



volunteering
TASMANIA
Be Connected



the state of volunteering report tasmania

2019

S U M M A R Y

www.volunteeringtas.org.au

executive summary

Tasmanian's generosity to one another shines through in this research. There are 68.6% (or 297,000) Tasmanians over 15 years of age who volunteer in Tasmania.

Volunteers contribute on average, **229** Hours



A YEAR

or **4.4** Hours

EVERY WEEK to their fellow Tasmanians.

This includes people who volunteer formally with organisations and those that do not have an affiliation with an organisation but contribute informally to their communities. Volunteers contribute on average 229 hours a year or 4.4 hours every week to their fellow Tasmanians.

The value of volunteering to Tasmania in the past 12 months was \$4 billion dollars, this includes the \$3 billion it would cost to replace the labour volunteers contribute to our state as well as \$1 billion in commercial and civic benefits contributed through volunteering.

To demonstrate the scale of the volunteering sector we compared the cost to replace the voluntary work in Tasmania to the total compensation of employees in the government sector and the private sector. The volunteering sector is nearly three times larger than the Tasmanian government sector and 14% larger than the private sector.



“As phenomenal as this contribution is to our State, there are some **warning signs** to government and to volunteer-involving organisations.”

There has been an 11.2% drop in volunteering participation over the past five years from 2014 (79.8%) to 2019 (68.6%).

It is costing volunteers nearly \$1000 a year to volunteer and on average they are only reimbursed 7% of their costs by volunteer-involving organisations.

This means it costs the average volunteer over \$4/hour to volunteer. Care needs to be taken about the financial burden being placed on our volunteers and the potential this has to exclude many who cannot afford the act of volunteering.

There are some indicators within the data that may begin to explain why we have seen a decrease in volunteering in Tasmania over the past five years. When volunteers were asked if volunteering positively or negatively impacted on their work life, 47% indicated that it had a positive impact. They were also asked how large a positive difference volunteering had, the average response was that volunteering positively impacted on people's lives by 16%. In 2014 the average positive impact was 48%. This is a substantial decline in positive impact. Additionally, in 2014 only 5% of people indicated that volunteering had a negative impact on their working lives (through days off, productivity lost etc), in 2019 this figure had risen to 22% of people stating volunteering had a negative impact on their working lives. This is a substantial decline in positive impacts and increase in negative impacts.

Volunteering Tasmania, volunteer-involving organisations and government must take heed of these numbers and what volunteers themselves are telling us. We need to explore why volunteering satisfaction is declining and how it is impacting on participation, otherwise the consequences could be far-reaching for the sector and the impacts felt across our State.

So, although volunteering in Tasmania provides enormous economic and social value to the State there are warning signs in terms of costs to volunteers and the potential negative impacts of volunteering that must be actively explored to ensure the future sustainability of this vital contributor to our state's economic, social and cultural wellbeing.

introduction



Volunteering is defined as, “Time willingly given for the common good and without financial gain.”

Volunteering has long been a driver of individual and community well-being. Not only does it contribute significant economic value, but volunteering also gives us enormous social, cultural and recreational benefits.

The 2019 State of Volunteering report explores the:

- Characteristics of volunteers and volunteering
- Characteristics of volunteer-involving organisations
- Economic, social and cultural value of volunteering.

Approach

In 2019 we conducted research that included a statewide survey of 718 Tasmanian residents who were representative of the regionality, age, gender and income levels of the population. We also surveyed 209 Tasmanian volunteer-involving organisations. Finally, a return-on-investment analysis was performed to determine the value of volunteering to Tasmania.

The 2019 data was compared to data from a 2014 research study, where information on volunteering was collected using similar methods. For the first time, we can analyse data across time and begin to see the trends and value of volunteering in Tasmania.

This report gives us a snapshot of the findings and highlights from the 2019 research. Detailed findings, including the survey tools used, are available in the full State of Volunteering in Tasmania report.

For the full 2019 State of Volunteering Report, go to:
www.volunteeringtas.org.au/sovr2019



characteristics of volunteering in tasmania

Tasmanians are amazing volunteers.

Nearly 300,000 Tasmanians over 15 years of age – 68.6% of the adult population – volunteered in 2019.

In total, Tasmanians donated at least 68.2 million volunteer hours to the community.

Volunteers donated an average of 229 hours per person. This equates to 19 hours per month, or 4.4 hours per week.

