



Volunteering Auckland
Where Volunteering Begins

**Migrants and their Choice in Volunteering
Auckland Region**

This paper is an analytical and comparative report of people identifying as “migrants” who registered with Volunteering Auckland during 2012 and 2015. This paper focuses on and analyses the ethnicity of migrants against gender, age, labour status, and their preference of voluntary roles, geo-

graphic areas and NGO organisations. It also goes into further detail on those migrants identifying as “youth” [10–19 years] and as “job seekers”. All data was derived from Volunteering Auckland’s (VA) online Referral Database VACONNECT.

Definitions

For the purposes of this paper “migrants” are defined as identifying as not *NZ Euro*, *NZ Maori*, nor *Pacifika*.

All “other” volunteer registrations are identified as being *NZ Euro*, *NZ Maori*, and *Pacifika*.

Ethnic / Diversity Categories
[Volunteering Auckland Database]

African [not South African]	Middle East
Asian [Other]	North America
Australian	Pakistan
Chinese	Russian
European [not NZ European]	South African
Indian	South America
Japanese	Sri Lanka
Korean	United Kingdom

Diagram 1: Table of Ethnic Identities in VACONNECT

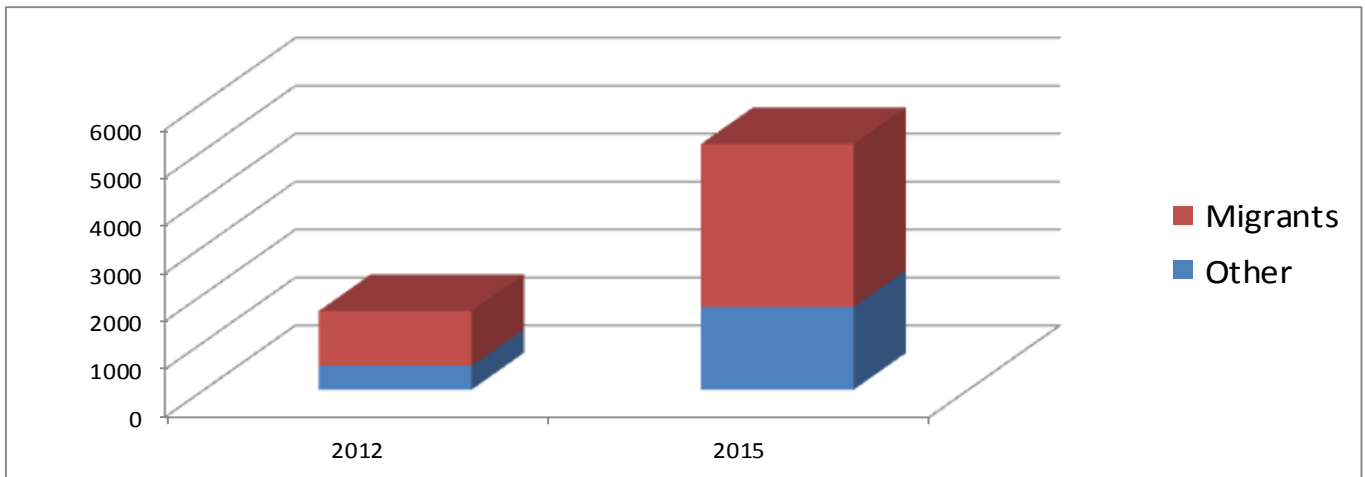


Diagram 2: Total Volunteer Registrations during 2012 and 2015 showing “migrant” registrations compared with all “other” volunteer registrations

Overview of Registrations

To give the data some perspective we compared the total registrations of all people, identifying migrants separately, who registered with Volunteering Auckland during the two years in question, YE 2012 and YE 2015. [Diagram 2 above].

On average, comparing the two years, migrant registrations have been 65 -70% of all people registering as volunteers through Volunteering Auckland.

The increase in numbers of registrations from the Waitemata and Howick as compared to all other Local Board areas, may be as a direct impact of settlement of migrants in their areas. [see Diagram 3—over page]

‘Word of mouth’ and ‘Google’ are the most likely means of people finding out about our services. Our

online presence in particular, has grown over the preceding three years with, on average, 4,500 unique visits to our website per month.

Diversity

Auckland is known for its very diverse peoples. To capture the various ethnic groupings Volunteering Auckland has a selection of 16 ethnic groups as part of the online VACONNECT registration process.

