What does Tasmania's ageing population mean for volunteerism?
Volunteering Tasmania (VT) has recently renewed the definition of volunteering in recognition of the broad nature of such activity within our communities. Following advice from VT’s Social Policy Advisory Council and consultations with Tasmanian communities, the following characteristics of volunteering have been agreed:

- It is undertaken by choice;
- Volunteering is an activity that can occur in any setting and has the following roles:
  - episodic volunteering;
  - ongoing volunteering;
- Roles are usually temporary and one-off and for short term projects.

Episodic volunteering is a volunteering that occurs on a more sporadic, non-regular basis compared with “regular” volunteering roles. This type of activity is designed to enable potential volunteers to opt in and out of opportunities on a mutually convenient basis.

The project considers projected changes in Tasmanian volunteering for generations X, Y, Z and Alpha as they age and move through their volunteering lives, i.e. projected volunteering changes for Builders/Veterans, Baby Boomers and Generations X, Y, Z and Alpha as they age. The table below with generation both dates sourced from M. McCrindle and E. B. Haag of the ABC of XYZ.

<table>
<thead>
<tr>
<th>Generation</th>
<th>Born</th>
<th>2010-20</th>
<th>2012-22</th>
<th>2023-32</th>
<th>2033-52</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generation Alpha</td>
<td>2010–2025</td>
<td>0</td>
<td>0–2</td>
<td>0–12</td>
<td>7–22</td>
</tr>
</tbody>
</table>

The ABC of XYZ undertakes the Global Generations, clarifies who we’re referring to now and in the future when we talk about generations.

This research began over a year ago when we started the conversation with our Knowledge Partners and potential contributors. In the first half of 2012 during the ‘Food for thought phase’, leading demographic Professor Natalie Jackson produced an analysis of Tasmania’s projected volunteering population and trends, and we looked at what the literature already tells us about volunteering and an ageing population. Between April and September during the ‘insights’ phase, national and state researchers, researchers, government, business and not-for-profit organisations submitted their research. The report provides a unique insight into what volunteering looked like at that point in time. What the report illustrated was that volunteering is rewarding for those who participate in it: that there is a need to challenge the stereotypes if volunteering is to flourish, and that we need to start planning now for the future. To mark International Volunteer Day 2012, we bring you the State of Volunteerism Report: Tasmania 2010.

This project explores the impact that the ageing population will have on volunteerism. It also provides a framework for attracting new volunteer involvement across organisations, business and government. The research is based on the following questions:

1. What are the volunteering demographics projected to look like in Tasmania in 10, 20 and 30 years up to 2050?
2. What challenges and opportunities do these projected changes raise for volunteering in Tasmania in the next 5, 10 and 20 years?
3. What recommendations can VT make to policy makers, service providers and other volunteer involving organisations in Tasmania to respond to these challenges and opportunities?

To focus the recommendations the SOVR 2012 addresses the research questions through the lens of four broad themes: volunteer management, workforce development, social inclusion and digital technology.

This summary report offers an insight into what our ageing population will mean for volunteerism, the necessary changes from the volunteering population projections; an summary of the research presented in ‘Community Voices’; a blog picture look into volunteerism and the ageing population through community, showcasing extracts of thought pieces; quotes from Baby Boomers and Builders/Veterans; case studies of good practice; and extracts of what we found from our research and what happened at the symposium. Lastly, you will find a set of evidence-based recommendations on ways forward to address the issues.

We believe that this research and the recommendations will have relevance for a range of stakeholders, including Tasmanians of all ages, local peak bodies, volunteer involving organisations, local to federal policy-makers, local to federal funders, businesses and researchers. As the peak body for voluntarism in Tasmania, our work in building and collecting evidence is very much at the centre of all we do providing the building block for policy, planning and action. It is our hope that the SOVR 2012 offers Tasmanians a viable set of strategic recommendations to support the Tasmanian community to plan for an ageing population and voluntarism.
To answer these questions, VT engaged leading demographer Professor Natalie Jackson to complete an analysis of projections of the Tasmanian volunteering population up to 2050. Natalie was previously Director of the Demographic Analytical Services Unit at the University of Tasmania. Most of Natalie’s research has focused on the different drivers and patterns of population ageing across Australia and New Zealand. The projections indicate future numbers and trends for the Tasmanian adult volunteering population, with some minor changes in representations of certain generations, as they age.

