



# **Environmental Volunteering in NSW**

## **A Quantitative Research Report**

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A Deakin University Health, Nature and Sustainability Research Group  
collaborative research project  
for  
The NSW Environmental Trust**

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April 2016, updated with additional comparisons, December 2017

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# Contents

1. Introduction.....	1
1.1 Background.....	1
1.2 Methodology.....	1
1.3 Analysis and reporting.....	3
2. Survey Sample Profiles.....	4
2.1 Demographics.....	4
2.2 Rate and type of volunteering.....	14
2.3 Views and attitudes.....	15
2.4 Knowledge of the Environmental Trust.....	23
2.5 Technology and use of social media.....	24
2.6 Survey sample profiles: summary.....	26
3. General Population Survey Results.....	28
3.1 Those who volunteered in the previous 12 months.....	28
3.2 Non-environmental volunteering.....	33
3.3 Volunteering prior to the last 12 months.....	35
3.4 Those who have never volunteered.....	36
4. Environmental Volunteers Survey Results.....	38
4.1 Introduction.....	38
4.2 Coverage of environmental areas.....	38
4.3 Location and time spent volunteering.....	39
4.4 Making choices in volunteering.....	42
4.5 The experience of volunteering.....	46
4.6 Relationship between volunteering and pro-environmental behaviours.....	51
4.7 Other volunteer work.....	53
5. Discussion and implications for environmental volunteering.....	54
Appendix 1: General population survey questionnaire.....	60
Appendix 2: Environmental volunteers questionnaire.....	72
Appendix 3: Emailed survey invitation to environmental volunteers.....	82
Appendix 4: Online survey methodology.....	83

## List of Figures

Figure 2.1: Gender composition of survey samples compared to NSW population.....	4
Figure 2.2: Age composition of general population sample compared to NSW/ACT population.....	5
Figure 2.3: Age composition of environmental volunteer samples.....	5
Figure 2.4: Local government regions in NSW.....	6
Figure 2.5: Distribution of survey respondents by settlement type.....	7
Figure 2.6: Highest level of education.....	8
Figure 2.7: Current employment situation for three respondent groups.....	10
Figure 2.8: Activities as a child, volunteers and non-volunteers, ABS General Social Survey 2010 and general population.....	13
Figure 2.9: Activities as a child, volunteers.....	13
Figure 2.10: Incidence of unpaid work in the three groups in the past 12 months.....	14

Figure 2.11: Two most important areas for attention by the state government for the general population groups, compared to <i>Who Cares?</i> 2012.....	16
Figure 2.12: Two most important areas for attention by the state government for the environmental volunteers, compared to <i>Who Cares?</i> 2015.....	17
Figure 2.13: Level of concern about environmental problems compared to <i>Who Care?</i> 2015 .....	18
Figure 2.14: Level of concern about impact of environmental problems on selected factors - <i>Who Cares?</i> 2015 .....	19
Figure 2.15: Level of concern about impact of environmental problems on selected factors - general population.....	20
Figure 2.16: Level of concern about impact of environmental problems on selected factors - EV/GP group.....	20
Figure 2.17: Level of concern about impact of environmental problems on selected factors - EV group .....	20
Figure 2.18: Most important reason for concern for three respondent groups compared to <i>Who Cares?</i> 2015 .....	21
Figure 2.19: Important factors influencing development of interest in the environment - EV group.....	22
Figure 2.20: Level of knowledge of the Environmental Trust .....	23
Figure 2.21: Respondents available communications technology .....	24
Figure 2.22: Respondent use of social media (excluding email) .....	25
Figure 3.1: Volunteering in the general population .....	28
Figure 3.2: Overall rates of volunteering in different fields .....	29
Figure 3.3: Proportions of volunteers in different areas compared to 2010 and 2014 ABS studies.....	29
Figure 3.4: Frequency of volunteering in the general population .....	31
Figure 3.5: Hours per month spent volunteering.....	31
Figure 3.6: Life stage when started volunteering.....	32
Figure 3.7: Reasons for switching area of volunteering.....	33
Figure 3.8: Reasons for not volunteering in the environmental area.....	33
Figure 3.9: Likelihood of environmental volunteering.....	34
Figure 3.10: Areas of volunteering prior to previous 12 months .....	35
Figure 3.11: Reason for not ever volunteering .....	36
Figure 3.12: Support that would assist in starting volunteering .....	37
Figure 4.1: Environmental issues covered by respondents' organisations.....	38
Figure 4.2: Location of environmental volunteering .....	39
Figure 4.3: Number of organisations volunteered with .....	39
Figure 4.4: Frequency of volunteering.....	40
Figure 4.5: Hours per month spent in environmental volunteering.....	41
Figure 4.6: Length of time since first environmental volunteering .....	42
Figure 4.7: Factors important in choosing an organisation for environmental volunteering.....	43
Figure 4.8: Influences on commencement of environmental volunteering .....	44
Figure 4.9: Mechanism by which respondents joined a group .....	45
Figure 4.10: Type of work done in environmental volunteering.....	46
Figure 4.11: Importance of reasons for volunteering - EV environmental volunteers .....	47
Figure 4.12: Importance of reasons for volunteering - EV/GP environmental volunteers.....	47
Figure 4.13: Extent to which important reasons for doing volunteer environmental work are being met - EV environmental volunteers.....	48
Figure 4.14: Extent important reasons for doing volunteer environmental work are being met - EV/GP group .....	49
Figure 4.15: Satisfaction with volunteer work .....	50
Figure 4.16: Least satisfying aspect of voluntary environmental work.....	50
Figure 4.17: Personal pro-environmental behaviours before volunteering and now - EV environmental volunteers...	51
Figure 4.18: Personal pro-environmental behaviours before volunteering and now - EV/GP group.....	52
Figure 4.19: Comparison of volunteer activities in <i>Who Cares?</i> 2015 .....	52
Figure 4.20 Environmental volunteers' other volunteer areas .....	53

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# 1. Introduction

## 1.1 Background

The NSW Environmental Trust (the Trust) is an independent statutory body established by the NSW government to fund a broad range of organisations to undertake projects that enhance the environment of NSW. Many of these organisations work with volunteers on their environmental projects.

In 2014 in NSW just over 1.8m people, or 30.6% of the population were volunteering regularly<sup>1</sup>, and were estimated to be contributing 231 million volunteer hours a year<sup>2</sup>. However those who identified as environmental volunteers were only 3.9% of the NSW population, compared to 31.1% for volunteering in sport and recreation, 21.2% for the welfare and community area and 18.9% for religious organisations.<sup>3</sup>

The Trust is aware that there are a number of pressures on environmental volunteering, with little coordination between programs leading to duplication of resources, inconsistency, lost opportunities for efficiencies in the strategic direction of volunteering, competition between programs for volunteers and confusion for prospective volunteers. People are less likely to engage in longer term volunteering opportunities and more likely to be engaged through one-off events, which do not lead to the same level of environmental change.

The Trust identified a need for strategic investment in environmental volunteering to develop a sector that better attracts and retains volunteers. The Integrated Environmental Volunteering research project was designed to provide an evidence base for such investment through historical understanding of the success and failure mechanisms of current environmental volunteering programs. This report provides quantitative data on a range of issues affecting volunteering and environmental volunteering in NSW and the ACT.

The goals of the Integrated Environmental Volunteering research project were to:

- Develop an in depth understanding of environmental volunteering in NSW; and
- Develop strategies to improve participation, efficiencies, experiences and effectiveness of environmental volunteering within NSW.

This report forms the third part of a three phase research project comprising:

1. a comprehensive literature review of the international literature from 2005 to 2015 and grey literature particularly pertinent to environmental volunteering in NSW
2. in-depth qualitative research involving focus groups and individual interviews
3. quantitative research using two online surveys, for the general population and for environmental volunteers.

## 1.2 Methodology

This quantitative phase of research was designed in two parts to:

- a) investigate environmental volunteering in the *general population*, both in terms of its extent and relationship to other forms of volunteering, test issues and barriers and provide detailed information on the rate of environmental volunteering within specific demographic groups in NSW across a range of types of activities and frequency of activity.
- b) undertake an in-depth quantitative investigation of the characteristics of environmental volunteering and *environmental volunteers*.

<sup>1</sup> Australian Bureau of Statistics, *General Social Survey, Summary Results, Australia, 2014*: Table 22.1, released 17.09.2015.

<sup>2</sup> Australian Bureau of Statistics, *General Social Survey, Summary Results, Australia, 2014*: Table 24.1, released 17.09.2015.

<sup>3</sup> Australian Bureau of Statistics, *General Social Survey, Summary Results, Australia, 2014*: Table 20, released 29.06.2015.

Surveys were developed and delivered separately for each target population. Australian Online Research, working with Quality Online Research, programmed the surveys, collected and cleaned the data and developed the cross-tabulations with analysis of significant differences.

### General Population

The general population survey aimed to reach a representative sample of the NSW and ACT adult population over 18, drawn from an online consumer panel. Quotas were applied for age and gender, and geographic spread was managed by postcodes, as allocated to (former) local government regions<sup>4</sup>. As is general practice for surveys completed in this way from an online panel, participants were paid a small fee for their completed survey. The survey was open from 19 February to 2 March 2016 and the final sample for this group was 1,523, including 53 participants who identified as environmental volunteers.

In addition to this sample, a boost was undertaken to achieve a further 47 participants who identified as environmental volunteers, for a total of 100 environmental volunteers sourced from the general population. The boost took place from 2 to 8 March. For the boost, a representative sample of the population was invited to undertake the survey but only those who identified they had volunteered in the environmental area in the past 12 months continued to complete the survey.

As participants progressed through this survey, they fell into one of three groups: those who had never volunteered, those who had volunteered but in areas other than the environment, and those who had volunteered in environmental areas (with or without other volunteering). The survey length varied according to the respondent's pattern of volunteering so that median times to complete were:

Not a volunteer	4.9 minutes
Volunteer other than environment	6.8 minutes
Environmental volunteer	12.4 minutes

Those in the general population sample who identified as environmental volunteers were asked most of the same environmental volunteering questions as in the separate environmental volunteers survey, discussed below. Hence their survey time is much longer than the other general population participants.

The full general population survey is included at Appendix 1.

### Environmental Volunteers

The second survey targeted environmental volunteers 18 years or older in NSW or the ACT, who had done any kind of volunteer or unpaid work with any government, non-government, religious or community organisation or group in the previous 12 months for the benefit of the environment. This was described for participants as including administrative or support services, as well as more 'frontline' activities doing on-ground activities such as restoration work, fieldwork or monitoring, or working with wildlife. It included promoting environmental awareness, advocating environmental protection or sustainable resource use, or promoting sustainable living. Their group/organisation could be formal or informal, large or small, single or multi-issue, and it could be at local, regional, national or international scale.

The environmental volunteers survey is included at Appendix 2.

A 'snowballing' methodology was used for distribution. The Environmental Trust invited participation in the survey via an email invitation distributed to its regular mailing list of almost 4,700 people. This email included a link directly to the survey. It also included a request to pass the invitation along to other members and volunteer group networks. The invitation is included at Appendix 3. This distribution was

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<sup>4</sup> In the current context of local government reform, information on these regions has been removed from government websites, these regions are best described here; [https://en.wikipedia.org/wiki/Local\\_government\\_areas\\_of\\_New\\_South\\_Wales](https://en.wikipedia.org/wiki/Local_government_areas_of_New_South_Wales)

monitored and 26.7% (1250) of those who received the email opened it, and 17.5% of those who opened it (218) clicked through to the survey. There is no data on how many forwarded it.

The Trust, members of the research team and members of the project advisory group also distributed the invitation to as many other contacts as possible with a view to obtaining a spread of participants across the spectrum of types of volunteer works and types of environmental issues people might be working on.

Aside from the opportunity to contribute to better volunteering effort and experience by assisting the Environmental Trust (and others) to develop appropriate support programs, participants in the environmental volunteers survey were offered the opportunity to go into a prize draw for a 12 month NSW National Parks All Parks Pass. The survey was open from 23 February to 9 March. In this time 1,221 people completed the survey. Together with the environmental volunteers sourced from the general population survey, the final environmental volunteers sample was n=1321.

### 1.3 Analysis and reporting

Both surveys consisted entirely of closed pre-coded questions, but a number of questions included an 'Other specify' option, which required post-coding. In most such questions, back-coding of responses into existing codes was possible, and where additional codes were added, very few had more than 1% of respondents. Overall, few additional codes were used.

In analysis this report presents data from three groups:

1. General population main sample, including environmental volunteers who fell out naturally from the sampling process
2. Environmental volunteers from the general population panel (from the main sample plus the boost)
3. Environmental volunteers achieved through targeted email distribution and snowballing.

Where appropriate, reporting of results includes comparisons to other datasets for NSW or NSW/ACT, either for demographic comparisons or where the same questions have been asked of representative samples of the NSW population. These datasets include:

- Australian Bureau of Statistics (ABS) 2011 census data and demographic estimates for 2015
- ABS General Social Survey data from modules on voluntary work, 2010 and 2014
- Office of Environment and Heritage data from the *Who Cares about the Environment?* triennial social research on environmental knowledge, attitudes and behaviours of the people of NSW. This research was most recently conducted August-October 2015, a few months prior to the current research.<sup>5</sup>

Such comparisons should be treated with some caution, particularly where other research has been conducted using different methodologies, such as interviews, or using open rather than closed questions.

#### Significant differences

Key significant differences are reported with each question where such differences appeared. The reporting of respondents 'more likely' or 'less likely' means their value for that response is significantly higher or lower than those for the rest of that group as shown in the charts or described in the general text. Note that where overall results are reported comparing two or three of the respondent groups, the significant differences are reported separately for each group .

It should be noted that statistically significant differences are evident less often for the EV/GP group. As it is a relatively small sample actual differences need to be larger than is required to reach significance in the large samples. In addition, there are often very small numbers for any one response where there are many sub-groups, such as for age, and/or there are a relatively large number of response options.

Further details on methodology can be found in Appendix 4.

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<sup>5</sup> <http://www.environment.nsw.gov.au/communities/who-cares.htm>

## 2. Survey Sample Profiles

This section details the various profiles of the samples achieved across the surveys and, where appropriate, compares the samples to other available data from large representative studies. For demographics, this is Australian Bureau of Statistics (ABS) data for NSW as a whole, particularly the most recent census in 2011, or more recent ABS estimates. For views and attitudes, this is the NSW Office of Environment and Heritage research series *Who Cares about the Environment?*

This report provides the results for three separate groups in the research (see Section 1.3) so that the profiles in this chapter cover those three groups:

Profiled groups	Sample size, n=	Shown in charts as
General population main sample, including environmental volunteers who fell out naturally from the sampling process	1523	GP
Environmental volunteers from the general population panel (from main sample + boost)	102 <sup>6</sup>	EV/GP
Targeted environmental volunteers	1221	EV

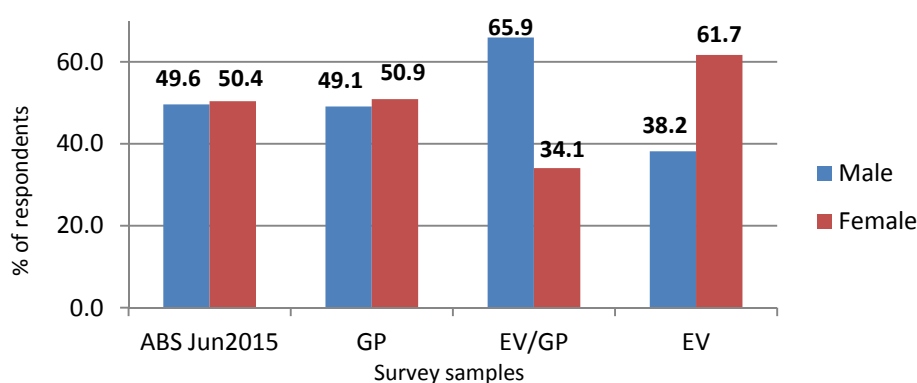
The profiles in this section focus on the respondents. In terms of organisations with which they volunteer, coverage of environmental issues/areas varied between the two environmental volunteer samples. Three quarters (76%) of the organisations represented in the EV group worked on plants/animals/bushland and almost a quarter (22%) on water/waterways, with coverage of other areas more sparse. The EV/GP organisations were better spread across the range of environmental issues (see Figure 4.1).

### 2.1 Demographics

#### Age and Gender

The general population survey reached a sample that closely mirrors the NSW population (ABS estimates for June 2015)<sup>7</sup> on gender (Figure 2.1) and age (Figure 2.2). Both environmental volunteer groups differed substantially from the general population/ABS profile, but in different directions. The larger environmental volunteers group was almost two thirds female (62%) and over half (58%) were aged 55-74 (Figure 2.3). On the other hand, the smaller panel EV group were two-thirds male and over two-thirds (68%) were under 35, although this group is closer in age structure to the NSW population than the main EV group.

Figure 2.1: Gender composition of survey samples compared to NSW population



<sup>6</sup> This group is n=102 for the sample profile but n=100 in the environmental volunteer questions because two respondents were post-coded as environmental volunteers from other but because they did not self identify during the survey, they were not offered the environmental questions.

<sup>7</sup> Australian Bureau of Statistics 31010DO001\_201506 Australian Demographic Statistics, Jun 2015, Released 17 December 2015.



