

# NSW State of Volunteering Research 2024

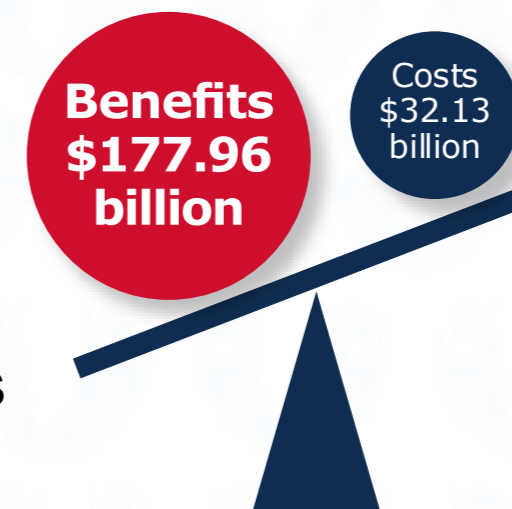
## EARLY FINDINGS

Headline to go here

# Methodology

## NSW State of Volunteering Research 2024

- State of Volunteering Report 2023
  - Public Survey – 1,511 NSW residents
  - Volunteer Manager Survey – 1,735 responses
- Key research areas identified
  - Older people
  - Youth
  - Women
  - Sport
  - Regional and rural



**THE VALUE**  
of volunteering  
to NSW

**\$178 Bn**

For every  
dollar invested,  
approximately \$5.50  
is returned

**\$1 = \$5.50**

# Methodology

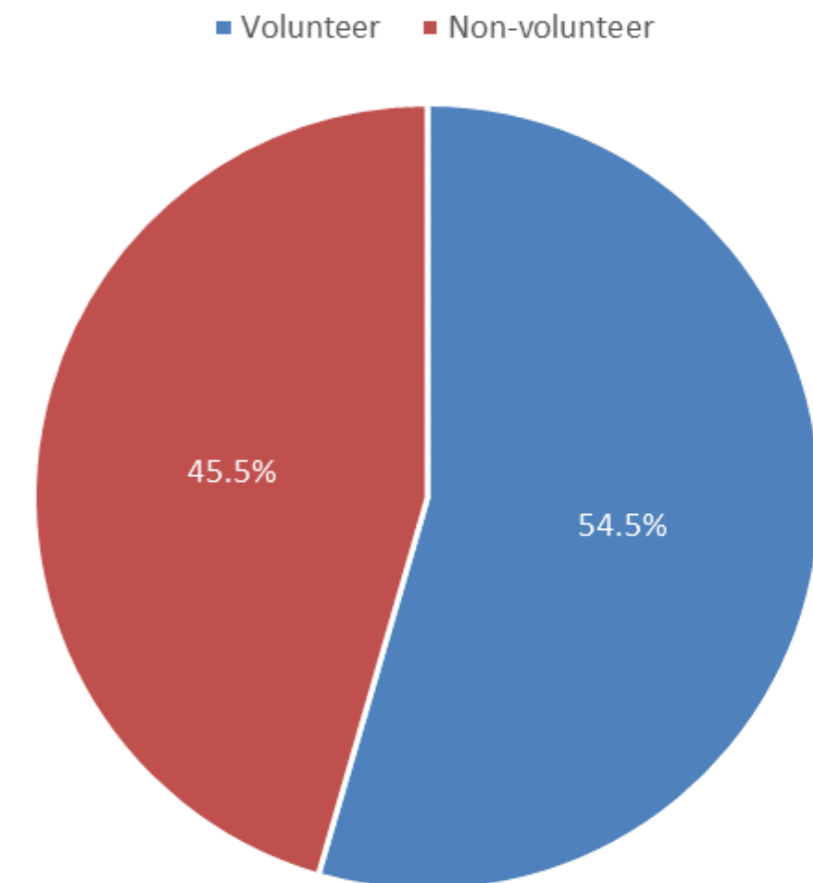
## NSW State of Volunteering Research 2024

- Deep dive into State of Volunteering data
- Focus groups
  - Wagga Wagga
  - Dubbo
  - Bathurst
  - Tamworth
  - Newcastle
  - Sydney West
  - Sydney East

# Early findings

## Older people

- 175 million hours
- Pay much less per volunteer hour, and less likely to see costs as a barrier
- Perceive caring duties to be as much of a constraint as age
- Very low future intent, especially among non-volunteers
- Very high immediate return on investment



