

REPORT



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Budget Priority Statement

December 2016

Volunteering Tasmania

Department of State Growth

About Volunteering Tasmania

Volunteering Tasmania is Tasmania's Peak body for volunteering. We:

- Deliver volunteer management services to organisations who involve volunteers;
- Assist the Tasmanian community who wish to volunteer their knowledge, skills and time; and
- Offer advocacy and social policy development services.

Volunteering Tasmania is regarded as the single authoritative volunteering voice in Tasmania. We provide strategic advice and leadership as Tasmania's Peak volunteering body. Volunteering Tasmania's continued presence is essential to the sustainability of volunteering and to act as an advocate for the industry.

For organisations seeking volunteers, Volunteering Tasmania provides:

- Practical services to Managers of Volunteers so they can deliver effective and sustainable programs;
- Skills development for Managers of Volunteers to ensure the best outcomes for the organisation as well as the volunteers;
- Assistance to organisations to find the right volunteers through our web portal 'Volunteer Connect';
- Best practice insights on the National Standards for Volunteer Involvement which are supported by research to deliver the best outcomes; and
- Information on changing trends in volunteering worldwide.

For volunteers and potential volunteers, Volunteering Tasmania encourages and facilitates their active participation in the Tasmanian community and guide them into roles that are a good fit for them. We work to ensure the volunteer experience is a quality one and that they keep participating as volunteers.

With offices in Hobart and Launceston, Volunteering Tasmania works with a wide cross section of the community.

1. Strategic Investment in Voluntourism

Volunteering activities are most often associated with the efforts donated in the community or not for profit sector. There is evidence to show volunteering extends vastly beyond this. People are increasingly seeking new and innovative ways to give time to the community. One of the burgeoning areas of development is voluntourism. There are lots of different definitions of voluntourism in existing research. One of the most used definitions, describes voluntourism as the activities of 'holiday-makers' - finding volunteer work while away from home. Voluntourism can also be a form of leisure. It includes people who combine travel with voluntary work - be it in structured programs or in other organic and informal ways (McGloin & Georgeou 2015; Raymond & Hall 2008).¹

In 2014 over 4,000 tourists visited Tasmania solely for the purpose of volunteering. Voluntourists were shown to spend more money and stay longer in Tasmania compared to other tourists.² This reflects global research, highlighting voluntourism as a popular travel choice for tourists wanting a meaningful and authentic travel experience. A 2008 study on the global impact of volunteer tourism, for example, estimated 1.6 million people volunteered overseas contributing \$2.6 billion dollars worldwide.³ Emerging research shows an opportunity for economic growth and a way for visitors to enjoy Tasmania.

Volunteering Tasmania has already conducted some preliminary research into voluntourism in Tasmania, to scope both the potential and barriers to growth in this industry. This preliminary

¹ C. McGloin and N. Georgeou, "Looks good on your CV: The sociology of Voluntourism Recruitment in Higher Education", *Journal of Sociology* (2015): 1-15; S. Wearing and N.G. McGehee, "Volunteer Tourism: A Review", *Tourism Management*, 38 (2013): 120-130; E. M. Raymond and C. M. Hall, "The Development of Cross-Cultural (Mis) Understanding Through Volunteer Tourism", *Journal of Sustainable Tourism*, 16 no 5: (2008): 530- 544

² Volunteering Tasmania, *The State of Volunteering Report 2014: The Economic, Social and Cultural Value of Volunteering* (Hobart: Tasmania, 2014)

³ TRAM. *Volunteer Tourism: A Global Analysis* (Tourism Research and Marketing Group, 2008)

research highlighted the need for further investigation of voluntourism. IT recommends exploring the potential economic benefits that would be enjoyed by partnership between government, tourism operators and the volunteering industry.

Rationale

Tasmania's current 'boom' as a destination of choice for tourists would be well supported through offering more voluntourism opportunities. This would align with current strategic plans to grow Tasmania's appeal both nationally and internationally. Volunteering Tasmania argues that there is alignment between voluntourism and Tasmania's appeal as a quirky tourism destination of choice.⁴

Preliminary research conducted by Volunteering Tasmania has identified a number of voluntourism activities already occurring. Visitors appear to be seeking interesting, and unusual ways of exploring Tasmania's unique scenery, events and heritage. To achieve this they are connecting with Volunteer Involving Organisations and working in volunteer roles as part of their tourism experience.

There is a niche market for voluntourism in Tasmania. However, our research shows these activities happening in an adhoc and unplanned way. A better return on investment would be to develop a long term strategy to develop these opportunities. We recommend that analysis of the following would assist:

- Motivations and interests of individual voluntourists
- Analysis of the economic, social and cultural benefits of voluntourism in Tasmania

⁴ Tourism Tasmania, "Corporate Plan 2015-2020" at <http://www.tourismtasmania.com.au/publications/corporate-plan-2015-2020/contents> (Accessed 20 April 2016); Tourism Tasmania, "CEO Commentary", *Tasmanian Tourism Snapshot* (March) at http://www.tourismtasmania.com.au/_data/assets/pdf_file/0004/41764/CEO-Commentary-for-Tasmanian-Tourism-Snapshot-year-ending-March-2016.pdf (Accessed 1 December 2016)

- Detailed scoping of voluntourism organisations operating in Tasmania
- Opportunities to build relationships between Volunteer Involving Organisations, Tourism operators and State Government.

