



RC3 Long Night of Research, 1st Edition: Volunteer and Volunteerism Development

23 - 24 March 2023 , online

<https://www.rc3events.org/>



Kind reminder:

During the session:

- Rename yourself: Full Name + Organization
- Mute your microphone
- Keep your video on. Switch off if low connectivity

If you have questions to the speakers:

- **Ideally:** Use the Q&A feature to ask your question
- **Second option:** Use the raise hand feature, the moderator will ask you to unmute yourself.

If you have IT questions:

- Ask your question in the chat, an administrator will help you.

Confidentiality statement and data protection

- Sessions will be recorded
- Participants commit not taking pictures of screen or of other participants without permission
- If slides are posted on the shared screen, the speaker should inform the participants if they will receive the slides.

WELCOME!

**NAU MAI,
HAERE MAI!**

HE KARAKIA TĪMATANGA

OPENING KARAKIA



E te Whānau
Whāia te mātauranga kia mārama
Kia whai take ngā mahi katoa
Tū māia, tū kaha
Aroha atu, aroha mai
Tātou i a tātou katoa

To everyone gathered
Seek knowledge for understanding
Have purpose in all that you do
Stand tall, be strong
Let us show respect
For each other



From Research to Implementation

New Zealand Red Cross has started a journey towards achieving its Strategy 2030. This involves a commitment to reimagining volunteering to reflect the Red Cross Fundamental Principles, Aotearoa, New Zealand's diverse and changing society and how people want to engage with us. To attract and engage a diverse New Zealand Red Cross membership, we embarked on a research journey to discover more. We researched what volunteers want and hope for the future and what inspires and motivates people of all ages, experiences and backgrounds.

Today, we are beginning to bridge the gap between theory and practice, strategy and tactics. We are now ready to leverage the learnings of the 2021 Reimagining Volunteering Research Report and the 2020 Youth Engagement Strategy and Research Report. The learnings are now starting to come to life. We have firmly embedded vital learnings in our Realising 2030 decisions and the development of our recently relaunched website experience, as a first round of actions. Join us for a session outlining the learnings of our research and for a Q&A and discussion on the challenges and opportunities around implementing research-informed decision-making processes.

Speakers



Anna Laine

Community Engagement and
Impact Lead



Fiona Ross

General Manager
People Experience and Support



Charlie Eggleton

Rangatahi Advisor
(Tauranga Youth Council)
Formerly New Zealand Red Cross



Kurt Solomon

Senior Advisor
Youth



STRATEGY 2030



Our mission is to improve the lives of vulnerable people by mobilising the power of humanity and enhancing community resilience.

Ka mua, ka muri.