Figure 2.2: Age composition of general population sample compared to NSW/ACT population

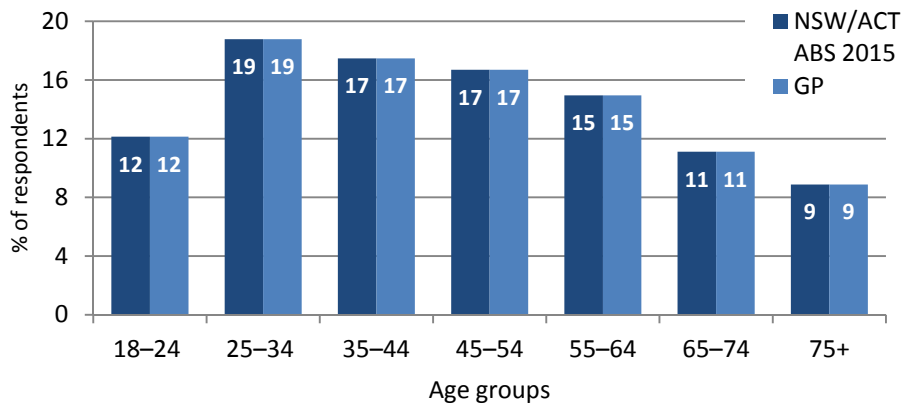
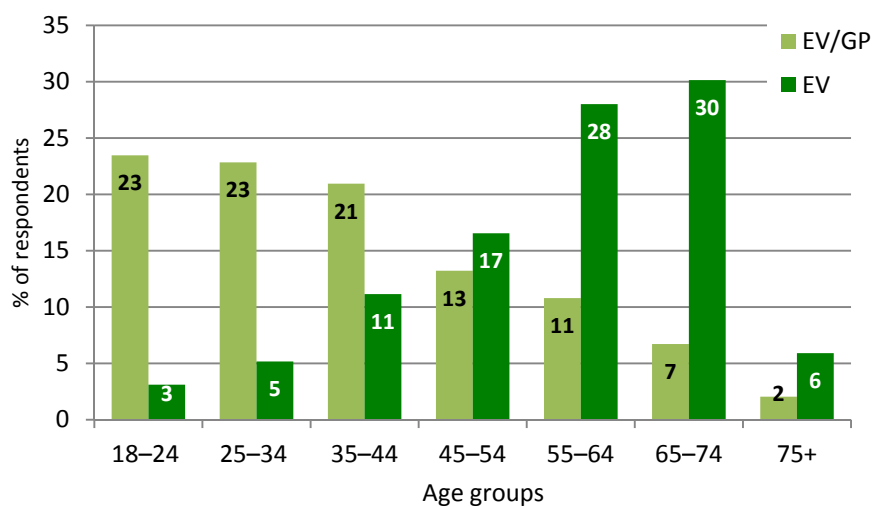


Figure 2.3: Age composition of environmental volunteer samples



### Significant differences - general population

*Region:* Respondents from the mid north coast were more likely to be 55-64 (35%) and those from Murrumbidgee to be 45-54 (48%). Those from inner Sydney were more likely to be 18-24 (18%) and 35-44 (26%). Those from outer Sydney were more likely to be 25-34 (23%).

*Employment:* Students (65%) and those unemployed and looking for work (32%) were more likely to be 18-24.

*Area of volunteering:* Those volunteering in the following areas were more likely to be men: sport (76%), emergency services (69%), environment (68%), and other recreation (63%). Those volunteering/doing unpaid work in the following areas were more likely to be 18-24: emergency services (30%), health (28%), business/professional (37%) and international aid (38%).

### Significant differences - EV/GP group

*Employment:* Full-time workers were more likely to be male (83%) than female (17%), students more likely to be female (85%) than male (15%).

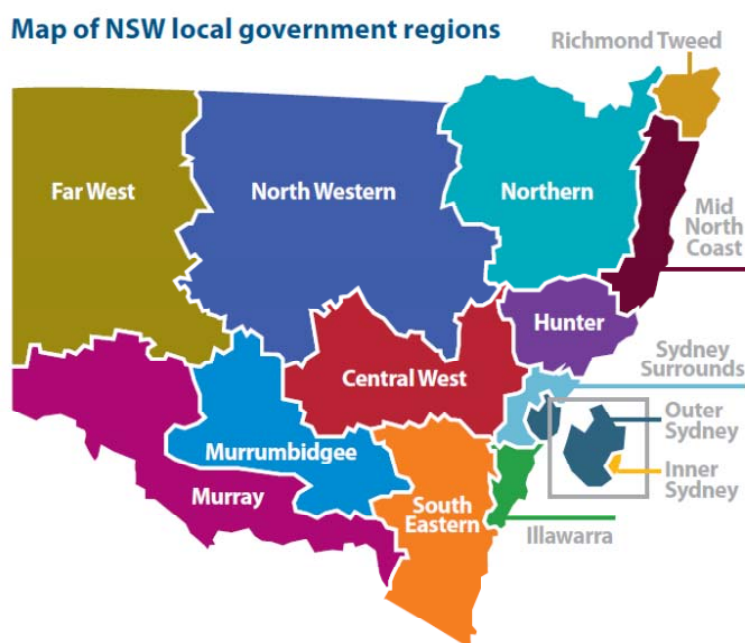
*Settlement type:* Those in metropolitan areas were less likely to be over 55+ years (7% or less), those in large country towns were more likely to be 55-64.

## Geographic distribution

Local government regions (Figure 2.4) were used to assess the geographic distribution of survey respondents. Respondents were allocated to these regions based on their postcodes, although some regions have been grouped due to low overall populations in these areas. While these regions are not generally in use at present, they remain a useful way of assessing the spread of a sample. Table 1 compares the distribution of the three sample groups to the distribution at the 2006 Census (for which

regional allocation data is available) and shows those areas markedly over-represented in the respondent groups (blue shaded cells) or under-represented (pink-shaded cells).

Figure 2.4: Local government regions in NSW<sup>8</sup>



Given there have been changes in population distribution since 2006, the general population survey reasonably mirrors the distribution of the broader NSW population, with the exception of Richmond Tweed. The smaller EV/GP group substantially over-represents outer Sydney, the main EV under-represents outer Sydney and over-represents coastal areas to both the north and south of Sydney. Canberra/ACT is under-represented in both groups of environmental volunteers.

It should be noted that while the large but thinly populated Northern/Northwestern and Far West grouping is represented in all surveys, there were no participants from the Far west in any of the surveys.

Table1: Distribution of survey samples across local government regions compared to 2006 census<sup>9</sup>

Region	NSW 2006 %	GP % n=1523	EV/GP % n=102	EV % n=1221
Inner Sydney	20.2	20.9	24.9	19.2
Outer Sydney	33.1	35.6	42.6	23.2
Sydney Surrounds	6.3	7.8	6.8	8.2
Hunter	9.2	8.1	6.0	5.7
Illawarra	5.7	6.1	5.2	11.8
Mid-North Coast	4.1	5.9	4.9	8.6
Richmond-Tweed	3.2	1.9	1.7	8.0
Northern/North-west/Far West	4.3	2.8	1.0	2.4
South Eastern/Central West	5.3	4.3	5.3	7.7
Murrumbidgee/Murray	3.6	3.0	0.8	2.9
Canberra/ACT	4.7	3.5	0.7	1.9

Note: Blue-shaded cells show regions markedly over-represented and pink shading denotes those markedly under-represented.

<sup>8</sup> Regions based on LGAs in NSW in 2015. Map source: *Who Cares About the Environment in 2009? Regional Findings*, NSW Office of Environment and Heritage, 2011.

<sup>9</sup> Regional distribution for 2006 census from Department of Environment, Climate Change and Water (2010) *Who Cares about the Environment in 2009?*: p.195, with adjustment to include the population of the ACT.

**Significant differences - general population**

*Language:* Those in inner Sydney (35%) and outer Sydney (54%) were more likely to speak more than one language, and those in most regional areas less likely.

**Significant differences - environmental volunteers (EV)**

*Education:* Those with a Bachelor degree or above were more likely to be from inner Sydney.

*Employment:* Full-time workers were less likely to live on the mid-north coast (4%).

*Type of volunteer work:* Those doing restoration/regeneration were more likely to live in outer Sydney (26%) and the Illawarra (14%). Those doing wildlife care were more likely to be living in Richmond-Tweed (16%).

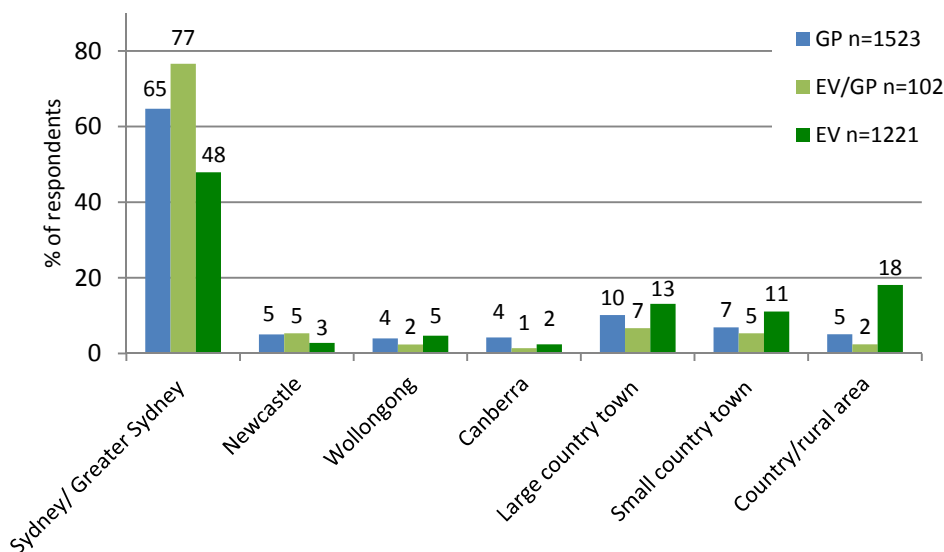
**Settlement Type**

Apart from regional distribution, the surveys explored the respondents' settlement type. These were:

- Sydney/Greater Sydney (includes to Campbelltown, Penrith and Central Coast)
- Newcastle
- Wollongong
- Canberra
- A large country town (more than 15,000 people),
- A small country town (3,000-15,000 people),
- A country/rural area, including towns or villages of less than 3000 people).

For some significant differences analysis Sydney, Newcastle, Wollongong and Canberra have been combined in to a single metropolitan category.

**Figure 2.5: Distribution of survey respondents by settlement type**



Almost two-thirds (65%) of the general population sample was from the Greater Sydney area (including the Central Coast), 10% from large country towns and the rest were spread in smaller but relatively even proportions across the rest of the settlement types (Figure 2.5). An even greater proportion (77%) of the EV/GP group live in Greater Sydney while fewer live in all other areas than either the general population group or the environmental volunteers group. By contrast to both other groups, less than half (48%) of the environmental volunteers were from Greater Sydney, almost a quarter (24%) live in country towns and 18% in rural areas.

**Significant differences - general population**

*Age:* Three-quarters (75-76%) of those 25-44 live in Sydney/Greater Sydney, where only half (52-53%) of those 55-74 do. Those 55-64 were more likely to live in a large country town (16%), small country town (12%) or rural area (9%). Those 65+ were also more likely to live in a rural area (11%).

**Education:** Those with a Bachelors degree were more likely to come from Greater Sydney (80%), and less likely to live in country towns or rural areas (2-5%). Those in country towns were more likely to have a TAFE or college qualification (14-15%). Those in small country towns were more likely to have only completed primary school or some secondary school.

**Employment:** Those who are retired were more likely to live in large country towns (17%), small country towns (11%) and rural areas (12%). Those in full-time work were more likely to live in Greater Sydney (76%) and retirees (49%) or those unable to work (38%) less likely.

**Language:** Consistent with the finding by region, those speaking a second language were more likely to be from Greater Sydney (91%) and less likely to be from all other settlement types.

**Significant differences - EV/GP group**

**Employment:** Full-time workers were more likely to be from Greater Sydney (89%). Those in all metropolitan areas combined were more likely to be in full-time work (66%) and no respondents in this group in large country towns or rural areas were in full-time work.

**Significant differences - environmental volunteers (EV)**

**Age:** Those 25-34 were more likely to live in Wollongong (19%).

**Employment:** Full-time workers were more likely to be from Greater Sydney (57%) and the retired less likely (42%).

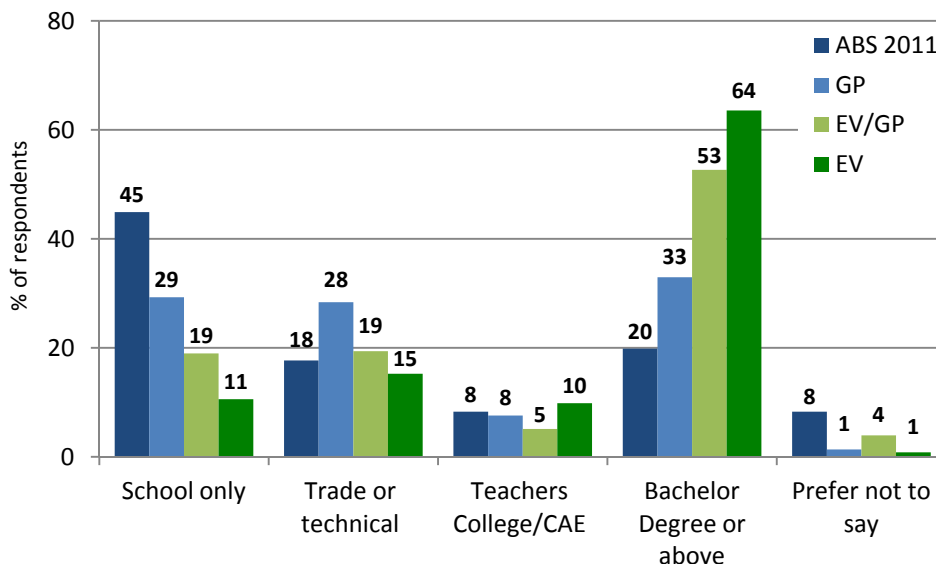
**Type of volunteer work:** Those volunteering in support services (26%) or fundraising (29%) were more likely to live in rural areas and less likely to live in Sydney (32% and 36%). Those doing education/communication were more likely to live in country towns (18%).

**Education**

This important demographic is difficult to accurately match to census or other ABS data as the ABS measures schooling and post-schooling qualifications separately such that they are not mutually exclusive. Table 2 provides detailed data for each survey group and the 2011 census, while Figure 2.6 provides a more visual comparison between the samples with schooling as a single category.

It is to be expected that those with higher levels of education would be more likely to engage in completion of an online survey. So it can be seen that in all samples for this research, education level is biased to those with post-school qualifications compared to the NSW population. This is particularly the case for university qualifications, with the main environmental volunteer (EV) group having a bachelors degree or above at more than three times the incidence in the NSW population (64% compared to 20%) and the small EV/GP at almost three times (53%). Even the general population sample has somewhat higher incidence of university qualifications than the NSW population.

**Figure 2.6: Highest level of education**



**Table 2: Highest level of education of respondents compared to 2011 census**

Education level	NSW 2011 %	GP % n=1523	EV/GP % n=102	EV % n=1221
No formal schooling	1.0	0.5	0.0	0.0
Primary school	44.9	0.5	2.7	0.2
Some secondary school		8.7	1.6	2.7
Completed high school		20.0	14.6	7.6
Trade or technical qualification	17.7	28.4	19.4	15.2
Teachers College/CAE certificate or diploma	8.3	7.6	5.1	9.8
Bachelors Degree or above	19.9	32.9	52.6	63.6
Prefer not to say	8.3	1.3	3.9	0.8

Note: Pink shading denotes values substantially below the 2011 Census and blue shading those substantially above.

### Significant differences - general population

*Age and Gender:* More men (38%) had a Bachelor degree or above than women (29%). Those 25-34 (50%) and 35-44 (46%) were more likely to have degrees and those 55+ were less likely (22-23%).

*Employment:* Full-time workers were more likely to have a Bachelors degree or above (52%), and part-time workers to have a TAFE/technical qualification (37%). The retired were more likely to have some secondary school (15%) and a college qualification (13%) and were less likely to have a university qualification (21%). Homemaker/carers were more likely to have completed secondary schooling (35%) and less likely to have a university qualification (17%).

*Region:* Those living in Sydney were more likely to have a Bachelors degree or above - 49% inner and 39% outer Sydney - while those in the Hunter (18%) and the Mid north coast (14%) were less likely.

*Language:* More of those speaking another language have a Bachelor degree or above (58% compared to 36% of those speaking English only). Compared to those with another language, those speaking English only were more likely to have some secondary schooling (10% to 4%), completed secondary (21% to 15%) or a post-school technical qualification (31% to 16%).

*Area of volunteering:* Overall, volunteers (43%) are more likely to have a Bachelors degree or above than others in the general population. In these individual areas volunteers were more likely to have a university qualification: religious activities (51%), animal welfare (53%), environment (54%), education and sport (both 57%) and law/justice (65%).

### Significant differences - environmental volunteers (EV)

*Age and gender:* Women 25-34 (88%) and 35-44 (80%) were more likely to have a Bachelors degree or above.

*Employment:* Full-time workers were more likely to have a Bachelor degree (70%) and less likely to have completed only high school (4%).

*Settlement type:* Those in metro areas were more likely to have a Bachelor degree or above (69%).

*Type of volunteer work:* Those doing research (71%), advocacy (74%) and policy work (76%) were more likely to have a Bachelors degree or above. Those doing wildlife care were more likely to have completed secondary school (16%) and less likely to have a Bachelor degree or above (50%).