Volunteering Tasmania State of Volunteering Report: Tasmania 2012 – what does Tasmania’s ageing population mean for volunteerism?
Volunteering Tasmania State of Volunteering Report: Tasmania 2012 – what does Tasmania’s ageing population mean for volunteerism?  

**VOLUNTEERING PROJECTIONS TO 2032 – OUR REGIONS**

IF TASMANIA’S CURRENT VOLUNTEERING BEHAVIOUR CONTINUES...

TO 2032

**TASMANIAN REGIONS**

All our regions are projected to see an increase in the number of volunteers, but a decrease in the rate of people volunteering to 2032. The projections indicate the smallest increase in the number of adults volunteering in the North-West region (8.7% to 19%), where the population will have the highest proportion of older Tasmanians. The greatest increase in volunteer numbers is projected in the youngest region of Greater Hobart-Southern (17% to 21%), or in the Greater Northern region (15% to 27%).

The rate of volunteering is also projected to vary, declining the most in the North-West (by 21%) and the least in Greater Hobart-Southern (by between 14 and 16%).

- **Greater Hobart-Southern Region**
  - Volunteering numbers to increase by 21%.
  - Projected rate of volunteering to 2032 is projected to be 17%.
  - The number of adults volunteering in the North-West region (15 to 27.5%).

- **North-West Region**
  - Volunteering numbers to increase by 19%.
  - Projected rate of volunteering to 2032 is projected to be 14.7%.
  - The number of adults volunteering in the Northern region (15 to 21%).

- **Greater Northern Region**
  - Volunteering numbers to increase by 27.5%.
  - Projected rate of volunteering to 2032 is projected to be 14%.
  - The number of adults volunteering in the North-West region (8.7 to 19%).

**TAASMANIA LOCAL GOVERNMENT AREAS**

Changes to Local Government Area (LGA) volunteer numbers will vary enormously but all LGAs will have more volunteers aged 65+.

- **Volunteering rates will decline in all LGAs, except in Hobart.**
- **LGA change to 2032 is projected to vary:**
  - **all LGAs will have more volunteers aged 65+**
  - **and volunteer numbers in the North-West and the North, which are projected to see the highest proportion of Generation Z and Alpha volunteers.**

**AGE PROPORTIONS OF VOLUNTEERS AND GENERATIONAL CHANGE**

**Volunteer Rate (the number of Tasmanians aged 18+ out of every 100 people aged 18+ who are projected to volunteer in each Tasmanian region)**

**Age Proportions (of those who volunteer, the percentage who make up a certain age group)***

**Volunteer Numbers (the number of Tasmanians aged 18+ who are projected to volunteer in each Tasmanian region)***

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6 Volunteering Tasmania State of Volunteering Report: Tasmania 2012 – what does Tasmania’s ageing population mean for volunteerism?  

7 Volunteering Tasmania State of Volunteering Report: Tasmania 2012 – what does Tasmania’s ageing population mean for volunteerism?
WHAT VOLUNTEER-INVOLVING-ORGANISATIONS TOLD US

1 in 3 organisations have considered the impact of our ageing population on their organisations. Overall, nearly 1 in 3 organisations were addressing it. 2 in 3 felt they need to do more.

Organisations said their priorities were: sustaining organizational funding; workforce recruitment and skills (paid and unpaid); accessibility of services; age (and needs) of our older Tasmanians; and maintaining that interest in the volunteering roles in future?

How would you find out about volunteering roles in future?