All people who register through the VACONNECT online system self-identify from a selection of ethnic identities. [Diagram 1 above]

Who is Volunteering?

During 2012, 1,641 people residing in the greater Auckland region registered their interest in volunteering of which 1,145 identified as migrants under

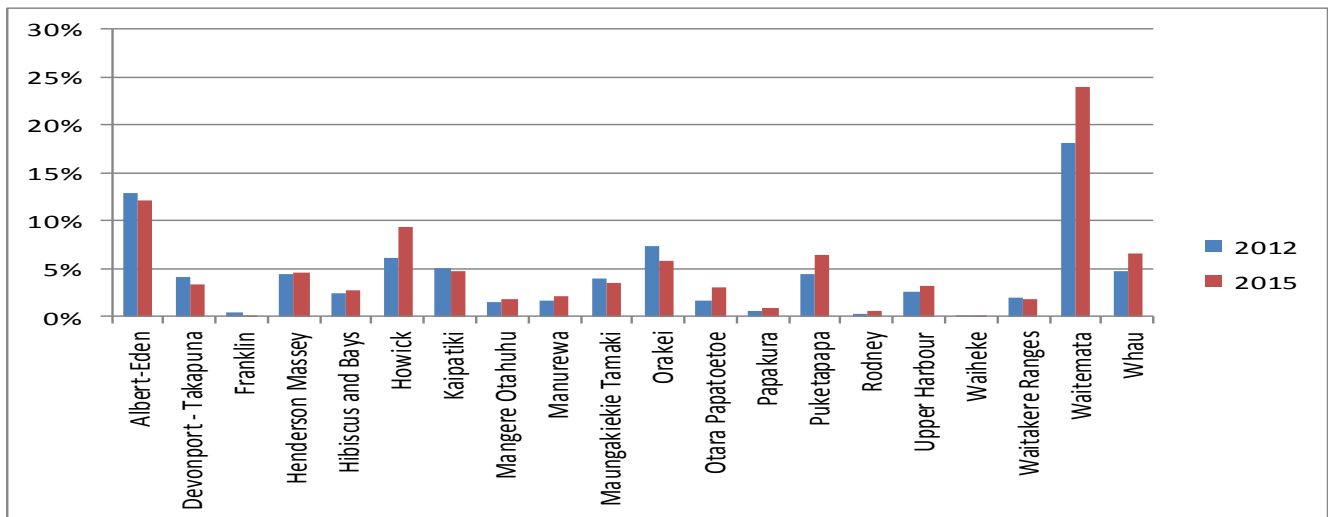


Diagram 3: Comparison of Migrant registrations between Auckland's Local Boards YE 2012 and YE 2015

the previously specified categories. These 1,145 people registered for, and were referred to, 1,718 voluntary opportunities. An average of 1.5 positions per person.

During 2015, 5,124 people residing in the greater Auckland region registered their interest in volunteering of which 3,398 identified under the previously specified migrant/ethnic categories. These 3,398 people registered for, and were referred to, 6,220 voluntary opportunities. An average of 1.8 positions per person.

Over the comparison period recognised by this paper Volunteering Auckland has had a 197% increase in the number of migrants registering as volunteers through our VACONNECT online referral database. It is noted that *Females* continue to register in larger proportion to *Males*. During 2012 the percentage of registrants was 70/30 female to male and in 2015 a slight increase with 72/28 female to male ratio.

[Diagram 4]

People identifying as Asian [other], Chinese, European [not NZ] and Indian make up the majority of migrant peoples registering as volunteers.

[Diagram 5—over page]

Those identifying as “*students*” continue to be the majority of people registering as volunteers. In 2015 “*students*” made up 43% of all registrants, an increase from 2012 with 34%. It is also noted that those migrants who identified as being in “*full-time employment*” have increased from 27% [160 individuals] to 33% [564 individuals] of all migrant registrations. This category does not include those who registered in Volunteering Auckland’s *Employee Volunteer Programme*.

