48 per cent agreed that IYV has provided a basis for change as to how volunteering organisations will operate in the future (compared to 30 per cent disagreeing and 22 per cent unsure), although it should be recognised that this was never an objective of the IYV.

There is overwhelming evidence that IYV 2001 positively impacted on the volunteer community by raising awareness within the community about volunteering opportunities, more clearly depicting what volunteering involves and alerting potential volunteers to the value of volunteering.

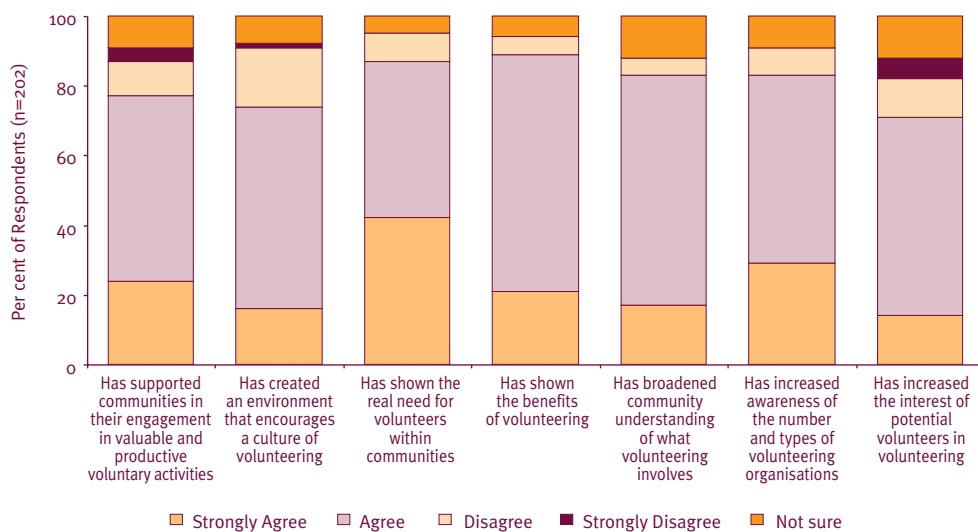
*Grant Applicants*

Q35. Now I would like you to tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements. The International Year of Volunteers?

Q.35. Now I would like you to tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements. The International Year of Volunteers...?



Q.35. Now I would like you to tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements. The International Year of Volunteers...?



All of the statements received majority support from grant applicants suggesting that from those involved in the IYV grants program, the Year provided enormous benefits. The most positive outcomes or impacts are recognised as follows:

- ▶ Has provided appreciation and support for volunteer activities (90 per cent agree)
- ▶ Has shown the benefits of volunteering (89 per cent agree)
- ▶ Has given the community a more positive perspective on volunteers and their efforts (88 per cent agree)
- ▶ Has shown the real need for volunteers in the community (87 per cent agree)
- ▶ Has increased awareness of the number and types of volunteering organisations (83 per cent agree)
- ▶ Has broadened community understanding of what volunteering involves (83 per cent agree)
- ▶ Has strengthened the relationship between volunteering organisations, government and communities (77 per cent agree)
- ▶ Has supported communities in their engagement in valuable and productive voluntary activities (77 per cent agree)
- ▶ Has helped build commitment to volunteers and their activities, encouraging them to continue volunteering (76 per cent agree)

Other slightly less positive outcomes or impacts were recognised by many. Perhaps the most disappointing attitudes reveal the challenge in attracting the interest of volunteers in the longer-term:

- ▶ Sixty two per cent agreed that IYV has improved resources and skills for volunteering organisations to effectively undertake their activities (compared to 29 per cent disagreeing and 9 per cent unsure)
- ▶ Fifty per cent agreed that IYV has provided a basis for change as to how volunteering organisations will operate in the future (compared to 30 per cent disagreeing and 21 per cent unsure)

On balance, many positive outcomes of the IYV are recognised by grant applicants.

### *Volunteer Resource Centres*

*Q12. Now please indicate whether you strongly agree, agree, disagree, or strongly disagree with the following statements about the impact of IYV for community and volunteer organisations?*

A compelling level of endorsement was observed across many of the nominated statements. Very high levels of endorsement were apparent for following:

- ▶ Has given the community a more positive perspective on volunteers and their efforts (90 per cent total agree, 38 per cent strongly agree, 52 per cent agree)

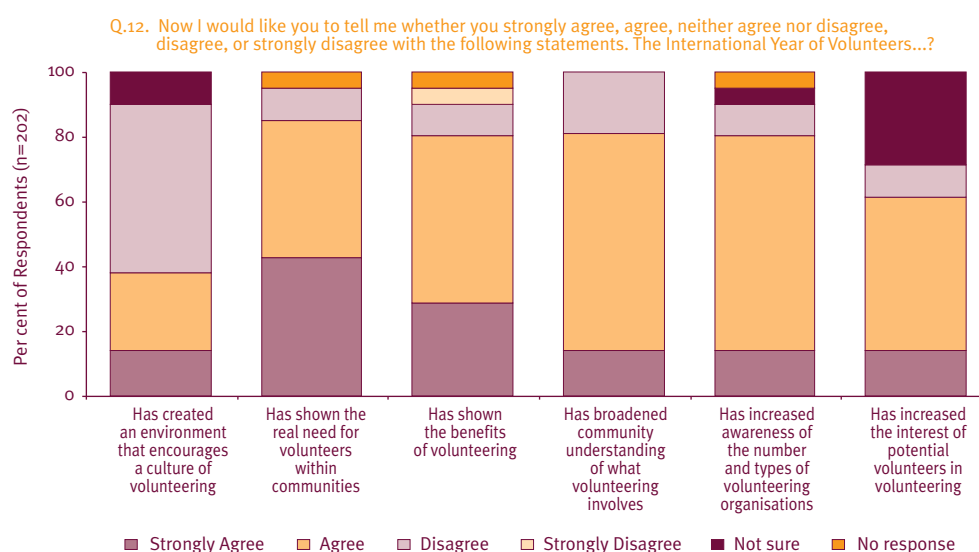
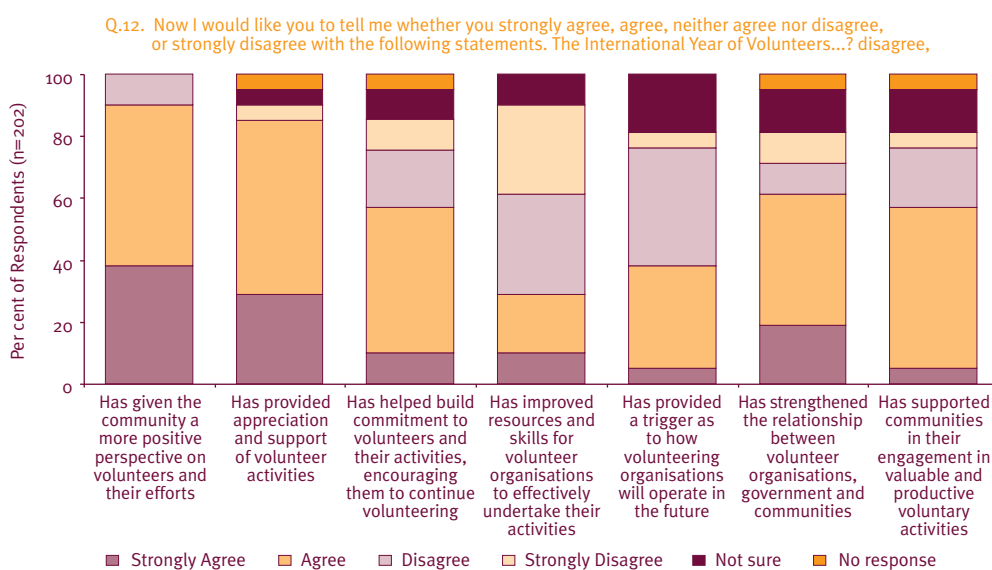
- ▶ Has shown a real need for volunteers within communities (86 per cent total agree, 46 per cent strongly agree, 43 per cent agree)
- ▶ Has provided appreciation and support of volunteer activities (86 per cent total agree, 29 per cent strongly agree, 57 per cent agree)
- ▶ Has shown the benefits of volunteering (81 per cent total agree, 29 per cent strongly agree, 52 per cent agree)
- ▶ Has broadened community understanding of what volunteering involves (81 per cent total agree, 14 per cent strongly agree, 67 per cent agree)
- ▶ Has increased awareness of the number and types of volunteering organisations (81 per cent total agree, 14 per cent strongly agree, 67 per cent agree)

Although majority support was evident across the following, ambiguity and disagreement surfaced and overall agreement levels were comparatively moderate (to those observed on the above listed statements):

- ▶ Has strengthened the relationship between volunteer organisations, government and communities (62 per cent total agree, 19 per cent total disagree, 19 per cent not sure/no response)
- ▶ Has increased the interest of potential volunteers in volunteering (62 per cent total agree, 10 per cent total disagree, 29 per cent not sure)
- ▶ Has supported communities in their engagement in valuable and productive voluntary activities (57 per cent total agree, 24 per cent total disagree, 19 per cent not sure/no response)
- ▶ Has helped build commitment to volunteers and their activities, encouraging them to continue volunteering (57 per cent total agree, 29 per cent total disagree, 15 per cent not sure/no response)

Largely negative sentiment or polarised views emerged in the context of the following statements:

- ▶ Has created an environment that encourages a culture of volunteering (38 per cent total agree, 52 per cent total disagree, 10 per cent not sure)
- ▶ Has improved resources and skills for volunteer organisations to effectively undertake their activities (29 per cent total agree, 62 per cent total disagree, 10 per cent not sure)
- ▶ Has provided a trigger as to how volunteering organisations will operate in the future (38 per cent total agree, 43 per cent total disagree, 19 per cent not sure)



### 9.4.1 Prolonging the Benefits

#### Volunteer Resource Centres

Q13. What would you say were the main benefits of the IYV?

Q14. What do you see as the priorities to ensure that the benefits that have been achieved through IYV are maintained?

Key benefits of the IYV in the minds of operators of Volunteering Resource Centres were as follows (drawn from verbatim comments provided by respondents):

- ▶ Global recognition — brought volunteering to the political forefront.
- ▶ The raising of awareness of the contribution volunteers make to the community.
- ▶ The positive recognition of the huge amount of work.

- ▶ “Feel good” factor in recognition activities.
- ▶ Being able to recognise our volunteers publicly.
- ▶ Promoting volunteering. Distribution of promotional literature by Volunteer Centres.
- ▶ Increased the credibility of volunteer organisations.
- ▶ An improved understanding of Volunteering in the community by government and business.
- ▶ Raised the profile of volunteers and ‘volunteerism’ overall.
- ▶ Recognition of volunteers and their contribution to social capital.
- ▶ Inspired more people to become volunteers as evidenced in our rising referral figures.
- ▶ Created awareness of the fact that there is ‘something for everyone’ and each person can make a contribution.
- ▶ Raised awareness to a minor degree in some government departments of the many issues associated with the operation of the sector.

The priorities towards ensuring the maintenance of the benefits that have been achieved through the IYV were suggested as follows (drawn from verbatim comments provided by respondents):

- ▶ All levels of government and private trusts, value the involvement of volunteers in projects they fund, and hence should provide appropriate resources on an ongoing basis.
- ▶ Maintaining the publicity/promotion of the benefits of volunteering – through vital avenues like the 1300 referral phone line and the provision of merchandise – *“the 1300 number was such a boom for rural/regional communities.”*
- ▶ Commitment of dollars and resources by funders (all levels of government and the private sector).
- ▶ Adequate resourcing of State centres, VRCs and community organisations that involves volunteers.
- ▶ Continued publicity and advertising on a regular basis – at a National, State, regional and local level.
- ▶ Ongoing government support.
- ▶ Better communication and relationships between government and community organisations.
- ▶ Funding made available to support ‘volunteerism’ at local levels.
- ▶ Maintain the momentum of the raised profile (otherwise the benefits will be lost).
- ▶ Sustained effort required to maintain the charity of community organisations to manage volunteers and therefore leading to higher retention.

- ▶ Continued government and business support.
- ▶ Continued recognition of volunteers through certificates, etc.
- ▶ Maintaining effective networks and raising the number of organisations in remote locations. Working towards expanding existing programs and creating new ones.
- ▶ Continued financial assistance for publicity and promotions. Access to training.

#### 9.4.2 Overall Perceptions of IYV

##### *Volunteer Resource Centres*

*Q.15a. At the conclusion of the IYV in 2001, how would you have rated the success of the Year?*

*Q.15b. And 12 months on, how would you rate the success of IYV now?*

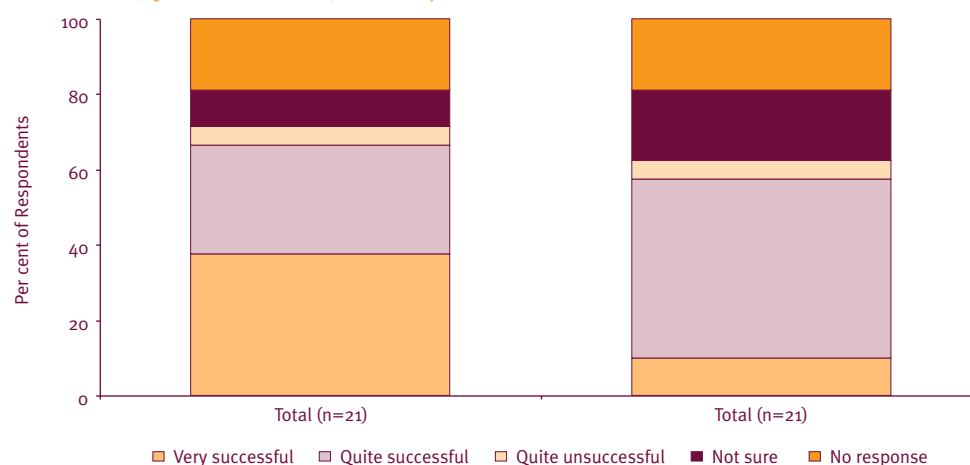
At the conclusion of the year in 2001, the clear majority of VRCs would have viewed the IYV as an overall success (67 per cent overall, 38 per cent very successful, 29 per cent quite successful). A fraction rated the year as unsuccessful (5 per cent or n=1 respondent).

Close to one in three respondents were unable, unwilling or chose to reserve judgement here (19 per cent no response, 10 per cent not sure).

In retrospect (ie. reflecting back on the year three-quarters of the way through 2002), the picture of overall success changes slightly. The majority still rate the year as an overall success (57 per cent), but the degree of success afforded weakens (10 per cent very successful, 48 per cent quite successful), and increased levels of ambiguity or reserved judgement surface nearly a year on (19 per cent no response, 19 per cent not sure).

Q.15.a At the conclusion of the IYV in 2001, how would you have rated the success of the Year?

Q.15.b And 12 months on, how would you rate the success of the IYV now?