44% of people volunteered formally with organisations,

18% volunteered informally- unaffiliated with any organisation and

38% volunteered both formally and informally.

The range of organisations that people volunteered with in a formal setting were:

29 Million hours a year in not-for-profit organisations (60% of formal volunteering)

13 Million hours a year for Government (26% of formal volunteering)

7 Million hours a year in private, for-profit organisations (14% of formal volunteering)

Informal volunteers (not affiliated with any organisation) contributed 19 Million hours to Tasmania in 2019 (38% of total volunteering).

5.4% of people participated in workplace volunteering in Tasmania

Where people volunteer:

The clear majority (76.7%), of people volunteer in their own communities (within 50km of their home), an increasing number of people are volunteering online (16.3%), the rest volunteer either in other areas of Tasmania or interstate/ international.

The motivations for volunteering: included a desire to contribute to community, to give back/ make a difference, to do an activity that aligns with personal values, for enjoyment and social connection.

Barriers to volunteering: Were limited time and family and work commitments.

Future forecasting: Volunteers indicated they would be 24% more likely to volunteer in the future, and 20% of non-volunteers indicated they were likely to volunteer in the future.

nearly
300,000
tasmanians



of
68.6%
of the adult population
volunteered in 2019

tasmanians
donated
at least **68.2**
million
volunteer hours to the community
in the past 12 months.



Volunteers
contribute
on average,

229 hours
per person, per year

19 hours
per month

= of
4.4 hours
per week

People volunteered across the following areas:

not-for-profit organisations



29

million hours a year

government



13

million hours a year

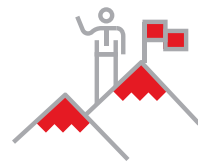
private, for-profit



7

million hours a year

informal (not affiliated)



19

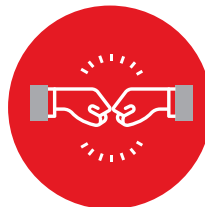
million hours a year

top 3
motivators

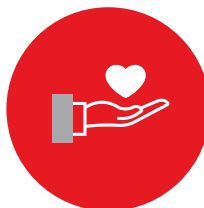


community contribution

supporting a cause



values based contribution



top 3
blockers



limited time

work commitments



family commitments



76.7%

of volunteering occurred in the volunteer's own community

(within 50 kms of home)

volunteer-involving organisations

top methods used to recruit volunteers:



80%
word of
mouth



57%
social media
& website



40%
community &
public events

The following results were reported by volunteer-involving organisations.

These were predominantly not-for-profit organisations and were from across Tasmania.

Who volunteers?

More than 70% of organisations reported that they had volunteers that were seniors and people that were either employed part-time or not employed. Interestingly, 67.5% of organisations reported that people employed fulltime elsewhere were also volunteers. Between 25 and 39 % of organisations engaged young people in volunteer roles.

Volunteering and social inclusion

People from population groups that are at high risk of social isolation and disadvantage were highly engaged in volunteering.

Over half of the organisations surveyed engaged volunteers who were from culturally and linguistically diverse backgrounds, received Centrelink benefits, or lived with a disability. One in five organisations engaged people who identified as Aboriginal or Torres Strait Islander.

Where do people volunteer?

Greater than 60% of the volunteer-involving organisations surveyed were from either community services or sport. The other sectors represented were education, emergency services, environment and conservation, advocacy, museums and heritage, recreation, seniors, arts and culture, tourism, and research.

How do volunteer-involving organisations recruit volunteers?

On average organisations use three different methods to recruit volunteers. The most common was word-of-mouth (80% of organisations) social media and website (57% of organisations) and community or public events (40% of organisations).



>70%

of organisations reported that their volunteers are seniors, unemployed or work part time.

67.5%

of organisations indicated that people working full time also volunteered.

>50%

of organisations engaged volunteers from culturally diverse backgrounds, centrelink recipients and people living with disability.

>20%

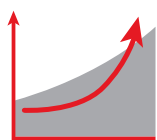
of organisations engaged people that identified as Aboriginal or Torres Strait Islander.



Fewer than

50%

of organisations
reimburse their volunteers



85%

predicted that they would
have **the same or more**
volunteers in three year's time.

The top approaches
are training, awards
and certificates,
building relationships,
events and celebrations.



How do organisations recognise volunteers?

Organisations use a wide variety of approaches to motivate, reward and recognise their volunteers. The top approaches are training, awards and certificates, building relationships, events and celebrations.