Through formal volunteering (I’ve made lots of friends, and some need help occasionally). For example, since my friends was going in for a cataract operation, so I offered to drive them. That’s a service I offer, but you don’t count it. The program there are a couple of years back for fairly elderly and they have to have a bit of a toilet. So I don’t move very far. Being a care of tea, they’re all country women and they’re all great cooks, so I get to taste whatever has come out of the oven. So there’s something in it for me too.

But there are a number of people in the community who know that I share if they need a helping hand, so they would phone Maine, phones, 55-64.

COTA CHAMPIONS talking to Tasmanians aged 48 plus

www.cotatas.org.au

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Hobart and launceston. and we wanted more...but not being paid for it!

Margaret: …allan and i keep the pool going...but not being paid for it!

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65–74, retired, Burnie

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Volunteering promotes many opportunities to enhance our communities and the lives of all Tasmanians as we age. Volunteering can facilitate social opportunities, improve health and wellbeing outcomes and support workforce development for all those involved. Volunteer therefore has a key role to play in easing the demands of the growing older population across all aspects of our lives.

Volunteering will be a key part of service delivery for an ageing population, such as aged care services and social opportunities. There are also product needs for the market to respond to, to aid volunteer management, in areas such as technology, equipment, and sector-specific equipment, that will be a key part of ensuring Tasmanian volunteering is appropriate and effective for its metropolitan, regional and rural populations.

Why volunteering matters in modern society

Dr Christine Stirling, Associate Dean of Graduate Research – School of Nursing and Midwifery, University of Tasmania

I have a simple but important proposition. That is, that volunteering, the act of going without financial reward to a greater or lesser degree, can facilitate social services. Other more personal interests may include career opportunities, social capital, and status. Interests such as self-esteem are collective interests based around their diverse group of individuals with some notion that volunteering not only delivers a socially beneficial outcome but also a benefit to volunteering. This is the value of volunteering.

In the first half of the 20th century volunteering was not the integral part of society that it is today. This was partly because there was no established middle class with the time and the resources to apply themselves to volunteering. Then in the 1930s and 1940s during the adversity of the Great Depression and World War Two (WWII) communities were naturally brought together by external threats. Neighbourhood helped neighbour, there was then a community agent of care that galvanised the community to support and even survive. In the decades that followed the war the values and the culture that was forged during those times remained. This is the culture that spawned the Baby Boomers. Prosperity also saw over subsequent decades established families comfortably and confidently pursue individualistic goals, the need for and the very idea of working together as a community for survival and for victory dissipated.

Later in the 21st century of ideas income tax and social welfare alleviated those emerging social problems, marginalised, displaced workers, the indigenous culture, the idea of a voluntary community gathered. The modern incantation of an undeclared need is more likely to be charity work spread across the community requiring broad based cooperation.

Tasmania is slightly different in that the less fortunate segment exists—for example in the unemployed and those with disabilities but not in large concentrations (Australian Bureau of Statistics, Census, 2011).

Volunteering is therefore not a ‘free labour’; volunteering not only delivers a socially beneficial outcome but also a benefit to volunteering. This is the value of volunteering.

Relational Dynamics in Volunteering

Dr Lisa Harrison, Associate Professor, Faculty of Health and Behavioural Sciences, La Trobe University

There are a number of relational dynamics in volunteering that are important to understand the factors that enable or disable志愿 involvement. In the latter part of the 20th century it could be said that the community esprit de corps was instead a ‘dull ache’ that pervades most communities. This is partly because there was no established middle class. This situation has changed in recent decades and volunteering in the past decade has become a key feature of modern society. One particular trend that IYNT has identified is a growing recognition that young people are time poor as they are being pulled in many directions. One way to aid young people is to enable volunteering involvement with a number of different groups or organisations. This means that even the most passionate people to volunteer may be pulled in different directions.

Fortunately, YINT has developed some strategies to enable volunteering to flourish. The Options generation (Mackay, 2007) includes people who were born between just before the turn of the century (also known as generation X) and those who were born later and have altered social conditions from previous cohorts. The Options generation have control over the future to impact their lives well beyond youth (Wyn and Woodman, 2006).