### 9.4.3 Impact on VRCs

#### *Volunteer Resource Centres*

*Q16. What have been some of the main impacts on your organisation as a result of IYV?*

Some of the main impacts of the IYV on VRCs were cited as follows (drawn from verbatim comments provided by respondents):

- ▶ Increased demand from organisations towards support of their volunteer programs. All the locals that heard of the dedicated funding to volunteering by State and Commonwealth Governments assumed volunteer centres were receiving bucket loads of money. Sadly, reality was vastly different and volunteer centres were positioned to do more with less in most cases. However, on a positive note, the profile of volunteering was raised immensely and there is now (possibly) higher expectations of the public on the services provided by volunteer centres.
- ▶ Increase in the numbers of ‘general’ volunteers rather than people who are volunteering as a result of a government program (AWT). Raised expectations of organisation in terms of taking a lead role in organising activities/events to recognise volunteers (without ongoing funding). Increased costs on infrastructure/resources due to higher numbers of people wanting to volunteer. Continual request for merchandise (ie. posters for schools, diaries, etc).
- ▶ The large number of volunteer referrals. The enhanced understanding of the benefits of volunteering. Extension of the number and breadth of skills being used. People are recognising volunteers as skilled.
- ▶ Raised sense of prestige surrounding the “Volunteer of the Year” awards. Good numbers of volunteers placed.
- ▶ Increased number of potential volunteers seeking voluntary work.
- ▶ Increased profile of volunteers and awareness of the need for more volunteers to keep community groups working effectively.
- ▶ People seeking volunteering after the Olympics & 2001 IYV.
- ▶ The initial attraction to volunteering encouraged and generated by IYV has now worn off and the numbers of interested volunteers is declining to a pre Olympics/IYV level.
- ▶ More volunteers wanting to participate. More organisations wanting assistance. More businesses developing volunteer programs. Requests for advice from Government.
- ▶ During 2001, slight increase in new volunteers offering their services.

- ▶ Agenda developed by Volunteering Australia — “Beyond the International Year”. Results of some research projects undertaken have been quite valuable.
- ▶ Centrelink has co-opted “volunteering”. Work has increased by 300 per cent. Resources unable to cope.
- ▶ Increased number of people choosing to volunteer — and for our office, continuous improvement practices to match the needs of our member organisations and customers.
- ▶ Increased number of people enquiring about becoming volunteers and people accepting volunteer positions.
- ▶ More people in community are accessing the volunteer service to enhance their lives. Public awareness. Personal satisfaction.
- ▶ No long term impacts — we continue on with the same workload that is massively under-funded, attempting to resource a sector that is extremely diverse which has increasing demands made upon it. We have suffered significant staff burnout this year as a result of the huge demands made on us last year.
- ▶ Partnerships with a larger not-for-profit community sector. Also, personal links to Centrelink, local politicians and job network agencies. Quality Assurance. A leadership role in promoting benefits of Volunteering.

#### Funding to Volunteer Resource Centres from the Department of Family and Community Services, 2002/03

Level of Funding	Number of VRCs Funded
\$23,000 pa	21
\$23,000 — \$50,000	2
\$51,000 — \$100,000	17
\$100,000 — \$200,000	4
Over \$200,000	4
Total	48

Funding through the Voluntary Management Program and Voluntary Work Initiative to Volunteer Resource Centres has increased from \$3.1 million in 2000/01 to \$3.8 million in 2002/03.

#### 9.4.4 Suggestions for next time

##### *Volunteer Resource Centres*

*Q17. If you were advising the Commonwealth Department of Family and Community Services about running the IYV again, what aspects do you think you would do again, what would you change and what would you omit?*

As previous evidence suggests, the bulk of listed initiatives enjoy majority support and would be endorsed by VRCs if the IYV were to be staged again:

- ▶ Community service announcement advertising (76 per cent support doing it again)
- ▶ Merchandise (eg. posters, kits, lapel pins) (76 per cent support doing it again)
- ▶ Publicity/use of promotions (71 per cent support doing it again)
- ▶ Development of partnerships with business (67 per cent support doing it again)
- ▶ Sponsorship of relevant conferences (67 per cent support doing it again)
- ▶ IYV awards (62 per cent support doing it again)
- ▶ Small grants program (62 per cent support doing it again)
- ▶ Small equipment grants program (57 per cent support doing it again)
- ▶ Practical solution grants (57 per cent support doing it again)
- ▶ Upgrading of go volunteer website and database (52 per cent support doing it again)

In comparison, somewhat less support and reservation surrounds the 1300 Volunteer referral phone line (48 per cent support doing it again, 29 per cent no response, 10 per cent not sure, 14 per cent would change it).

Interestingly, despite strong endorsement of the **celebrations of volunteer efforts (eg. certificates, BBQ's, parties)** throughout the previous findings, it is an initiative that enjoys comparatively less support and significantly high levels of ambiguity in terms of continuing to use this approach in future (24 per cent support doing it again, 29 per cent not sure, 38 per cent no response, 10 per cent would change it).

*Q18. If there anything else you would like to add please do so here?*

A range of verbatim comments were brought forward in reference to the above question, as follows (drawn from verbatim comments provided by respondents):

- ▶ Funds available earlier. Receive all merchandise available. More dollars for development projects and for volunteer centres, earlier in the piece. Less spent on 'showcasing' and more on practical projects to benefit communities.
- ▶ Funding for training of volunteers. Whole of government approach to volunteering — all departments taking responsibility.

- ▶ I cannot emphasise the value of the 1300 phone as our referrals on that phone is almost 50 per cent of the referrals made. I would like to see this continue.
- ▶ Dissemination of advertising and publicity material earlier; consult with services on the ground before implementation begins.
- ▶ More funding would allow us to undertake more or broader activities, which may generate a similar response to IYV.
- ▶ Merchandise at the beginning of the year. More support for coordination at state and territory level.
- ▶ Sustained funding levels for organisations utilising volunteers and needing to train, clothe and equip for the job. Forget the grandstanding.
- ▶ Whilst I said publicity should be done again — it would need to be targeted better. Telstra 1300 line would have to be directed properly. Have a major issue with Awards, unless given to every volunteer — they tend to recognise time given not skill or extent of commitment made.
- ▶ A national sponsored conference.

## 9.5 Other Information

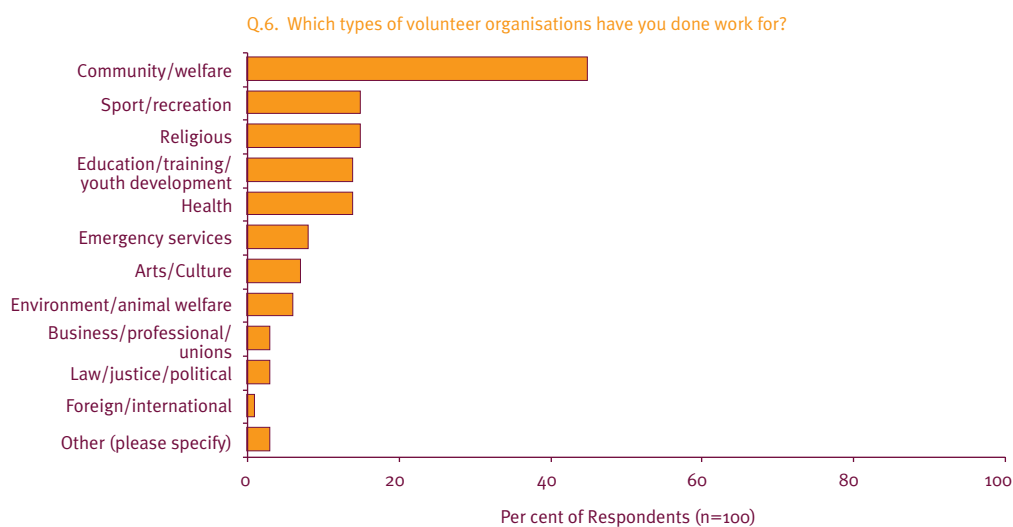
### 9.5.1 Nature and Extent of Volunteering

#### *Current Volunteers*

- Q4. *In the last two years, have you volunteered your time to do work for any organisations?*
- Q5. *And prior to the last two years, have you done any volunteer work for organisations?*
- Q6. *Which types of volunteer organisations have you done work for?*
- Q7. *And which types of volunteer activity have you undertaken?*
- Q8. *What is the name of the organisation you have done most volunteer work for?*
- Q9. *And how many organisations in total do you do volunteer work for currently?*

Overall, 80 per cent of the respondents in the survey had volunteered within the last two years, the remainder having volunteered prior. It would seem that a large number of those involved with volunteering are new to the experience – a sign that the IYV put volunteering on the map for at least some of these people.

The organisation types more heavily represented amongst the volunteers interviewed were as follows:



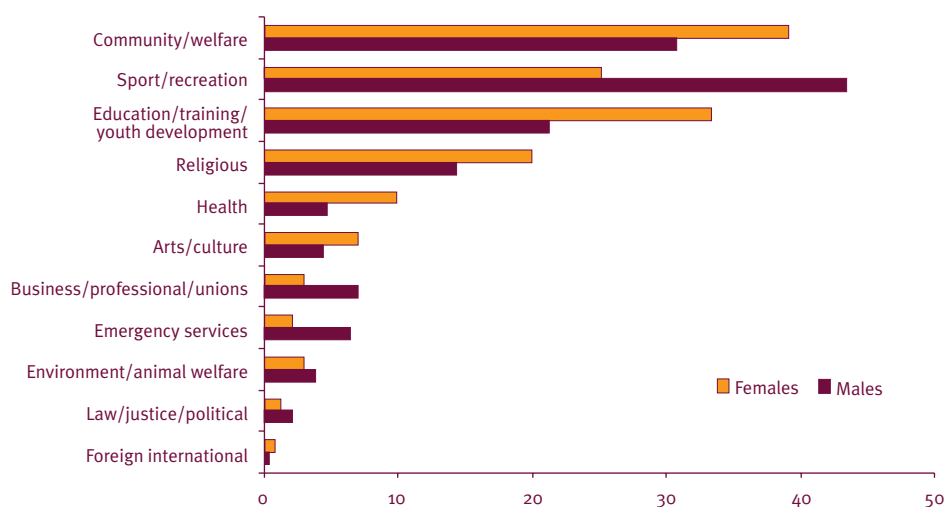
The most prevalent organisation types were those involved with community/welfare (45 per cent), sport/recreation (15 per cent), religion (15 per cent), education/training/youth development (14 per cent) and health (14 per cent). Of note, women are far more likely than men to be involved with religious volunteering (21 per cent compared to 3 per cent) and education/training/youth development (18 per cent to 6 per cent).

Men on the other hand are more likely than women to be involved with sport/recreation (22 per cent compared to 12 per cent) and emergency services (16 per cent to 4 per cent).

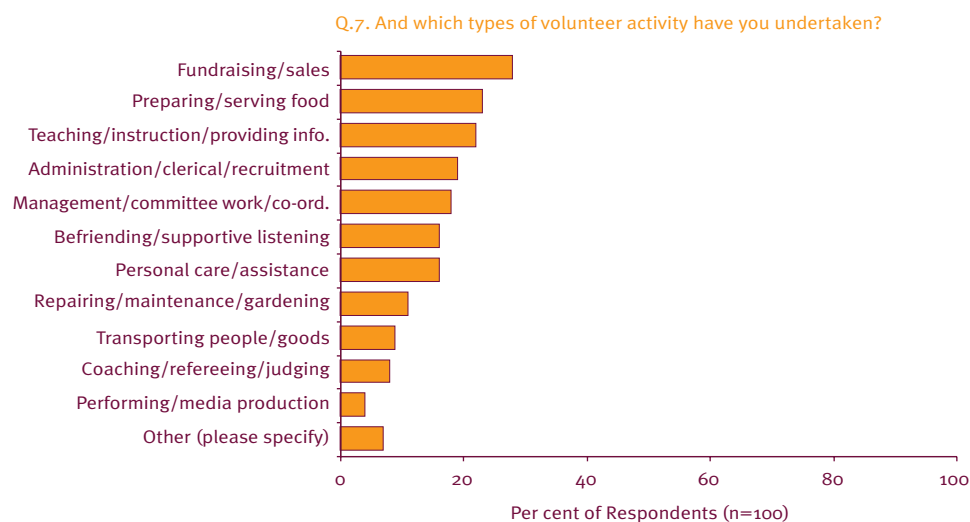
The ABS Survey of Voluntary Work reveals that:

“Two types of organisations together claimed almost half of all volunteer hours; community/welfare (26 per cent) and sport/recreation (21 per cent). Together with religious (17 per cent) and education/training/youth development (14 per cent) types of organisations, they accounted for almost 80 per cent of all volunteer hours. These four categories were also the largest in terms of the number of volunteer involvements.

Male volunteers were most likely to be involved in sporting or recreational organisations. For females, community/welfare organisations involved the largest number. Although there were slightly more female than male volunteers overall, there were many more male involvements than female in the fields of sport/recreation, business/professional/union, and emergency services.”



From the evaluation, the main activities undertaken by the volunteers interviewed were as follows:



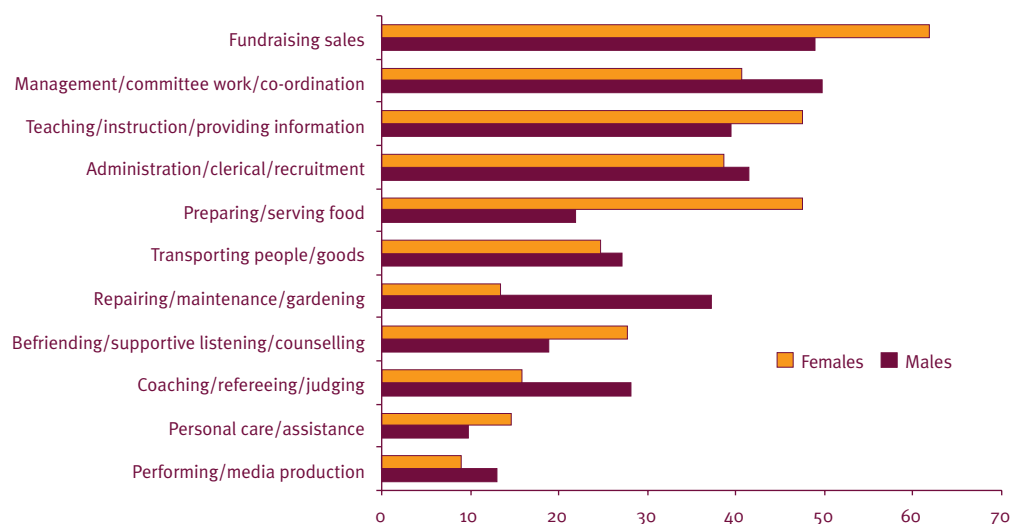
The most prevalent activities undertaken were fundraising/sales (28 per cent), preparing/serving food (23 per cent), teaching/instruction/providing information (22 per cent), administration/clerical/recruitment (19 per cent) and management/committee work/co-ordination (18 per cent).