# Early findings

## Older people

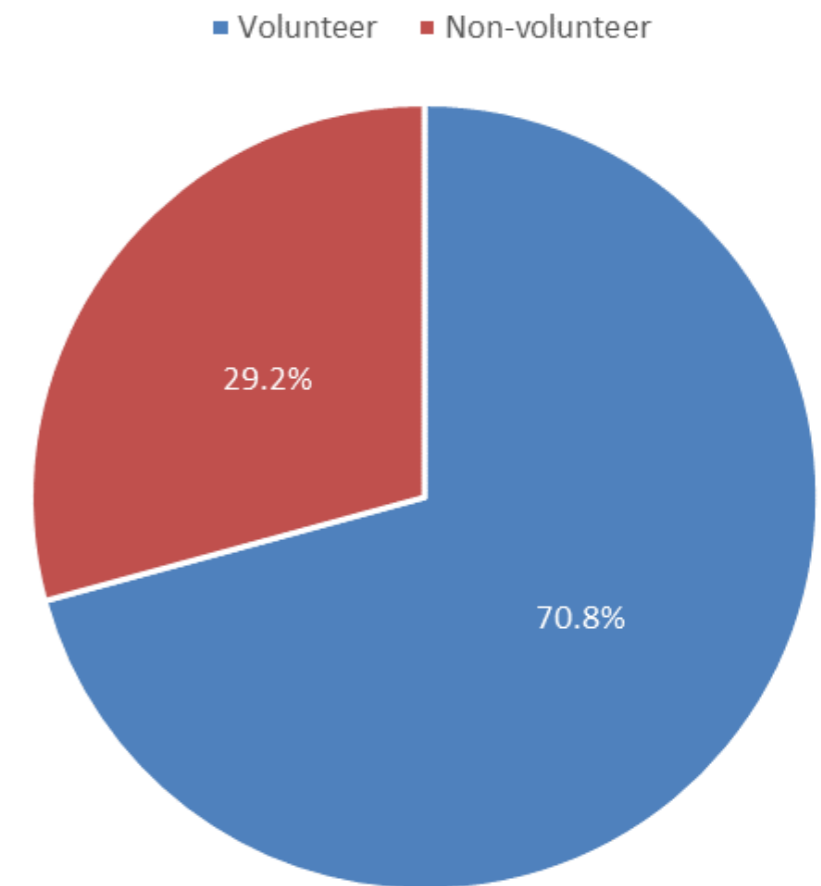
- Recognise and harness the valuable skills, experience, and wisdom older volunteers offer, which are sometimes underappreciated.
- Provide flexible roles that accommodate older volunteers' changing abilities, health issues, and personal circumstances.
- Create an engaging, respectful experience that makes older volunteers feel valued, includes them as part of a team, and offers opportunities to share their skills.
- Address barriers such as cost, transportation, technology, and confidence, and challenge stereotypes about what older volunteers can contribute.
- Facilitate succession planning, mentoring, and knowledge transfer opportunities that allow older volunteers to pass on their skills to younger generations.



# Early findings

## Youth

- More likely to volunteer formally or overseas
- Less likely to do admin or home support
- Motivated by new skills and gaining confidence
- For non-volunteers, no transport a huge barrier, but future intent especially high
- Costs \$16.40 per volunteer hour – uniform and clothing costs disproportionately high