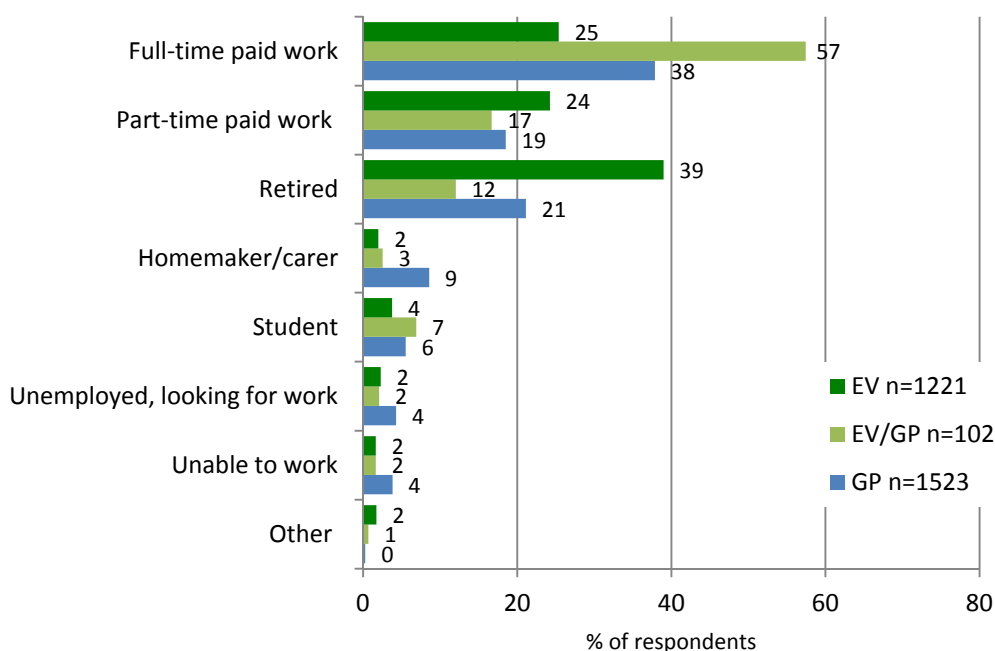
## Employment

Compared to the general population sample, the small EV/GP group has a large proportion of full-time workers (57% compared to 38%) and less retirees (12% compared to 21%), whereas in the main EV sample the strongest component is retirees (39%) and there are less full-time workers (25%) than in the general population group (Figure 2.7).

Homemaker/carers are poorly represented in both EV samples compared to the general population (2-3% compared to 9%), with the demands of this role likely to take up their time, or where they do volunteer they are likely to have interests in other spheres such as community, health or education.

All other employment groups are found in approximately similar proportions across the three respondent groups.

Figure 2.7: Current employment situation for three respondent groups



**Significant differences - general population**

*Age and gender:* Men were more likely than women to be in full-time work (53% to 23%) and women to be in part-time work (24% to 13%). 50-59% of those in the age groups 25-54 were in full-time work compared to 29% of 55-64s, 8% of those 65-74 and 1% of those 75+. Other employment aspects also reflect age with 11% of 18-24s and 29% students looking for work, and 74% of 65-74s and 95% of those 75+ being retired. While the proportion of each age group is small (5% or less), those unable to work are more likely to be found in the middle age groups 45-64.

*Region:* In several regional areas respondents were more likely to be retired - Central west 51%, Mid north coast 35%, and Richmond-Tweed 41%. Those in inner (51%) and outer (45%) Sydney were more likely to be full-time workers, while those in the Hunter (24%) and the mid north coast were less likely (21%).

*Language:* Consistent with their younger age profile, those speaking another language are more likely to be in full-time work (55% compared to 33% of those speaking English only) and to be students (10% to 4%), while those speaking English only are more likely to be retired (25% compared to 5% of those with another language).

*Area of volunteering:* Those volunteering in sport (61%), environment (61%) and business/professional (73%) were more likely to be in full-time work.

**Significant differences - EV/GP group**

*Age and gender:* Of 18-24 year olds, men were more likely to be in full-time work (93%) and women to be students (60%). Both men and women 55+ were more likely to be retired (61-62%).

**Significant differences - EV environmental volunteers (EV)**

*Age and gender:* Men and women 18-24 were more likely to be students, those 25-54 more likely to be in full-time work and those 65+ retired.

*Settlement type:* Those in metro areas were more likely to be in full-time work (29%) and less likely to be retired (34%), Those in large country towns were less likely to be in part-time work (15%) and in rural areas they were less likely to be in full-time work (18%).

*Type of volunteer work:* Those doing restoration/regeneration are more likely to be retired (44%).

**Language and Ethnicity**

Participants were asked if they were of Aboriginal or Torres Strait Islander (ATSI) origin, their main language spoken at home and whether they speak a second language at home as measures of cultural background.

As Table 3 demonstrates, the general population survey closely represented the proportion of ATSI people in the NSW population at around 3%. However, the environmental volunteers survey had poor ATSI representation at 1%, while the small EV/GP sample had a particularly high ATSI representation at 12%.

**Table 3: Proportion of Aboriginal or Torres Strait Islander respondents compared to the population of NSW**

NSW population <sup>10</sup>	2.9%
General population survey (GP), n=1523	3.2%
Environmental volunteers from the general population panel (from main sample + boost) (EV/GP), n=102	12.2%
Targeted environmental volunteers (EV), n=1221	1%

#### Significant differences - EV/GP group

*Type of volunteering:* Those doing work for mutual obligation were more likely to be of ATSI origin (31%).

As could be expected in surveys completed online only in English, a very high proportion of respondents in all surveys speak English at home.

As with ATSI origin, a range of cultural backgrounds, as represented by speaking languages other than English at home, whether as first or second language, were found much more strongly in the small EV/GP group than in the full general population group or the main EV group (Table 4).

Apart from German, diverse cultural backgrounds were less well represented in the main EV group than in the general population group. For those in this group who did speak a language other than English at home, the majority of these languages were European languages. Overall 81% of the general population group, 65% of the EV/GP group and 90% of the EV group speak only one language at home

**Table 4: Languages spoken at home as main language or second language compared to 2011 Census**

	NSW 2011 <sup>11</sup> %	GP % n=1523	EV/GP % n=102	EV % n=1221
English		97.1	99.0	99.5
Arabic	2.7	1.3	5.0	0.2
Cantonese	2.0	2.4	7.5	0.5
Mandarin	2.0	2.5	4.2	0.6
Vietnamese	1.3	1.1	0.9	0.2
Hindi / Punjabi / Gujarati / Bengali / Telugu	1.7	2.6	5.8	0.5
Greek	1.3	1.7	1.0	0.2
Italian	1.2	1.7	5.2	1.1
Spanish	0.8	0.9	2.3	0.7
Korean	0.7	0.6	0.0	0.0
Tagalog / Filipino	0.8	0.4	0.0	0.1
Indonesian	0.4	0.9	0.0	0.3
Macedonian	0.4	0.4	0.0	0.0
German	0.3	0.4	0.9	1.8
Other	5.2	4.5	3.1	4.1
Only one language		80.6	65.1	89.9

Note: Pink shading denotes values substantially below the general population group and blue shading those substantially above.

<sup>10</sup> Australian Bureau of Statistics, Estimates of Aboriginal and Torres Strait Islander Australians, June 2011. Released 30/08/2013.

<sup>11</sup> profile id, Community Profile New South Wales: Language spoken at home.

<http://profile.id.com.au/australia/language?WebID=100>

### Significant differences - general population

*Age and gender:* Women were more likely than men to speak only one language at home (84% compared to 77%) and those who spoke English only were 54% women, 46% men. Younger age groups were more likely to speak more than one language at home (27-36%) and older age groups, 55+, to speak just one (91-98%). Those of ATSI origin were spread across the age groups but more were from the youngest group, 18-24 (8%).

*Education:* Those with a Bachelors degree were less likely than others to speak English as their main language at home and more likely to speak Cantonese, Mandarin, Vietnamese or a south Asian language.

*Employment:* Full-time workers are less likely than others to speak English as their main language at home and are more likely to speak a range of other languages as either first or second language (Cantonese 4%, Mandarin 5%, South Asian languages 5%, and Greek 3%). Students were more likely to speak Vietnamese as a first or second language (6%).

*Region:* Those in inner (67%) and outer (71%) Sydney were less likely to speak only one language at home. Those from Inner Sydney were more likely to speak Cantonese (5%) and Italian (4%) and in outer Sydney Vietnamese (3%) and South Asian languages (5%). Hunter, Illawarra, Mid north coast and Sydney surrounds were more likely to speak only one language (93-96%).

### Significant differences - EV/GP group

*Region and settlement type:* Those who speak English only were less likely to be from inner Sydney (16%) and those speaking another language were more likely (42%). This also applied across Greater Sydney (compared to other settlement types) where those speaking another language were most likely to live (93%).

### Significant differences - EV environmental volunteers (EV)

*Employment:* Almost a quarter (24%) of those speaking another language were students.

## Primary care for children

In the general population survey 27% of respondents had primary care of children under 16. For environmental volunteers, 33% of those from the general population had care of children under 16 but only 13% of the targeted environmental volunteers did so. This difference in the two EV groups could be expected given the difference in their age profile.

### Significant differences - general population

*Education:* Those with a Bachelors degree were more likely to have care of children under 16 (32%).

*Employment:* Full-time workers (37%) and homemaker/carers (48%) are more likely to have primary care for children. Students, the retired and those unable to work are less likely.

*Language:* Consistent with a younger age profile, those speaking another language were more likely to have care of children (36% compared to 24% of those speaking English only).

*Area of volunteering:* 30% of volunteers overall had care of children under 16. Those volunteering in parenting/youth (57%), animal welfare (44%) and sport (42%) were more likely to do so.

### Significant differences - EV/GP group

*Age and gender:* Men 25-34 were more likely to have care of children under 16 (64%) No-one 55+ did.

### Significant differences - environmental volunteers (EV)

*Age and gender:* Men (63%) and women (57%) 35-44, as well as women 45-54 (28%) were more likely to have care of children under 16.

*Education:* Those with a Bachelor degree were more likely to have children (15%).

*Employment:* Fulltime (21%), part-time (23%) and homemaker/carers (29%) were more likely to have care of children.

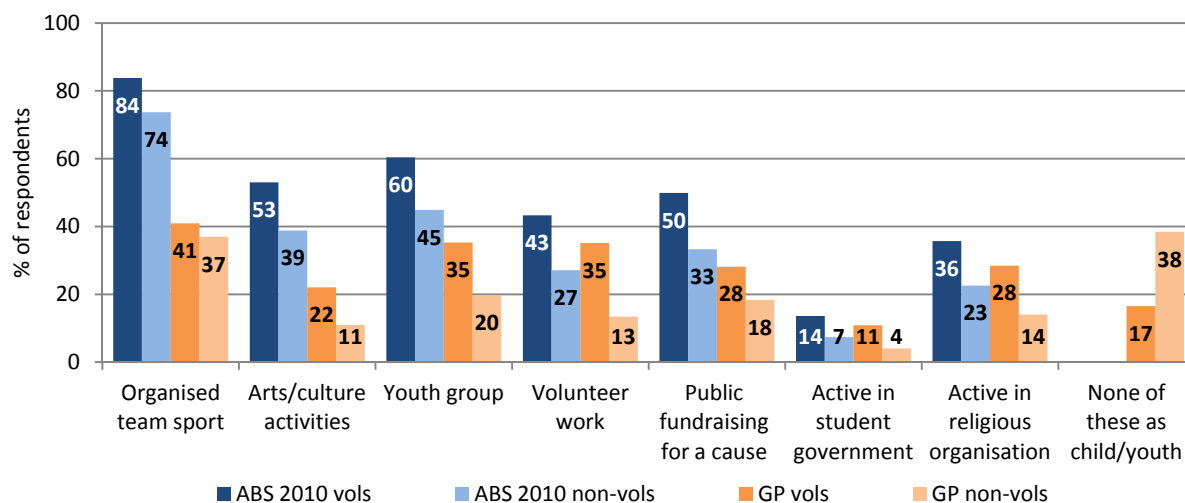
*Type of volunteer work:* consistent with their greater propensity to be retired, those doing restoration/regeneration work are less likely to have primary care of children (11%).



## Activities as a child

The 2010 General Social Survey found that a range of community-based activities done as a child were associated with higher rates of volunteering as an adult. The general population survey in this research found the same effect across the same range of activities, although overall participation rates in these activities were somewhat lower than reported in the 2010 research (Figure 2.8).

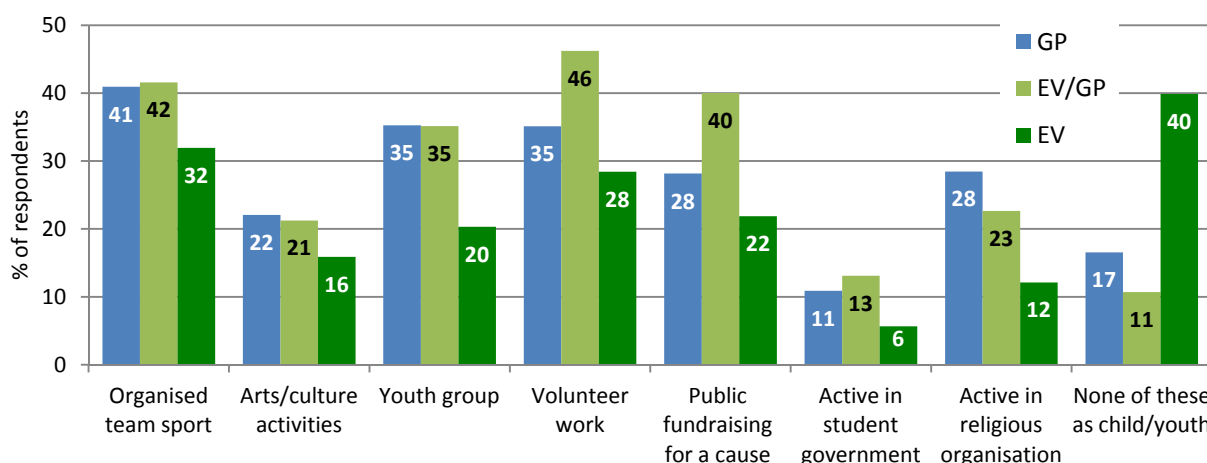
Figure 2.8: Activities as a child, volunteers and non-volunteers, ABS General Social Survey 2010 and general population



In comparing activities done as a child across the three volunteer groups in this research there are some marked differences. Participation in these activities as a child was substantially lower across all activities for the environmental volunteers, and their non-participation more than twice as high as for the other two groups (Figure 2.9).

On the other hand, participation rates of the EV/GP group were particularly high for volunteer work and public fundraising activities. (See further discussion on this in Section 5)

Figure 2.9: Activities as a child, volunteers



### Significant differences - general population total sample

**Age and gender:** Men were more likely to have participated in sport (44% compared to 34%), women in arts/heritage/culture activities (18% to 11%). Those under 35 were more likely to have participated in volunteer work (28-33%) and those 55-64 less likely (13-15%). Those 35-54 were more likely to have not participated in any of these as a child (37%) and those 65+ were more likely to have been active in a religious organisation (27-38%).

**Education:** Those with a Bachelor degree or above were more likely to have been involved in arts-related activities (20%), do volunteer work, (27%) and be active in student government.

**Significant differences - EV/GP group**

*Age and gender:* Women were more likely to have participated in arts/heritage/culture activities (43% compared to 10% of men).

*Language:* Those who speak English only were more likely to do have done none of these things (16%) compared to none of those who speak another language.

**Significant differences - environmental volunteers (EV)**

*Education:* Those with a Bachelor degree or above were more likely to have participated in arts activities as a child (19%) and in student government (8%).

*Employment:* Full-time workers (35%) and students (48%) were more likely to have done volunteer work as a child and retirees less likely (22%). Retirees were also least likely to have done a number of these activities - arts (10%), raise money (15%) and organised sport (27%) and most likely to have done none (45%).

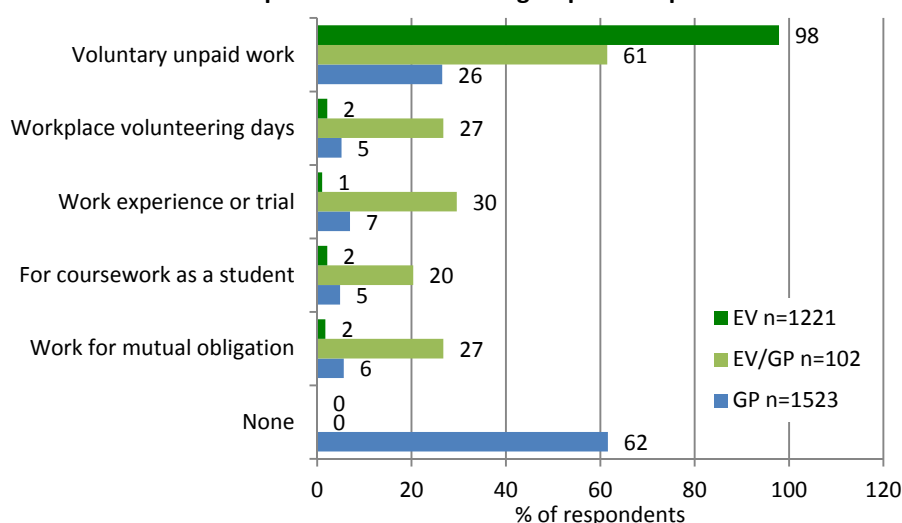
*Type of volunteering work:* Those doing a range of activities were more likely to have volunteered as a child - advocacy (38%), clean-up (35%), education (36%) and fundraising (38%). those doing education/communication were also more likely to have done arts-related activities as a child (21%).