Of note, women are more likely than men to be involved in preparing food (26 per cent to 16 per cent), administration (25 per cent to 6 per cent), personal care (19 per cent to 9 per cent) and befriending/undertaking supportive listening (19 per cent to 9 per cent).

Men are more likely than women to be undertaking repairs/maintenance (25 per cent to 4 per cent).

The ABS Survey of Voluntary Work reveals that:

“As is the case for people in paid employment, volunteers perform a range of different tasks when undertaking voluntary work. The activities most frequently reported by volunteers were fundraising (56 per cent), management (45 per cent), teaching (44 per cent) and administration (41 per cent).



The sex segregation observed among some occupations for paid work is also evident in voluntary work activities. For example, female volunteers were much more likely than male volunteers to be preparing and serving food (47 per cent compared to 23 per cent) whereas men were more likely than women to be involved in such activities as repairs, maintenance and gardening (38 per cent compared to 14 per cent), and coaching and refereeing (29 per cent compared to 16 per cent).”

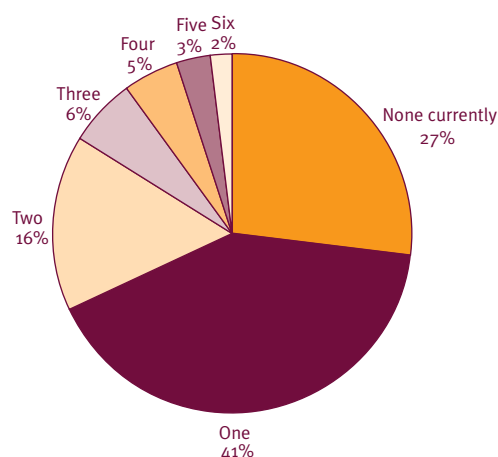
Most volunteering activity occurred through:

	<i>Per cent</i>
▶ Schools/local primary schools	11
▶ Various sporting clubs	10
▶ Various church groups	5
▶ Meals on Wheels	5
▶ Lions Club	3
▶ Local community centres	3
▶ Cancer Foundation (Council)	3
▶ Others (all 2 per cent or less)	57*
▶ Don't know	2

\* Note many organisations were mentioned by only one person.

The pattern of volunteer involvement is interesting with 27 per cent not currently undertaken volunteer work with their organisation yet indicating their status as a current volunteer. Amongst the remainder, 41 per cent are active with one organisation and 32 per cent volunteer for more than one organisation:

Q.9. And how many organisations in total do you do volunteer work for currently?



The ABS Survey of Voluntary Work reveals that:

“Almost two-thirds of volunteers (65 per cent) worked for one organisation only and a further 31 per cent worked for two or three. There was a slight variation by age with younger people more likely than others to work for only one organisation and the middle age group (45-54 years) more likely to work for three or more organisations.”

From the evaluation, volunteers in non-metropolitan areas tended to be volunteering in more than organisations than those in metropolitan areas (volunteering with 1.8 organisations compared to 1.1 organisations on average).

Generally, volunteers aged 65+ years were engaged with more organisations than younger volunteers:

	<i>Mean number of organisations volunteering with</i>
18-29 years	1.2
30-44 years	1.0
45-64 years	1.3
65+ years	2.2

The ABS Survey of Voluntary Work reveals that:

“Volunteer rates varied across different groups in the population. They were slightly higher for women than men (33 per cent compared to 31 per cent) and, with a few exceptions, this was the case regardless of birthplace, family status, labour force status. Volunteer rates among the older age groups were marginally higher for men than for women as were the rates for partners with dependent children and non-family members not living alone. Men employed full-time also had a slightly higher rate of volunteering (34 per cent) than women employed on the same basis (31 per cent).

“The pattern of volunteering varied with age and life stage. People aged 35-44 years reported the highest rate of volunteering (40 per cent). At these ages people are more likely to be married with children and their higher than average volunteer rate reflects their family commitments. This is most marked for women. Thus, female partners with dependent children had a volunteer rate of 45 per cent compared to 28 per cent for female partners without dependent children. Similarly, women employed part-time had a higher volunteer rate (44 per cent) than those employed full-time (31 per cent).”

### 9.5.2 Attitudes to Volunteering

#### *Current Volunteers*

*Q10. What would you say are the most positive aspects of volunteering?*

*Q11. And what would you say are the most negative aspects of volunteering?*

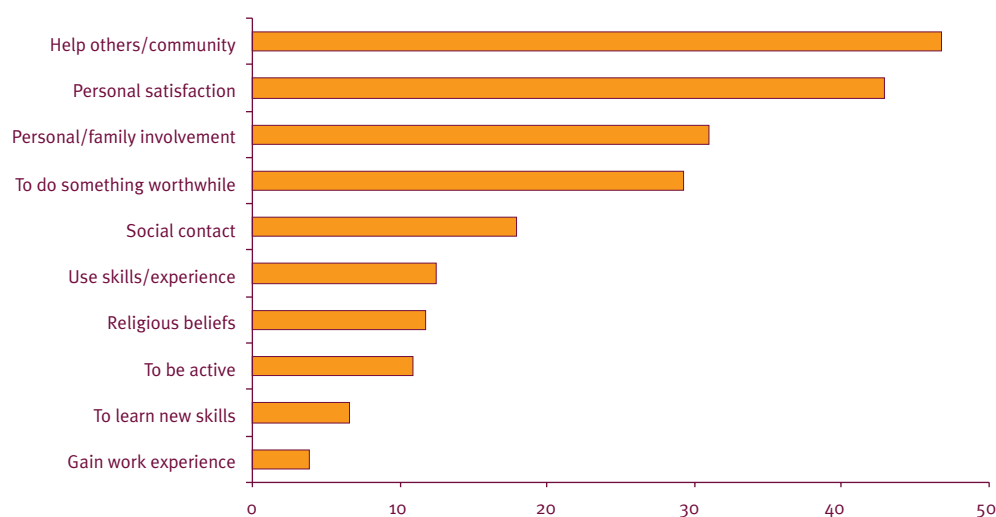
The most positive aspects of volunteering are clear to most volunteers:

	<i>Per cent</i>
▶ Helping less fortunate people	43
▶ Giving something back to the community	41
▶ Social contact	24
▶ Using skills and talents for the benefit of others	24
▶ Helps give you and others a sense of direction or purpose	23
▶ Developing skills	10
▶ Personal fulfilment/satisfaction/enjoyment	8
▶ Makes you feel like you belong to a group	7
▶ Others (all less than 5 per cent)	4
▶ None/no positives	1

Clearly the concept of volunteering brings with it the suspension of personal interest in many cases with support of others and giving back to the community very prominent in the minds of volunteers. However, the qualitative research highlighted the need to have both benefit for self and benefit for others in order to stimulate widespread involvement in volunteer activities.

The ABS Survey of Voluntary Work reveals that:

“Voluntary work provides benefits to the community. This was acknowledged as a current reason for volunteering by 47 per cent of volunteers. However, volunteers also identified benefits to themselves with 43 per cent reporting personal satisfaction. For the 18-24 years age group volunteering was also seen as a way to learn new skills and to gain work experience (13 per cent and 17 per cent, respectively)”.



Encouragingly, 32 per cent of volunteers are unable to cite any negatives regarding volunteering. However, a number of concerns regarding volunteer activity were mentioned:

	<i>Per cent</i>
None/no negatives	32
Time involved in doing volunteer work	27
Lack of appreciation by the community	14
Not enough volunteers for the work to be done	8
Lack of government funding	8
Poor attitude towards volunteers/rude people	7
Being taken for granted	5
Others (all less than 5 per cent)	14

The main drawbacks to volunteering are the time commitment and an apparent lack of appreciation by the wider community.

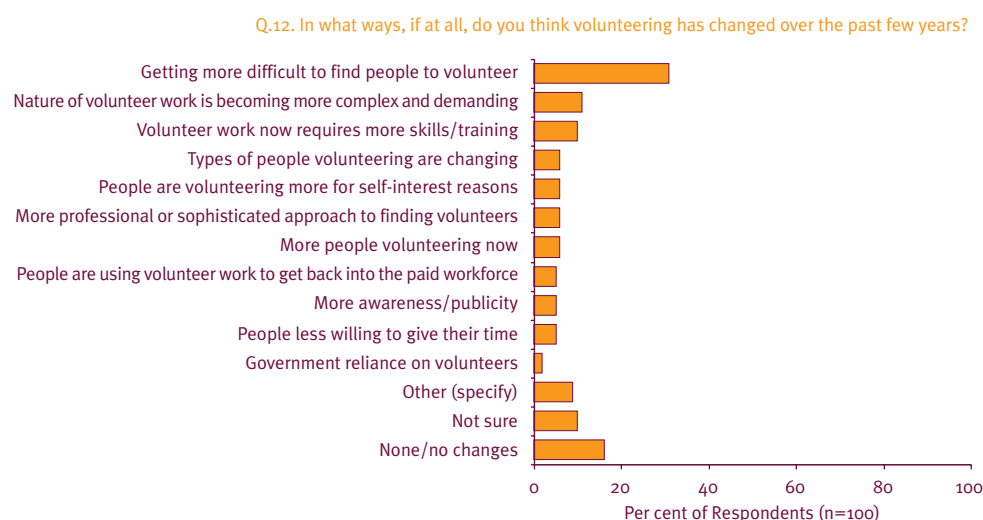
### 9.5.3 Changes to Volunteering

#### Current Volunteers

*Q12. In what ways, if at all, do you think volunteering has changed over the past few years?*

*Q13. I'm going to read out a number of statements about volunteering. For each one I'd like you to tell me whether you agree or disagree and whether you do so strongly or a little.*

In the eyes of volunteers, volunteering has changed over the past few years. The most prominent changes noted are:



In contrast to ABS data showing an increase in volunteer activity in Australia, current volunteers perceive that it is getting more difficult to find people to volunteer (31 per cent), the nature of volunteer work is becoming more complex and demanding (11 per cent) and volunteer work now requires more skills/training (10 per cent). These perceived changes present challenges for organisations seeking to attract the interest and commitment of volunteers in the future.

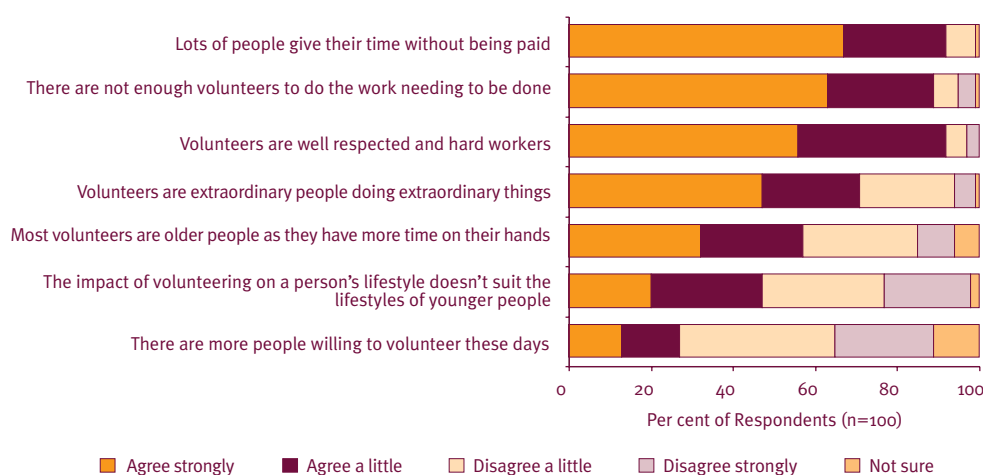
Attitudes to volunteering reveal a number of concerns about the extent to which volunteers will be available and willing into the future. On the positive front, from these findings it is clear that volunteers recognise that:

- ▶ They are well respected and hard workers (92 per cent agree overall)
- ▶ They and others give their time without being paid (92 per cent agree overall)
- ▶ They are extraordinary people doing extraordinary things (71 per cent agree overall)

However, of concern, most recognise:

- ▶ There are not enough volunteers to do the work needing to be done (89 per cent agree overall)
- ▶ Not enough people are willing to volunteer these days (62 per cent disagree that there are more people willing to do so).

Q.13. I'm going to read out a number of statements about volunteering. For each one I'd like you to tell me whether you agree or disagree and whether you do so strongly or a little.



Interestingly, an approximately equal proportion agreed and disagreed with the statement that the impact of volunteering doesn't suit the lifestyles of younger people (47 per cent agree, 51 per cent disagree).

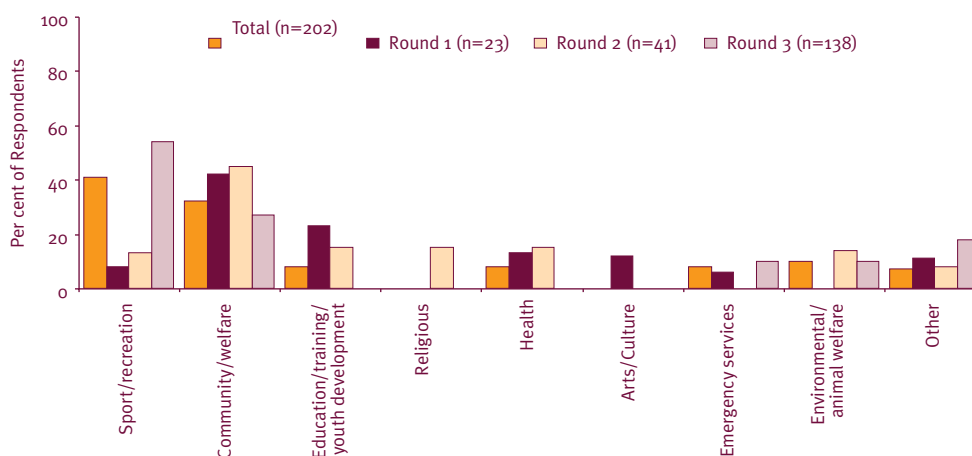
Importantly, it is the younger volunteers who disagree most with this concept (75 per cent of 18-29 year olds and 5 per cent of 30-44 year olds disagree) suggesting that they are prepared to make the sacrifice if approached appropriately.

#### 9.5.4 Profile of Grant Applicant Organisations

- Q6. Before asking you about the process of applying for funding during IYV, I'd like to get some initial information about your organisation. What types of voluntary work is your organisation involved with?
- Q7. How many paid employees does your organisation have in Australia?
- Q8. How many volunteers does your organisation have?
- Q9. What are the main sources of volunteers, by that I mean how do you typically find your volunteers?
- Q10. As a percentage, what proportion of your current volunteers joined you during or since the International Year of Volunteers?
- Q11. Which types of people are more prominent as volunteers in your organisation?