Over the next three or more decades, the Options generation will certainly look at what is often viewed as a more stable period of middle age. In fact, the Options generation are impacting volunteering patterns (Gray et al, 2007). The Options generation may also be young carers and a clear influence on higher education and career choices. This key group is also involved in many career choices. The Options generation are an important to note that the values of the Options generation are shaped by their experience and will influence volunteering behaviour into their latter adult lives. There are already clear indications of how the values, attitudes and behaviours of the Options generation influence their current volunteer behavioural (Lester and Ding, 2010; NINAC, 2007). Volunteering amongst the Options generation can be a flexible, short-term-project based volunteer role. They are likely to pursue a volunteering experience that empowers them through contribution and has tangible outcomes. An outcome of their work that through volunteering, the Options generation can build skills, expand social networks and provide positive social interactions. This gives people a valuable assets works-life balance, and volunteering needs to facilitate this in positive ways.

But wouldn’t Tasmania be an even better place if the projections were proven to be greatly underestimated even within a decade? By all means plan for this outcome but nonetheless, Lordy and think about a society where even more volunteers take that. That’s the Tasmania that I want for the future.
1. Splicing and doing of volunteering
Our lives are increasingly apodal rather than linear; for example we have many jobs and homes throughout our lives rather than one (so we are increasingly becoming a series of episodes throughout our life and across a range of interests. This trend presents remarkably different management and co-ordination challenges for volunteer-involving organisations.

2. Virtual volunteering
Support services which used to be provided face-to-face or via telephone are increasingly being delivered through new technology platforms. This trend removes the geographical barriers and can allow people to contribute from many opportunities and roles, for example the opportunity for cities and regions to reach out into isolated and remote communities.

3. The merging of paid and unpaid work
The boundaries between employment and volunteering are blurring, with the provision of direct or in-kind remuneration creeping back into the concept of volunteering. The concept of volunteering being ‘unpaid’ is once again being challenged as we consider what work, age, and work and community participation, involve.

4. Compulsory volunteering
The regulatory overlay on volunteering has been increasing. The location of the concept of civic duty, so many aspects of it and the current ‘volunteer framework is at best blurred, as civic volunteering can be formal and may involve remuneration.

5. The regulatory society
The regulatory overlay on volunteering has been growing over the past twenty years, resulting in a range of expectations relating to workplace standards (eg occupational health and safety, and management). This increasing regulatory overlay and tendency towards codification of agencies bring with them challenges around connectivity to local communities; local responsiveness and increasing cost burdens.

6. The de-professionalisation of service provision
The rebuilding of civil society by volunteers to replace a ‘nanny state’ is a major priority of conservative governments around the world. While many of the service systems now provided by professionals were originally delivered by volunteers, much of the evidence suggests that reliance on volunteers means human and volunteer needs and areas facing social exclusion risks are likely to be missed as a result. The challenge for local government is that the social services are often also the social services that bring the challenges around connectivity to local communities, local responsiveness and increasing cost burdens.

7. The personalisation of services
The underlying reason for volunteers to replace a ‘nanny state’ is because they see the advantage in having a more personal relationship with the individual. The focus is on connectedness and relationships, and they want to create ownership and a sense of personal responsibility for their work. The challenge for local government is that the social services are often also the social services that bring the challenges around connectivity to local communities, local responsiveness and increasing cost burdens.

8. The high risk and rise of social enterprise
Social enterprises are commercial ventures where the purpose of the enterprise is the creation of social, environmental or cultural good and wealth. These types of ventures can be important revenue sources to sustain some types of volunteering.

9. The growth of civic volunteering
Civic volunteering can be broadly described as volunteering for community leadership, to influence decision making and management at local, state and national levels. This type of volunteering is very rapidly growing in the UK, and increasingly in Australia. In Tasmania we have seen the recent trend of volunteer involvement and the school closure debate. The location of the concept of civic duty, so many aspects of it and the current volunteer framework is at best blurred, as civic volunteering can be formal and may involve remuneration.