**2.2 Rate and type of volunteering**

***In the past 12 months, have you done any volunteer or unpaid work (any unpaid work with any government, non-government, religious or community organisation/group that provides a benefit to others outside your family or to the environment)?***

Of the general population sample, 555 people, or 36.4% of the total sample did any type of unpaid work<sup>12</sup>. 26.5% (402 respondents) undertook completely voluntary unpaid work with an organisation or group in the previous 12 months, while 5-7% had participated in other forms of unpaid work (Figure 2.10).

**Figure 2.10: Incidence of unpaid work in the three groups in the past 12 months**



As the other two groups were selected as volunteers, their overall rate of unpaid work is naturally different to the general population, but there are distinct differences between the EV/GP group and the targeted environmental volunteers. In the broad population-based EV/GP group, many more have participated in a variety of forms of unpaid work, including as part of coursework, as work experience or with their workplace, or as work for community obligation (e.g. 'work for the dole'). There were 163 responses to this question for 102 EV/GP respondents, indicating that many had been involved in more than one type of unpaid environmental work, so that while almost two thirds (61%) had done completely voluntary unpaid work, each of the other forms of unpaid work had participation of 20-30% of the group.

Most of the environmental volunteers group did completely voluntary environmental work, and no more than 2% were involved in each of the other forms of unpaid work.

<sup>12</sup> For comparisons to ABS data, see the introduction to Section 3.

**Significant differences - general population**

*Age and gender:* More women (65%) than men (58%) did no unpaid work in these categories. Those 18-24 were least likely to have done none (40%) and 55-64s most likely to have done none (74%). Men were more likely to have done 'work for the dole' (8%), work experience/trial (11%) and workplace volunteering (7%) than women (3% for each of these). Those 25-34 were least likely to have done completely voluntary work (17%) and more likely to have done all four of the other types (10-17%). Those 75+ were the most likely to have done completely voluntary work (43%), and those 55+ less likely to have done the other types (0-1%).

*Education:* Those with a Bachelor degree or above were least likely to have done no unpaid work (50%) and those with secondary school only most likely (74-75%). Those with a post-school qualification were most likely to have done completely voluntary work (34-37%).

*Employment:* Homemaker/carers (79%) and those unable to work (84%) were more likely to have done no unpaid work in these categories. Those retired were more likely to have done completely voluntary work (36%) and those in full-time work, work for mutual obligation (11%), work experience/trial (11%) and workplace days (10%). Students (15%) were more likely to have done unpaid work as part of coursework requirements.

*Region:* Those from inner Sydney were least likely to have done no unpaid work (51%) and more likely to have done work for mutual obligation (11%).

*Language:* Those who speak a language other than English were more likely to have done all of the non-completely voluntary work types (9-14%) and those who speak English only were less likely (4-5%).

*Environmental concern level:* Those not concerned were more likely to have done no unpaid work (72%) and those concerned a fair amount were more likely to have done completely voluntary work (31%).

**Significant differences - EV/GP group**

*Settlement type:* Those in metro areas were more likely to have done unpaid work for mutual obligation (31%) or for work experience/work trial (35%). Country towns and rural areas had very few respondents in any of the non-completely voluntary work categories.

**Significant differences - environmental volunteers (EV)**

*Age and gender:* Young (18-24yrs) men (20%) and women (18%) were more likely to have done unpaid work as part of coursework or studies. Women 18-24 were also more likely to have done it as work experience or trial (11%). Men (11%) and women (7%) 35-44 were more likely to have done it with their workplace.

*Employment:* Students were less likely to be doing completely voluntary work (87%) and more likely to be doing unpaid work associated with coursework (20%) or work experience/trial (9%). Those unemployed and looking for work were also less likely to be doing completely voluntary work (82%) and more likely to be doing work for mutual obligation (25%) or work experience/trial (7%).

## 2.3 Views and attitudes

In these surveys, those who do environmental volunteering, whether from the general population or the targeted volunteer group, demonstrate markedly different views and attitudes to the broader general population, both the general population sample group in this research and the NSW population as sampled in the triennial *Who Cares about the Environment?* social research.

The first group of questions on general attitudes and environmental concern were drawn from the *Who Cares about the Environment?* research to enable comparison with that research. In most cases these comparisons are with the 2015 round of the *Who Cares?* research but in one case, as explained below, the comparison is to the 2012 round.

**The most important state issue**

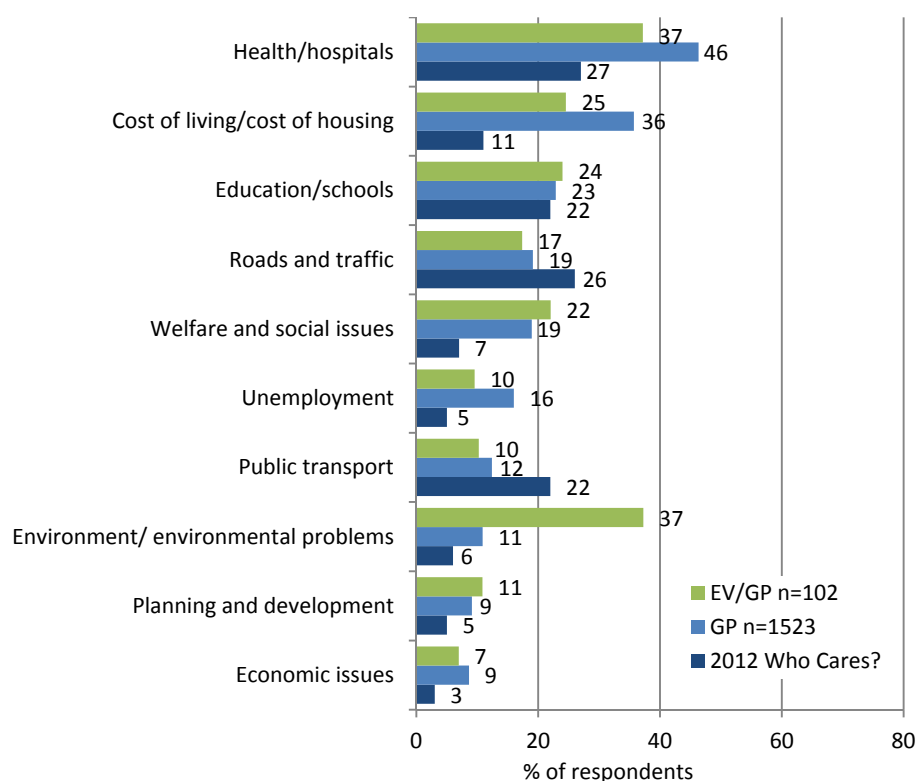
***From the list below, what do you feel are the two most important areas for attention by the NSW State Government at present?***

This question is asked, in a somewhat different format, in the *Who Cares about the Environment?* research series. In that research, conducted by telephone interview, it is an open-ended question and the results thus cover many other issues. The current research presented a closed list of the key issues from the *Who Cares?* research. This question was asked slightly differently across the two main surveys. The list of

options for the general population groups split transport into two separate options, 'roads and traffic' and 'public transport' (as in the 2012 and previous rounds of the *Who Cares?* research), whereas in the survey completed by the EV volunteers this was a single option, 'transport' (as in the 2015 *Who Cares?*). Hence there are separate charts to present the results which include either 2012 or 2015 *Who Cares?* results for comparison, according to the appropriate version of the transport option used. Due to the nature of this question (requesting two answers), it is not statistically reliable to simply combine the responses for 'roads' and 'public transport' for the general population groups to derive an overall 'transport' total.

Note that values for each option in the *Who Cares?* results can be expected to be lower than for the current research because the answer options shown cover only two thirds of the answers given in the open-ended *Who Cares?* question. Thus the key comparisons are the relative importance of the options given. Note also that all charts present the list of answer options in the same order, i.e. the order of priority in the results for the general population group.

**Figure 2.11: Two most important areas for attention by the state government for the general population groups, compared to *Who Cares?* 2012**



Despite the differences in the question and methodology to *Who Cares?* and the internal difference in answer options between the two surveys in this research, there are several clear trends that can be drawn from the results and comparisons (Figures 2.11 and 2.12).

For the general population:

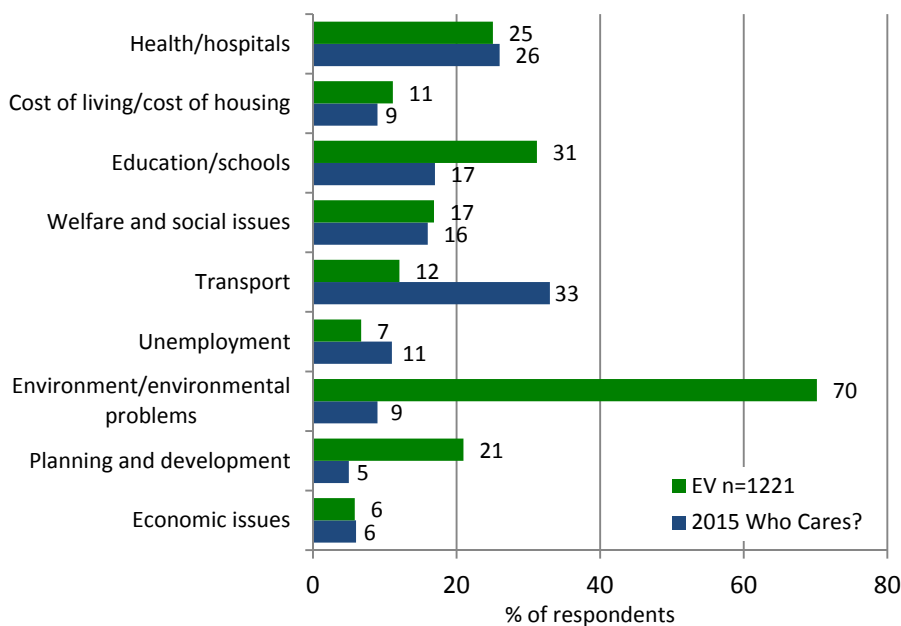
- health and education are first and third issues, as they were in *Who Cares 2012*, but for this research, cost of living/cost of housing supplants roads and traffic as the second issue.
- Environment occupies a similar position to *Who Cares 2012*.

The EV/GP group:

- has a very similar issues profile to the general population with the startling exception of environment/environmental problems which is equal top issue with health.

For both general population groups, the importance of welfare and social issues more clearly reflects the 2015 who Cares results (Figure 2.12) where these issues more than doubled in mentions from 2012.

**Figure 2.12: Two most important areas for attention by the state government for the environmental volunteers, compared to *Who Cares?* 2015**



The environmental volunteers (EV) group differs from the two general population groups in several important ways:

- Environment is even more starkly important, with 70% of this group ranking it in their two top issues, compared to only 9% of the 2015 *Who Cares?* sample (similar to the general population group).
- Education outranks health in the proportion of respondents who rank it in their two most important issues, an interesting result given that such a high proportion of this group are in the 55-74 age group and only 13% have primary care for children under 16.
- Planning and development, which can be seen to have environmental implications, is also a key issue (fourth top) for this group with double or greater the proportion of the group nominating this issue than for either of the general population groups, and four times the result for *Who Cares?* 2015.

#### Significant differences - general population

**Age and gender:** Men were more likely than women to nominate roads and traffic (25% compared 14%), public transport (16% to 9%) and planning and development (11% to 7%). Women were more likely to nominate health (22% to 15%), welfare and social issues (51% to 41%) and cost of living/housing (39% to 32%). Those 55+ were more likely to nominate health (60-68%) and those under 45 least likely (33-34%). The environment was most nominated by those 18-24 (21%) and least by those 65-74 (4%). Those 25-44 were most likely to nominate cost of living/housing (43-44%) and those 65+ least likely (22-26%).

**Education:** Those with a Bachelors degree or above were more likely to say public transport (17%), economic issues (12%), planning and development (12%) and less likely to say health (37%).

**Employment:** People clearly nominated issues closest to their personal interests. Homemaker/carers (62%) and the retired (64%) were more likely to nominate health. The retired were least likely to nominate environment (5%). Full-time workers were more likely nominate public transport (16%), planning and development (13%) and economic issues (12%). More students nominated education (37%), more homemaker/carers nominated cost of living/housing (47%) and the unemployed were most likely to nominate unemployment (45%).

**Region:** Those in inner Sydney were more likely to nominate public transport (18%) and those in the Illawarra unemployment (29%).

**Language:** There is little difference by language, except that, consistent with their older age profile, those who speak English only are more likely to nominate health (49% compared to 35% of those with a language other than English).

**Environmental concern:** those a great deal concerned about environmental problems are much more likely to nominate environment in this question (29%).

*Area of volunteering:* Consistent with their personal interests, those volunteering in education were more likely to nominate education (37%), those volunteering in environment (34%) and animal welfare (32%) to nominate environment, and those in community and welfare to nominate welfare and social issues (32%). Less obviously linked, more of those in arts, heritage and cultural activities nominated public transport (33%).

**Significant differences - environmental volunteers (EV)**

*Age and gender:* Women 25-34 were more likely to nominate welfare and social issues (41%) and those 18-34 cost of living/housing (32%). Men 45-54 were more likely to nominate economic issues (18%).

*Education:* Those with some secondary school were more likely to nominate health (52%) and those with a Bachelor degree or above, education (35%).

*Employment:* Retirees were more likely to nominate health (30%) and education (37%), and students to nominate unemployment (20%).

*Settlement type:* Those living in metropolitan areas were more likely to nominate transport (17%) and those in small towns (4%) and rural areas (6%) less likely.

*Type of volunteering work:* Those doing advocacy (87%), policy (82%), administrative support (79%) and research/monitoring (77%) were more likely to nominate the environment.

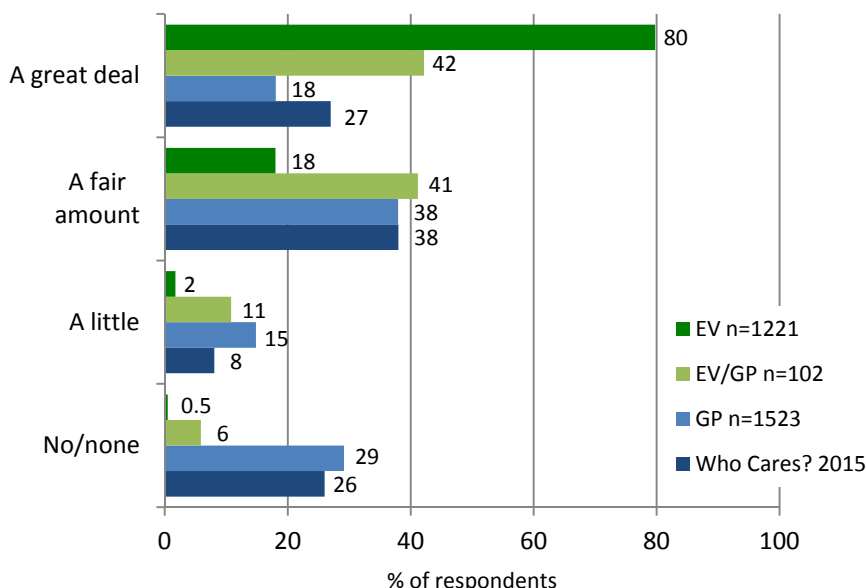
**Concern about environmental problems**

*Are you concerned about environmental problems?*

*Would you say you are concerned about environmental problems (a great deal, a fair amount, a little)?*

This set of questions on concern about environmental problems was asked in the same format and order as in the 2015 *Who Cares?* research. The general population group in the current research has a concern profile reasonably similar to the 2015 *Who Cares?* sample with the greatest proportion (38% of both groups) expressing a fair amount of concern but 26/29% saying they were not concerned at all. However, those concerned a great deal were fewer and those concerned only a little were more than in *Who Cares?* (Figure 2.13).

**Figure 2.13: Level of concern about environmental problems compared to *Who Care?* 2015**



While only 18% of the general population group were concerned a great deal about environmental problems, 42% of the EV/GP group and 80% of the environmental volunteers group were concerned a great deal. Almost all (98%) of the environmental volunteers were concerned a great deal or a fair amount and 83% of the EV/GP group, compared to 46% of the general population group and 65% of the *Who Cares?* 2015 sample.

This high proportion of the EV group with a great deal of concern (almost three times that of the *Who Cares?* sample) or a fair amount of concern may be expected from a group that volunteers specifically in the environmental area, and responds to a survey about their volunteering.

**Significant differences - general population**

*Age and gender:* While those 18-24 were most likely to say they were concerned (84% concerned, 16% not concerned), there were no significant differences on age and gender in levels of concern.

*Education:* Those with a Bachelors degree or above were more likely to be concerned (76%).

*Area of volunteering:* Those volunteering in the following areas were more likely be concerned: animal welfare (96%), environment (94%), business/professional (93%), community/welfare (81%) and parenting/youth (88%). Those in environment were more likely to be concerned a great deal (35%) and in emergency services a fair amount (62%).

**Significant differences - EV/GP group**

*Type of volunteering:* Those volunteering as part of workplace volunteer days are more likely to not be concerned about environmental problems (19%).