The profile of voluntary work undertaken by organisations interviewed reflects the profile represented in the Australian Bureau of Statistics survey on Volunteer Work and is as follows:

Q.6. Before asking you about the process of applying for funding during IYV, I'd like to get some initial information about your organisation. What types of voluntary work is your organisation involved with?



The most prominent activities undertaken by organisations relate to sport and recreation (41 per cent) and community and welfare (32 per cent) with all other areas involving 10 per cent or fewer respondents.

Of note, **in the interviewed sample**, applicants from Round 3 (Small Equipment Grants) were more likely to come from organisations involved with sport and recreation (54 per cent compared to 8 per cent and 13 per cent respectively in Rounds 1 and 2) whilst those involved in community and welfare activities were more prevalent in Rounds 1 and 2 (42 per cent and 45 per cent respectively compared to 27 per cent in Round 3).

Applicants from non-metropolitan areas were also more likely to be involved with sport and recreation (47 per cent) than were those in metropolitan areas.

The profile of applicant organisations reveals a relatively low level of paid employees compared to the numbers of volunteers working those organisations:

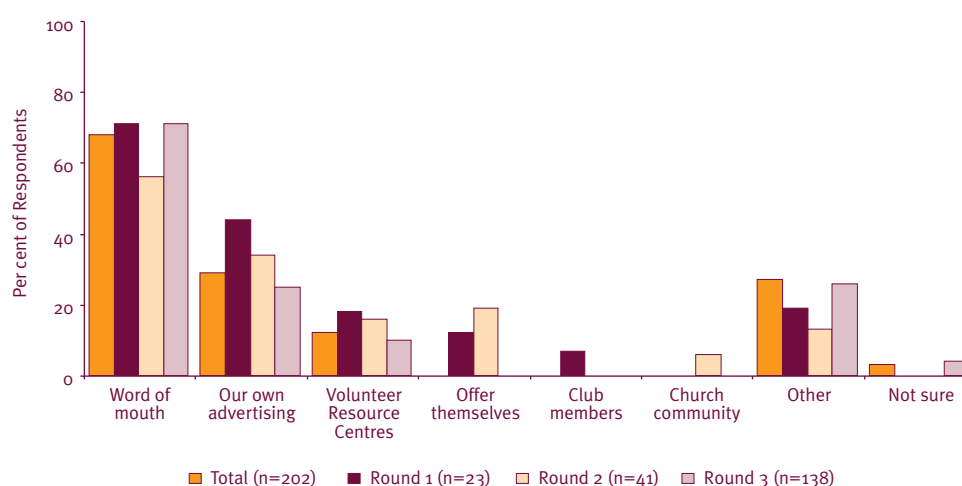
### Number of Employed Staff in grant applicant organisation

Per cent of organisations with ...	Per cent
No paid employees	56
One paid employee	12
Two paid employees	3
Three paid employees	5
Four paid employees	1
Five or more paid employees	23
<b>Mean (people)</b>	<b>33.8</b>
<b>Median (people)</b>	<b>0.0</b>

This table indicates that 56 per cent of organisations have no paid employees, whilst 12 per cent have one paid employee and 23 per cent have more than five paid employees.

Volunteers typically come to an organisation via word of mouth with two-thirds of applicants indicating it as the main source of their volunteers (68 per cent). The other main sources of note are advertising by the organisation itself (29 per cent) and Volunteer Resource Centres (12 per cent).

Q.9. What are the main sources of volunteers, by that I mean how do you specifically find your volunteers?



Looking across the States and Territories, it is evident that formal and informal methods of obtaining volunteers exist differentially, some areas almost exclusively reliant upon word of mouth. The implication of this approach to sourcing volunteers is obvious – the extent to which people feel comfortable talking about an organisation and encouraging others to give of their time will ultimately determine the extent to which volunteer numbers grow in such organisations.

Important in the context of judging the success of IYV, the proportion of new volunteers during or since IYV average around 15 per cent overall. The median level of new volunteer involvement is around 5 per cent with the following breakdown of new arrivals:

	<i>Per cent</i>
None	26
1-10 per cent	39
11-20 per cent	14
21-30 per cent	17
More than 30 per cent	12
Not sure	3
<b>Mean</b>	<b>14.9</b>
<b>Median</b>	<b>5.4</b>

One-quarter of grant applicants claim their organisation had no gain in volunteer numbers during or since IYV 2001. This response was higher in New South Wales (59 per cent) and Queensland (48 per cent) and lower on average elsewhere. In the Northern Territory (19.0) and Victoria (14.7), the median proportion of new volunteers was substantially higher than the national average.

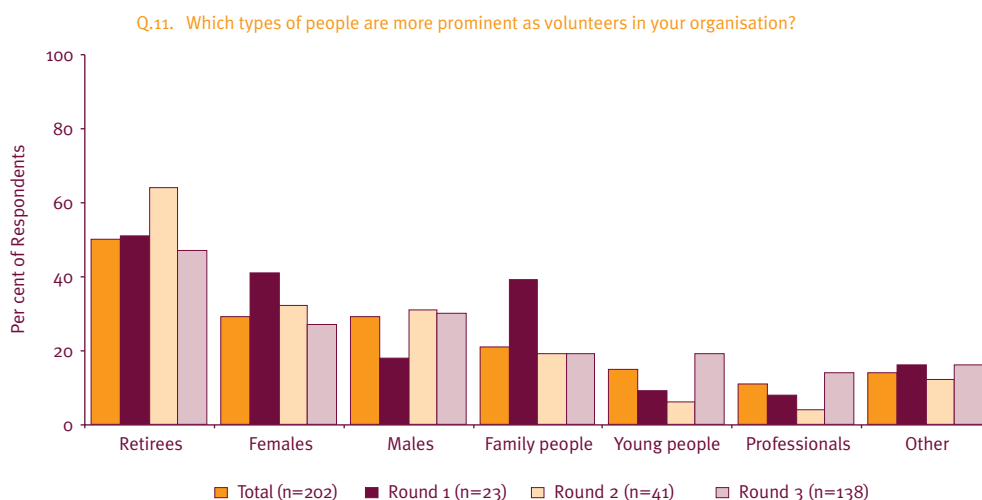
Amongst organisations successful in obtaining a grant for IYV, the median new volunteer level was 10.0 per cent compared to 5.2 per cent for unsuccessful applicants and 14.8 per cent for those with mixed success. It would seem that the provision of funding through the grant program has had an impact on the extent to which organisations are able to attract new volunteers. However the size of the grant appears not have an influence on the rate.

Metropolitan applicants gained a median 12.1 per cent new volunteers compared to only 4.1 per cent for those in non-metropolitan areas. Clearly, the IYV had greater impact in some areas and with some groups than others.

The profile of volunteers reported by grant applicants reflects the ABS data on the lifestyles of volunteers nationally.

FaCS administrative data shows that interest in the Volunteer Management Program has increased since IYV 2001. Through the Volunteer Management Program (VMP), 25 Volunteer Resource Centres (including 17 regional agencies) are funded to provide volunteer matching and referral services throughout Australia for the general community. In the year prior to IYV 2001, around 12,500 referrals to community organisations were made through the VMP. During IYV 2001 this figure escalated to 22,850. Approximately 14,000 referrals have been made in the nine months from January to September 2002.

The main types of volunteers prevalent in the organisations interviewed were:



These percentages illustrate the most prominent groups as seen by applicants in their own organisation. For this reason the groups add to more than 100 per cent as there is a mix of occupation types, lifestages and genders in the response categories.

Retirees (50 per cent) and to a lesser extent family people (21 per cent), young people (15 per cent) and professionals (11 per cent) are the most prominent types of people volunteering. An even presence of males and females (29 per cent each) appear to be volunteering whilst other groups are far less prevalent overall.

Retirees are far more prevalent as volunteers in non-metropolitan areas (60 per cent) than metropolitan areas (7 per cent). Females are more prevalent in metropolitan areas (40 per cent) than non-metropolitan areas (22 per cent).

### 9.5.5 Awareness and Application

#### Grant Applicants

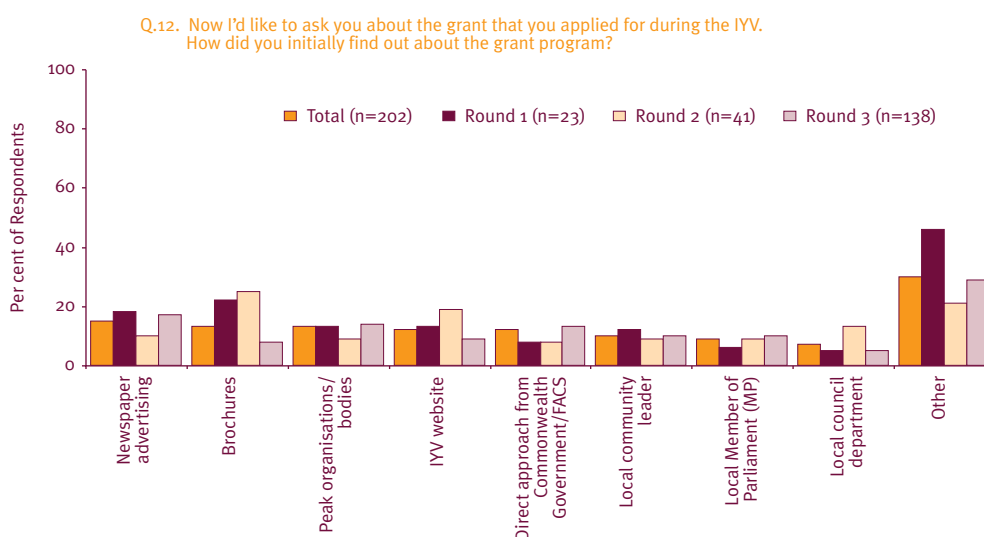
Q12. Now I'd like to ask you about the grant that you applied for during the IYV. Just to make sure we're talking about the same grant, it is the **(INSERT PROGRAMME FROM Q1)**. How did you initially find out about the grant program?

Q13. What led you to apply for the grant?

Q14. Did you make direct contact with the Department of Family and Community Services?

Q15. What else do you believe could have been done to ensure greater awareness of the grants program?

Initial sources of awareness of the grant program were many and varied as illustrated below:



The variety of sources of awareness highlights the extent to which FaCS promoted the program widely and provided ample opportunity for potential applicants to know that the program was in place. Variations across sub-groups were minimal suggesting the overall pattern of awareness was reflected across the applicant population. Of note though, the IYV website was far more prominent in terms of awareness. It would seem applicants made far greater use of the site than volunteers.

By location, it would seem the various sources of potential awareness worked differently. For example in the ACT, peak bodies were more active in promoting the grants programs (89 per cent of ACT grants applicants heard about the grants through a peak body). In WA, local community leaders were more active (46 per cent) whilst newspaper advertising was more prominent in Tasmania (52 per cent), Queensland (28 per cent) and the ACT (28 per cent).

The main reasons for applying for a grant reflected the purposes of the different types of grant as follows:

	Total	Round 1	Round 2	Round 3
Need for equipment/updating equipment	20	-	19	24
Recognition/reward for volunteers	15	30	27	9
Limited funds/needed money for programs	12	25	2	14
Thought we met criteria/were eligible	11	6	2	14
Organisation relies on funds/grants to operate	9	13	6	9
Good idea/opportunity	8	2	8	9
To ease workload of volunteers	7	-	-	10
Upgrade facilities/improve comfort	6	1	12	5
To purchase computer	5	1	6	4
Others (all less than 5 per cent)	29	36	40	25

The focus on recognition and reward in Rounds 1 and 2 is evident whilst the focus on equipment in Round 3 is also evident, although it would appear some applicants were confused about the extent to which small equipment grants were available in Round 2.

A wide variety of responses were given suggesting that the motivations to apply were varied – a finding consistent with the variety of applications and purposes for funding identified during the application process.

Only around a quarter of the applicants interviewed had made contact directly with FaCS (27 per cent). This figure peaked at 44 per cent in Round 1 and tapered off to 29 per cent for Round 2 and 24 per cent for Round 3 – a clear reflection of the work done by FaCS staff between the first and second rounds to streamline and simplify the application process.

Also of note, successful applicants and those with mixed success were more likely to have contact the Department (48 per cent and 45 per cent respectively) than those who were unsuccessful (22 per cent). Whilst not advocating the design of processes that create the need for contact, it would seem that the mere discussion of the process with FaCS has contributed to a higher likelihood of success.

Finally, those applicants receiving larger grant amounts were more likely to have contacted FaCS directly (55 per cent) compared to those with medium or small amounts (44 per cent each).

More than half the applicants interviewed felt nothing needed to be done to improve the awareness generation process (49 per cent – consistent across all three rounds of applicants) or had no suggestions to offer (10 per cent).

The principal suggestions were as follows:

	<i>Per cent</i>
▶ <b>Nothing/adequately publicised</b>	<b>49</b>
▶ Direct information to service providers/mailout/fax/email	10
▶ More/greater publicity/through all forms of media	10
▶ Advertise in local papers	8
▶ Information sent to local councils	4
▶ Advertise in press/major/daily newspapers	4
▶ Others (all less than 4 per cent)	13
▶ <b>Don't know</b>	<b>10</b>

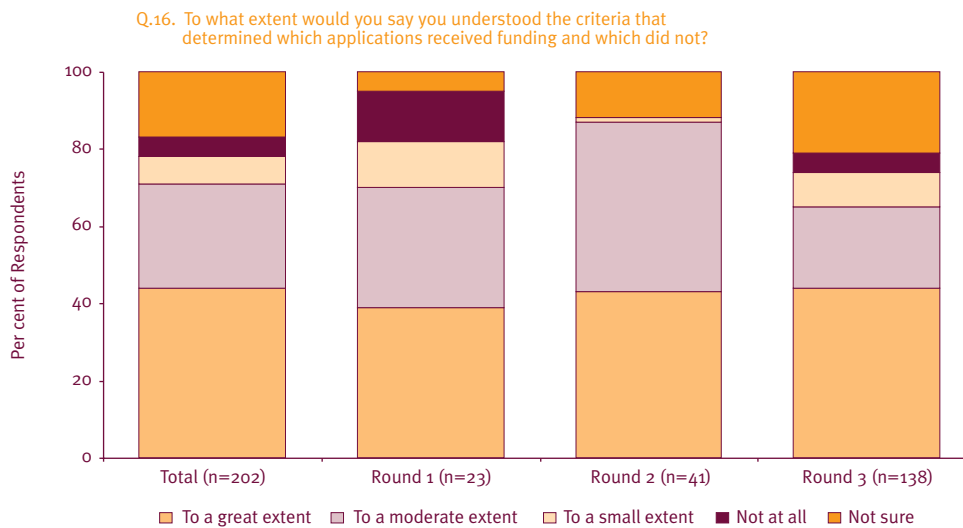
Despite the variety of sources of awareness cited, many people suggested employing approaches already being used by the Department – signalling that perhaps the visibility of promotion in these different media could be sharpened. However, it may well be that people who are not actively using such media are making these suggestions.

