

SOCIAL IMPACT STUDY

UNDERSTANDING MOTIVATIONS AND
BENEFITS OF VOLUNTEERING

BE HEARD.
BE RECOGNISED.



SOCIAL IMPACT STUDY

BACKGROUND

The skills and knowledge of CPAs are in demand by community sector organisations and members have traditionally responded strongly to requests for their support.

As part of our commitment to corporate social responsibility, the association has undertaken to make volunteering opportunities more accessible to members through a number of initiatives.

To gain more insight into the contribution of our members, we conducted member research to identify the challenges and opportunities that may exist in supporting community organisations.

Insights gained will be used to identify how we can enhance volunteering and participation, and our association's contribution to the sector.

AIMS

To establish the extent of professional volunteering that our members do within the community.

OBJECTIVES

To understand:

- the professional volunteering activities undertaken
- identify motivators and reasons for doing professional volunteering
- establish the personal, social and professional benefits derived through professional volunteering.

METHODOLOGY

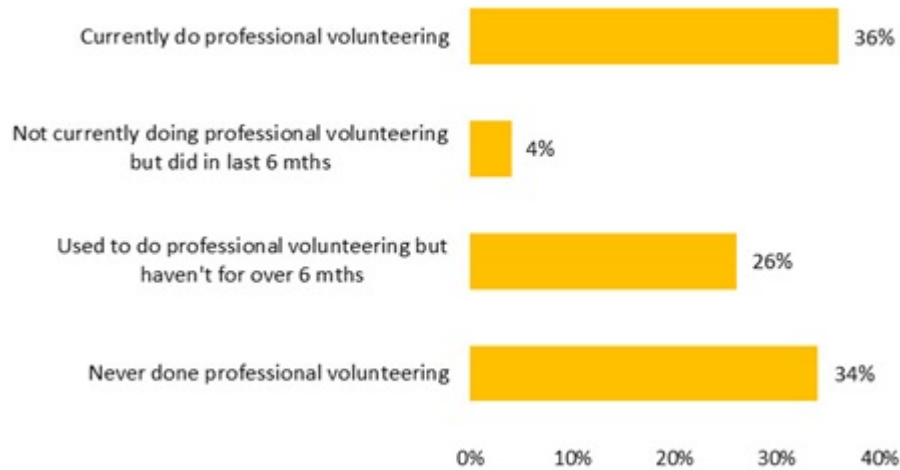
The objectives of the research were met through an online survey that took approximately seven minutes to complete. The survey was conducted between 28 July and 20 August 2014, and we received 199 completed responses. The sample was from fully qualified CPA Australia members (CPA and FCPA status), a mix of gender, age, work sector, and roles. The survey was sent out to members via an email inviting them to take part.

HIGHLIGHTS

- Close to 40 per cent of CPA Australia members volunteer in a professional capacity
- Across a broad range of organisations
- Volunteering tends to be in smaller organisations (turnover less than \$250k per annum)
- Role is often that of Treasurer or Board Member
- Close to half spend between one and five hours per week volunteering, a third between six and 20 hours
- Almost two thirds have been in the volunteer role five years or less, over half three years or less
- Members get involved in professional volunteering through being approached by the organisation or through friends or colleagues
- Perceived as a way of giving back to the community
- Benefits go both ways – both the member and the organisation benefit
- The experience meets or exceeds member's expectations
- Key barriers – availability of time and potential risk (liability)

MAIN FINDINGS

Almost four in ten members do professional volunteering



Which of the following best describes the main focus of the organisation? SR n=199

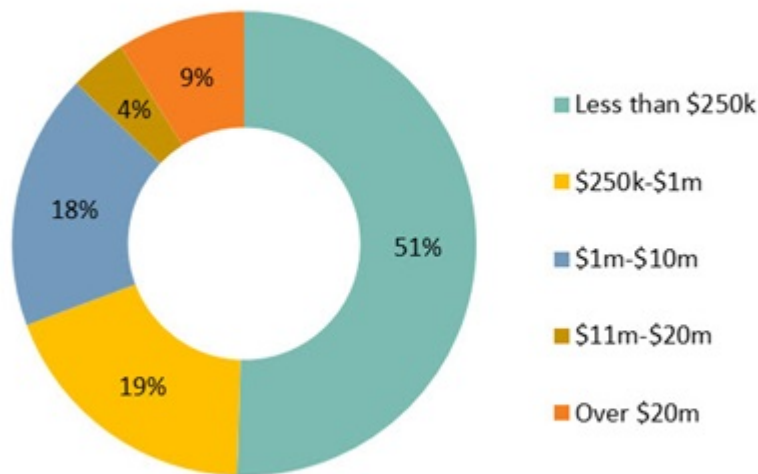
Volunteer across a diverse range of organisations