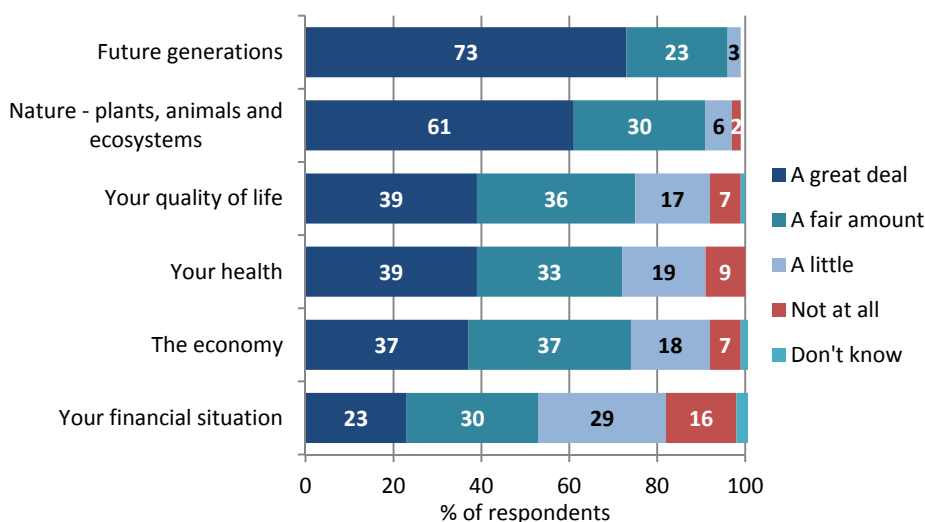
**Significant differences - environmental volunteers (EV)**

*Type of volunteering work:* Those working in a range of fields were more likely to be a great deal concerned and less likely to be concerned a fair amount - advocacy (a great deal 92%), policy (90%), research/ monitoring (89%), fundraising (89%), administrative support (88%), education (85%) and clean-up (84%).

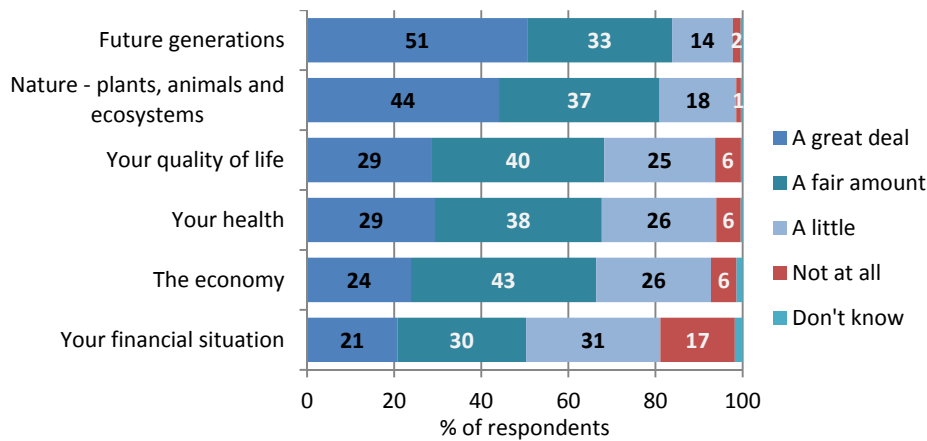
**To what extent would you say you are concerned about the effect of environmental problems on the following?**

In the 2015 *Who Cares?* sample, well over half were a great deal concerned about the impact of environmental problems on the environment itself (61%), as well as on future generations (73%) (Figure 2.14). In this research the general population group not only had fewer a great deal concerned overall than *Who Cares?* and the other two research groups (Figure 2.13), but they also had a lower proportion than all three other groups a great deal concerned about the impact of environmental problems on all the individual factors measured, except their financial situation where this group was lower only to *Who Cares?* (Figures 2.14 - 2.17).

**Figure 2.14: Level of concern about impact of environmental problems on selected factors - *Who Cares?* 2015**

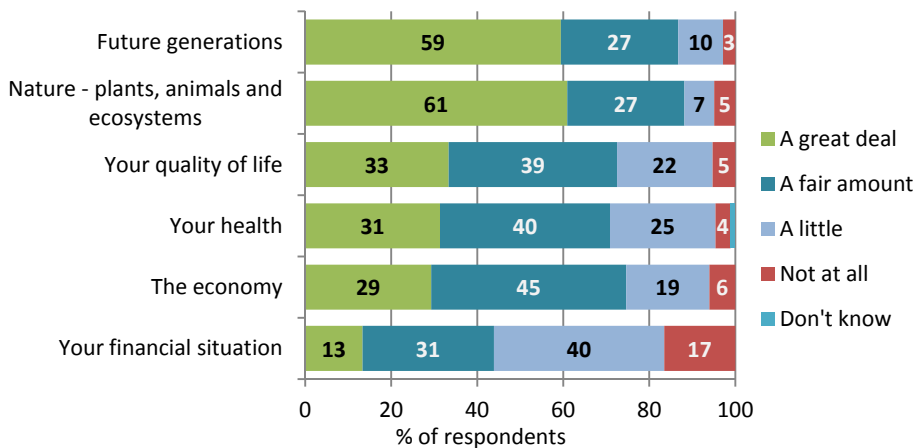


**Figure 2.15: Level of concern about impact of environmental problems on selected factors - general population**  
n=1079



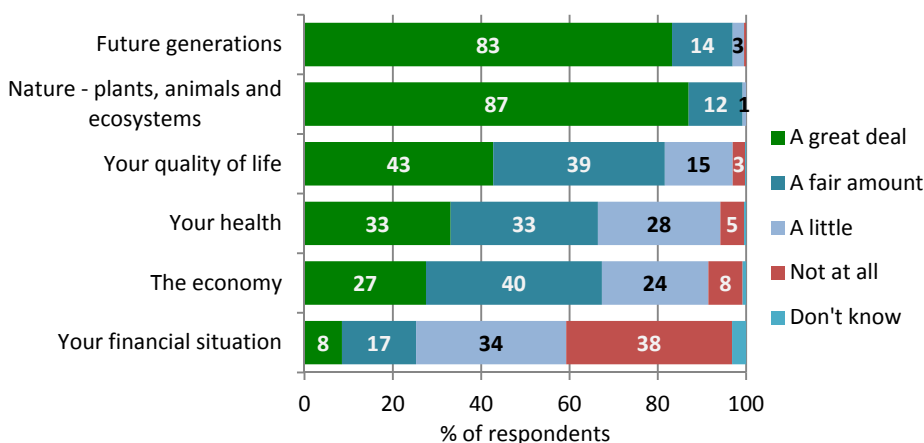
The EV/GP group (Figure 2.16) showed greater levels of concern than the general population group for impacts on the other five factors, particularly nature - plants animals and ecosystems (61% a great deal concerned compared to 44%), but did not approach *Who Cares?* for high concern in respect to impact on future generations (perhaps reflecting their younger age profile).

**Figure 2.16: Level of concern about impact of environmental problems on selected factors - EV/GP group**  
n=96



While the EV group had the highest levels of concern (87% concerned a great deal) about impact on nature, 83% were equally concerned about impact on future generations (Figure 2.17). Their lowest levels of concern were for impact on their financial situation with 38% not concerned at all and a further 34% concerned only a little about impact on this factor.

**Figure 2.17: Level of concern about impact of environmental problems on selected factors - EV group**  
n=1215





**Significant differences - general population**

*Gender:* Women were more likely than men to say were concerned a great deal about the impact of environmental problems on future generations (55% compared to 45%). Those 65-74 were least likely to say they were concerned about impact on their financial situation (9%).

*Language:* Those speaking English only were more likely to be concerned a great deal about future generations (53% to 42%) while those speaking a another language were more likely to be concerned a great deal or a fair amount about the impact on their health (76% to 65%).

*Environmental concern level:* Those concerned a great deal overall were more likely to say environmental problems would impact a great deal on all of the listed aspects but particularly nature (81%) and future generations (78%).

**Significant differences - EV/GP**

*Type of volunteering:* Those doing completely voluntary work are more like to say they are a great deal concerned about impact on nature (73%).

**Significant differences - environmental volunteers (EV)**

*Age and gender:* Women 18-24 were more likely to say they were a great deal concerned about the impact on their financial situation (33%).

*Education:* Those with a Bachelor degree or above were less likely to be concerned a great deal or a fair amount about impact on their health (65%) or their financial situation (22%).

*Employment:* Students (46%) and full-time workers (32%) were more likely to say they were a great deal or a fair amount concerned about impact on their financial situation and retirees least likely (16%).

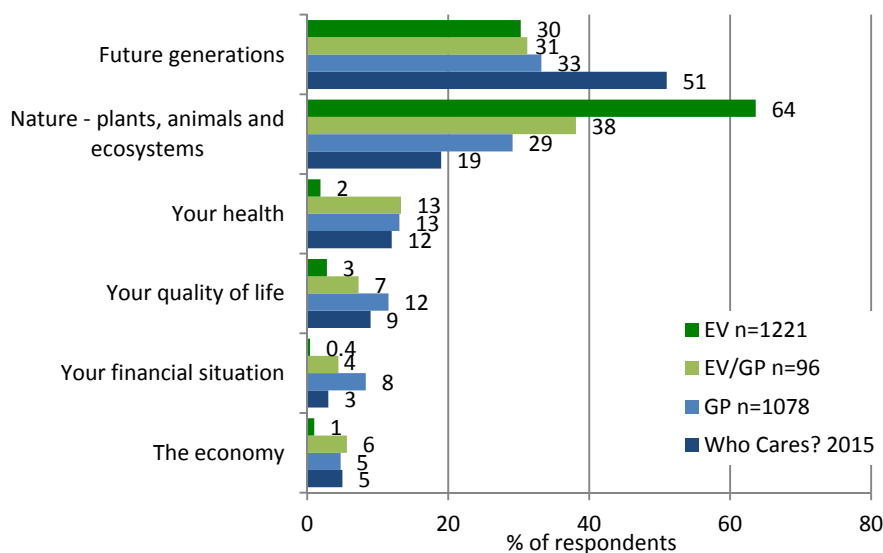
**Overall which one of the reasons for concern in the previous question are you MOST concerned about regarding the effects of environmental problems?**

Of these alternatives, future generations was selected as the most important by a similar proportion, close to one third, across all three respondent groups (Figure 2.18). This is also very consistent with the proportion (32%) of *Who Cares?* 2012 respondents who selected this as their major reason for concern, although this increased substantially in 2015 to 51%.

However, all other reasons vary considerably between respondent groups. The most dramatic variation is in the nature (plants animals and ecosystems) option chosen by environmental volunteers at more than double the rate of the general population group and more than triple the proportion of *Who Cares?* 2015. The EV/GP group also chose this reason at a higher rate (38%) than the general population group.

While the EV/GP group selected other reasons at rates closer to the general population, other reasons accounted for only 6% in total of the EV environmental volunteers group.

**Figure 2.18: Most important reason for concern for three respondent groups compared to *Who Cares?* 2015**



**Significant differences - general population**

*Age and gender:* Women were more likely than men to say their most important reason was nature (33% to 25%) and less likely to say health (10% compared to 16%). Those 65-74 were more likely to say future generations (45%) and the economy (10%). Those 25-34 were more likely to say their quality of life (19%).

*Education:* Those with a Bachelors degree or above were less likely to say impact on their financial situation (5%).

*Employment:* The only significant difference by employment across all the concern questions was that full-time workers were more likely to nominate impact on their quality of life as their most important reason for concern (16%).

*Region:* Those from Richmond-Tweed (59%) and the ACT (53%) were more likely to nominate impact on nature and those from inner Sydney more likely to nominate impact on their quality of life.

*Language:* Those who speak English only were more likely to nominate nature (32% compared to 18%) and those speaking another language were more likely to nominate health (23% to 10%) and quality of life (17% to 10%).

*Environmental concern:* Those concerned a great deal were more likely to nominate nature (44%) and those concerned only a little to nominate their health (21%) and their financial situation (14%).

*Type of volunteering work:* Those volunteering in animal welfare (31%) and in parenting/youth (35%) said health.

**Significant differences - EV/GP group**

*Language:* Those who speak another language were more likely to nominate their health (33%) and those who speak English only less likely (3%).

*Type of volunteering:* Those doing work for mutual obligation are more likely to say health (35%), those doing workplace volunteer days more likely to say the economy (24%) and less likely to say nature (10%). None of those doing completely voluntary work nominate the economy.

**Significant differences - environmental volunteers (EV)**

*Settlement type:* Those living in rural areas were more likely to nominate nature (73%).

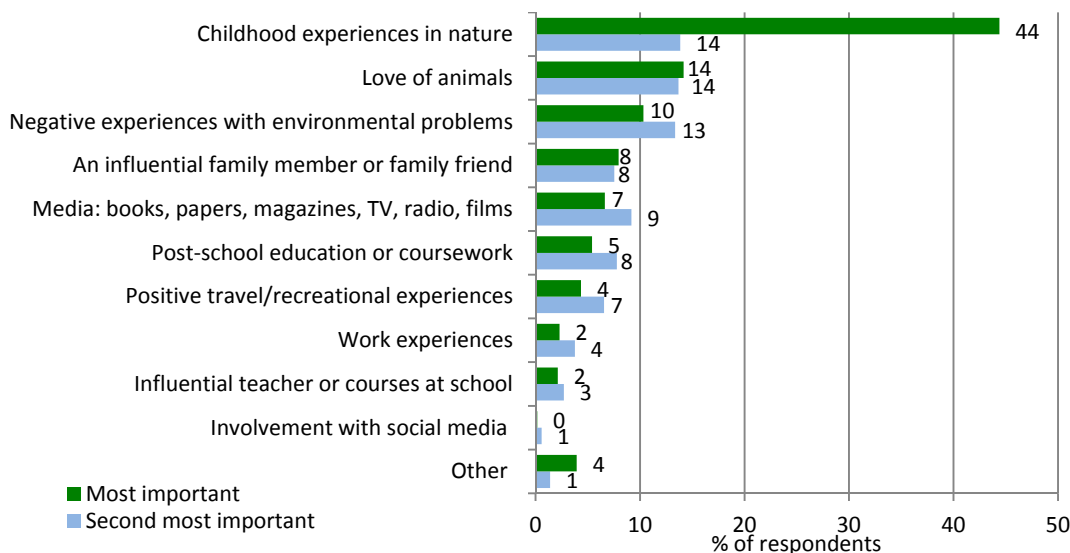
*Type of volunteering work:* Those doing work with wildlife were more likely to nominate nature (78%) and less likely to nominate future generations (18%).

**Origin of pro-environmental views and attitudes**

**Your volunteering work benefits the environment. What were the one or two most important factors influencing the development of your interest in the environment?**

This question was asked only of the environmental volunteers group (EV) but the strong association of interest in the environment as an adult with childhood experiences in the natural environment is clear, with 44% saying it was the most important factor and another 14% saying it was the second most important, for a total of 58% who said this was a key influence. There are a range of other factors that do influence some people, but none was nominated by more than a total of 28% (first and second reason) in this survey.

**Figure 2.19: Important factors influencing development of interest in the environment - EV group** n=1221



**Significant differences - environmental volunteers (EV)**

*Education:* Those with some secondary school are more likely to nominate love of animals (33%) and those with a Bachelor degree or above less likely (11%).

*Type of volunteering work:* Those doing wildlife care were more likely to nominate love of animals (73%) as first or second reason.

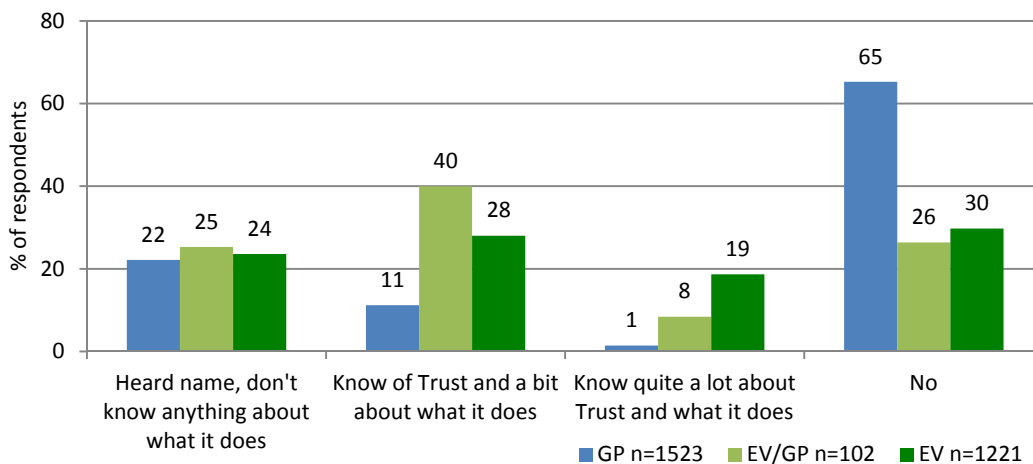
**2.4 Knowledge of the Environmental Trust**

*(Before this survey) have you ever heard of the NSW Environmental Trust?*

*Were you aware that the NSW Environmental Trust supports a broad range of organisations / groups to undertake projects that enhance the environment of NSW?*

About a quarter of all three groups recognised the Trust name but knew nothing else about it (Figure 2.20) while almost half of both environmental volunteer groups (47-48%, compared to 12% of the general population) knew something about what the Trust does. However, more of the EV group said they had good knowledge of its activities, where the EV/GP group had just some knowledge.

**Figure 2.20: Level of knowledge of the Environmental Trust**



Of those who knew at least something about the Trust and what it does, 91% from the EV group said they knew it supported organisations to undertake projects to enhance the environment in NSW, where 74% of the aware EV/GP group knew and 72% of the aware general population group.