### 9.5.6 Understanding the Eligibility Criteria

#### *Grant Applicants*

*Q16. To what extent would you say you understood the criteria that determined which applications received funding and which did not?*

To the vast majority of applicants, the criteria that determined the success or otherwise of funding applications were clear (78 per cent). Only 5 per cent claimed not to understand the criteria whilst 17 per cent were unsure of their view – perhaps due to a lack of involvement in that part of the application process.



The level of understanding of the criteria was better amongst those who were successful or had mixed success (66 per cent and 72 per cent respectively understood the criteria to a great extent), compared to the unsuccessful applicants (38 per cent understood to them a great extent). Clarity of understanding was highly correlated with population as shown below:

*Per cent understanding the criteria to a great extent*

▶ New South Wales	64
▶ Victoria	58
▶ Queensland	52
▶ South Australia	48
▶ Western Australia	24
▶ Tasmania	21
▶ ACT	8
▶ Northern Territory	2

This finding may reflect the relative experience of applicant organisations in dealing with the processes of seeking funding and the frequency of doing so.

Also of note, 65 per cent of those who made direct contact with FaCS claimed to understand the criteria to a great extent compared to 44 per cent overall and 38 per cent for those who did not make contact – again a sign of the clarity obtained via personal contact.

## 9.5.7 Completing the Application Form

### Grant Applicants

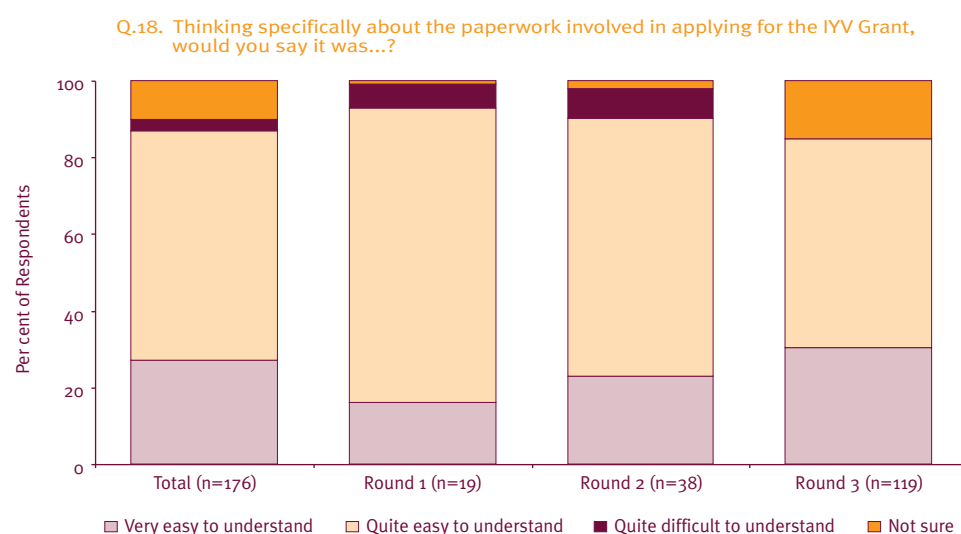
Q17. Did you personally complete any or all of the grant application form?

Q18. Thinking specifically about the paperwork involved in applying for the IYV Grant, would you say it was ...?

Q19. Overall, would you say the grant application process was?

Nearly all the respondents interviewed had played a part in the completion of the application process (87 per cent). Successful respondents were more likely to have been directly involved in the process (93 per cent) than unsuccessful respondents (86 per cent). Applicants for smaller grants were also more heavily involved (98 per cent).

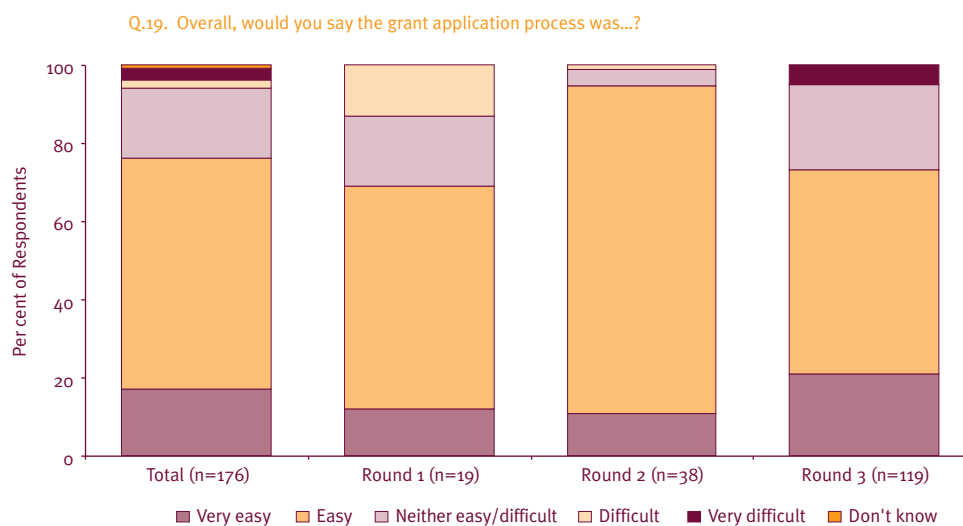
For the bulk of those involved in completing the application, the paperwork was deemed easy to understand (87 per cent). Only 3 per cent of applicants found the paperwork difficult to understand:



The simplification of processes undertaken between the first two rounds and the third round is evident in the ratings of ease of understanding. The proportion describing the paperwork as very easy to understand grew from 16 per cent to 23 per cent to 30 per cent over the three rounds.

Successful applicants (93 per cent) and those with mixed success (100 per cent) were more likely to describe paperwork as easy to understand than those unsuccessful (85 per cent).

Generally speaking, the application process overall was seen by most to be easy (76 per cent) or neither easy nor difficult (18 per cent). Only 5 per cent found the application process difficult to deal with:



The ease of the application process overall was highest for Round 2 applicants (88 per cent) – highlighting the significant changes from the first round (69 per cent easy, 13 per cent difficult). However, the proportion rating the process as very easy was highest in Round 3 (up from 12 per cent to 10 per cent to 21 per cent over the three rounds).

### 9.5.8 Handling the Application

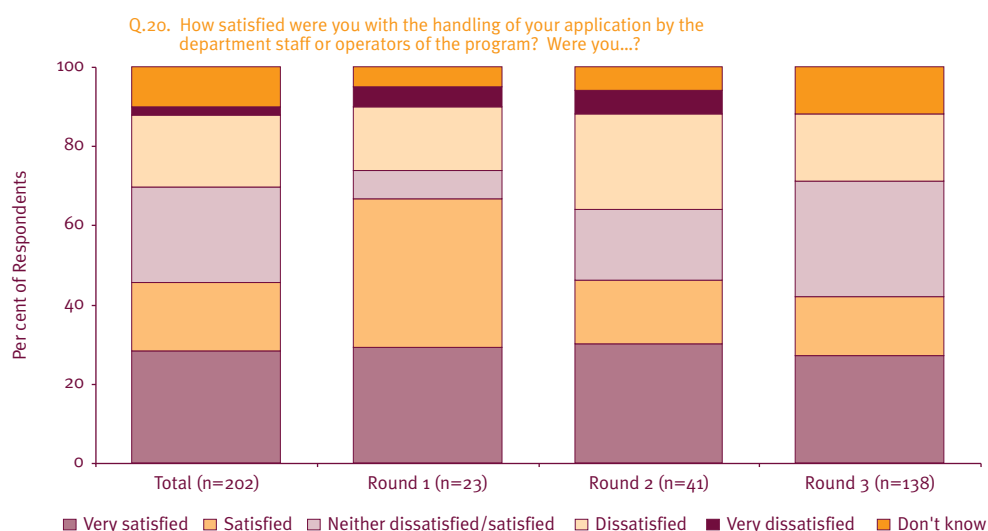
#### Grant Applicants

Q20. How satisfied were you with the handling of your grant application by the department staff or operators of the program? Were you ...?

Q21. Why is that?

Nearly half the applicants indicated their satisfaction with the handling of their application by the Department (45 per cent) with a further 24 per cent neither satisfied nor dissatisfied and 10 per cent unsure of their views. One in five applicants was not satisfied with the handling of their application – all of whom were unsuccessful in their application. However most were just dissatisfied (18 per cent) rather than being very dissatisfied (2 per cent).

Satisfaction was highest with the handling of Round 1 applications (66 per cent) and tapered off in Rounds 2 and 3 (45 per cent and 42 per cent respectively). Dissatisfaction was highest in Round 2 where 31 per cent were not satisfied with the handling of their application.



Satisfaction was very high in Queensland (79 per cent) and New South Wales (60 per cent) and much lower in South Australia (31 per cent), the ACT (11 per cent — 61 per cent were neutral) and the Northern Territory (29 per cent — 58 per cent were neutral).

Clearly, the extent of success impacts on perceptions of the handling of applications. FaCS must ensure that even if an application is not successful, the applicant perceives that the process has been handled appropriately. In this respect on 32 per cent of unsuccessful applicants felt satisfied with the handling of their application (a further 30 per cent being neutral and 13 per cent being unsure of their views).

The main reasons for feeling dissatisfied were as follows:

	<i>Per cent</i>
▶ Grant was not approved	87
▶ No feedback/explanation of why it wasn't approved	27
▶ Application handled OK	14
▶ Other	21

The main reasons for feeling neutral about the handling of the application were similar:

	<i>Per cent</i>
▶ Grant was not approved	61
▶ No feedback/explanation of why it wasn't approved	37
▶ Can't remember/too long ago	12
▶ Application handled OK	5
▶ Other	24

Clearly lack of success coupled with a lack of feedback about that lack of success are key reasons for dissatisfaction. The feedback area is one where the Department can work harder to “close the loop”.

The outcomes of the application process were as follows:

	Successful				Unsuccessful				Total applications	Per cent of applications
	Rd 1	Rd 2	Rd 3	Total	Rd 1	Rd 2	Rd 3	Total		
<b>ACT</b>	17	25	40	<b>82</b>	91	61	185	<b>337</b>	419	1.7
<b>NSW</b>	192	474	842	<b>1508</b>	617	896	3656	<b>5169</b>	6677	27.1
<b>NT</b>	7	16	27	<b>50</b>	18	19	104	<b>141</b>	191	0.8
<b>QLD</b>	113	319	535	<b>967</b>	164	512	3270	<b>3946</b>	4913	20.0
<b>SA</b>	88	128	248	<b>464</b>	236	487	1083	<b>1806</b>	2270	9.2
<b>TAS</b>	24	38	107	<b>169</b>	99	196	550	<b>845</b>	1014	4.1
<b>VIC</b>	208	338	781	<b>1327</b>	592	858	3457	<b>4907</b>	6234	25.3
<b>WA</b>	67	126	264	<b>457</b>	296	476	1669	<b>2441</b>	2898	11.8
Total applications	716	1464	2844	5024	2113	3505	13974	19592	24616	100
As per cent of successful/ unsuccessful totals	14.3	29.1	56.6	<b>100</b>	10.8	17.9	71.3	<b>100</b>		
As per cent of all applications	2.91	5.95	11.55	<b>20.41</b>	8.58	14.24	56.77	<b>79.59</b>		

### 9.5.9 Communicating About the Application

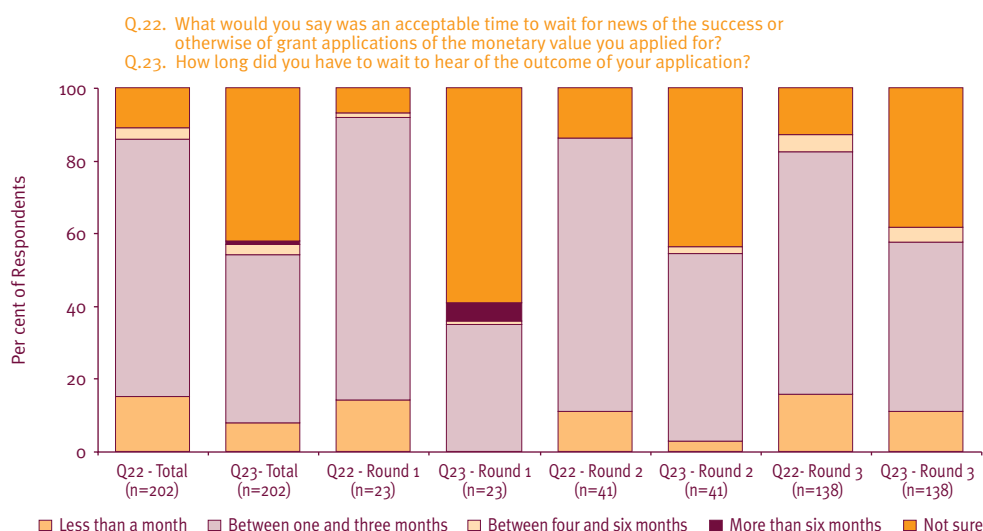
#### *Grant Applicants*

*Q22. What would you say was an acceptable time to wait for news of the success or otherwise of grant applications of the monetary value you applied for?*

*Q23. How long did you have to wait to hear of the outcome of your application?*

The vast majority of applicants expected to wait less than three months for news of the success or otherwise of their application (15 per cent less than a month, 71 per cent between one and three months). The extent of accurate recall of the actual time taken to decide reflects the passing of time (42 per cent were unable to recall how long it took for news to be received).

Based on perceptions only and removing those unable to nominate or recall a particular time period, 96 per cent expected to receive word within three months and 93 per cent did receive word within that time — an excellent result given the demand at particular stages of the grants process.



Managing expectations of time to review and decide on approvals is an important part of any grants process. In this instance, aside from the fact that for many, the application and approval process was more than a year ago and clouds recollections, the expectations of applicants were met — an important part in delivering a fair and appropriate approach to handling applications.

### 9.5.10 Perceptions of Fairness in Assessing Applications

#### Grant Applicants

Q24. *To what extent do you feel the applications were assessed fairly and without bias? READ OUT –*

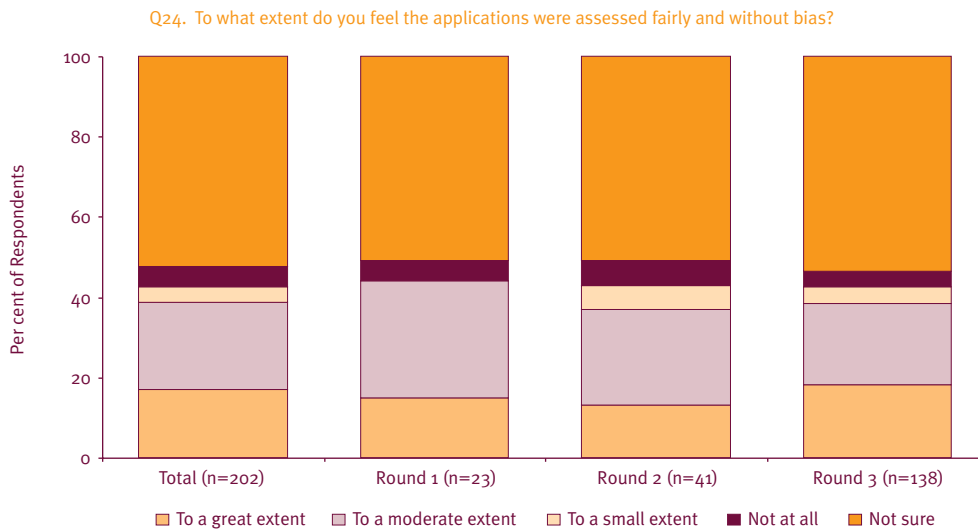
Q25. *Why is that?*

More than half the applicants interviewed felt they were unable to judge the fairness of the assessment process (53 per cent), further evidence of the importance of delivering on expectations where they can make the judgement.