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14. Compulsory volunteering
Compulsory volunteering might sound like an oxymoron, but it’s happening all around us. In the United Kingdom, compulsory volunteering for young people is a part of the government’s Big Society strategy. This trend is underpinned by the idea that citizens have a moral obligation to volunteer in their community.

15. Local government and volunteering
Dr Tara Staines, Stephanie Sjö, Policy Director, and Kate Harewood, Senior Policy Officer, Local Government Tasmania. Our local government is a key supporter and facilitator of social inclusion and the future of Tasmania’s volunteering fabric. The effects of an ageing population and the growth in volunteering patterns among other things are key drivers of change being experienced by Tasmanian councils. It is clear that local government and volunteering fit together and that there are mutual dependences and benefits. Volunteers benefit through the support of their councils as well as access to networks, and councils benefit through increased resources to assist in the delivery of the diverse range of services expected of them by other governments and their community. Continuing to ensure positive relationships between councils, volunteers and volunteer-involving organisations will allow the challenge and opportunities of an ageing population to be effectively addressed.
Volunteering Tasmania State of Volunteering Report: Tasmania 2012 – what does Tasmania’s ageing population mean for volunteering?

Volunteering Tasmania State of Volunteering Report: Tasmania 2012 – what does Tasmania’s ageing population mean for volunteerism?
VOLUNTEERING, AN AGING POPULATION AND VOLUNTEER MANAGEMENT

Volunteering is critical to the ability of many involving organisations to engage and retain volunteers. This lack of understanding for volunteering may provide the opportunity to engage more people from the Baby Boomer generation as they retire. That said, it is necessary to develop a sustainable volunteer and volunteer-delivered program to meet the future needs. VT’s State of Volunteering Report: Tasmania 2010 research indicates that organisations will need to be flexible and more capable and better resourced in order to meet the future management challenges presented by an ageing population. Here our Knowledge partner’s highlight two key groups and associated volunteering management issues.

Significant opportunities exist for Tasmanian volunteer managers to source support from interstate and international volunteers. This will not be easy without considerable change in the management models applied by the organisations. The key areas are mobility, motivation, and engagement. Significant opportunities exist for Tasmanian volunteer managers to source support from interstate and international volunteers. This will not be easy without considerable change in the management models applied by the organisations. The key areas are mobility, motivation, and engagement.

Significant management challenges need addressing.

- The opportunity to provide formal recognition for skills and skills attained in Tasmanian volunteering needs improving.
- Focussing views around short term volunteering in national and regional locations need considering.
- Volunteer managers need to positively understand the interrelationships between episodic and regular volunteering.
- For volunteer managers to manage more effectively, they need to understand the whole global pool of volunteers, they will need to engage in global marketing and distribution opportunities.
- The cost of volunteer management needs to be understood and continually improved to ensure best practice and to assist Tasmanian volunteer managers to be competitive in the marketplace to attract and retain volunteers.

MORE TOURISM AND THE RISE OF VOLUNTEURISM

Growth in travel may seem a remote factor in terms of considering volunteering, but it is increasingly relevant. There has been significant growth in interstate visitor numbers to Tasmania. The Wonders of Wynyard Exhibition and Information Centre currently attracts over 40,000 visitors a year. The centre delivers a range of attractions, events and exhibitions drawing tourists from throughout Australia and internationally. The centre displays changing exhibitions of local ‘wonders’, including birdlife, marine life and local knowledge about the area. The centre also delivers gallery focusing changing exhibitions of local ‘wonders’, including birdlife, marine life and local knowledge about the area.