**Significant differences - general population**

*Education:* Those with a Bachelors degree were less likely to not know about the Trust (57%) and more likely to know a bit about what it does (17%).

*Employment:* Full-time workers were more likely to know a bit about what the Trust does (18%). The retired were more likely not to know of the Trust at all (76%).

*Area of volunteering:* Those who volunteer are more likely to have heard of the Trust (28%) or to know a bit about it (21%) and are less likely to know nothing about it (49%). This higher level of knowledge is spread across a wide range of the volunteering areas.

**Significant differences - EV/GP group**

*Age and gender:* Men 25-34 were much more likely to say they know a bit about the Trust and what it does (86%). those 65-74 were most likely to say they had never heard of the Trust (75%).

**Significant differences - environmental volunteers (EV)**

*Age and gender:* Women 35-44 were more likely to say they know a lot about the Trust and what it does (32%).

*Education:* Those with a technical qualification (11%) were less likely to know about the Trust and those with a Bachelor degree or above more likely (22%) to know and to understand its support role (93%). 45% of those with some or completed secondary school had not heard of the Trust.

*Employment:* Fulltime workers were more likely to know a lot about the Trust (26%) and retirees more likely to not know of it at all (36%).

*Settlement type:* Those in rural areas were more likely to know a lot about the Trust (27%) and those in metro areas less likely (15%).

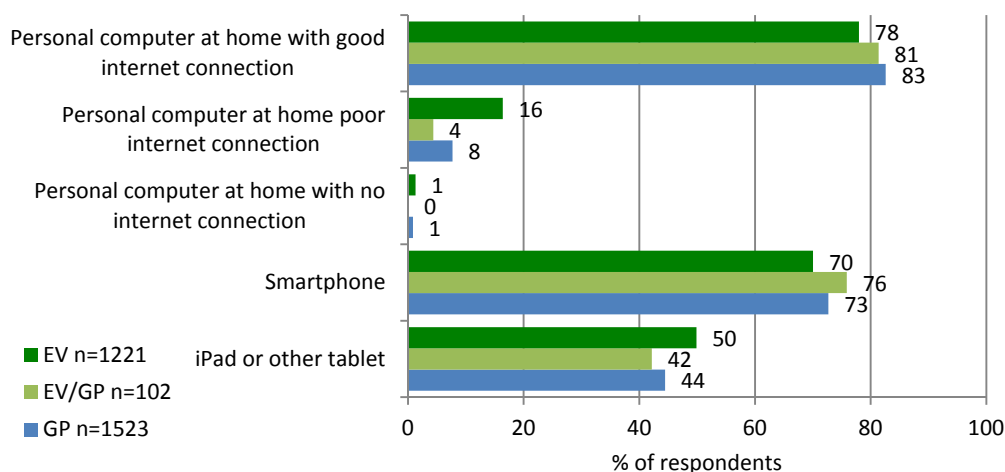
*Type of volunteering work:* Those working with wildlife were more likely to know a bit about the Trust (34%) and less likely to know a lot (8%). Most other areas (except clean-up, committees and community gardens) were more likely to know a lot, while those in policy were the most likely (42%).

## 2.5 Technology and use of social media

### Which of the following do you use or have access to...?

All respondent groups had similar levels of technology available across computers, smartphones and tablets (Figure 2.21). However, although the main environmental volunteers group had the highest level of personal computers at home (96% compared to 91% general population and 86% EV/GP) consistent with their high education levels, a greater proportion of this group (16%) had a poor internet connection, consistent with their higher level of residence in rural locations (Figure 2.5).

Figure 2.21: Respondents available communications technology



### Significant differences - general population

*Age and gender:* Those under 35 were less likely to have a personal computer at home (85-86%), but more likely to have smartphones (82-89%). Those 55+ were more likely to have computers (96-97%) but less likely to have smartphones (62% 55-64, 55% 65-74, 39% 75+)

*Education:* Those with a Bachelors degree were more likely to have a smartphone (78%) and to have a tablet (49%). Those with primary school only were less likely to have a computer at home (50%) and those with some secondary schooling a smartphone (61%).

*Employment:* Full-time workers (83%), part-time workers (80%) and students (89%) are more likely to have smartphones. The retired are less likely to have a smartphone (46%) or a tablet (37%). Students were most likely to have a poor internet connection (17%).

*Region:* Those in inner Sydney were more likely to have a smartphone (80%) and those in the Illawara less likely (57%). Those in the Northern region were much less likely to have a tablet (17%).

*Language:* Consistent with the findings for age, those speaking another language were less likely to have a computer (87% to 92%) and more likely to have a smartphone (83% to 70%).

### Significant differences - EV environmental volunteers

*Age and gender:* Men 35-44 (92%) and women 25-54 (79-88%) were more likely to have a smartphone. Men and women 65+ were less likely to have a smartphone (36-62%). Women 35-54 were more likely to have a tablet (62-69%).

*Education:* Those with a Bachelor degree or above were more likely to have each form of technology (97% computers, 75% smartphones and 55% tablets), and those with technical qualifications or below were generally less likely.

*Employment:* Full-time workers were more likely to have a smartphone (84%) and a to have a tablet (57%), while retirees were less likely to have a smartphone (58%).

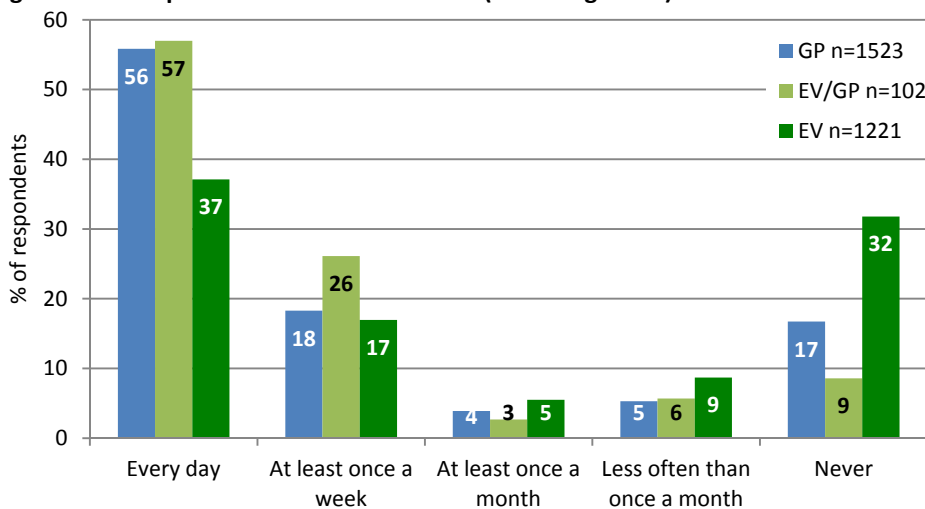
*Settlement type:* Those in metro areas were more likely to have a smartphone (74%). Those in rural areas were more likely to say they had a poor internet connection (38%).

*Type of volunteering work:* Consistent with their greater propensity to be retired, those doing restoration/ regeneration were less likely to have a smartphone (67%).

**How frequently do you use social media (e.g. Facebook, Twitter, Flickr, Instagram etc)?**

Consistent with their younger profile age (Figure 1.3) the EV/GP group are the most frequent users of social media with 83% participating every day or at least once a week, compared to 74% of the general population (Figure 2.22). Consistent with their older age profile, fewer of the main EV group use social media - 32% never use it and only 54% are frequent users (every day or at least once a week).

**Figure 2.22: Respondent use of social media (excluding email)**



**Significant differences - general population**

*Age and gender:* Women were more frequent users than men (63% every day compared to 48%). Under 35s were the most frequent users: 60-78% every day, compared to 34-45% for those 55+.

*Employment:* Homemaker/carers are the most likely to be frequent users of social media (71% every day), the retired are the least likely (41% every day), 31% of the retirees never use it.

*Language:* Those speaking another language were more likely to be frequent social media users (62% every day compared to 54% for those speaking English only).

**Significant differences - environmental volunteers (EV)**

*Type of volunteering:* Those doing work experience/work trial were more likely to use social media everyday (83%).

**Significant differences - environmental volunteers (EV)**

*Age and gender:* Women 18-54 are more likely to be frequent users (49-82% every day). Men and women 65+ are more likely to never use social media (45-67%).

*Employment:* Students were most likely to use social media every day (67%), followed by fulltime workers (48%), while retirees were more likely to never use it (46%).

*Type of volunteering work:* Consistent with their lower propensity to have a smartphone those doing restoration/ regeneration were more likely to never use social media (37%). Those doing wildlife care (51%), education/ communication (45%) and fundraising (46%) were more likely to use social media every day.

## 2.6 Survey sample profiles: summary

The **general population (GP)** sample was designed to be representative of the population of NSW on age and gender. It also reasonably represents the geographic distribution of the population across the state, with the exception of the Far West and Richmond Tweed. As could be expected in an online survey, education levels are higher than the NSW population as a whole and the group has a high level of English spoken at home. The proportion of people Aboriginal and Torres Strait Islander origin reflects the NSW population as a whole and the cultural diversity as represented by languages spoken at home is reasonably representative of the major language groups in NSW at the 2011 census, with the exception of Arabic which is under-represented.

The views and attitudes of this group generally follow the profile found for NSW in the *Who Cares about the Environment 2012/2015?* research. In nominating the most important issues for state government attention, rankings of key issues, including the place of environment/environmental problems, was similar, with the exception that cost of living/cost of housing is considerably more often mentioned than in the 2012 research and mentions of welfare issues were more similar to the 2015 *Who Cares?*. They have lower levels of concern for the impact of environmental problems on specific areas (fewer have a great deal of concern and more have a fair amount) than the 2015 *Who Cares?* sample, but a similar spread for their top ranked reason, although less chose future generations and more chose nature.

In general volunteering or unpaid work, the proportion who volunteer from this group closely reflects recent ABS surveys for NSW as a whole. While almost three-quarters of these are doing completely voluntary work, a small group (less than 10%) said they had participated in each of the other forms of unpaid work.

The main **environmental volunteers (EV)** sample group was achieved by targeted direct invitation and a snowball methodology so that it reflects the people reached and those who wished to participate in the survey. Compared to the NSW population as a whole or the general population survey sample, it is heavily skewed to females, to older age groups (55-74) and thus also to retirees, and to those with a university education. Those who live in the mid and far north coast and the Illawarra are over-represented while those living in Outer Sydney, the Hunter of the ACT are under-represented. People of Aboriginal and Torres Strait Islander origin and those with diverse cultural backgrounds are also poorly represented. For those in this group who did have a second language at home, the majority of these languages were European languages. Given the older age profile, less than half as many had care of children under 16 compared to general population group.

In their views and attitudes, environment and environmental issues are overwhelmingly important. Environment was selected as one of the two most important issues for state government attention by more than double those who selected the next highest issue, and they chose this issue at more than six times the rate of the general population group. Associated with this was a concern for planning and development, nominated at twice the rate of the other two research groups. Almost the entire group is concerned about environmental problems a fair amount or a great deal, and their overwhelming reason for concern is the environment itself - nature or plants animals and ecosystems. Almost half identify that their strong interest in the environment primarily originates in experiences in nature as a child and a further substantial group gives this as a secondary reason.

The unpaid environmental work done by this group is almost all completely voluntary.

The **environmental volunteers from the general population (EV/GP)** had a very different demographic profile to the main environmental volunteers group. They were strongly skewed to males, to younger age groups (under 35) and to those in full-time work. Geographically, this group strongly represents Outer Sydney but has poor representation from Richmond-Tweed and the ACT. People of Aboriginal and Torres Strait Islander origin are represented at four times the rate of the NSW population as a whole and people with diverse cultural backgrounds are represented at much higher rates than either the general population

group or the NSW population as a whole. The major demographic point of similarity with the main EV group is that over half have a university education, more than double the rate for the NSW population as a whole.

The views and concern profile of this group were similar to the main EV group although not expressed quite as dominantly. They also heavily ranked environment as one of their two top issues for state government attention (nominated at more than three times the rate of the general population group), had high levels of concern (over 80% a great deal or a fair amount concerned) about environmental problems and their most nominated reason for concern was nature - plants, animals and ecosystems, although at lower levels than the environmental volunteers group.

The profile for this group in the nature of their unpaid work is different to both the general population and the environmental volunteers groups and appears strongly associated with their demographic profile. Many have done more than one of the forms of unpaid work with almost two-thirds doing completely voluntary unpaid work, and 20-30% participating in each of the other types of unpaid work. This is related to age and gender with over 40% of males aged 18-34 in this group undertaking unpaid environmental work as part of 'work for the dole' schemes, and over 50% doing it as work experience or part of a work trial. However, as there is a high rate of participation in more than one of these forms of unpaid work, it is likely that the more 'forced' forms may introduce people to volunteering that sticks in the longer term and translates to completely voluntary work. From their expressed attitudes in this survey they appear to choose the environmental area for their unpaid work out of an environmental interest or concern.

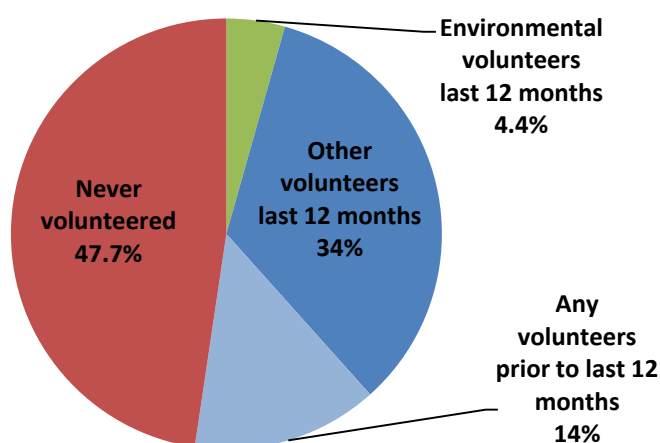
### 3. General Population Survey Results

The general population sample reported in this section comprises the main sample of 1523 respondents from the online panel, including those who identified as environmental volunteers in this group. It does *not* include the additional boost group of environmental volunteer respondents. These are included only in the EV/GP group, reported in Section 4. This section also reports only on the general questions and questions for those who had not done environmental volunteering in the last 12 months. All specific environmental volunteering questions in the general population survey are reported for the EV/GP group in Section 4.

Almost half the general population sample have never volunteered (47.7%). In the past 12 months 38.4% (555 respondents) had volunteered, 4.4% in the environmental area and 34% across all other areas. A further 14% had volunteered prior to the last 12 months (Figure 3.1).

These volunteering rates are slightly higher than recent ABS surveys where 36.6% of the NSW population and 37.1% in the ACT in a 2010 ABS study<sup>13</sup> were volunteering, and 30.6% NSW / 36.8% ACT in 2014<sup>14</sup>. In the ABS 2014 study, the rate of environmental volunteering for Australia as a whole was 3.9%<sup>15</sup>. The volunteering rates for this present study may be higher due to an online methodology and consequent bias to higher education (Fig 2.6) and/or because this study's definition of volunteering was broader, including other categories of unpaid work and explicitly including volunteering for government organisations.

Figure 3.1: Volunteering in the general population n=1523



#### 3.1 Those who volunteered in the previous 12 months

##### Areas of volunteering

*In which of the following areas did you do your volunteer or unpaid work in the past 12 months?*

Almost 10% of the total sample had volunteered in the community, welfare and social services area, or over a quarter (26%) of the volunteers (Figure 3.2). Seven other fields were nominated by more than 10% of those volunteering, including environment.

Figure 3.3 demonstrates some trends over time in the proportion who volunteer in different fields. In considering these trends, it should be noted there are some limitations to the comparisons:

- the 2010 and 2014 ABS studies used a different methodology (interviews) to the current study, with larger sample sizes, however the categories offered are the same

<sup>13</sup> Australian Bureau of Statistics, Voluntary Work Australia 2010. 4441.0, December 2011.

<sup>14</sup> Australian Bureau of Statistics, General Social Survey Australia 2014, Summary Results Table 22, September 2015. Note the 2010 and 2014 ABS studies did not explicitly include voluntary work for government, rather for 'a club, organisation or association'.

<sup>15</sup> ABS 2015 Table 20.