Significantly higher proportion of females than males volunteering in education



What is the approximate annual turnover of this organisation? SR n=199

Predominantly in smaller organisations – turnover less than \$250k per annum



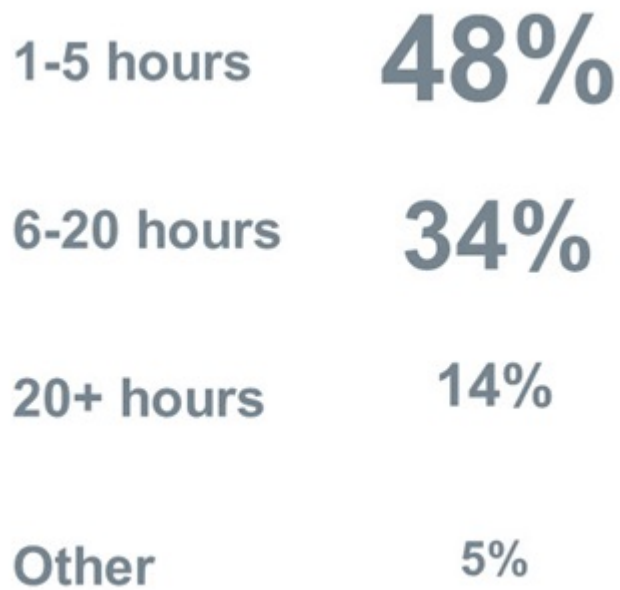
Mostly as treasurers or board members

- 39 per cent volunteer as a board member or a member of an advisory body or board committee
- Close to one in three volunteer as a Treasurer
- Bookkeepers much more likely to be female than male



Which of the following best describes your professional volunteering role at this organisation? SR n=199

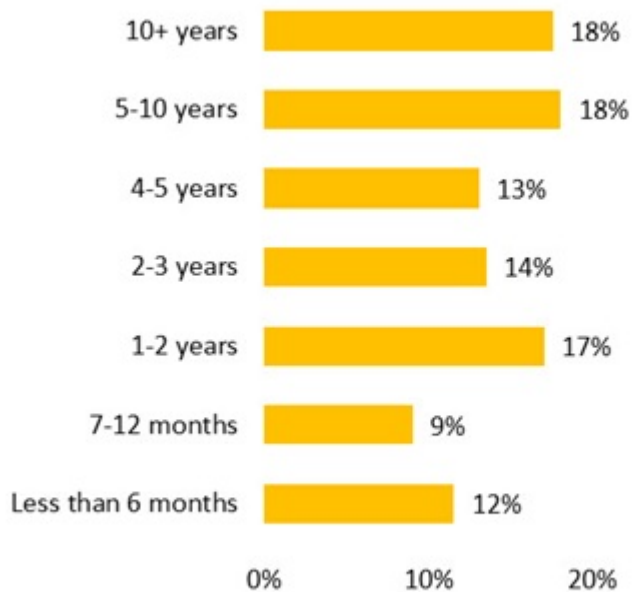
48 per cent devote 1-5 volunteer hours per week



About how much time, on average would or did you spend on this role per month? SR n=199

Almost 2/3 have been in role five years or less

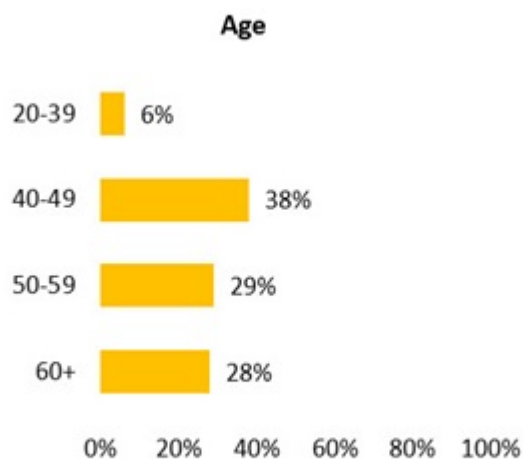
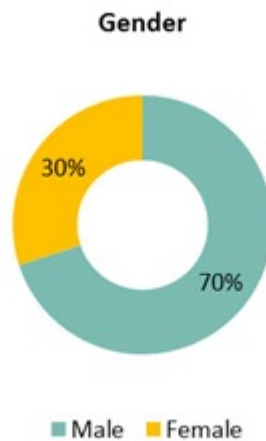
- 52 per cent in the role three years or less,
- 36 per cent 5+ years
- Older (50+ and even more so 60+), male members more likely to have been in volunteer role 10+ years



How volunteers were recruited

- Almost 40 per cent became involved through being approached by the organisation
- 43 per cent through friends or colleagues or family, children
- Males tend to get involved through being approached by organisation or through friends or colleagues
- Females through family or children, business colleagues or other methods.

About CPA volunteers





Their work

- Over 40 per cent working in a professional organisation or business or industry association
- Other was a mix of professional or corporate, government, manufacturing, retired and more fragmented responses
- Respondents work across a diverse range of roles