Overview

Tourism offers significant opportunities for volunteers to provide Tasmanian volunteer organisations with more flexibility and the capacity to respond positively and positively to changing societal needs. However, this raises a series of issues including:

- The opportunity to provide formal recognition for skills and skills attained in Tasmanian volunteering needs improving.
- Focussing views around short term volunteering in national and regional locations need considering.
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For many, volunteering is a way to keep busy after retirement and to maintain their independence. In doing so, individuals can contribute to society and gain personal satisfaction from the work they do. However, the financial and personal costs of volunteering for people can be significant. The opportunity to provide formal recognition for skills and skills attained in Tasmanian volunteering needs improving. Significant management challenges need addressing.

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Volunteering by older volunteers and the challenges for organisations

Professor Jan Welter, an Adjunct Researcher at Richards Chair of Rural Development, La Trobe University in Melbourne, has undertaken many studies into the reasons why older people volunteer. The ageing of the population and the changing demographic profile provide both benefits and challenges for organisations. Of particular note is the ageing of the large Baby Boomer cohort, as well as an increase in the proportion living to very old age. These factors can be understood in terms of both a potential increase in supply of volunteers as well as increased demand for volunteer services.

Challenges for organisations

- Meeting the needs of older volunteers, and building their recruitment and retention, presents significant management challenges for organisations. First, new volunteers need to be recruited, and, if needed to be retained here that volunteering is not for everyone. But organisations also have to understand their motivations to overcome the challenges and harness strategies to successfully engage older volunteers.

Wonders of the World Exhibition

The Wonders of Wynyard Exhibition and Information Centre (WOW) is an award winning attraction and key destination for tourists visiting the Tasmania North-West coast. WOW offers unique insight into the historical and natural aspects of the region and is a major attraction in the Cane and Macquarie Regions.

WOW volunteers form the core of WOW’s volunteer team and have been key to the centre’s success since opening in 2004. Volunteers at WOW present the area to visitors and citizen of the region in a warm and welcoming manner. WOW volunteers are key to WOW’s success and are able to share their local knowledge about the area.

The centre delivers a range of attractions, events and exhibitions drawing tourists from throughout Australia and internationally. The centre displays changing exhibitions of local ‘wonders’, including birdlife, marine life and local knowledge about the area. The centre also delivers gallery focusing changing exhibitions of local ‘wonders’, including birdlife, marine life and local knowledge about the area.

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VOLUNTEERISM, OUR AGEING POPULATION AND DIGITAL TECHNOLOGY

The SOVR 2012 project focused on how people access information and services, and communicate, using the internet. Many Tasmanians have access to digital technology (Australian Bureau of Statistics, Household Use of Information Technology Australia 2010–11) and use social media (Front Page Special Research Project 2012). Digital technologies offer organisations a vast array of possibilities and opportunities to reach volunteers and service recipients across all ages, including harnessing online volunteer matching services, for virtual volunteering (volunteering online). The challenge for organisations will be to understand how people of different ages access and use digital technology to tap into the opportunities.

VT asked our Knowledge Partners to consider the challenges and opportunities within these issues for the future of Tasmania’s volunteering.

Digital technology and volunteering in Tasmania

“…that’s no longer. That’s all been thrown out the window. … If it wasn’t for the internet, because I couldn’t be involved in some of the areas I’m in now. I couldn’t have that contact.”

Carl, retired, 75–84

El sie, retired, 65–74

A variety of digital technologies have contributed to a significant increase of access to digital technology and the internet in recent years. The SOVR 2012 project focuses on how people of different ages access and use digital technology. Of particular note is the increase in the use of social media (Front Page Special Research Project 2012). The report Older Australians (veterans) and an ageing population (Moffatt with VT, 2012) provides a more nuanced picture of the significant number of older Tasmanians who do not have access to the internet. However, the recent Seniors report (Technology in Australia’s households) suggests that the engagement of older Australians with the digital field is changing quite quickly. With the impact of social media, the digital economy, and the Internet Network (INN) and current social trends it can reasonably be expected that over the next few years the digital engagement of older Tasmanians will significantly increase and as Baby Boomers emerge in larger numbers to volunteer they will bring a significantly greater digital experience to the sector. The critical issue however, will be to ensure that there will still remain a significant population who do not have access to online technology. It is not only a question of cost, illness, disability, lack of understanding or awareness, and fear.