Figure 3.2: Overall rates of volunteering in different fields

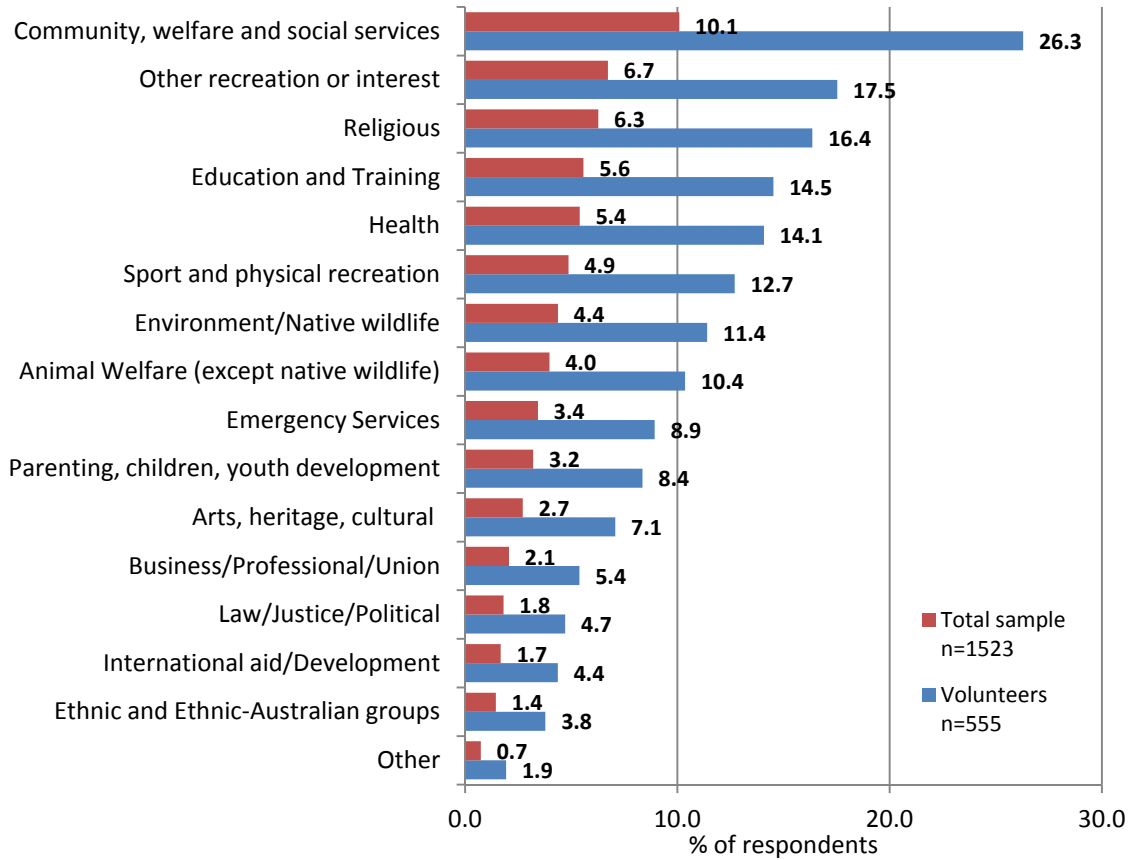
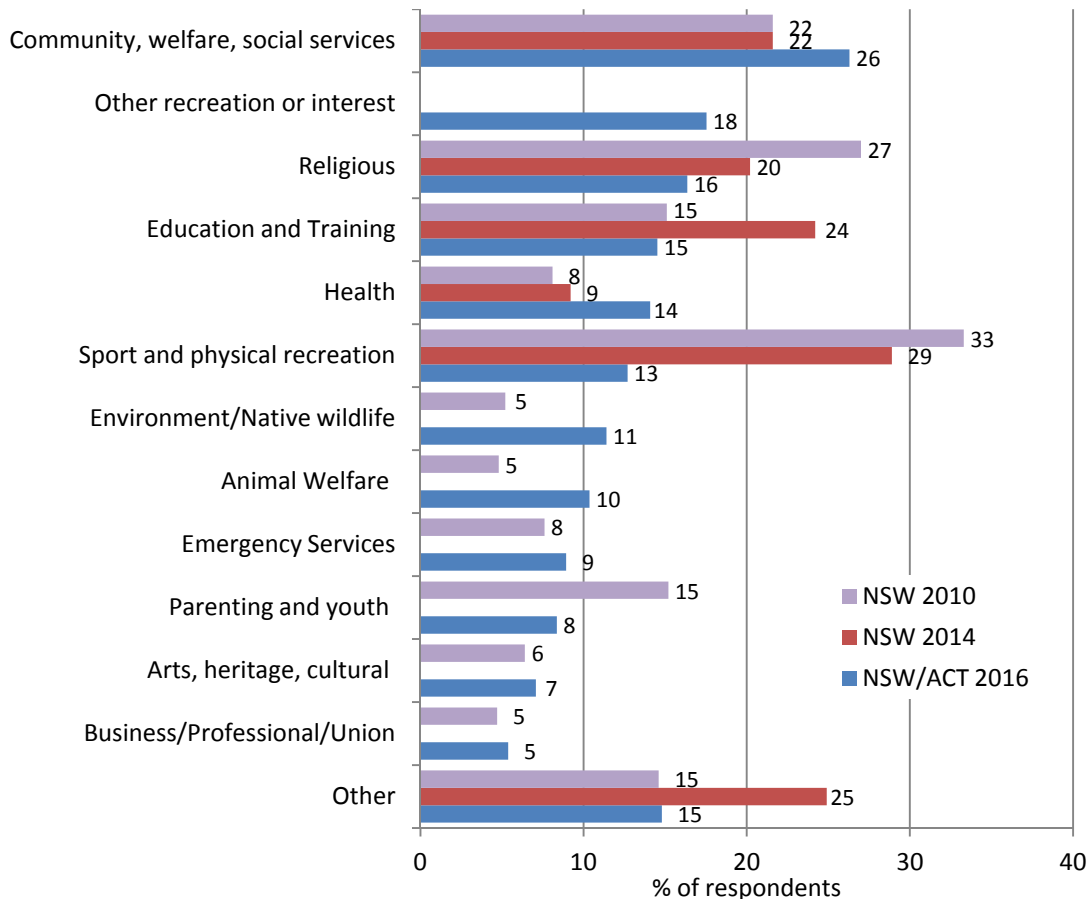


Figure 3.3: Proportions of volunteers in different areas compared to 2010 and 2014 ABS studies



- the data shown for 2010 and 2014 is for NSW only, compared to NSW and ACT for this study (2016)
- data for 2014 is available for individual states only for the top-ranked areas
- the voluntary work included for the 2010 data does not include people who did voluntary unpaid work for work or study commitments, whereas this study does.

However, there does appear to be a decline over time in sport and recreation volunteering and in volunteering associated with religious activities. Community, welfare and social services, as well as health, are steady or increasing, while education and parenting/youth development are both difficult to interpret with education changing around between surveys and parenting/youth having only two of the measures.

Environment/native wildlife was nominated by more than twice the proportion of volunteers in the current study as in the 2010 ABS study. This may reflect the bias to post-school qualifications in the general population sample compared to census data (Figure 2.6). Higher education levels have frequently been found to be associated with environmental interest.

### Significant differences

*Age and gender:* Men were more likely than women to volunteer in sport (8% compared to 2%) and environment (65% to 3%). Those 18-24 were more likely to volunteer in emergency services (8%), health (12%), business/professional union (5%) and international aid (5%).

*ATSI:* While 3.2% of the general population group, those identifying as ATSI origin were 5% of volunteers. They volunteer across almost all areas, but particularly environment, emergency services, parenting/youth and ethnic groups.

*Language:* Those who speak a language other than English were more likely to have done unpaid work in the last 12 months (50% compared to 35% of those who speak English only). They were more likely to have done this work in environment (8%), health (9%), religious activities (12%), business/profession (5%), international aid (4%) and ethnic groups (4%).

*Environmental concern level:* Those who were a great deal concerned about environmental problems were more likely to volunteer in the environmental area (8%).

*Environmental concern reason:* Those whose main reason for environmental concern was health were more likely to volunteer in animal welfare (11%) and parenting/youth (11%).

### ***Which of the following statements most fits your volunteering in the last 12 months?***

#### ***In which of your volunteer areas do you spend the most time?***

Of the 555 people who volunteered, 203 (37%) indicated they volunteered in more than one area. Of these, two thirds (67%) said they volunteered about the same amount of time in each area while a third (33%) spent most of their time in one area but did a bit of work in the others. For the latter group, their main focus area was spread amongst education and training (14%), other recreation (14%), (non-native) animal welfare (12%), religious activities (12%) and community, welfare and social services (10%), with health, sport and parenting/youth following with 7-8% each.

In the EV/GP group (also answering this question), 20% volunteered in more than one area, of whom a quarter spent most time in animal welfare, followed by sport, environment and community (15-20%).

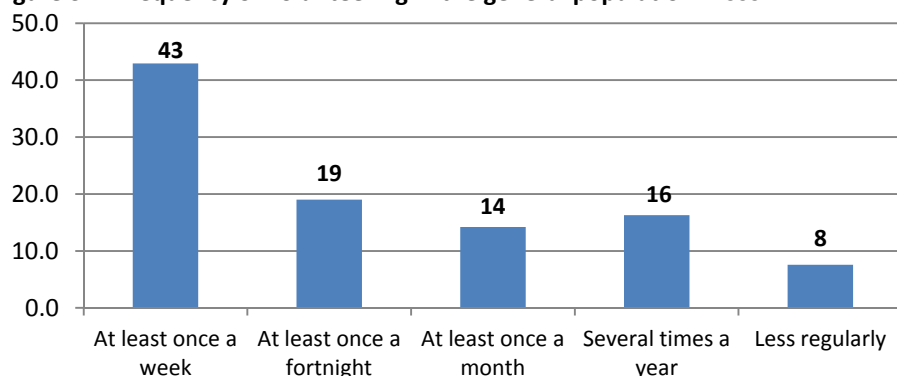
### Significant differences

*Employment:* For those working in more than one area, full-time workers were more likely to volunteer the same amount in each area (78%). Students (66%) and the retired (58%) were more likely to focus predominantly in one area. For students this was more likely to be law/justice/political (26%).

## Frequency and hours spent volunteering

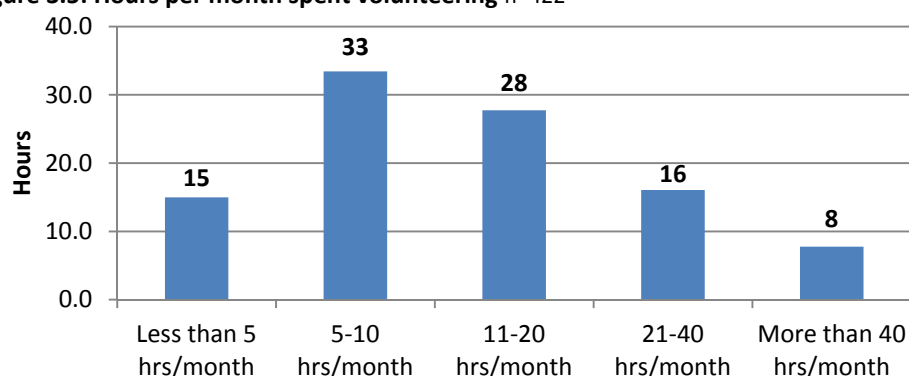
### ***How would you describe the frequency of your volunteering in the last 12 months across all areas you work in?***

A large proportion (62%) of people who volunteer do so on a very regular basis with 43% volunteering at least once a week and a further 19% once a fortnight (Figure 3.4).

**Figure 3.4: Frequency of volunteering in the general population** n=555**Significant differences**

**Age:** Those 65-74 are most likely to do volunteering work at least once a week (68%) and those 45-54 are most likely to be doing it several times a year (31%). Consistent with this, the retired were the most frequent volunteers (64% at least once a week).

**Over the 12 months, on average, approximately how many hours per month would you have spent in your total volunteer work?**

**Figure 3.5: Hours per month spent volunteering** n=422

Of those who volunteer at least once a month, one third (33%) spend 5-10 hours a month and over a quarter (28%) spend 11-20 hours a month (Figure 3.5).

**Significant differences**

**Employment:** Full-time workers are least likely to volunteer 21-40 hours per month (7%) and the retired most likely to volunteer over 40 hours per month (16%).

**Language:** Those who speak a language other than English (45%) were more likely to volunteer 5-10 hours per month and those who speak English only less likely (29%).

**Satisfaction with volunteering**

**Overall, how satisfied are you with the volunteer work you have done in the following areas in the last 12 months?**

Respondents were asked this question regarding (up to) two areas in which they had indicated that they volunteer, excluding environment because the environmental volunteers would be asked this question in a later set of environmental volunteering questions.

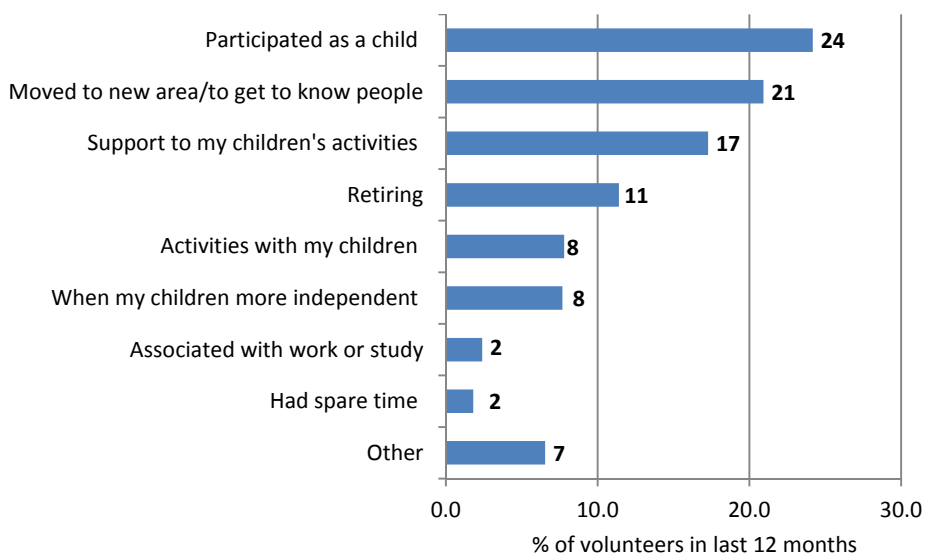
Across all the other areas of volunteering (Figures 3.2 and 3.3) there were very high levels of satisfaction. Of a total of 596 responses, 86.5% said they were satisfied or very satisfied and only 3% said they were dissatisfied or very dissatisfied. The highest levels of satisfaction were for activities with religious organisations/groups where 35% were satisfied, 60% very satisfied and no-one was dissatisfied.

### Pattern of volunteering

*Which of the following best describes the stage of your life when you first started any volunteer work?*

Almost half of the respondents started volunteering as a child (24%) or associated with their own children, either supporting their activities (such as sport) or to do worthwhile activities with their children (total 24%). Volunteering as a means of getting to know people, for example after moving to a new area, was also a common time of starting volunteering but at the time of retiring was less common, possibly because people have already been a volunteer earlier in their lives (Figure 3.6).

**Figure 3.6: Life stage when started volunteering** n=555



#### Significant differences

*Language:* Those who speak a language other than English were more likely to have participated in volunteering activities as a child (35% compared to 20% of those who speak English only) or to have started doing such activities with their children (13% to 6%). Those who speak English only were more likely to have been looking for worthwhile retirement activities (15% compared to 2%).

*Area of volunteering:* Those volunteering in education were more likely to have started as a support to their children's activities (37%).

*Which statement below best describes your pattern of volunteering over the years?*

Over a quarter of volunteers have only ever volunteered in one area but the rest (72%) are more mobile in that they volunteer in two or more areas, or have switched their volunteering interests over the years (Table 5).

**Table 5: Pattern of volunteering over the years** n=555

Statements	% of respondents
I have always volunteered in just the one area	28
I have always been interested in, and volunteered in, two (or more) areas	35
I first volunteered in just one area but after some time I took up other(s) as well	18
Over the years I have switched my interests from one area to another	18

#### Significant differences

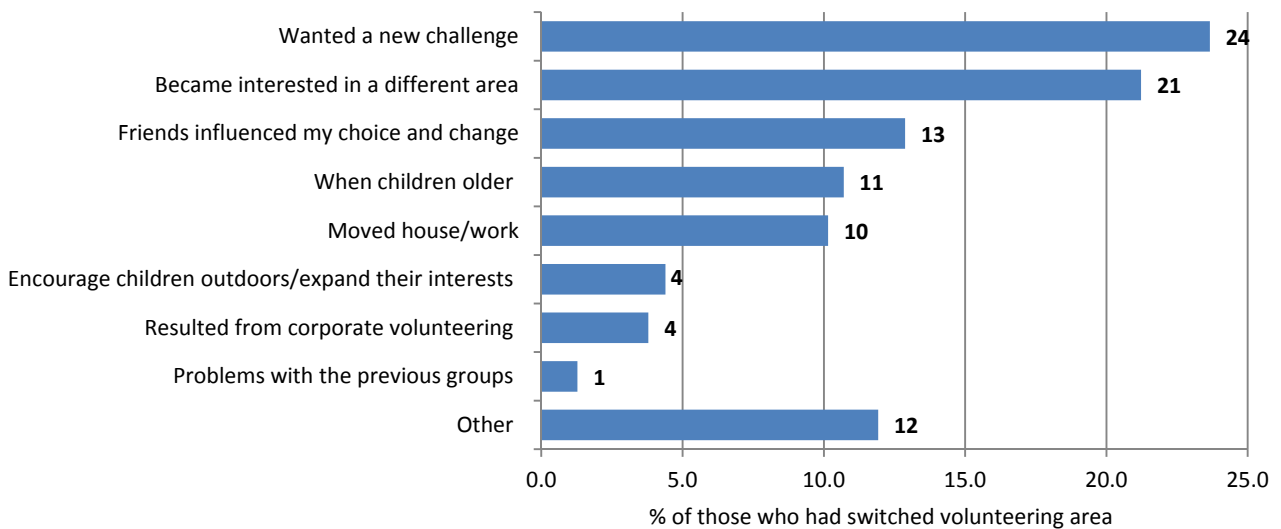
*Language:* Those who speak a language other than English were more likely to have always been interested in two or more areas (45% compared to 32% of those who speak English only).

*Area of volunteering:* Those volunteering in sport/physical recreation were more likely to have always been interested in two or more areas (59%).

**What would be the most recent reason you took up a new area or switched the direction of your volunteering?**

Of those who volunteered, 211 said they had switched the areas in which they volunteer over the years or had initially started in one area, then later taken up other area(s). New interests, places or challenges were involved in 55% of the reasons that people said they last switched or took up a new area, while the interaction with friends or children influenced 17% (Figure 3.7). Only 11% primarily moved on to different interests because their children were older and they were no longer involved in supporting their activities, while only 1.3% moved on because of problems or issues with their previous group.