Future study would be beneficial as Tasmania continues to market itself as a destination of choice for discerning tourists. There is potential for government agencies, tourism operators and Volunteer Involving Organisations alike. There are opportunities for significant projects to develop after we better understand the scale of this sector.

Volunteering Tasmania argues that investigation and investment in voluntourism would align with the Tasmanian Government's desire to capitalise on the growing tourism potential in Tasmania, to attract 1.5 million visitors by 2020. Importantly, volunteering offers an excellent return on investment. Therefore there would be a number of opportunities to further grow the State's economy. ⁵

Cost: Uncosted

Currently Volunteering Tasmania's recommendation is uncosted, as it would require partnership and diversion of resources both in Volunteering Tasmania, government and tourism sectors. We believe however that this recommendation would be an important part of the State Government's aims of creating more jobs, contributing to the growth of the economy and help us grow our visitor numbers in Tasmania to 1.5 million by 2020. ⁶

⁵ Tasmanian Government, "T21: Tasmanian Visitor Economy Strategy 2015-2020" at <http://www.t21.net.au/> (accessed 1 December 2016)

⁶ Ibid

2. Targeted Funding for Small – Medium sized Creative Organisations that Involve Volunteers

Volunteering is an activity often associated with the not for profit and community sector. However, volunteering occurs across all industries, including the arts and creative industries. Our artistic institutions, festivals and events rely heavily on the involvement of volunteers. In Australia 18.5 million hours are donated with 219, 000 Australian's (3.8 per cent of volunteers) donating their time in the Arts and Heritage sector.⁷

Volunteering Tasmania is the Peak body for volunteering. We work closely with a range of Tasmanian Volunteer Involving Organisations to help them build their capacity to recruit volunteers and provide meaningful roles to potential volunteers. We also provide professional assistance in developing or improving effective volunteer management programs.

As the Peak body for volunteering, Volunteering Tasmania experiences examples of volunteering in the arts sector in our daily work. We support volunteers involved in local Repertory Theatre; working in our museums; or giving time in our local festivals and events. Volunteers are vital to this industry. Without their contribution, Tasmanians would not be able to enjoy many of our much loved community events.

Volunteering in the arts brings about both tangible (skills, workplace experience, economic benefits) and intangible (social inclusion, sense of community) rewards for individuals and for our community.⁸ Volunteers in this industry are a critical resource.

As the competition for funding increases and the demand for events, festivals and creative industries grows, our need for volunteers to support this will become more acute. Volunteer Involving Organisations in this sector need to be able to adapt to changing environments. Investment is needed to support creative organisations who are reliant on volunteers. Organisations need greater support to grow volunteer management and coordination. Commitment is vital for growth of programs, events and festivals in this sector. Without volunteers, many organisations in the creative industries would not be sustainable.

If supported, Volunteer Involving Organisations in the creative industries could focus on:

- recruitment and retention of volunteers
- investment in training for volunteers
- investment in volunteer management

⁷ Australian Bureau of Statistics 2014, *General Social Survey Australia 2014*, cat no 4159.0, viewed 9 November 2016 <http://www.abs.gov.au/ausstats/abs@.nsf/mf/4159.0>

⁸ Vic Health and Arts Victoria, *Making Art with Communities – A Work Guide* (Deloitte: Victoria, 2007).

- training in volunteer coordination and management
- equipment for volunteers
- marketing techniques⁹

Similar grants programs targeting the creative industries have been offered successfully in NSW (“Leg Up Grants” and “Skills Initiative Grants”) and in Geelong (“Community Arts Grants”).¹⁰ These funding opportunities allow organisations to invest in areas of volunteer management that often are unaffordable for small Volunteer Involving Organisations.

Volunteering Tasmania recommends that targeted grants funding for volunteering would offer vital support to Small-medium sized creative organisations. The role in recruiting and retaining volunteers cannot be underestimated. Retention strategies that are effective are required in order to cope with funding cuts and changing population needs; volunteer tourists; a growing arts culture; and greater reliance on the volunteer contribution. It is important that some strategic investment in this area is developed to enable ongoing artistic and economic growth.¹¹ Volunteering Tasmania considers volunteering an essential component of the strategy, in building investment in the Tasmanian cultural economy.¹²

Rationale:

Volunteers in the Arts and Creative industries are vital to the momentum of creative organisations and events. The value of this cannot be underestimated. The economic, social and cultural benefits of volunteering are immense. It is important to recognise that the volunteers working in the arts sector are not a free and unlimited resource. The sum of the costs to manage volunteers