Walking backwards into the future



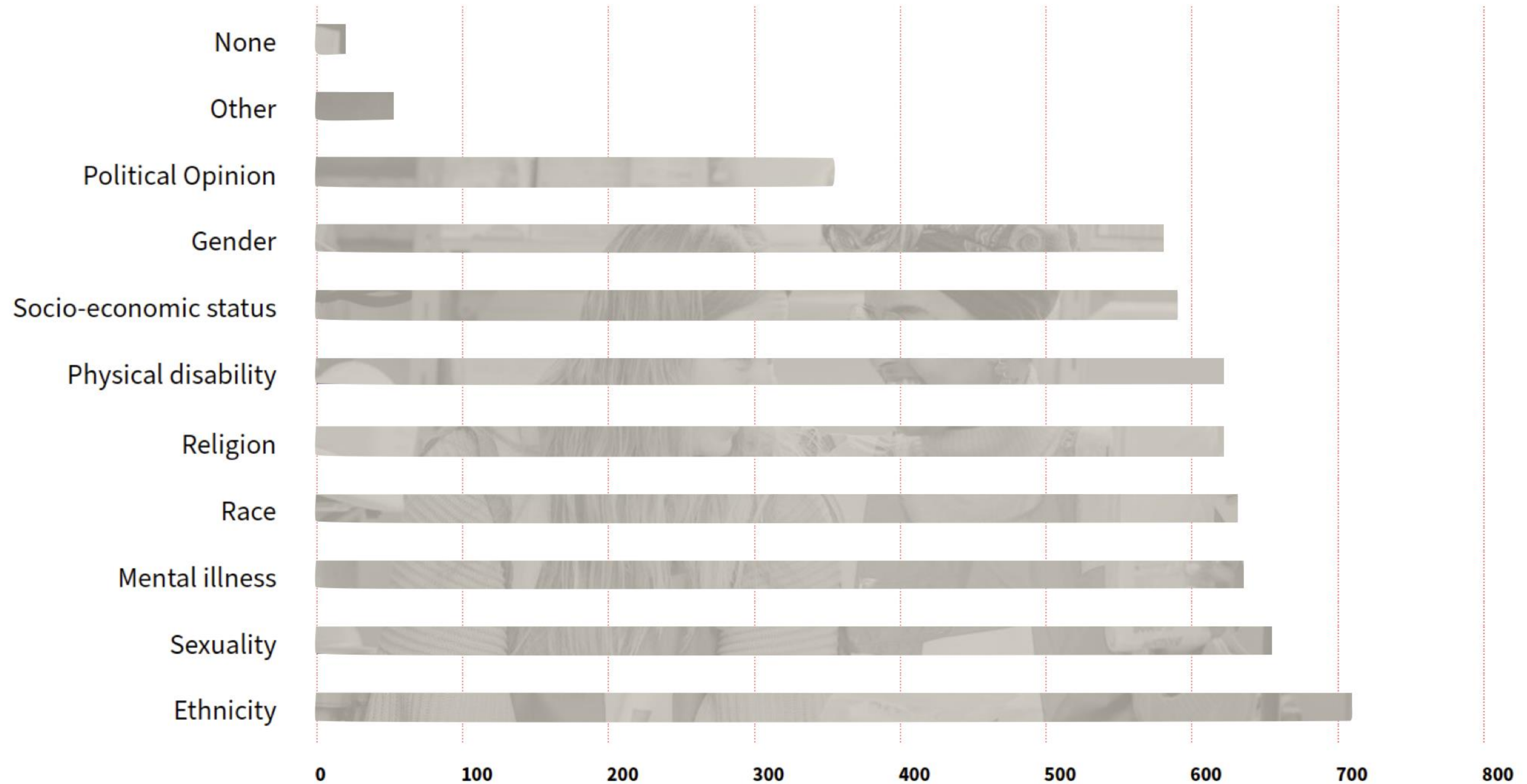
YOUTH ENGAGEMENT RESEARCH



- Youth Engagement Survey (2019) with 853 respondents
- 10 focus groups across the country
- Interviews with 40 external organisations
- Review of domestic and global literature
- Survey of members and volunteers



NGĀ AUKATITANGA EXCLUSION AND DISCRIMINATION





TE WHAKAHIHIKOTANGA MOTIVATION

Motivation to become involved with New Zealand Red Cross (overall)



DISCOVERY

- Participants expressed desire for collaborative, inclusive relationships with humanitarian organisations.
- While overall sense of belonging was high, participants reported feelings of isolation due to their social identities
- Feelings of isolation were prevalent prior to COVID- 19
- Members reported wanting to better understand the issues that matter to young people



HE WHAKAORA OHOTATA Ā-HINENGARO RANGATAHI YOUTH PSYCHOLOGICAL FIRST AID



- 6-hour course delivered to groups of young people 15-30
- Aimed at those with strong personal resilience
- Aims to improve lives by enhancing participants' abilities to support their peers, families and communities.
- September 2021 - present

DISCOVERY



- Overall value: 86%
- Post-course confidence in psychosocial support: 71% vs. 50% pre-course
- Post-course confidence in identifying distress: 74% vs. 52% pre-course
- Post-course awareness of mental health and wellbeing services: 79% vs. 40% pre-course
- Post-course interest in volunteering: 34%



REIMAGINING VOLUNTEERING RESEARCH



- Reimagining Volunteering Survey (2021) with 1011 respondents.
- 54% of respondents were part of NZRC and 46% had no relationship with NZRC
- 13 focus groups across the country
- Review of domestic and global literature



Participants were motivated to volunteer when:

- They felt concerned about the group they were serving
- They could do something for a cause that was important to them

Participants were most likely to consider volunteering in local humanitarian and disaster response work with New Zealand Red Cross.

Primary barriers to volunteering were time and availability



IMPROVING THE VOLUNTEERING EXPERIENCE



Outcome 1: Increased Inclusiveness - We will be a vibrant and open organisation, whose people reflect and celebrate the diverse communities in which we live and work

Outcome 2: Effective Leadership and Structure - We will employ structures, practices and tools that will develop and equip effective local volunteer leadership.

Outcome 3: Impactful Membership and Volunteering - We will have meaningful, impactful opportunities that attract people to our mission and align with people's lifestyles and motivations to volunteer.

Outcome 4: Meaningful Recognition and Support - We will value, equip and support our people to make a meaningful contribution to improving the lives of vulnerable people.

DISCOVERY



- Realising 2030 operating model review created a People Experience & Support group, and within it Membership & Volunteering directorate with overarching responsibility of the member and volunteer experience
- The Group structure started 1 Feb 2022, and the directorate structure came to life on 1 Feb 2023.
- Accountability for the four outcomes is built into the newly established roles, and work has started to begin building consensus across the various programme areas on volunteer management practices.

NGA PATAPĀTAI



QUESTIONS

HE KARAKIA WHAKAKAPI

CLOSING KARAKIA



Kia whakairia te tapu

Kia wātea ai te ara

Kia turuki whakataha ai

Haumi e, hui e, tāiki! e!

Restrictions are moved aside

So the pathway is clear

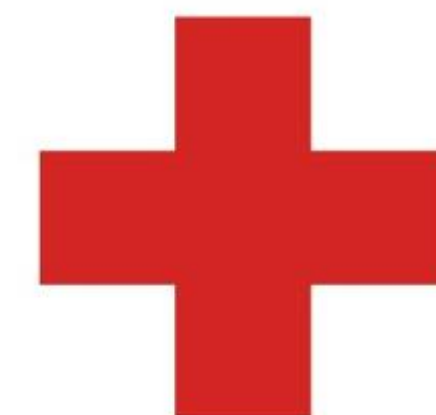
To return to everyday activities

Uniting as one,

uniting in conscious thought!

THANK YOU FOR YOUR TIME

HAERE RĀ!



**NEW ZEALAND
RED CROSS**
RĪPEKA WHERO AOTEAROA

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