Nonetheless, 39 per cent felt that fairness was applied to a great or moderate extent and only 5 per cent felt the assessment process was not fair — all of whom were unsuccessful in their application.

Metropolitan applicants were more likely to feel a great deal of confidence in the fairness of the process than those in non-metropolitan areas (23 per cent to 12 per cent respectively) — perhaps reflecting the perceived impact of distance on the decision evident in the minds of many organisations in country areas.

Amongst those believing the process was extremely fair, the main reasons for feeling this way were their success (27 per cent) and the absence of any negative incidents that might impact on perceptions (22 per cent).



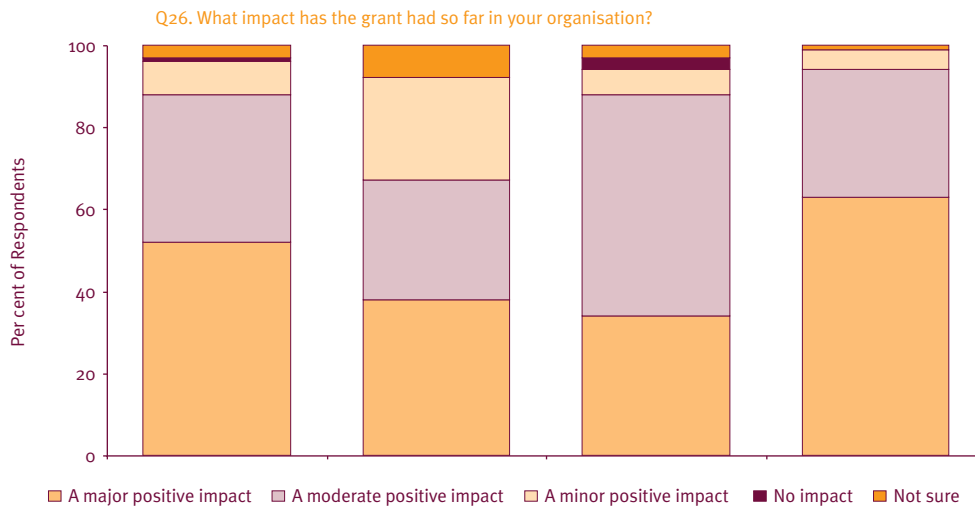
Amongst those rating the fairness as moderate, key reasons for feeling this way were a perception that some less deserving organisations received grants (22 per cent), the volume of applications necessitating judgements to be made (16 per cent) and not being involved in the process directly (15 per cent).

### 9.5.11 Impact of the Grant

#### Grant Applicants

Q26. What impact has the grant had so far in your organisation?

Amongst the successful applicants, all but one felt that the grant had had an impact in their organisation. More than half felt this impact was a major positive impact (52 per cent) with 36 per cent describing the impact as moderate. A further 8 per cent had seen a small impact as a result of the grant.



With 96 per cent identifying an impact from the grant, FaCS can be proud of the fact that the grants have gone to work in the organisations that received grants.

Major impacts as a result of the grant being approved were more evident:

	<i>Per cent</i>
▶ Where the grant was larger (\$3,000-\$5,000)	74
▶ For Round 3 applicants (small equipment)	63
▶ In New South Wales	75

It would seem that the small equipment grants have had a notable impact given their practical application for most organisations and the feedback from qualitative research indicating the extremely sparse conditions many of these organisations operate under. A small amount of money deployed appropriately can have an enormous impact on the activities of such organisations.

# Appendix 1

## Current Volunteers Questionnaire

**October 2002 FACS International Year of the Volunteer Job No.: 22096-CV  
Current Volunteers (FINAL 21st October 2002)**

### Introduction:

Hello, I'm ..... and I'm calling from Quantum Market Research, the national market research company. Today we are surveying people about the topic of volunteering and we'd like to ask you your opinions. This research is being conducted on behalf of the Commonwealth Department of Family and Community Services. We are not trying to sell anything, we are just collecting information. All the answers you give will be strictly confidential.

The interview takes around 15-18 minutes to complete and we'd really appreciate your involvement. Is now a good time or would it be more convenient if I make an appointment to speak to you at another time? First let me check that you are the type of person we need to talk to.

### SCREENER QUESTIONS

#### Q.1. RECORD GENDER

Male ..... 1  
Female ..... 2

#### Q.2. RECORD STATE

VIC ..... 1  
NSW ..... 2  
QLD ..... 3  
SA ..... 4  
WA ..... 5  
TAS ..... 6  
ACT ..... 7  
NT ..... 8

---

**Q.3. RECORD LOCATION**

Metropolitan .....	1
Non-metropolitan .....	2

---

**MAIN QUESTIONNAIRE****Q.4. In the last two years, have you volunteered your time to do work for any organisations?**

Yes .....	1	<b>GO TO Q.6</b>
No .....	2	<b>CONTINUE</b>
Not sure .....	3	<b>CONTINUE</b>

---

**Q.5. And prior to the last two years, have you done any volunteer work for organisations?**

Yes .....	1	<b>CONTINUE</b>
No .....	2	<b>TERMINATE</b>
Not sure .....	3	<b>TERMINATE</b>

---

**Q.6. Which types of volunteer organisations have you done work for?  
Do not read out – multiple response**

Community/welfare .....	1	
Sport/recreation .....	2	
Education/training/youth development .....	3	
Religious .....	4	
Health .....	5	
Arts/Culture .....	6	
Business/professional/unions .....	7	
Emergency services .....	8	
Environment/animal welfare .....	9	
Law/justice/political .....	10	
Foreign/international .....	11	
Other (please specify) .....	12	
Don't know .....	13	<b>TERMINATE</b>

---

---

Q.7. And which types of volunteer activity have you undertaken?

**Do not read out**

Fundraising/sales .....	1
Management/committee work/co-ordination .....	2
Teaching/instruction/providing information .....	3
Administration/clerical/recruitment .....	4
Preparing/serving food .....	5
Transporting people/goods .....	6
Repairing/maintenance/gardening .....	7
Befriending/supportive listening/counselling .....	8
Coaching/refereeing/judging .....	9
Personal care/assistance .....	10
Performing/media production .....	11
Other (please specify) .....	12

---

Q.8. What is the name of the organisation you have done most volunteer work for?

WRITE IN: .....

---

Q.9. And how many organisations in total do you do volunteer work for currently?

WRITE IN: .....

---

Q.10. What would you say are the most positive aspects of volunteering?

**Do not read out – multiple response**

Giving something back to the community .....	1
Helping less fortunate people .....	2
Using skills and talents for benefit of others .....	3
Makes you feel like you belong to a group .....	4
Gives you a different perspective on life and others .....	5
Helps give you and others a sense of direction or purpose .....	6
Developing skills .....	7
Social contact .....	8
Other (specify) .....	9
Not sure .....	10
None/no positives .....	11

---

---

**Q.11. And what would you say are the most negative aspects of volunteering? Do not read out – multiple response**

Lack of appreciation by the community .....	1
Time involved in doing volunteer work .....	2
Lack of support to be properly trained .....	3
Lack of government funding .....	4
Insurance and other legal requirements .....	5
Bureaucratic red tape .....	6
Not enough volunteers for the work to be done .....	7
Being taken for granted .....	8
Other (specify) .....	9
Not sure .....	10
None/no negatives .....	11

---

**Q.12. In what ways, if at all, do you think volunteering has changed over the past few years? Do not read out – multiple response**

Types of people volunteering are changing .....	1
People are using volunteer work to get back into the paid workforce .....	2
Government reliance on volunteers .....	3
People are volunteering more for self-interest reasons .....	4
Getting more difficult to find people to volunteer .....	5
More professional or sophisticated approach to finding volunteers .....	6
Nature of volunteer work is becoming more complex and demanding .....	7
Volunteer work now requires more skills/training .....	8
Other (specify) .....	9
Not sure .....	10
None/no changes .....	11

---

Q.13. I'm going to read out a number of statements about volunteering. For each one I'd like you to tell me whether you agree or disagree and whether you do so strongly or a little. **Read out statements – randomise order of read out**

	Agree strongly	Agree a little	Disagree a little	Disagree strongly	Not sure
There are more people willing to volunteer these days	1	2	3	4	5
There are not enough volunteers to do the work needing to be done	1	2	3	4	5
Volunteers are well respected and hard workers	1	2	3	4	5
Volunteers are extraordinary people doing extraordinary things	1	2	3	4	5
Most volunteers are older people as they have more time on their hands	1	2	3	4	5
The impact of volunteering on a person's lifestyle doesn't suit the lifestyles of younger people	1	2	3	4	5
Lots of people give their time without being paid	1	2	3	4	5

Q.14. Are you aware of any specific events or activities that were undertaken during 2001 that focused directly on the work of volunteers?

- Yes ..... 1  
 No ..... 2  
 Don't know ..... 3

Q.15. Do you recall any special celebrations for volunteers during 2001?

- Yes ..... 1  
 No ..... 2  
 Not sure ..... 3

Q.16. Do you recall the International Year of Volunteers celebrations?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.19**  
 Not sure ..... 3 **GO TO Q.19**

---

Q.17. What do you believe was the main purpose of the year?

**Do not read out – single response**

.....  
 .....

---

Q.18. What other purposes did the year serve? **Do not read out – multiple response**

	(Q.17)	(Q.18)
To recognise and reward the work of volunteers .....	1	1
To raise awareness of what volunteering is .....	2	2
To assist and support the activities of volunteers .....	3	3
To get more people involved in volunteering .....	4	4
Other (please specify) .....	5	5
Don't know .....	6	6
None/no purpose .....	7	7
No others .....	8	8

---

**Read out**

Q.19. The United Nations designated 2001 as International Year of Volunteers and in Australia, the Commonwealth government appointed the Department of Family and Community Services (FaCS) as coordinator of IYV. One of the objectives of the year was to recognise and celebrate the outstanding contribution volunteers make to their communities and in doing so promote awareness of all different types of volunteering activities so as to encourage more people to participate in volunteering. Do you recall being involved in or being aware of the celebrations or initiatives during the Year?

Yes ..... 1  
 No ..... 2  
 Not sure ..... 3

---

Q.20. Do you recall having been involved in any events or activities celebrating the role of volunteers within communities?

Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.23**  
 Don't recall ..... 3 **GO TO Q.23**

---

Q.21. And what were these events or activities? **Record up to three initiatives**

1 .....

2 .....

3 .....

Q.22. Thinking about the (FIRST, SECOND, THIRD IN TURN) activity/event/initiative you mentioned, how well do you think this activity/event/initiative supported, celebrated and recognised the efforts of volunteers? Did it do so very well, quite well, not very well or not at all well?

	Very well	Quite well	Not very well	Not at all well	Not sure
Initiative 1	1	2	3	4	5
Initiative 2	1	2	3	4	5
Initiative 3	1	2	3	4	5

Q.23. To what extent do you think the International Year of Volunteers accurately showed volunteering for what it actually is?

**Read out – single response**

To a great extent ..... 1

To a moderate extent ..... 2

To a small extent ..... 3

Not at all ..... 4

Not sure ..... 5

Q.24. During the International Year of Volunteers, to help with the celebrations, a number of activities were held every month throughout Australia, targeting (celebrating the) different types of volunteers and the work they do. Were you aware that each month of IYV had a particular theme that provided the focus for all activities and celebrations that occurred during that particular month?

Yes ..... 1

No ..... 2

Don't know ..... 3

---

Q.25. Did you at any stage receive something or participate in any specific IYV activity such as an awards ceremony, a volunteer dinner or BBQ organised by a volunteer organisation as an acknowledgment for your volunteering efforts?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.27**  
 Don't know ..... 3 **GO TO Q.27**
- 

Q.26. Could you please tell me what it was?

- Volunteer dinner ..... 1  
 BBQ organised by your organisation ..... 2  
 Awards ceremony ..... 3  
 Certificate ..... 4  
 Lapel ..... 5  
 Other (please specify) ..... 6  
 Don't know ..... 7
- 

Q.27. Were you aware of the 1300 telephone referral number (1300 volunteer hotline) set up during IYV to assist people with questions regarding volunteering?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.28**  
 Don't know ..... 3 **GO TO Q.28**

Q.27.a Did you use the number at all?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.28**  
 Don't know ..... 3 **GO TO Q.28**

Q.27.b Did you find the 1300 telephone referral number useful?

- Yes ..... 1  
 No ..... 2  
 Don't Know ..... 3
-

---

Q.28. Did you visit the official Commonwealth IYV website  
(*www.iyv2001.gov.au*) during IYV?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.29**  
 Don't know ..... 3 **GO TO Q.29**

Q.28.a How would you rate the usefulness of the site?  
Was it **(Read out)**

- Very useful ..... 1  
 Quite useful ..... 2  
 Not very useful ..... 3  
 Not at all useful ..... 4  
 Can't recall ..... 5
- 

---

Q.29. Overall, to what extent do you feel that the activities during  
the year made you feel acknowledged and appreciated as  
a volunteer in your community?

- To a great extent ..... 1  
 To a moderate extent ..... 2  
 To a small extent ..... 3  
 Not at all ..... 4  
 Not sure ..... 5
- 

Q.30. Why do you say that? **PROBE FULLY**

.....  
 .....  
 .....

---

**Q.31.** Now I would like you to tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements. **Read out statements – randomise order of read out.**  
The International Year of Volunteers.