# Early findings

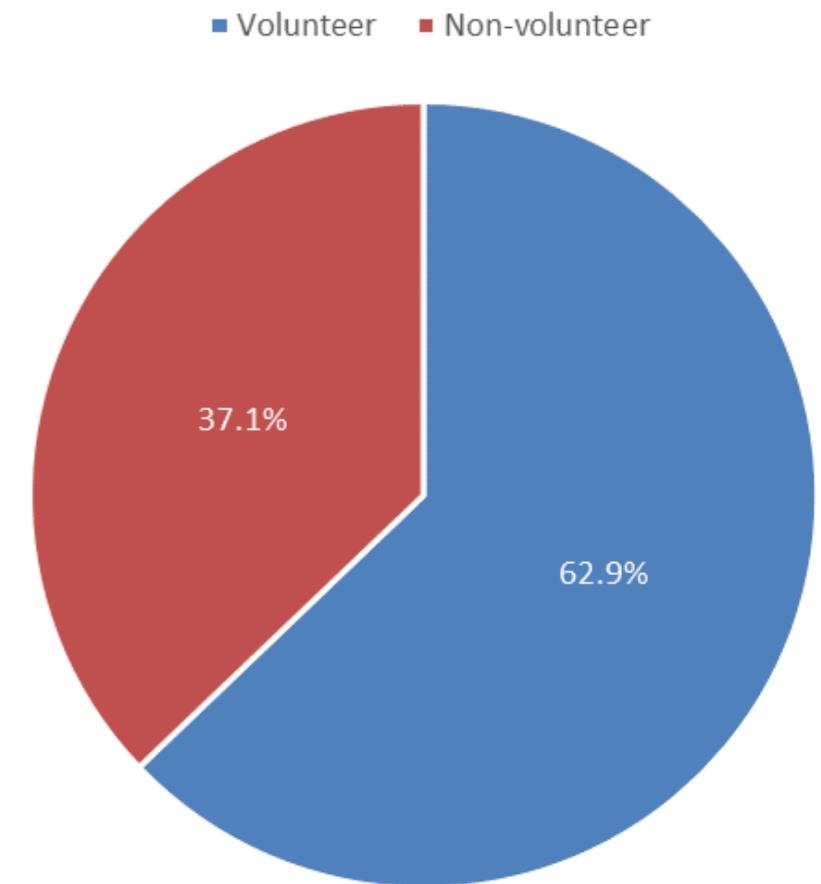
## Youth

- Offer flexible, short-term, and project-based opportunities that align with youth's diverse motivations and interests.
- Strengthen partnerships with schools and universities to build awareness and create accessible pathways to volunteering.
- Enhance outreach and marketing efforts using youth-friendly channels, peer-to-peer strategies, and messaging that challenges negative stereotypes about 'volunteering'.
- Provide welcoming, supportive experiences that offer skill-building, leadership development, socialisation, and fun in a youth-friendly and psychologically safe environment.
- Empower youth voice, agency, and ownership by sharing decision-making power and highlighting the impact of their contributions.

# Early findings

## Women

- Less likely to volunteer in sport or governance roles
- Less likely to be motivated by status/reward
- Non-volunteers are more likely to perceive no options available to them
- Age and caring duties the biggest limiters
- \$20 billion to replace the women who volunteer





# Early findings

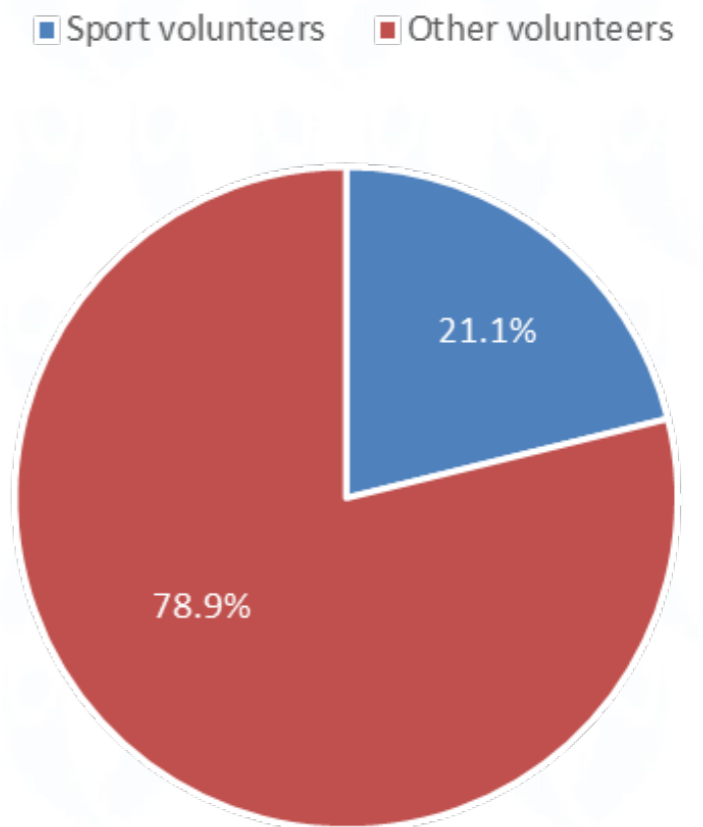
## Women

- Recognise and address barriers such as gender and cultural stereotypes, tokenism, physical safety concerns, and the unique mental load women carry in balancing family, work, and volunteering commitments.
- Create welcoming, inclusive, and safe environments that value women's contributions, develop their sense of self-worth, and offer opportunities for leadership, skill-building, and mentorship.
- Challenge biases and perceptions that undervalue or limit women's participation, and ensure women's voices are heard and respected in decision-making processes.
- Accommodate women's unique privacy, health and comfort needs by providing appropriate uniforms, facilities, and equipment.
- Raise awareness of the benefits and opportunities in volunteering for women, share stories of female success, and target outreach and recruitment efforts to reach diverse groups of women.