⁹ W. W. Wymer, and J.L. Brudney. “Differentiating Arts and Culture Volunteers from Other Volunteers.” *International Journal of Arts Management*, Vol. 2, no 3 (2000),pp. 40–52; W.W. Wymer and B.J. Starnes. “Conceptual Foundations and Practical Guidelines for Recruiting Volunteers to Serve in Local Nonprofit Organizations: Part I.” *Journal of Nonprofit and Voluntary Sector Marketing*, Vol. 9, no 3 (2001):pp. 63–97; H. Bussell, and D. Forbes. “Volunteer management in arts organizations: A case study and managerial implications”, *International Journal of Arts Management* (2007): 16-28

¹⁰ Museums and Galleries of NSW, “Grants and Professional Development” at <http://mgnsw.org.au/sector/funding/grants-we-administer/vim-grants/VIM-leg-up/> ; <http://www.arts.nsw.gov.au/index.php/news-and-publications/news/grants-and-professional-development-for-arts-and-culture-in-nsw/> (accessed 9 November 2016); Geelong Australia, “Community Arts Grants” at <http://www.geelongaustralia.com.au/grants/article/item/8ccfc5a442fd45e.aspx> (accessed 9 November 2016)

¹¹ I. Palmer, “Arts Management Cutback Strategies: A Cross-Sector Analysis.” *Nonprofit Management and Leadership*, Vol. 7, no 3 (1997): 271–290.

¹² Department of State Growth, “Cultural and Creative Industries Strategy” at http://www.stategrowth.tas.gov.au/data/assets/pdf_file/0009/128691/Cultural_and_Creative_Industries_Strategy_for_Web.PDF (accessed 1 December 2016)

in Tasmania is estimated to be \$138.8 million (State of Volunteering Report 2014). To deliver services, Volunteer Involving Organisations need to invest in volunteering to recruit and retain suitable volunteers. This requires supervision, training and equipment. It is crucial that Volunteer Involving Organisations are resourced appropriately to achieve this.

Volunteering Tasmania sees that investment in this sector would complement work the State Government is already undertaking to support economic and cultural growth in the State. The *Cultural and Creative Industries Strategy* argues that Tasmania is in a unique opportunity to grow its creative industries – capitalising on interest interstate and overseas on interest in the opportunities Tasmania presents.

Volunteering Tasmania sees that volunteering will support the strategic areas of “Sector Leadership” and “Place and Participation” in the *Cultural and Creative Industries Strategy*. Volunteering is a critical component of the cultural and creative infrastructure; essential to Tasmania’s social, cultural and economic fabric. Volunteering should be incorporated in the development of partnerships across the sector and in related industries. As we develop plans and approaches to grow cultural and creative industries, we should also be considering our strategy in growing volunteering participation. This would also support strategic opportunities to encourage cultural activities and participation. If Tasmania is to increase opportunities to participate in cultural events, we must make sure volunteering opportunities are freely available to individuals – regardless of background. ¹³

If we are to action strategic areas outlined in the *Cultural and Creative Industries Strategy*, volunteering is core. Rarely is funding available for organisations to seriously consider the volunteering infrastructure required to achieve this. Yet Volunteering Tasmania sees a number of strategic opportunities for volunteering to be better embedded and better supported in the *Cultural and Creative Industries Strategy*. ¹⁴

A grants round targeting volunteering in this industry would offer vital support to organisations. The role in recruiting and retaining volunteers cannot be underestimated. Retention strategies that are effective are required in order to cope with funding cuts and changing population needs; volunteer tourists; a growing arts culture; and greater reliance on the volunteer contribution. It is important

¹³ Ibid

¹⁴ Ibid

that some strategic investment in this area is developed to enable ongoing artistic and economic growth.¹⁵

Cost: \$40, 000 per annum

Investment through a targeted grants program would offer opportunities often unavailable to arts organisations that involve volunteers. Investment in this area is vital to assisting arts organisations create jobs and engage Tasmanians with our arts and culture. Additional funding targeted to this sector may assist in supporting organisations in this area that involve volunteers. This will be a welcome support for the ongoing management of their events and creative programs.

This is not only a vital investment to the future of many of our festivals and events, but one that can produce a sound return on investment. Volunteering is a key driver of economic prosperity. Investing in a small amount of targeted funding, could help contribute to the State’s overall economic growth. In Tasmania alone, our research has shown that for every dollar invested in volunteering, \$4 in benefits are returned for the community. Volunteering has the opportunity to influence economic activity across a range of sectors.¹⁶

¹⁵ I. Palmer, “Arts Management Cutback Strategies: A Cross-Sector Analysis.” *Nonprofit Management and Leadership*, Vol. 7, no 3 (1997): 271–290.

¹⁶ Volunteering Tasmania, *State of Volunteering Report 2014*