	Strongly agree	Agree	Disagree	Strongly Disagree	Not sure
1. Has given the community a more positive perspective on volunteers and their efforts	1	2	3	4	5
2. Has provided appreciation and support of volunteer activities	1	2	3	4	5
3. Has helped build commitment to volunteers and their activities, encouraging them to continue volunteering	1	2	3	4	5
4. Has improved resources and skills for volunteer organisations to effectively undertake their activities	1	2	3	4	5
5. Has provided a basis for change as to how volunteering organisations will operate in the future	1	2	3	4	5
6. Has strengthened the relationship between volunteer organisations, government and communities	1	2	3	4	5
7. Has supported communities in their engagement in valuable and productive voluntary activities	1	2	3	4	5
8. Has created an environment that encourages a culture of volunteering	1	2	3	4	5
9. Has shown the real need for volunteers within communities	1	2	3	4	5
10. Has shown the benefits of volunteering	1	2	3	4	5
11. Has broadened community understanding of what volunteering involves	1	2	3	4	5
12. Has increased awareness of the number and types of volunteering organisations	1	2	3	4	5
13. Has increased the interest of potential volunteers in volunteering	1	2	3	4	5

**Q.32.** During the International Year of Volunteers, advertising and other communication materials were used. Do you recall seeing any advertising, communication or merchandising materials?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.35**  
 Not sure ..... 3 **GO TO Q.35**

---

**Q.33. Where did you see this material? Do not read out – multiple response**

- Print/newspaper ..... 1 **CONTINUE**
- Television ..... 2 **CONTINUE**
- Magazines ..... 3 **CONTINUE**
- Radio ..... 4 **CONTINUE**
- Posters ..... 5 **CONTINUE**
- Through the organisation I do volunteer work for ..... 6 **GO TO Q.35**
- Merchandise (e.g. caps, shirts, drink bottles, stickers,  
lapel pins, postcards, badges, etc) ..... 7 **GO TO Q.35**
- Other (please specify) ..... 8 **GO TO Q.35**
- Don't know ..... 9 **GO TO Q.35**

---

**Q.34. What do you think was the main message from this material?  
Probe fully**

.....

.....

.....

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.....

.....

.....

---

**Q.35. Have you heard of the line “Ordinary people doing extra ordinary things?”**

- Yes ..... 1
- No ..... 2
- Don't know ..... 3

---

**Q.36. To what extent do you think this line appropriately depicts what volunteering is about?**

- To a great extent ..... 1
  - To a moderate extent ..... 2
  - To a small extent ..... 3
  - Not at all ..... 4
  - Not sure ..... 5
-

---

Q.37. Have you heard of the 'Go Volunteer' website?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.39**  
 Don't know ..... 3 **GO TO Q.39**
- 

Q.38. Have you visited the website?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.39**  
 Not sure ..... 3 **GO TO Q.39**

Q.38.a How would you rate the usefulness of the site?

- Very useful ..... 1  
 Quite useful ..... 2  
 Not very useful ..... 3  
 Not at all useful ..... 4  
 Can't recall ..... 5
- 

Q.39. Do you know of any businesses that regularly assist volunteers and the work that they do in any way?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.40**  
 Not sure ..... 3 **GO TO Q.40**

Q.39.A Could you please tell me which one(s)?

.....  
 .....  
 .....  
 .....  
 .....

---

Q.40. In the last two years, have you visited or used a volunteer resource centre or volunteer centre?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.42**  
 Not sure ..... 3 **GO TO Q.42**
-

Q.41. How would you rate the usefulness of the centre?

- Very useful ..... 1
- Quite useful ..... 2
- Not very useful ..... 3
- Not at all useful ..... 4
- Can't recall ..... 5

Q.42. In which one of the following age groups do you belong?

**Read out**

- Under 18 ..... 1
- 18 – 29 ..... 2
- 30 – 44 ..... 3
- 45 – 64 ..... 4
- 65+ ..... 5

Thank you for your time. Just to remind you, I'm calling from Quantum Market Research. If you have any queries, you can call our free line on: 1800 995 688.

NAME: .....

SUBURB: .....

POSTCODE: .....

PHONE: .....

I declare that the information obtained is true and correct and I have obeyed the ICC/ESOMAR Code of Marketing and Social Research Practice.

INTERVIEWER: .....

Start	Finish	Min

# Appendix 2

## Grant Applicants Questionnaire

October 2002 FACS International Year of the Volunteer Job No.: 22096-GA  
IYV Grant Applicants (FINAL, 21st October 2002)

### Introduction:

Hello, May I please speak with [name from list]. **If no longer working with organisation ask for his/her successor**

### ONCE CONTACTED

Hello, I'm .... and I'm calling from Quantum Market Research, the national market research company. Today we conducting a survey on behalf of the Commonwealth Department of Family and Community Services in relation to the International Year of Volunteers (IYV). We are not trying to sell anything, we are just collecting information.

We are contacting a selection of organisations from lists provided by the Department, to discuss your views about the various grants programs undertaken as part of the IYV. The interview takes around 15-18 minutes to complete and we'd really appreciate your involvement. All the answers you give will be kept strictly confidential. Is now a good time or would it be more convenient if I make an appointment to speak to you at another time?

### SCREENER QUESTIONS

#### Q.1. RECORD TYPE OF GRANT RECEIVED (FROM SAMPLE)

Small Grant (Round 1) .....	1
Small Grant (Round 2) .....	2
Small Equipment Grant (Round 3) .....	3

#### Q.2. RECORD STATE

VIC .....	1
NSW .....	2
QLD .....	3
SA .....	4
WA .....	5
TAS .....	6
ACT .....	7
NT .....	8

---

Q.3. PLEASE RECORD LOCATION (FROM SAMPLE)

Metropolitan ..... 1  
 Non-metropolitan ..... 2

---

Q.4. RECORD STATUS OF APPLICATION (FROM SAMPLE)

Successful ..... 1 **CHECK QUOTA**  
 Unsuccessful ..... 2 **CHECK QUOTA**

---

Q.5. AMOUNT OF GRANT (FROM SAMPLE)

**Record amount:** \$ .....

### MAIN QUESTIONNAIRE

---

Q.6. Before asking you about the process of applying for funding during IYV, I'd like to get some initial information about your organisation. What types of voluntary work is your organisation involved with? **Do not read out – multiple response**

Community/welfare ..... 1  
 Sport/recreation ..... 2  
 Education/training/youth development ..... 3  
 Religious ..... 4  
 Health ..... 5  
 Arts/Culture ..... 6  
 Business/professional/unions ..... 7  
 Emergency services ..... 8  
 Environment/animal welfare ..... 9  
 Law/justice/political ..... 10  
 Foreign/international ..... 11  
 Other (please specify) ..... 12  
 Don't know ..... 13 **TERMINATE**

---

Q.7. HOW MANY PAID EMPLOYEES DOES YOUR ORGANISATION HAVE IN AUSTRALIA?

WRITE IN: .....

---

Q.8. HOW MANY VOLUNTEERS DOES YOUR ORGANISATION HAVE?

WRITE IN: .....

---

---

Q.9. What are the main sources of volunteers, by that I mean how do you typically find your volunteers?

**Do not read out – multiple response**

Volunteer Resource Centres .....	1
Go Volunteer website .....	2
Our own advertising .....	3
Centrelink .....	4
Word of mouth .....	5
Other (please specify) .....	6
Not sure .....	7

---

Q.10. As a percentage, what proportion of your current volunteers joined you during or since the International Year of Volunteers?

WRITE IN: ..... %

---

Q.11. Which types of people are more prominent as volunteers in your organisation? **Do not read out – multiple response**

Retirees .....	1
Males .....	2
Females .....	3
Young people .....	4
Professionals .....	5
Unemployed/retrenched .....	6
Family people .....	7
Special skills based (ie St John Ambulance or CFA) .....	8
Other (please specify) .....	9

---

---

Q.12. Now I'd like to ask you about the grant that you applied for during the IYV. Just to make sure we're talking about the same grant, it is the **(insert programme from Q.1)**. How did you initially find out about the grant program?  
**Do not read out – multiple response**

Brochures .....	1
Direct approach from Commonwealth Government/FACS ...	2
Local Member of Parliament (MP) .....	3
Local community leader .....	4
Peak organisations/bodies .....	5
Volunteer Resource Centre (VRC) .....	6
IYV website .....	7
Go Volunteer website .....	8
Another source (please specify) .....	9
Can't recall .....	10

---

Q.13. What led you to apply for the grant? **Probe fully**

.....

.....

.....

.....

.....

---

Q.14. Did you make direct contact with the Department of Family and Community Services?

Yes .....	1
No .....	2
Not sure .....	3

---

Q.15. What else do you believe could have been done to ensure greater awareness of the grants program? **Probe fully**

.....

.....

.....

.....

---

Q.16. To what extent would you say you understood the criteria that determined which applications received funding and which did not? **Read out – single response**

- To a great extent ..... 1  
 To a moderate extent ..... 2  
 To a small extent ..... 3  
 Not at all ..... 4  
 Not sure (**DO NOT READ OUT**) ..... 5
- 

Q.17. Did you personally complete any or all of the grant application form?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.20**  
 Not sure ..... 3 **GO TO Q.20**
- 

Q.18. Thinking specifically about the paperwork involved in applying for the IYV Grant, would you say it was?  
**Read out – single response**

- Very easy to understand ..... 1  
 Quite easy to understand ..... 2  
 Quite difficult to understand ..... 3  
 Very difficult to understand ..... 4  
 Not sure (**DO NOT READ OUT**) ..... 5
- 

Q.19. Overall, would you say the grant application process was?  
**Read out – single response**

- Very easy ..... 1  
 Easy ..... 2  
 Neither easy/difficult ..... 3  
 Difficult ..... 4  
 Very difficult ..... 5  
 Don't know (**DO NOT READ OUT**) ..... 6
-

---

Q.20. How satisfied were you with the handling of your grant application by the department staff or operators of the program? Were you? **Read out – single response**

- |   |   |                   |
|---|---|-------------------|
| Very satisfied .....                        | 1 | <b>GO TO Q.22</b> |
| Satisfied .....                             | 2 | <b>GO TO Q.22</b> |
| Neither satisfied/dissatisfied .....        | 3 | <b>CONTINUE</b>   |
| Dissatisfied .....                          | 4 | <b>CONTINUE</b>   |
| Very dissatisfied .....                     | 5 | <b>CONTINUE</b>   |
| Don't know ( <b>DO NOT READ OUT</b> ) ..... | 6 | <b>GO TO Q.22</b> |
- 

Q.21. Why is that? **Probe fully**

.....

.....

.....

.....

.....

---

Q.22. What would you say was an acceptable time to wait for news of the success or otherwise of grant applications of the monetary value you applied for?

**Do not read out – single response**

- |                                    |   |
|------------------------------------|---|
| Less than a month .....            | 1 |
| Between one and three months ..... | 2 |
| Between four and six months .....  | 3 |
| More than six months .....         | 4 |
| Not sure .....                     | 5 |
- 

Q.23. How long did you have to wait to hear of the outcome of your application? **Do not read out – single response**

- |                                    |   |
|------------------------------------|---|
| Less than a month .....            | 1 |
| Between one and three months ..... | 2 |
| Between four and six months .....  | 3 |
| More than six months .....         | 4 |
| Can't recall .....                 | 5 |
-

Q.24. To what extent do you feel the applications were assessed fairly and without bias? **Read out – single response**

- To a great extent ..... 1  
 To a moderate extent ..... 2  
 To a small extent ..... 3  
 Not at all ..... 4  
 Not sure ..... 5

Q.25. Why is that? **Probe fully**

.....  
 .....  
 .....  
 .....

ASK SUCCESSFUL APPLICANTS (Q.4 = 1). OTHERS GO TO Q.27

Q.26. What impact has the grant had so far in your organisation?  
**Read out – single response**

- A major positive impact ..... 1  
 A moderate positive impact ..... 2  
 A minor positive impact ..... 3  
 No impact ..... 4  
 A negative impact ..... 5  
 Not sure (**DO NOT READ OUT**) ..... 6

ASK ALL

Q.27. Do you recall the International Year of Volunteers celebrations?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.33**  
 Not sure ..... 3 **GO TO Q.33**

Q.28. What do you believe was the main purpose of the year?  
**Do not read out – single response**

.....  
 .....

Q.29. What other purposes did the year serve?

**Do not read out – multiple response**

	(Q.28)	(Q.29)
To recognise and reward the work of volunteers .....	1	1
To raise awareness of what volunteering is .....	2	2
To assist and support the activities of volunteers .....	3	3
To get more people involved in volunteering .....	4	4
Don't know .....	5	5
None/no purpose .....	6	6
No others .....	7	7
Other (please specify) .....	8	8

Q.30. Do you recall having been involved in or seeing any initiatives (activities or events) celebrating the role of volunteers within communities?

Yes .....	1	<b>CONTINUE</b>
No .....	2	<b>GO TO Q.33</b>
Don't recall .....	3	<b>GO TO Q.33</b>

Q.31. AND WHAT WERE THESE INITIATIVES? **RECORD UP TO THREE INITIATIVES**

- 1 .....
- 2 .....
- 3 .....

Q.32. Thinking about the (FIRST, SECOND, THIRD IN TURN) initiative you mentioned, how well do you think this initiative supported, celebrated and recognised the efforts of volunteers? Did it do so very well, quite well, not very well or not at all well?

	Very well	Quite well	Not very well	Not at all well	Not sure
Initiative 1	1	2	3	4	5
Initiative 2	1	2	3	4	5
Initiative 3	1	2	3	4	5

Q.33. To what extent do you think the International Year of Volunteers accurately showed volunteering for what it actually is?

**Read out – single response**

- To a great extent ..... 1  
 To a moderate extent ..... 2  
 To a small extent ..... 3  
 Not at all ..... 4  
 Not sure ..... 5

Q.34. During the International Year of Volunteers, to help with the celebrations, a number of programs and initiatives were held every month throughout Australia, targeting different types of volunteers and the work they do. Were you aware that each month of IYV had a particular theme that provide the focus for all activities and celebrations that occurred during that particular month?

- Yes ..... 1  
 No ..... 2  
 Don't know ..... 3

Q.35. Now I would like you to tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements. The International Year of Volunteers? **Read out statements – randomise order of read out**

	Strongly agree	Agree	Disagree	Strongly Disagree	Not sure
1. Has given the community a more positive perspective on volunteers and their efforts	1	2	3	4	5
2. Has provided appreciation and support of volunteer activities	1	2	3	4	5
3. Has helped build commitment to volunteers and their activities, encouraging them to continue volunteering	1	2	3	4	5
4. Has improved resources and skills for volunteer organisations to effectively undertake their activities	1	2	3	4	5
5. Has provided a basis for change as to how volunteering organisations will operate in the future	1	2	3	4	5

	Strongly agree	Agree	Disagree	Strongly Disagree	Not sure
6. Has strengthened the relationship between volunteer organisations, government and communities	1	2	3	4	5
7. Has supported communities in their engagement in valuable and productive voluntary activities	1	2	3	4	5
8. Has created an environment that encourages a culture of volunteering	1	2	3	4	5
9. Has shown the real need for volunteers within communities	1	2	3	4	5
10. Has shown the benefits of volunteering	1	2	3	4	5
11. Has broadened community understanding of what volunteering involves	1	2	3	4	5
12. Has increased awareness of the number and types of volunteering organisations	1	2	3	4	5
13. Has increased the interest of potential volunteers in volunteering	1	2	3	4	5

**Q.36. During the International Year of Volunteers, advertising and other communication materials were used. Do you recall seeing any advertising, communication or merchandising materials?**

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.40**  
 Not sure ..... 3 **GO TO Q.40**

**Q.37. Where did you see this material?**  
**Do not read out – multiple response**

- Print/Newspaper ..... 1  
 Television ..... 2  
 Radio ..... 3  
 Posters ..... 4  
 Through the organisation I work for ..... 5  
 Merchandise (eg caps, shirts, drink bottles, stickers, lapel pins, postcards, badges, etc) ..... 6  
 Other (please specify) ..... 7  
 Don't know ..... 8

ASK UNSUCCESSFUL APPLICANTS ONLY. OTHERS GO TO Q.40

---

Q.38. Despite not receiving the grant you sought, were you offered merchandise or communication material as another way to help you recognise volunteer efforts in your organisation?