Fewer than 50% of organisations reimburse their volunteers.

Future forecasting

Of the organisations surveyed, 85% predicted that they would have the same or more volunteers three years from now; 75% stated that they had the same number or more volunteers now than 12 months ago.

These figures are in contrast to the survey of residents that states volunteering has fallen by more than 10% in the past five years.

the cost of volunteering in tasmania

Direct costs

The purchase or donation of labour, materials, equipment and infrastructure are direct costs. In 2019 the direct cost of volunteering was \$396.8 million. This included \$274.4 million in out-of-pocket expenses to all Tasmanian volunteers (after reimbursements) and a \$122.4 million cost to Tasmanian volunteer-involving organisations (including reimbursements to volunteers).

a) Costs to individuals

Tasmanian volunteers spent \$274.4 million on volunteering in the past 12 months.

Individual volunteers spent on average \$990 per year of their own money on volunteering. In effect, this means they are paying \$4.03 per hour to volunteer.

On average, volunteers were reimbursed \$70.37 per year, 7.1% of their out-of-pocket expenses.

Only 7.6% of volunteers were reimbursed.

tasmanian volunteers spent an estimated

\$274.4M

in out-of-pocket expenses

each volunteer spent an average of **\$990** per year of their own money on volunteering or...

\$4.03 per volunteer hour

b) Costs to volunteer-involving organisations

Volunteer-involving organisations spent \$122.4 million enabling volunteering in the last year across volunteering activities related to salaries, administration and management, reimbursement, education and training, grants and marketing

Volunteers spent over twice as much as volunteer-involving organisations in support of their own volunteering

Opportunity costs

The opportunity costs of volunteering are what other things are lost or not achieved if someone decides to volunteer. These include:

a) Social costs

The cost that results from the person volunteering instead of doing another productive activity. This was calculated at \$756.2 million.

b) Volunteer investment

Volunteer investment models how the money currently spent on volunteering would be spent if there was no volunteering. This was calculated at \$5.8 million.

c) Tax revenue

Tax revenue models how the money currently spent on volunteering would be taxed if there was no volunteering. It was calculated that the Australian Government has foregone \$2.9 million in tax revenue.

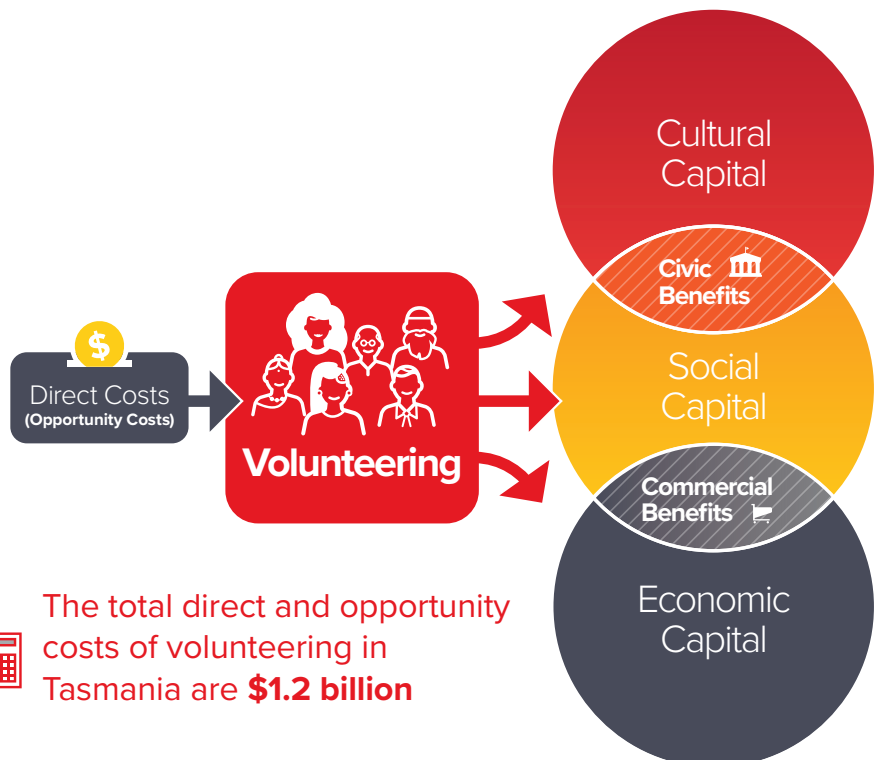
The total direct and opportunity costs of volunteering in Tasmania are \$1.2 billion.