In 2015 those identifying as “*full-time employed*” increased to 16.59% of total [“migrant” and “other”] registrants [13.97% in 2012]. 52% of those stating

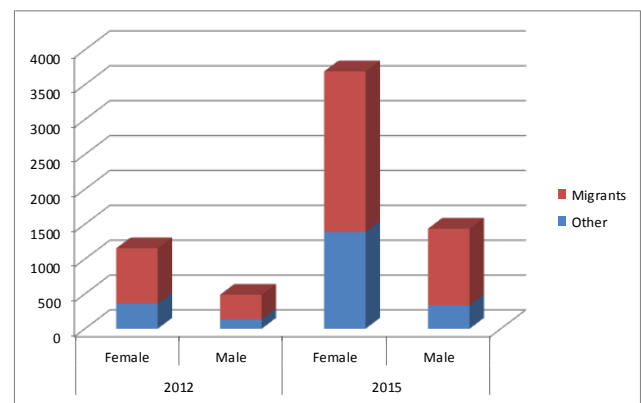


Diagram 4: Volunteer Registrations during 2012 and 2015 showing migrant gender registrations compared with all other registrations

they are in *full-time employment* and identify in a migrant category are in the 20-29 age group with 33% being 30-39 years.

In 2015 those identifying as “*seeking employment*” dropped to 18% of total [“migrant” and “other”] registrants [25% in 2012]. [Diagram 6—over page]. This would be interesting to look into further in light of new research* looking at volunteering in NZ whereby NGOs are saying that they are “having difficulty recruiting people with the appropriate skill set” as volunteers. Are “*job seekers*” not finding the types of opportunities easily available within the NGO sector?

* State of Volunteering in NZ, 2015

In regards “*students*”, anecdotally, they had been introduced to the concept of volunteering due to the impact of high school, which promotes volunteering as a means of gaining work experience for future work placements.

Tertiary and University studies, also, often have a “voluntary” placement for students as part of their course of study. These are often carried out within

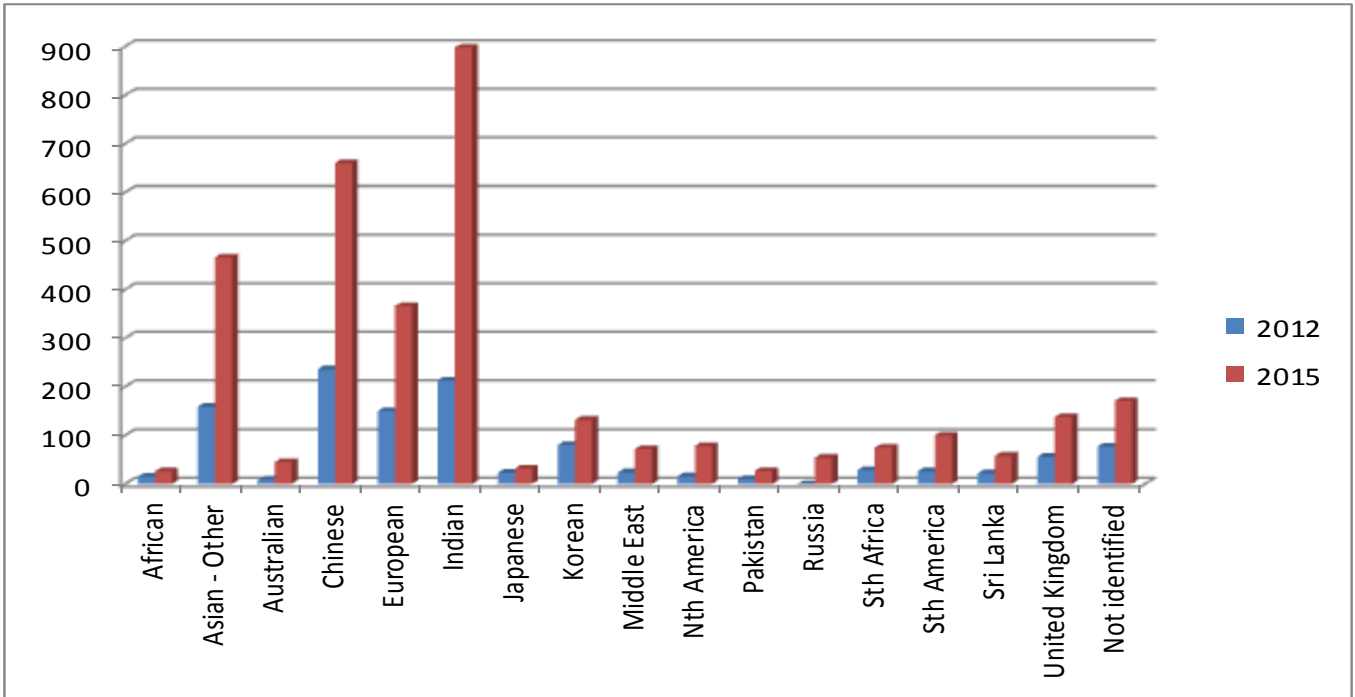


Diagram 5: Ethnic breakdown of people registering as Volunteers comparing YE 2012 and YE 2015

an NGO setting in a voluntary capacity for a set period of time and with set learnings.