WHAT OUR SENIORS TOLD US: A gallery of cultures: maintaining face to face contact with dispersed family in a digital world

A common feeling across senior Tasmanians in the SOVR 2012 project was that the spread of digital technology was leading to the loss of the relationships with people close to them. The isolation of those who do not have access to digital technology is profound. Some seniors (veterans) and community groups have a mixture of digital technology and the internet, with a mixture of needs. This mixture of digital technology and the internet can be seen as a negative feature of digital technology, as there is a mixture of possibilities and challenges for the sector. The SOVR 2012 project sought to understand the mixed landscape of digital technology and the internet amongst our seniors, mistrust of using digital technology due to lack of knowledge, and fear. Digital technology and the internet are playing an important role in the lives of many older people. The digital landscape is changing significantly and can reasonably be expected that over the next few years the digital engagement of older Tasmanians will significantly increase. The SOVR 2012 project is continuing to explore the challenges that this brings to the sector.

Use of digital technology by older Australians

Traditionally older Australians are seen as being largely digitally illiterate, at best able to use email and basic programs. The report Older Australians and the internet (National Seniors Week, 2011) provides a more nuanced picture, acknowledging that a significant number of older Australians do not have access to the internet. However, the recent Seniors report (Technology in Australia’s households) suggests that the engagement of older Australians with the digital field is changing quite quickly. With the impact of social media, the digital economy, and the Internet Network (INN) and current social trends it can reasonably be expected that over the next few years the digital engagement of older Tasmanians will significantly increase and as Baby Boomers emerge in larger numbers to volunteer they will bring a significantly greater digital experience to the sector. The critical issue however, will be to ensure that there will still remain a significant population who do not have access to online technology. It is not only a question of cost, illness, disability, lack of understanding or awareness, and fear.

Adaptive leadership in volunteer management

There is a growing recognition that those who lead volunteer organisations need to address different challenges than their predecessors including technological advancement, diversity, and new approaches and forms of digital engagement and resources. Volunteer leaders therefore need a new style of leadership to adapt to the changing nature of digital engagement and resources. The SOVR 2012 project seeks to understand the changing landscape of digital engagement and resources in order to come up with new strategies to deal with the core issue rather than just treating its symptoms.

WHAT VOLUNTEERING ORGANISATIONS TOLD US

Has your organisation examined the future communication needs of clients/volunteers aged 65 and over in Tasmania?

55.2% NO

10.3% YES

24.5% DON’T KNOW
The symposium’s conclusions: refining our principles and guiding our recommendations
Here, we’ve given you a taste of some of the principles and future Tasmanian outcomes that emerged from our discussions, both with plenary speakers and our themed workshops. These principles shaped our recommendations on what Tasmania needs to do to respond to its ageing population through volunteerism.

THE OVERARCHING PRINCIPLE
The overarching principle for the strategic recommendations is that to meet Tasmania’s future needs, all age groups need to be engaged in volunteering and volunteer-delivered services.

FOCUSING OUR ACTION
The symposium agreed that we should aim for a set of strategic recommendations, under which action can be discussed and explored with our communities.

As social inclusion and digital technology are clearly interrelated through which to deliver effective future volunteerism, it was agreed that the recommendations should focus on two areas:

Volunteer management: how we plan for and develop the skills to provide for relevant volunteer-delivered services for Tasmania in future years. It is also about how we ensure organisations can effectively review, evaluate and report on the volunteering and volunteer-delivered services.

Volunteer engagement: what needs to happen to ensure inclusive volunteering opportunities and a continuous supply of volunteers flourish within local communities.
The State of Volunteering 2012 (SoVR 2012) project has been a year-long process of investigating what an ageing population means for volunteerism in Tasmania, discussing the issues at our symposium in October and coming up with recommendations on how we as a community can address the issues. We envisage that the SoVR 2012 report is just the beginning of planning ahead for our ageing population and volunteerism. From January 2013 onwards, the focus will turn to planning for the future of Tasmanian volunteerism through putting the recommendations into practice.