- Yes ..... 1  
 No ..... 2  
 Not sure ..... 3
- 

Q.39. Do you know of any businesses that regularly assist volunteers and the work that they do in any way?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.40**  
 Not sure ..... 3 **GO TO Q.40**

Q.39.a Could you please tell me which one(s)?

.....  
 .....  
 .....  
 .....  
 .....

---

Q.40. Did your organisation develop any partnerships with businesses or other community organisations during IYV?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO END**  
 Not sure ..... 3 **GO TO END**
- 

Q.41. Are those relationships still in existence?

- Yes ..... 1  
 No ..... 2  
 Not sure ..... 3
-

**END**

As part of quality control procedures, someone from our project team may wish to re-contact you to ask a couple of questions, verifying some of the information we just collected.

Thank you for your time. Just to remind you, I'm calling from Quantum Market Research. If you have any queries, you can call our free line on: 1800 995 688.

NAME: .....

POSTCODE: .....

PHONE: .....

I declare that the information obtained is true and correct and I have obeyed the ICC/ESOMAR Code of Marketing and Social Research Practice.

INTERVIEWER: .....

Start	Finish	Min

# Appendix 3

## Volunteers Resource Centres Questionnaire

### SECTION 1 – Purpose of International Year of Volunteers (IYV)

Q.1. What do you believe was the **main** purpose of the IYV?  
PLEASE CIRCLE ONE RESPONSE

Q.2. What other purposes did the Year serve?  
PLEASE CIRCLE ALL THAT APPLY

	(Q.1)	(Q.2)
To recognise and reward the work of volunteers .....	1	1
To raise awareness of what volunteering involves .....	2	2
To assist and support the activities of volunteers .....	3	3
To get more people involved in volunteering .....	4	4
Others (please specify) .....	5	5
.....		
.....		
Don't know .....	6	6
None/no purpose .....	7	-
No others .....	-	8

Q.3. In your view, how well did IYV achieve these purposes?

Very well .....	1
Quite well .....	2
Not very well .....	3
Not at all well .....	4
Not sure .....	5

## SECTION 2 – Activities During the International Year of Volunteers (IYV)

Q.4. Do you recall any initiatives, (activities or events) that were undertaken during 2001 as part of the International Year of Volunteers (IYV) that focused directly on the work of volunteers?

- Yes ..... 1 **CONTINUE**  
 No ..... 2 **GO TO Q.10**  
 Don't know ..... 3 **GO TO Q.10**

Q.5. Which ones? CIRCLE ALL THAT APPLY

- Small grants program ..... 1  
 Small equipment grants program ..... 2  
 Upgrading of go volunteer website and database ..... 3  
 Practical solutions grant ..... 4  
 Sponsorship of relevant conferences ..... 5  
 Development of partnerships with business ..... 6  
 Publicity and/or promotions ..... 7  
 Celebrations of volunteer effort (eg. Certificates, bbq's, parties) ..... 8  
 Iyv awards (eg. Nab community link awards) ..... 9  
 Community service announcement advertising ..... 10  
 Merchandise (eg. Posters, kits, lapel pins) ..... 11  
 1300 volunteer referral phone line ..... 12  
 Others (please specify) ..... 13  
 .....  
 Not sure ..... 14

Q.6. Were you personally involved in any of these initiatives, (activities or events) or programs?

- Yes ..... 1  
 No ..... 2  
 Don't Know ..... 3

Q.7. For each of the initiatives (activities or events), programs you recall and/or were involved in, how well do you believe they worked to support, celebrate and recognise the efforts of volunteers? PLEASE CIRCLE ONE NUMBER FOR EACH

	Very well	Quite well	Not very well	Not at all well	Not sure
Small grants program	1	2	3	4	5
Small equipment grants program	1	2	3	4	5
Upgrading of go volunteer website and database	1	2	3	4	5
Sponsorship of relevant conferences	1	2	3	4	5
Development of partnerships with business	1	2	3	4	5
Celebrations of volunteer effort (eg. Certificates, bbq's, parties)	1	2	3	4	5
Practical solutions grant	1	2	3	4	5
Publicity/use of promotions	1	2	3	4	5
IYV awards	1	2	3	4	5
Community service announcement advertising	1	2	3	4	5
Merchandise (eg. Posters, kits, lapel pins)	1	2	3	4	5
1300 volunteer referral phone line	1	2	3	4	5

Q.8. Which initiative did you consider was MOST effective and why?

.....

.....

.....

.....

Q.9. Which initiative did you consider was LEAST effective and why?

.....

.....

.....

.....

.....

## ASK ALL

Q.10. What, if any, other initiatives would you like to have seen undertaken during IYV?

.....

.....

.....

.....

Q.11. What, if any, other activities did your organisation undertake that were independent from FACS but still related to IYV?

.....

.....

.....

.....

## SECTION 3 – Outcomes of the International Year of Volunteers (IYV)

Q.12. Now please indicate whether you strongly agree, agree, disagree, or strongly disagree with the following statements about the impact of IYV for community and volunteer organisations? **Please circle one number for each statement**

	Strongly agree	Agree	Disagree	Strongly Disagree	Not sure
1. Has given the community a more positive perspective on volunteers and their efforts	1	2	3	4	5
2. Has provided appreciation and support of volunteer activities	1	2	3	4	5
3. Has helped build commitment to volunteers and their activities, encouraging them to continue volunteering	1	2	3	4	5
4. Has improved resources and skills for volunteer organisations to effectively undertake their activities	1	2	3	4	5
5. Has provided a trigger as to how volunteering organisations will operate in the future	1	2	3	4	5
6. Has strengthened the relationship between volunteer organisations, government and communities	1	2	3	4	5
7. Has supported communities in their engagement in valuable and productive voluntary activities	1	2	3	4	5

	Strongly agree	Agree	Disagree	Strongly Disagree	Not sure
8. Has created an environment that encourages a culture of volunteering	1	2	3	4	5
9. Has shown the real need for volunteers within communities	1	2	3	4	5
10. Has shown the benefits of volunteering	1	2	3	4	5
11. Has broadened community understanding of what volunteering involves	1	2	3	4	5
12. Has increased awareness of the number and types of volunteering organisations	1	2	3	4	5
13. Has increased the interest of potential volunteers in volunteering	1	2	3	4	5

Q.13. What would you say were the main benefits of the IYV?

.....  
 .....  
 .....

Q.14. What do you see as the priorities to ensure that the benefits that have been achieved through IYV are maintained?

.....  
 .....  
 .....

**SECTION 4 – Overall Effectiveness of IYV**

Q.15.a At the conclusion of the IYV in 2001, how would you have rated the success of the Year?

Q.15.b And 12 months on, how would you rate the success of IYV now?

	Q.15.A	Q.15.B
Very successful .....	1	1
quite Successful .....	2	2
quite Unsuccessful .....	3	3
Very Unsuccessful .....	4	4
Not sure .....	5	5

Q.16. What have been some of the main impacts on your organisation as a result of IYV?

.....

.....

.....

.....

.....

Q.17. If you were advising the Commonwealth Department of Family and Community Services about running the IYV again, what aspects do you think you would do again, what would you change and what would you omit?

	Do again	Change	Omit	Not sure
Small grants program	1	2	3	4
Small equipment grants program	1	2	3	4
Upgrading of go volunteer website and database	1	2	3	4
Sponsorship of relevant conferences	1	2	3	4
Pulicity and/or promotions	1	2	3	4
Pracical solutions grants	1	2	3	4
Development of partnerships with business	1	2	3	4
Celebrations of volunteer effort (eg. Certificates, bbq's, parties)	1	2	3	4
IYV awards (eg: NAB community link awards + local govt awards)	1	2	3	4
Community service announcement advertising	1	2	3	4
Merchandise (eg. Posters, kits, lapel pins)	1	2	3	4
1300 volunteer referral phone line	1	2	3	4

Q.18. If there anything else you would like to add please do so here?

.....

.....

.....

.....

.....

## SECTION 5 – Profile of Organisation

Q.19. How many paid employees does your organisation have working for it?

WRITE IN: .....

Q.20. How many volunteers does your organisation have working for it?

WRITE IN: .....

Q.21. How many years has the organisation been operating?

WRITE IN: .....

Q.22. How many different locations does your organisation work from? (In Australia)

WRITE IN: .....

Q.23. In which State/Territory are you based?

New South Wales ..... 1  
 Victoria ..... 2  
 Queensland ..... 3  
 Western Australia ..... 4  
 South Australia ..... 5  
 Tasmania ..... 6  
 Northern Territory ..... 7  
 Australia Capital Territory ..... 8

Q.24. Is your centre a state or territory centre?

Yes ..... 1  
 No ..... 2  
 Not sure ..... 3

Q.25. Are you in a capital city, regional centre or rural area?

Capital city ..... 1  
 Regional centre ..... 2  
 Rural area ..... 3



## Appendix 4

### Additional Information from the Qualitative Evaluation Research

- ▶ **There is a particular profile of volunteers:**
  - ▶ Volunteers are **'people people'**
  - ▶ Generous, caring, dedicated and selfless
  - ▶ Volunteers are **community and ethics conscious**
  - ▶ People who choose to be a volunteer **do a better job** because their heart is in it
  - ▶ **Altruistic** — often go out of their way to help others
  - ▶ Working at their own expense (time)
  - ▶ Like to **be doing worthwhile things**
  - ▶ Volunteers don't usually have an ulterior motive behind their actions
  - ▶ Patience, understanding & empathy
  - ▶ Flexibility
  - ▶ Sense of humour
  - ▶ Energetic and motivated
  - ▶ Assertion
  - ▶ Life skills
  - ▶ Values
  - ▶ Good communication skills / listening
  - ▶ All ages and all backgrounds.
  - ▶ People who may have more time on their hands
- ▶ **For younger Australians, volunteering means:**
  - ▶ Doing more — animals, people, community
  - ▶ Rewarding, i.e. when you enjoy & can see progress
  - ▶ To give people hope / support
  - ▶ Giving yourself and others direction
  - ▶ Knowing you can make a difference
  - ▶ Sense of using time effectively / sense of worth
  - ▶ Grow as individuals

- Developing skills and using them
  - Emotionally draining
  - Because not being 'paid' not seen as work
  - Can be *thankless*
- **For older Australians, volunteering means:**
    - Feeling good, moral satisfaction
    - Helping someone worse off than yourself
    - Using existing skills and updating skills (training)
    - Make life long friends & having social intercourse
    - Giving back to the community
    - Developing positive image of oneself
    - Satisfaction out of seeing something work
    - Knowing you can make a difference
    - Keeping active
    - Self-preservation
    - Makes your own problems seem insignificant
    - Greater satisfaction
- Volunteers were generally very appreciative of a year of celebration and clear about the purpose of the IYV but were somewhat reticent to receive too many individual accolades, preferring for the spotlight to shine on their volunteer organisation more strongly.
- The aspects of the IYV that were particularly targeted at volunteers were noticed by volunteers, whilst most activities of the Year were noted by volunteer organisations
- The television advertising was very effective in the way it informed of the broad extent of volunteer work within communities. There was sense that appeal was created by using the 'real life' situation. Others thought the use of 'before and after' may also create interest.
- The tagline 'ordinary people doing extra ordinary things' was seen to appeal to most.
- Most volunteers claimed to have previously seen the television advertising. The only perceived drawback was the 'voice over' — apparently very annoying. Appeal of the communications materials was stronger with volunteers than with NGO's or businesses. A number of those who claimed to be volunteering during IYV also claimed to have not seen any of the communication material. Some NGO's had experienced difficulty receiving the materials in time, prior to the events, perhaps being confused about what was to be provided by FaCS and what was to be provided by State or local governments.

- ▶ Most who recalled the television advertising felt a sense of pride to be involved with such a good cause and thought the message was positive and very encouraging, young volunteers however, claimed the television advertising was not as appealing, and for some was a turn-off.
- ▶ For most, looking at the Year 12 months later, IYV 2001 did increase **awareness about the role of volunteers and types of volunteering opportunities available in the community, but whether this awareness has positively impacted on the numbers of people volunteering is unclear.**

In relation to **non-government organisations and peak bodies** interviewed, the following observations were noted:

- ▶ Most non-government organisations and peak bodies interviewed had been involved with IYV prior to Australia's involvement in the year. Their desire for involvement was to capitalise on the benefits obtained through the International Year of the Aged (2 years prior).
- ▶ Overall IYV was thought to have been a huge success, bringing with it a number of positive outcomes, including increased awareness of:
  - ▶ Volunteering as an activity
  - ▶ The types of volunteering activities available
  - ▶ The types of volunteer organisations operating
  - ▶ The ability to be a volunteer
  - ▶ The need for volunteers
  - ▶ The number of volunteers
  - ▶ The number of volunteer organisations
- ▶ The definition of volunteering was broadened in the minds of the general community, volunteer organisations, and volunteers themselves
- ▶ Increased relationships between organisations, business, and government were evident.
- ▶ IYV strengthened networks between organisations, volunteers, government, and business. The specific initiatives identified were:
  - ▶ The *GoVolunteer* Website
  - ▶ Initial research into volunteering
  - ▶ Initial steps toward the development of infrastructures
  - ▶ The placement of an assistant in Volunteering Australia
  - ▶ Small grants
- ▶ There was a strong appreciation, as well as general congratulations to FaCS for their role in IYV. Most of the FaCS initiatives were thought to be celebratory in nature.

Only two **businesses** were interviewed as part of the qualitative evaluation. Readers should be cautious in placing too great an emphasis on the following findings:

- ▶ The businesses praised for FaCS staff for their efforts throughout the Year. There was agreement that the working relationship with the Department had been acceptable throughout the 12 months of the IYV 2001.
- ▶ The overall involvement of one of the businesses during IYV was felt to be limited, in terms of what was originally anticipated. The reason why the ‘partnership’ between the businesses and FaCS, to be not as effective as it could have been, in terms of it getting up and running, was because there wasn’t a strong steering group that had clear objectives in mind.
- ▶ Businesses suggested that their role (and the role of business generally) could have been extended during the Year.

The full qualitative report is provided separately and readers should refer to the report for further detail.