Volunteers outspent (\$274.4 million)

Volunteer involving organisations (\$122.4 million)

by a ratio of 2.25:1



The total direct and opportunity costs of volunteering in Tasmania are **\$1.2 billion**

the benefits of volunteering in tasmania



For every dollar invested by the community, approximately **\$3.50** is returned as benefits to tasmania

RETURN



Through the accumulation of economic, social and cultural capital by volunteering, there are two types of benefits that result: commercial and cultural benefit.

Commercial benefits

Producers' surplus

This is the net profit that organisations gain when individuals and organisations spend money on volunteering expenses. It was calculated at \$71.6 million.

Productivity premium

The extent to which people believe their volunteering contributes positively or negatively on their paid work performance is their productivity premium.

In Tasmania 48.6% of volunteers believed their volunteering added an average of 16.3% value to their productivity in their paid employment. Conversely, 22.2% felt their volunteering adversely impacted their 'day-job' by a factor of 5%.

From these figures it is estimated that volunteering in Tasmania improved the productivity of individuals in 2019 (a benefit enjoyed by their employers) by \$706.4 million.

Civic benefits

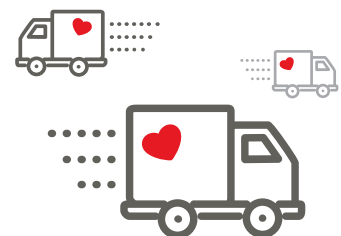
This is a contribution made by a volunteer that would otherwise have to be provided (presumably by the state) to enjoy the same community-wide standard of living. In other words, it typically represents a cost avoided by the government.

Volunteers' labour

This is determined by calculating what it would cost organisations to employ people to perform the same work currently done by volunteers. The cost to the community of replacing volunteers' labour in Tasmania would be \$2.9 billion.

replacing the labour that volunteers' contribute to tasmania would cost

\$2.9 BILLION



In 2019, volunteering in Tasmania enabled an estimated **\$4 billion** of such benefits across the community.

Therefore, for every dollar invested in volunteering \$3.50 is returned to the community.

Using the replacement cost of labour method and contrasting it with the most recent ABS data on the total compensation of employees by sector, we can see that volunteering is Tasmania's largest sector.

volunteering is tasmania's **largest sector,** (larger than both the private & government sector).

Does volunteering impact your work/life productivity?

adding **+16%** value to productivity



impacting productivity **-5%**

Volunteering in Tasmania enabled at least **\$4 BILLION** in benefits to the State.

comparison of 2014 & 2019:

the characteristics of volunteering in tasmania

2014 **79.8%**

of tasmanians
15 years and
older volunteered

2019 **68.6%**

of tasmanians
15 years and
older volunteer



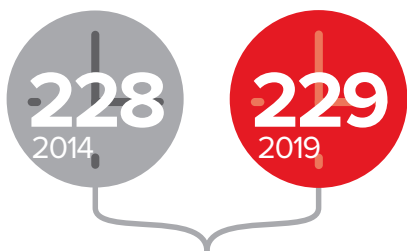
there has been a **11.2% decline** in participation in volunteering in the past 5 years.

millions of hours of volunteering contributed to tasmania



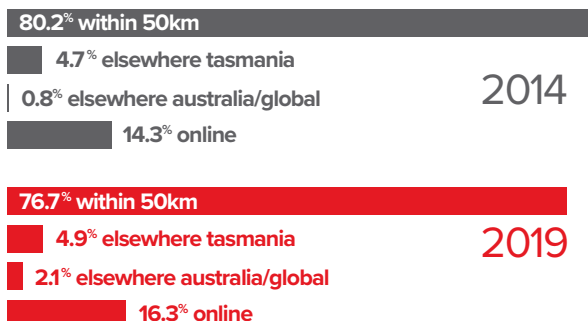
this represents a **3.9% decrease** in the number of hours tasmanians are volunteering.

number of hours individual volunteers contribute each year



The number of hours people volunteer has **remained stable** over the past five years

where tasmanians volunteer



People still volunteer predominantly in their own communities (**within 50 km of their home**), but there may be a slight movement toward international and online volunteering

comparison of 2014 & 2019:

volunteer involving organisations

Recruitment Channels

2014

1. Word of mouth
2. Personal approach
2. Community / public events
4. Internet / webpage

Organisations on average used **2.6 recruitment channels**

2019

1. Word of mouth / Personal approach
2. Social media /website
3. Community / public events
4. Internal Promotions

Organisations on average used **3 recruitment channels**

Volunteer-involving organisations are still relying strongly on **relationship-based approaches to engage volunteers**. But there has been an increase in social media as a recruitment tool over the past five years ago.