The majority of all people registering through VA-CONNECT through 2012 and 2015 continue to be in the 20-29 age group making up 47.46% of total registrants [44.89% in 2012].

We have, however, noted an increase in the number of young people aged 10-19 years registering their interest in volunteering. 2015 saw 19% of all registrants [“migrant” and “other”] being in this age category [15% in 2012]. Registrations from those aged 30 plus have decreased. [Diagram 7]

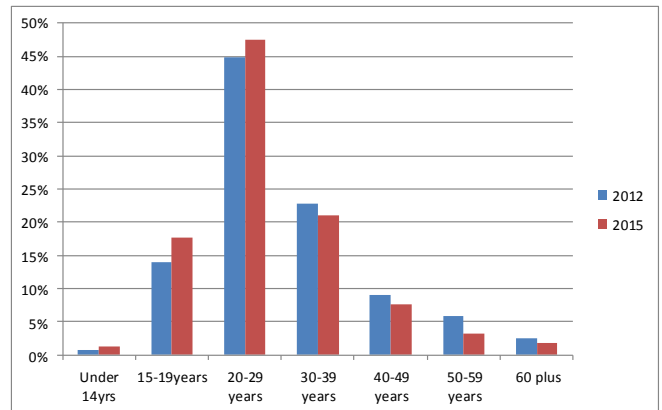


Diagram 7: Migrant Volunteer Registrations by Age comparing YE 2012 and YE 2015

Migrant “Job Seekers”

An analysis of the people identifying as “migrant” and as “seeking employment” who registered through VACONNECT in 2015 showed 663 people

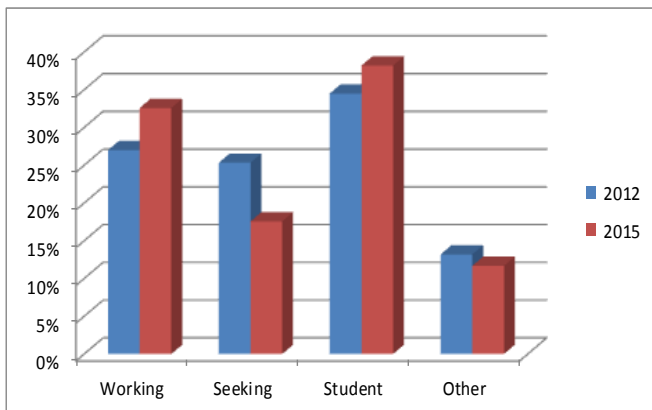


Diagram 6: Migrant Volunteer Registrations by Labour Status comparing YE 2012 and YE 2015

identified in this category.

Indian, Chinese and Asian [other] people are the main recipients of Volunteering Auckland’s *Recruitment & Referral Service*, followed closely by European [not NZ European] within the “*Job Seeking*” category. [Diagram 8—over page]

The majority of migrant “*job seekers*” who registered through VACONNECT during 2015 were female and were in the 20-29 and 30-39 age groups. [Diagram 9—over page]

Migrant Youth volunteers

We have noted an increase in the number of young people aged 10—19 years registering their interest in volunteering over the past period. 2015 saw 20% of all registrants, both “*migrant*” and “*other*”, being in this age category [14% in 2012]. This is a 355% in-