# Early findings

## Sport

- One-in-eight NSW residents
- More types of volunteering with same time
- Motivated by being active and status
- Start via open days and events
- Cultural tradition and lack of appreciation biggest limiters
- Complements caring duties



# Early findings

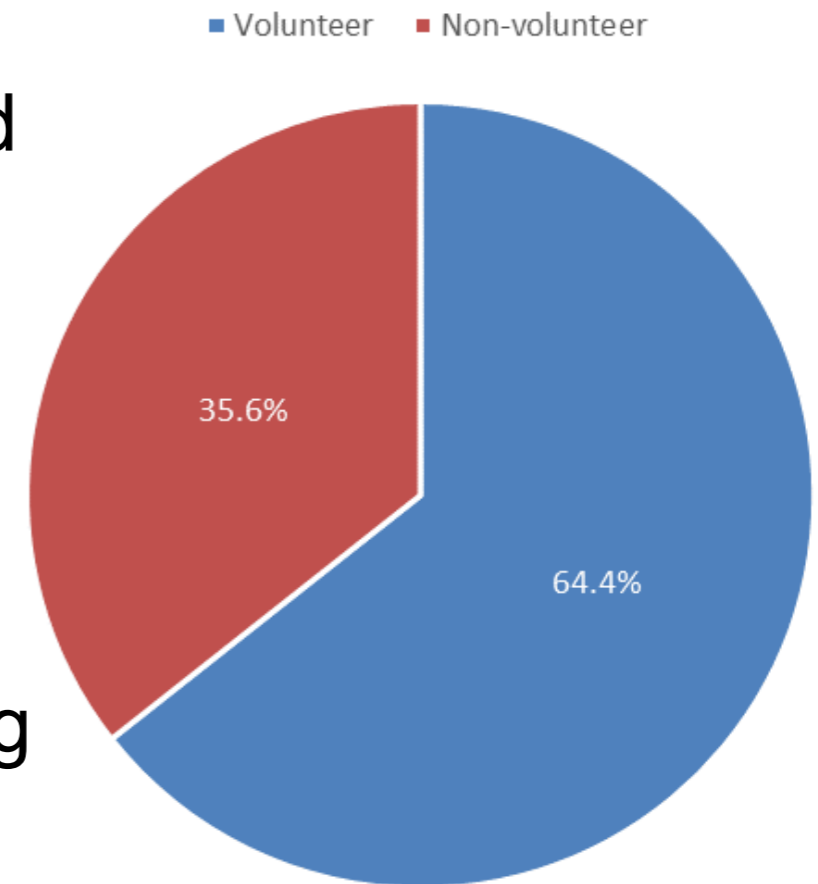
## Sport

- Recognise and address barriers like high costs, lack of flexibility, power dynamics, verbal and physical abuse, limited support from sporting organisations, and complex compliance requirements.
- Improve recruitment by looking beyond traditional pools, using targeted outreach, offering incentives, and providing clear role descriptions.
- Provide accessible, affordable training and support for volunteers, including in areas such as governance, child safety, and inclusivity.
- Promote a positive culture that values and recognises volunteers, manages burnout, and prioritises fun, connection, youth development, and renewal.
- Enhance partnerships between clubs, sporting organisations, local councils, and businesses to share resources, knowledge, and best practices for supporting volunteers.

# Early findings

## Regional and rural

- Low participation in teaching, coaching and sport volunteering
- Religious/cultural connection motive low
- Start via word of mouth (not online)
- Health not a barrier for volunteers, but a big barrier for non-volunteers
- \$50+ billion in value returned to regional and rural communities by volunteers



# Early findings

## Regional and rural

- Address unique challenges in rural areas, such as distance, travel costs, and limited infrastructure, by providing flexible, adaptive programs and resources that are responsive to local needs.
- Collaborate with trusted local leaders and organisations to encourage engagement and participation in rural areas, tapping into the strong social networks and their sense of community pride.
- Offer diverse, flexible volunteering roles and provide support for volunteers who wear "multiple hats" across organisations to prevent burnout and ensure sustainability.
- Provide a mix of online and in-person volunteering options and support, while addressing potential technology barriers and variations in digital literacy among rural volunteers.
- Recognise the profound impact of volunteering in rural communities, where losing even a few volunteers can be devastating, and prioritise strategies that sustain vibrant volunteering over the long term.



# NSW State of Volunteering Research 2024

FULL REPORTS COMING SOON





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The Centre for Volunteering acknowledges and pays respect to the Traditional Custodians and Elders of this nation and the continuation of cultural, spiritual, and educational practices of Aboriginal and Torres Strait Islander peoples.