Volunteer Recognition

2014



On average organisations used **2.8 different methods** to recognise their volunteers

2019

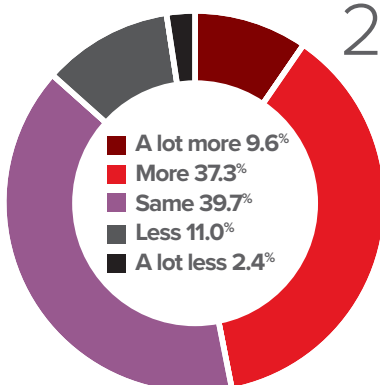


On average organisations used **4.5 different methods** to recognise their volunteers

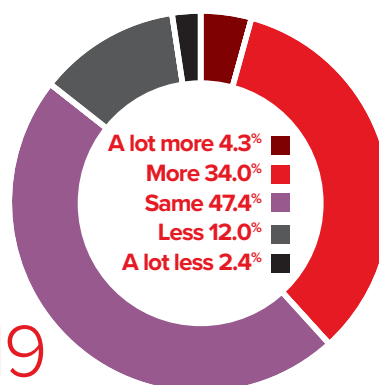
The categories used in the survey between 2014 and 2019 varied slightly, but there appears that the major methods for motivating and recognising volunteers has remained **relatively constant** over the past five years.

Prediction of supply of volunteers in 3 years

2014



2019



Volunteer-involving organisations had a slightly less optimistic outlook on whether they would have more volunteers in three years' time in 2019 compared to 2014. **These predictions align with the observed decrease in volunteering participation in the past five years.**

comparison of 2014 & 2019:

the value of volunteering in tasmania

Amount Volunteers spend per hour on volunteering

2014
\$4.54
per hour

2019
\$4.03
per hour

The amount of money spent per hour by a volunteer has declined slightly over the past five years.



Number of volunteers reimbursed

2014
10.1%

2019
7.6%

There is a **very low rate of volunteer reimbursement**, which appears to be declining. This **may act as a barrier** for some people wishing to volunteer.

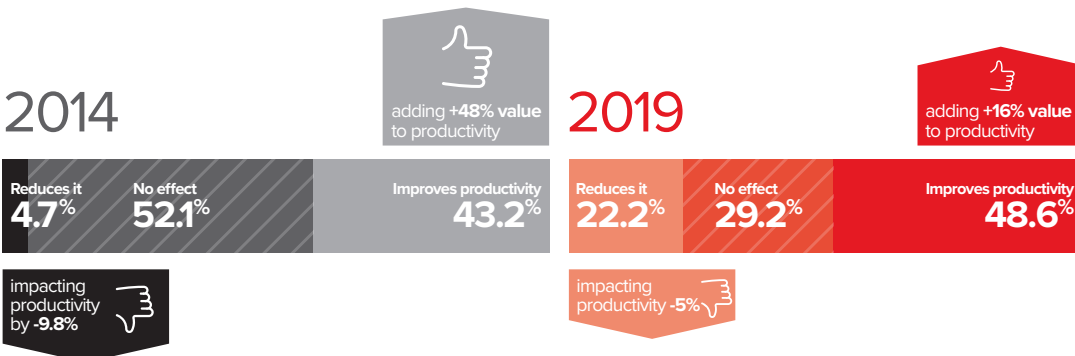
Productivity premium

2014
\$1202.6m

2019
\$706.4m

The productivity premium has **fallen by \$500 million** between 2014 and 2019, due to **falling satisfaction** in volunteering.

Impact of volunteering on work life productivity



Enjoyment in volunteering **has fallen** over the past 5 years.

More people are being **negatively impacted** by volunteering than five years ago.

Total Value of Volunteering

2014
\$4.2b total value of volunteering to tasmania
with a
benefit to cost ratio

3.6:1

2019
\$4.0b total value of volunteering to tasmania
with a
benefit to cost ratio

3.5:1

The total value of volunteering and the benefit to cost ratio of volunteering has remained stable over the past five years.