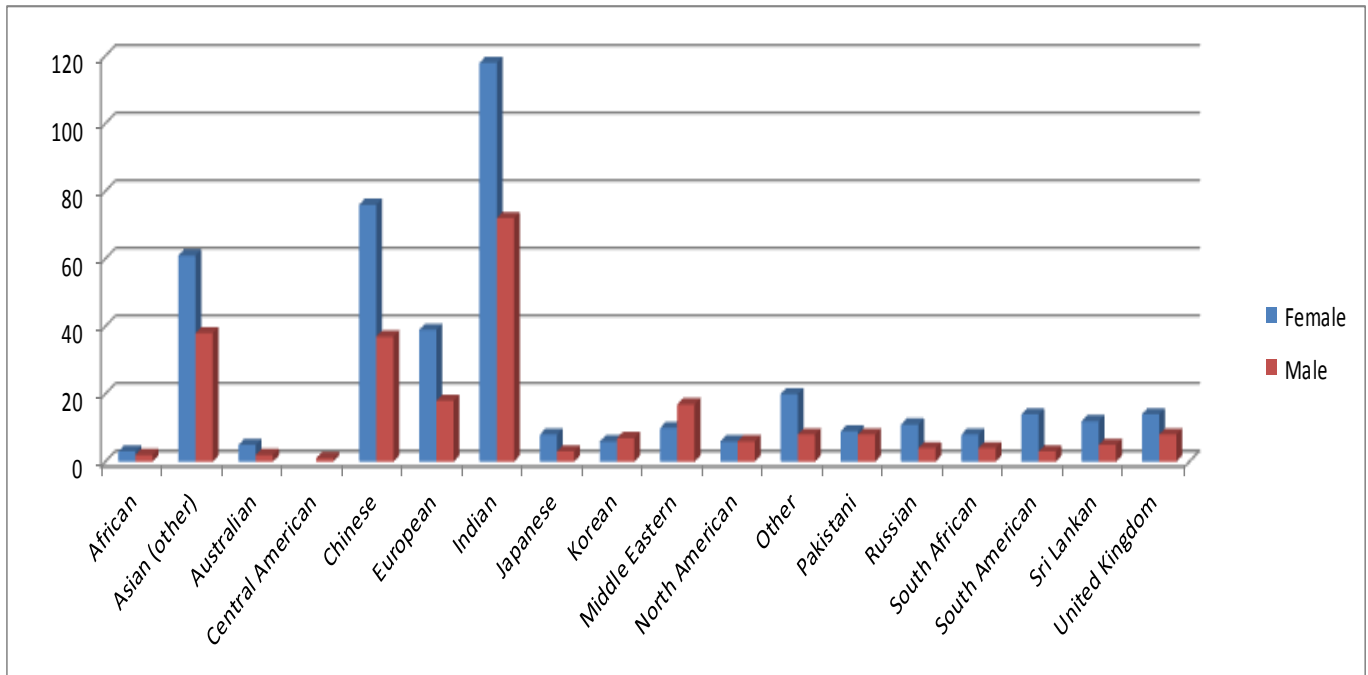


Diagram 8: Migrant "Job Seekers" by ethnicity and gender, 2015

crease from 2012 [229 youth] to 2015 [1,042 youth].

In 2012, 168 young people identifying as "migrants" registered their interest in volunteering and were referred to 197 voluntary opportunities. An average of 1.1 positions per person.

In 2015, 648 young people identifying as "migrants" registered their interest in volunteering and were referred to 1,175 voluntary opportunities. An average of 1.8 positions per person.

By 2015, Chinese [29%], Indian [21%] and Asian (other) [17%] were the main recipients of Volunteering Auckland's *Recruitment & Referral Service*.

The majority of migrant young people registering through Volunteering Auckland in 2015 were *female* [79%, 2012—71%] and were *students* [85%, 2012—85%].

The migrant youth came from across the greater Auckland region however Howick [16%], Albert-Eden [12%], Henderson/Massey, Waitemata and Whau [8%] had the larger numbers.

Preference of Voluntary Opportunities

Volunteering Auckland has a wide range of voluntary opportunities available for referrals. All roles are categorized as *Head*, *Heart* or *Hand* Roles. [Diagram 10]

Head Projects include: capacity building projects e.g. IT projects; business analysis; project management; development of profiles for organisations to better market themselves including identifying and designing specific marketing tools and content development of risk management evaluation tools; fundraising coordinators; also governance / committee roles