As the peak body for volunteerism in Tasmania, VTA plans to take the first step in setting this process in motion through developing an action plan and starting conversations with others who would play a key role in implementing the recommendations. We look forward to this next phase of the project and helping our communities plan for our ageing population and volunteerism.

Further details
To access the full SoVR 2012 report, visit www.volunteeringtas.org.au/policy-and-research.
For comments and feedback, contact Volunteering Tasmania on:
T 1800 677 895
E sovr2012@volunteeringtas.org.au
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Bernard Salt, Partner, KPMG
Dr Christine Stirling, Associate Dean of Graduate Research (Hobart), School of Nursing and Midwifery, University of Tasmania
Dr Claire Ellis, University of Tasmania
Dr Julia Verdouw, Associate Lecturer: School of Sociology and Social Work, University of Tasmania
Dr Katrena Stephenson, Policy Director and Kate Hiscock, Senior Policy Officer, Local Government Association of Tasmania
Joanna Siejka, CEO and Naomi Marsh, Project Officer, Youth Network of Tasmania
Kym Goodes, Director, 3p Consulting
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Peter Orpin, Senior Research Fellow: Department of Rural Health, University of Tasmania
Professor Jeni Warburton, John Richards Initiative, La Trobe University
Tony Read, Corporate Analyst, O Group
Stuart Davies, CEO, Community Transport Services Tasmania

Our Trailblazers
Kim Prunster, Volunteer Coordinator, Junction Arts Festival
Lena Pickering, Program Coordinator, Still Gardening
Margie Jenkins, CEO, Landcare Tasmania
Nigel Clutterbuck and Mike Patten, Scouts Association of Australia – Tasmania Branch
Robyn Pearce, Director Human Services, and Lucas van Rijswijk, Coordinator Volunteer Strategy, Tasmania Fire Service
Stephanie Fuller, Tourism Development Co-ordinator, Wonders of Wynyard Exhibition and Information Centre

The primary research
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This contribution goes a long way to helping us understand the needs and expectations of individuals and volunteer-involving organisations in light of our ageing population.

The symposium
A special thank you to Les Hems, Director of Research, The Centre for Social Impact for being our Content Leader and an ambassador for the process to get to the recommendations.
Thank you to everyone who attended the event and contributed to the discussions. Your input was invaluable in formulating the recommendations on ways forward.

Our symposium Thought Leaders
Ann Herbert, Acting Director: Social Inclusion Unit, Department of Premier and Cabinet
Kym Goodes, Director, 3p Consulting
Maree Fudge, Partner, RDS Partners
Professor Jeni Warburton, John Richards Chair of Rural Aged Care Research, La Trobe University

Our symposium presenters
Dr David Adams, former Social Inclusion Commissioner for Tasmania
Margaret Kelly, Principal Liaison Officer – Older Persons, Community Development Division, Department of Premier and Cabinet
Mark Bowles, Deputy General Manager, Skills Tasmania
Professor Natalie Jackson, Professor and Director: National Institute of Demographic and Economic Analysis, University of Waikato

Our Social Policy Advisory Council
Annette Davey
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Jeni Monks
Lindsey Moffatt
Mark Nash
Sue Willey
Sakura Oddie

And last but not least the VT Board and team:
Board Social Policy Committee
Dr Claire Ellis, Board Member and Committee Chair
Michelle Ewington, Board Chair
Chris Bennett, Board Member

The Project Team
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Lindsey Moffatt, SOVR 2012 Project Manager (as a volunteer)
Melinda McCleary, Policy and Research Officer
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Shanthini Gurung, Senior Administration Officer
Shirley Haas, Volunteer
Miranda Chiaravallotti, Volunteer

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