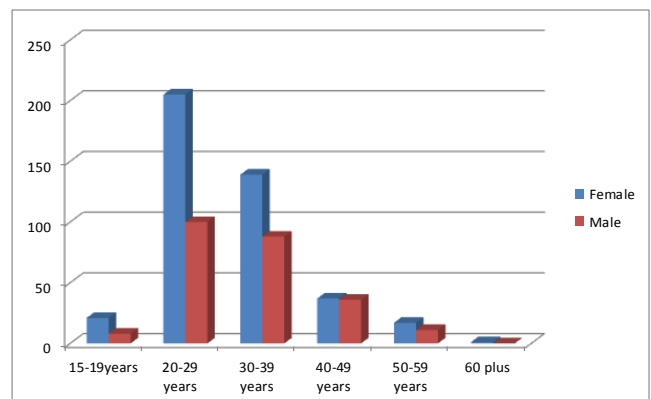


Diagram 9: Migrant "Job seekers" by age and gender

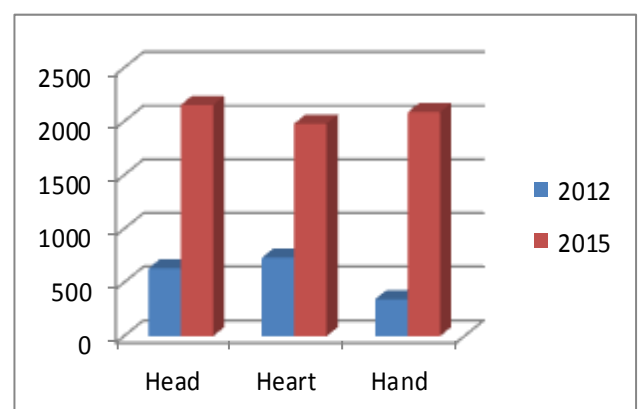


Diagram 10: Voluntary opportunities selected by Migrants categorized as Head, Hand and Heart.

e.g. funding planning, policy development etc. *Head* projects are primarily "skill-based" opportunities.

Heart Projects include: social activities with elderly e.g. having a 'cuppa and a chat', assisting with exer-

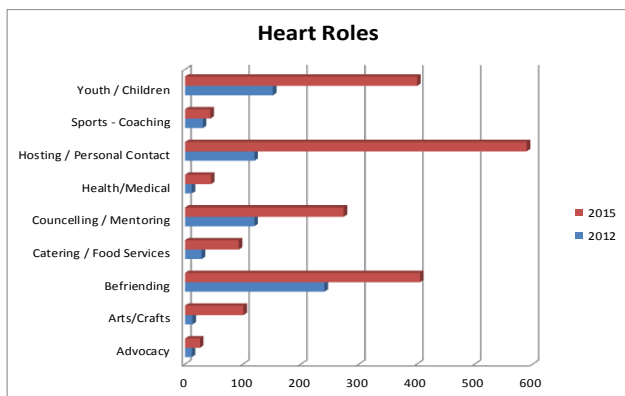
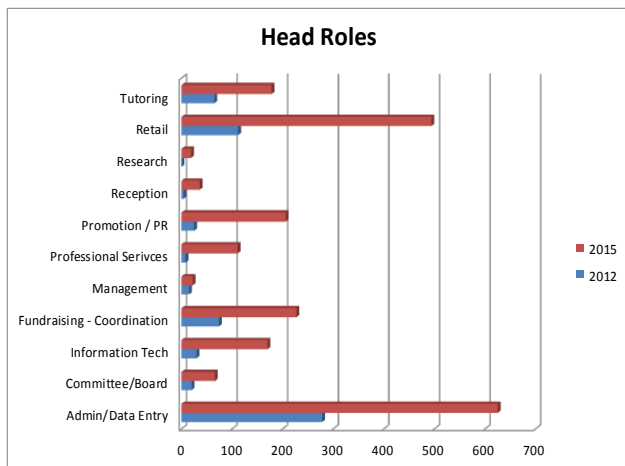


Diagram 11: Head, Hand and Heart Role preferences

cises, art and craft activities; assisting with game days with people with disabilities or youth, etc. These are opportunities that have the volunteer working directly with the clients of an NGO.

Hand Projects include: spring and autumn planting; weeding and garden maintenance; painting – internal and external; working directly with animals; beach clean-ups; rubbish clean ups and spring cleaning; walking track maintenance; garage sale preparation; furniture bank – sorting and boxing household items; building houses, environmental restoration projects; fundraising collectors e.g. collecting on appeal days and awareness weeks, etc. These are generally the “mucking-in” type roles.

Migrants Choice in Volunteering

The options that people have to choose from for any voluntary opportunity is dependent on the needs and foresight of the NGOs who offer the opportunities for people to contribute in a voluntary capacity.

The voluntary opportunities available also need to be considered in light of the impact of the ongoing funding decreases by government and philanthropic trusts being experienced by NGOs with needing to source other avenues for resources [volunteers / money] to keep their services operating.

Head Roles: The most popular role being chosen during 2012 and 2015 by migrants was “Administration / Data Entry” type opportunities. However 2015 saw a marked increase in referrals to “Information Technology”, “Promotion/PR” and “Retail” roles.

Heart Roles: Of all the Heart roles “Befriending” has always been the most popularly chosen by migrants. This role matches a volunteer with a person who needs company e.g. an elderly person living in a rest home or alone. 2015 saw the largest increase in the popularity of this role as well as “Hosting/Personal Contact” and volunteering with “Youth/Children”

Hand Roles: These roles were not seen as being very popular with migrants during 2012 with very low referral numbers [Diagram 11], however, “Fundraising – Collectors” saw a marked increase during 2015. This may be as direct response to the funding cuts that NGOs are experiencing and needing to source other options of revenue.

“Gardening” and “Practical-other” voluntary opportunities were also popular. The roles of “Fundraising – collectors” and “Practical-Other” were popularly chosen by the younger generation (under 19 years).

The “Fundraising – collectors” roles are generally one-off projects which seem to be compatible with the migrant youth’s available time in that they are generally a “one-day” role which can fit very well around school activities.

Voluntary roles in the “research”, “trades” “and “reception” categories show the lowest involvement of migrants with under 40 referrals for each category during 2015.

Migrant “Job seekers” were choosing then being referred to the roles of “administration & data entry”, “retail”, and “hosting/personal contact” and “fundraising-collectors” in 2015.

Migrant volunteers who identified as “working full time” in 2012 were primarily choosing then being referred to “befriending” roles, however, during 2015 large increases were also seen in the areas of

Outcomes for Migrant Referrals AFS - 3 weeks post referral



Diagram 12: Volunteers self selected an outcome 3 weeks after referral

Placed—person had started volunteering

Contact— person made contact and received information from the NGO but decided not to go ahead

No contact—NGO had not contacted the person at the time of the three week email through AFS

“counselling & mentoring”, “fundraising collectors”, “hosting / personal contact”, “gardening & conservation” and volunteering with “youth / children”. These roles may be seen to “round out” a person’s life and may be of more interest as a leisure-type role.

Migrant Youth Choice in Volunteering

The voluntary roles migrant youth were choosing and consequently being referred to in 2012 were working with other youth, befriending elderly people, hosting e.g. taking the hospital trolley around the wards, fundraising, Christmas gift wrapping, conservation, and retail roles.

By 2015 migrant youth were primarily choosing then being referred to fundraising appeal collector roles although retail, hosting, and practical opportunities e.g. event volunteers were also available in smaller numbers.

The **2015 Top 10 NGOs accepting migrant youth** as volunteers were:

- ◆ Volunteering Auckland
- ◆ Alzheimers Auckland Charitable Trust
- ◆ Youthline Inc
- ◆ NZ Red Cross, Northern Region
- ◆ National Heart Foundation NZ

Statements Volunteers can Select through AFS :

1. I decided to go ahead with volunteering or training = **PLACED**
2. I made contact or received information but decided not to proceed = **CONTACT**
3. I tried to contact them but didn't hear back = **NO CONTACT**
4. I did not hear from the organisation and decided not to proceed = **NO CONTACT**

- ◆ Shine (Safer Homes in NZ Everyday)
- ◆ StarJam Charitable Trust
- ◆ Lonely Miaow Association Inc
- ◆ Order of St John Community Service
- ◆ Elizabeth Knox Home & Hospital

Research* recently conducted by Volunteering Auckland shows that there are so many more opportunities that youth could be undertaking as volunteers, however, NGOs need to be assisted in first being open to taking on young people as volunteers then in determining the appropriate roles to have available. This will form part of Volunteering Auckland’s continuing work in this area.

**Placing Youth in a Volunteer Framework, 2014*

Gender Preferences for Voluntary Opportunities

“Information Technology” and “Driving” roles were more likely to be selected by migrant males.

Migrant females were more likely to choose “Befriending”, “Hosting / Personal Contact”, and volunteering with “Youth / Children”.

Females were also choosing “Fundraising—collection” roles which was the most popular voluntary opportunity for both genders.

Outcomes for Voluntary Referrals

AFS is an automated feedback system within the VACONNECT database. All volunteers registered with Volunteering Auckland receive an automated email three weeks after their initial referral to a voluntary opportunity to ascertain the outcome of the referral at that stage.

Volunteers are asked to choose from four statements with the volunteer self-selecting the appropriate response for each referral received. [See box below]

The volunteers are also given the option to write comments about their experience.

Of the 6,220 referrals given to the 3,398 people identifying as **migrant** during 2015, 1,227 responses were received to ascertain outcomes of those referrals. [Diagram 12]

A worrying trend is the number of outcomes with **No Contact** made by the NGO to the potential volunteer within the three week window. This is the topic for a separate piece of research* currently being undertaken by Volunteering Auckland.

* *Enhancing Communication Processes for Better Volunteer Engagement, 2015-6*

Where Migrants choose to Volunteer

When a person wants to volunteer for an opportunity through Volunteering Auckland, anecdotally it is

found that they will look at the geographical setting first. This is to ensure ease of access to the position, in particular if they are a *student* or *seeking employment* potentially due to costs of travel.

However, the analysis of the data shows that volunteers also look at the type of role they are wanting to have and will often look outside their geographical area for the opportunity that suits their needs—time, talents and interests.

While the data shows that migrants are also leaving their area to volunteer, VACONNECT also locates the role based on the physical location of the organisation although the role itself may be in another area e.g. organisation based in Waitemata but role itself based in Albert-Eden.

Looking at the Albert-Eden Local Board area, for example, of the 785 referrals to voluntary positions made for people who live in the area in 2015, only 127 were for positions in their own local board area. The rest ranged from Waiheke Island to Howick to Kaipatiki to outside the greater Auckland area.

Top 10 NGOs [2012] for referrals to voluntary opportunities, in referral order preference, by Migrants in the greater Auckland region:

- ◆ Bicycle Studio—Adventure Cycles
- ◆ Volunteering Auckland
- ◆ NZ Red Cross Inc - Northern Region
- ◆ Rape Prevention Education, Auckland
- ◆ Jervois Hospital & Rest Home
- ◆ Care & Craft Centres of NZ Inc
- ◆ English Language Partners [Auckland Central]
- ◆ Vision for Humanity Products Charitable Trust;
- ◆ Communicare Central Auckland
- ◆ Child Connection

Top 10 NGOs [2015] for referrals to voluntary opportunities, in referral order preference, by Migrants in the greater Auckland region:

- ◆ Volunteering Auckland
- ◆ Alzheimers Auckland Charitable Trust
- ◆ The Lonely Miaow Association Inc
- ◆ Youthline Inc
- ◆ NZ Red Cross, Northern Region
- ◆ Conservation Volunteers NZ
- ◆ National Heart Foundation NZ
- ◆ Brothers in Arms
- ◆ Order of St John NZ

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◆ Museum of Transport & Technology [MOTAT]

This raises the questions of:

Is it management style that is more accepting of migrants as volunteers? Is it that the NGO is embracing diversity more than other NGOs? Are NGOs recognising the diversity within their client base and engaging volunteers accordingly? What is changing within the NGOs as to whether they are on or off the Top 10 list?

There is still some work to do with NGOs to ensure that all people whether migrants, youth or others are able to contribute in the most effective way that meets the needs of both the NGO and the volunteer. Volunteering Auckland is well-placed to continue its work in this area.

Conclusion:

In conclusion, the data comparison between 2012 and 2015 shows that *“student”* migrants continue to be the largest group of people registering their interest to volunteer. There has, however, been a marked increase in those migrants identifying as *“full-time employed”* accessing volunteering with a wider range of opportunities taken up.

There has been a drop in those migrants *“seeking employment”* looking to volunteer. Could this be because NGOs are more reluctant to take on those looking for employment?

Those migrants identifying as seeking employment or *“job seekers”* were more likely to choose opportunities in *“administration & data entry”, “retail”, and “hosting/personal contact” and fundraising-collectors”*.

There has been an increase in migrant *“youth aged 10-19 years”* accessing voluntary opportunities.

Migrant youth were more likely to look at being involved in a one-off, one-day type voluntary opportunity like *“fundraising collectors”* or in a personal contact-type role that fits around their studies and other commitments. However there is more work to be done in this area to encourage NGOs to be more ‘youth-friendly’ in engaging this age as volunteers.

Head *“skill-based”* and Hand *“practical”* roles were the most preferred type of voluntary activities of choice for migrants.

Migrants are continuing to see that volunteering has a place in their busy lives and that Volunteering Auckland is the place to source these opportunities.

Migrants will go where the opportunity is, whether within their own Local Board area, their own community or within another location to ensure they are involved in a voluntary opportunity that suits their preference in time, talent and interests.