**Figure 3.7: Reasons for switching area of volunteering n=211**



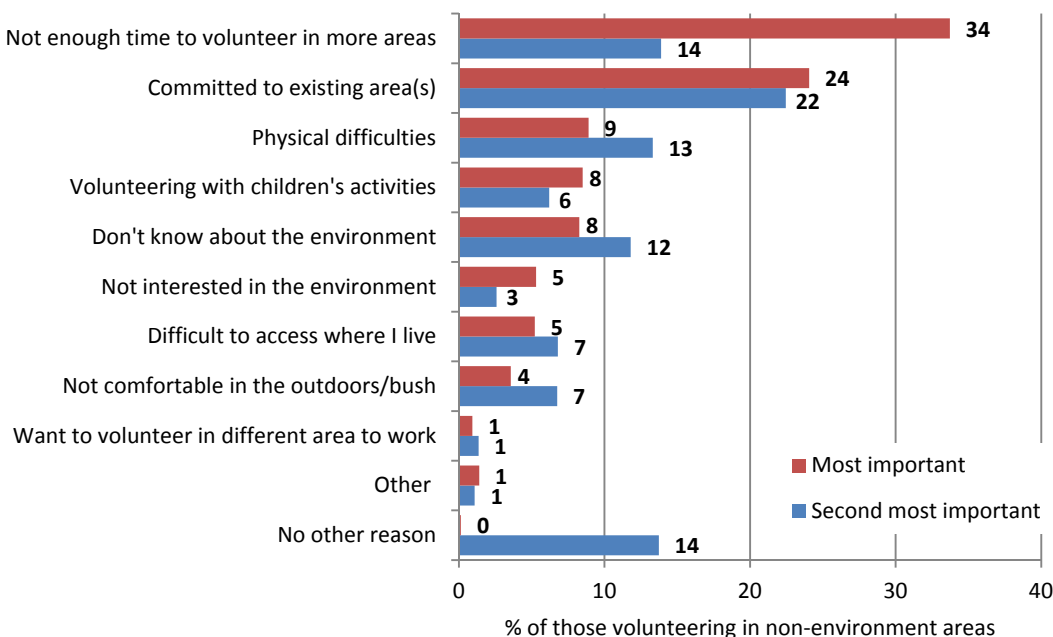
**Significant differences**

**Age:** Those 65-74 were more likely to say their reason was they had moved house or work to a new area (31%).

**3.2 Non-environmental volunteering**

*Earlier in this survey you indicated that you volunteered with organisations or groups in one or more areas, but not the environmental area. What would be your two most important reasons for not volunteering in the environmental area?*

**Figure 3.8: Reasons for not volunteering in the environmental area n=498**



Of the 555 volunteers in the general population group, 498 volunteered in areas other than environment. Of these, only 8% said it was because they were just not interested in the environment. Their key reasons for not working in the environmental area were that they were committed to other areas (46%) and did not have time to volunteer in more areas (48%) (Figure 3.8). Some said they did not know anything about the environment or how to volunteer in that area (20%) and some said they were not comfortable in the outdoors or the bush (11%).

**Significant differences**

*Age:* Those 18-24 were more likely to cite difficulties of access (14%) and those 65-74 to nominate physical difficulties (24%).

*Education:* Those who completed secondary school were more likely to say difficulty in accessing opportunities (16%).

*Employment:* Consistent with age, the retired were more likely to cite physical difficulties (23%).

*Region:* Those from the South-Eastern region (43%) and Sydney surrounds (27%) were more likely to nominate physical difficulties, and those from inner Sydney less likely to say this (2%).

*Language:* More respondents speaking a language other than English said their volunteering was associated with their children's activities (16% to 6%) and that it was difficult to access opportunities from where they live (12% to 3%).

*Environmental concern:* Those not concerned about environmental problems were more likely to say they were just not interested in the environmental area (19% most important, 8% second reason).

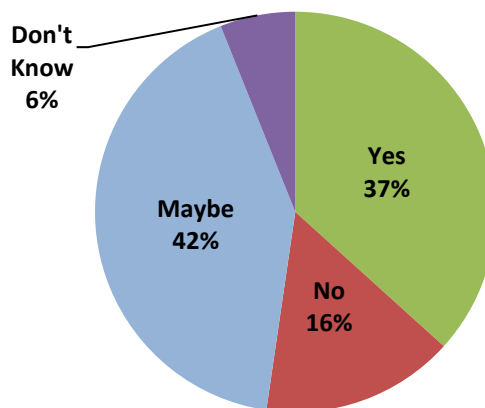
***Would you get involved in volunteering for the environment if you knew more about it, were offered the type of work that suited you, or you could do it indoors or at home?*** (Asked of those responding to some categories in previous question)

As there are many environmental volunteering opportunities that can involve working at home rather than physical on ground work outdoors, this question was asked of the 274 respondents who indicated as either their first or second most important reason for not volunteering in the environmental area that they didn't know anything about it, they were not comfortable in the outdoors or in the bush, found it difficult to access environmental volunteer opportunities from where they live or found it physically difficult to do environmental work.

Over a third said they would take on environmental volunteering if they were offered something suitable to their needs and a further 42% said they might do so (Figure 3.9).

**Figure 3.9: Likelihood of environmental volunteering**

n=274



**Significant differences**

*Age:* Those 18-24 (67%) and 25-34 (54%) were more likely to say they would.

*Employment:* Full-time workers were more likely to say yes (54%) and the retired more likely to say maybe (57%).

*Environmental concern:* Those concerned about environmental problems at any level were more likely to say yes (43%) but this rose to 60% for those a great deal concerned.

### 3.3 Volunteering prior to the last 12 months

**Prior to the last 12 months, have you done any volunteer or unpaid work?**

Of the 968 respondents in the general population group who had not volunteered in the previous 12 months, 77% said they had not done any volunteering prior to that either. 19% had done a little and 3% had done a lot .

**Significant differences**

*Employment:* The retired were more likely to say yeas they had done a lot (8%). Homemaker/carers were more likely to say they had done none (87%).

*Region:* Those in the South eastern region were more likely to say they had done a little previously (52%) and to say they had done a lot (21%).

**In which of the following areas did you do this volunteer work in the past?**

**Figure 3.10: Areas of volunteering prior to previous 12 months** n= 217

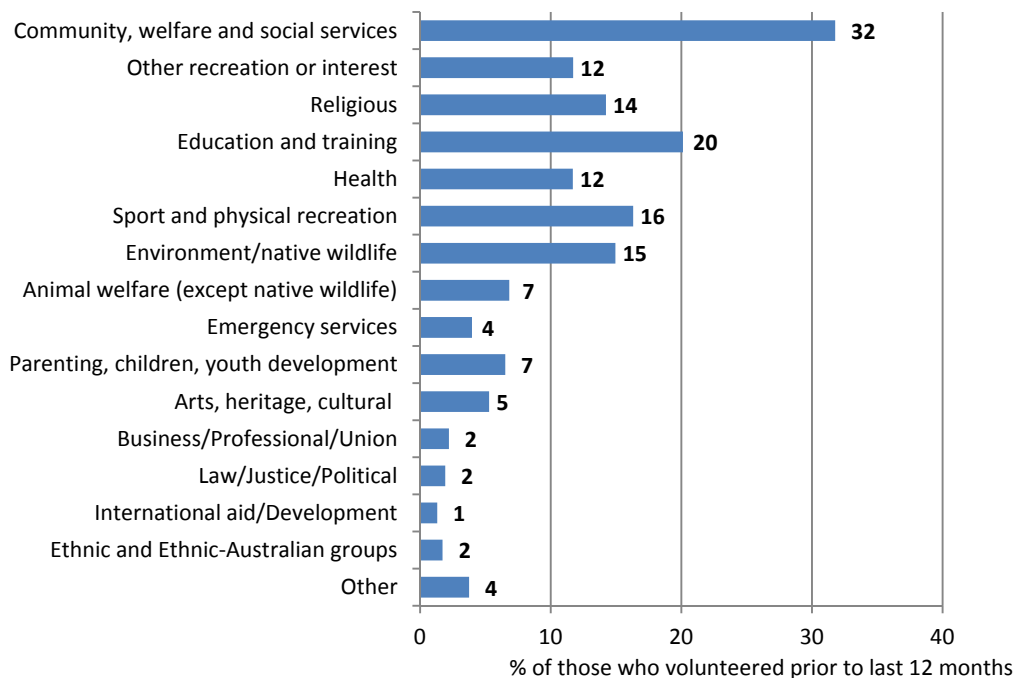


Figure 3.10 presents the volunteering areas in the order of importance as they appeared for recent volunteering (in the previous 12 months, Figure 3.2), so that this figure demonstrates differences in priority, with some areas getting a relatively higher number of mentions, particularly environment (7th in recent volunteering, 4th in previous volunteering) and some areas less mentioned, including other recreation or interest, religious and health activities.

**Significant differences**

*Age and gender:* Men were more likely than women to nominate sport (28% to 8%) Those 25-34 were more likely to nominate health (32%) and those 35-44 religious activities (34%).

*Environmental concern:* Those a great deal concerned were more likely to say they had worked in the environmental area (34%).

**What was the most important reason for you stopping this volunteer work?**

The overwhelming reason people had ceased their volunteer work was that their circumstances had changed in some way, including their physical capacity to do the work or in the time they had available. A series of other reasons were nominated but all by less than 6% of this group who had volunteered in the past but not in the 12 months prior to the survey (Table 6).

**Table 6: Reasons for stopping volunteer work**

Reason	% n=217
My personal circumstances changed / no longer had time / no longer physically able	66.9
Haven't stopped - infrequent / as needed / work not available	5.5
I felt my work wasn't achieving anything	5.3
My work was associated with my children's activities and they outgrew these activities	5.2
I didn't feel my work was valued	5.0
I disagreed with aspects of the organisation/group I was involved with	3.5
The organisation/group didn't get back to me with new activities/opportunities	2.9
The social aspects did not work for me any more (e.g. I didn't like or get on with the other people)	1.4
Other	4.3

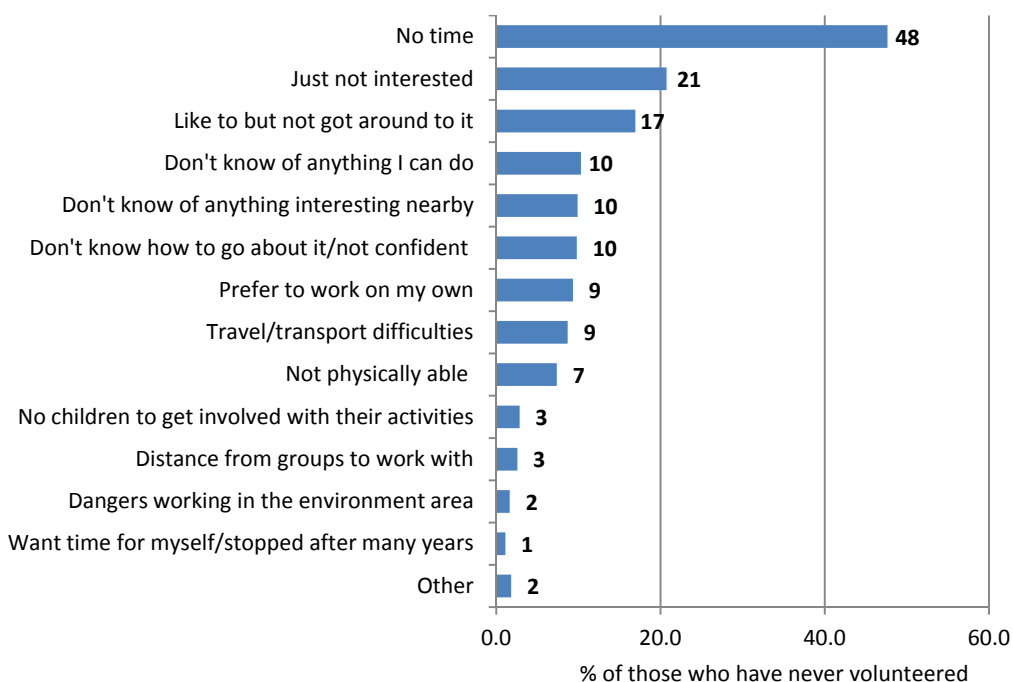
**Significant differences**

*Language:* Those speaking English only were more likely to say their personal circumstances had changed (70% to 47%) and those speaking a language other than English were more likely to say they stopped because their children outgrew the activities they were assisting with (16% to 3%).

**3.4 Those who have never volunteered**

*Which of the following best describes why you have never done any voluntary or unpaid work?*

**Figure 3.11: Reason for not ever volunteering n=751**



The predominant reason for never having volunteered, cited by almost half (48%) of those who haven't volunteered was lack of time and being busy with other things in their lives (Figure 3.11). A fifth (21%) say they are just not interested in volunteering, 9% cite transport difficulties and 7% say they are physically unable to anything.

However, 17% say they are interested in volunteering but just have not got around to it, while lack of knowledge - of anything they can do, or of something they would be interested in doing nearby, or of how to go about volunteering - are nominated by around 10% for each. As these would all indicate scope to increase volunteering by overcoming these barriers, the first was further explored in the next question.



**Significant differences**

*Age and gender:* Men were more likely than women to say they preferred to work on their own (13% to 6%) and that they were just not interested (27% to 15%). Physical problems/poor health increased with age with those 25-44 less likely to say this (0-2%), and those 65-74 (16%) and 75+ (24%) more likely.

*Employment:* Full-time workers were more likely to say they had been too busy with work/family (59%) and those retired (19%) and unable to work(38%) to cite disability/poor health. Those unemployed and looking for work were more likely to nominate lack of knowledge of nearby organisations (25%), lack of knowledge/not knowing how to go about it (30%) and difficulties with travel/transport (24%).

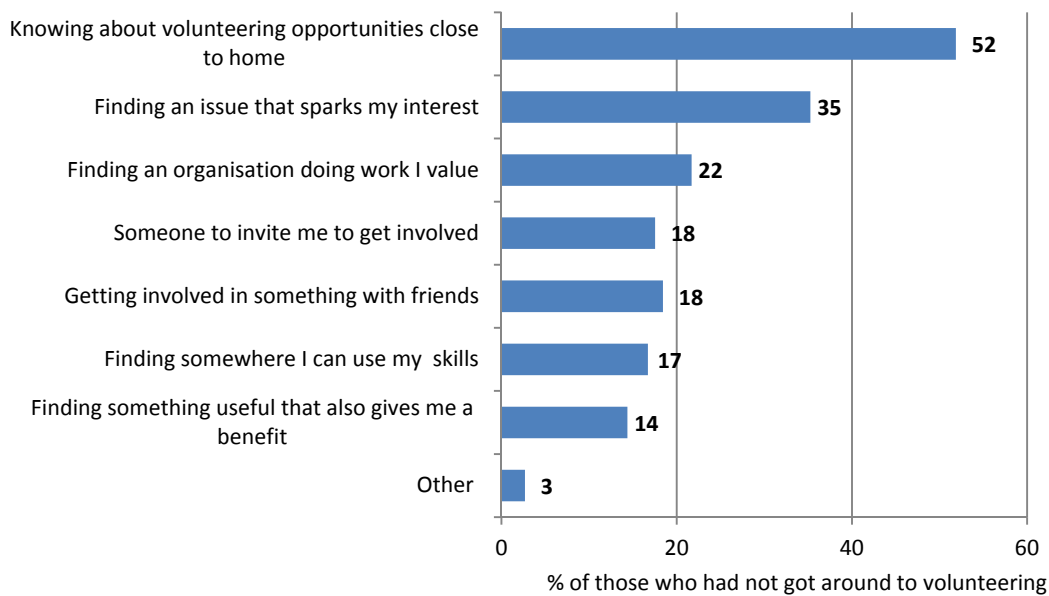
*Environmental concern:* Those not concerned about environmental problems were more likely to say they were just not interested (in any volunteering) (33%).

**What are the most important things that would help you take that first step?**

(For those who indicated in previous question they wanted to volunteer but had not got around to it)

Simple knowledge of convenient volunteering opportunities was nominated as a key support by over half this group (Figure 3.12). However, values also play a part - 35% were looking for an issue or volunteering opportunity that they found interesting and 22% were looking for an organisation doing work they value. Social opportunities were also important but for fewer than convenience and values - 18% thought they would get involved if someone asked them, and a similar number were looking to get involved in something with friends.

**Figure 3.12: Support that would assist in starting volunteering** n=131



## 4. Environmental Volunteers Survey Results

### 4.1 Introduction

The views of environmental volunteers were assessed using two different modes of distribution to two different populations: general population sampling and targeted distribution to environmental volunteers with subsequent snowballing

Those who identified as environmental volunteers in the general population survey (main sample and boost) were asked the specific environmental volunteers questions, rather than the questions covered in Sections 3.2 to 3.4. This group, identified as EV/GP (n=100 for the environmental volunteering questions), includes all environmental volunteers sourced from the online panel. Boost respondents are included only in this EV/GP group, *not* in the general population sample for which results are given in Section 3.

The main targeted environmental volunteers (EV) group of 1523 completed a separate survey which included the same demographic, views and attitudes and environmental volunteering questions as completed by the EV/GP group, but not the general volunteering questions.

Results are presented here for both EV groups, generally in a format that allows direct comparison.

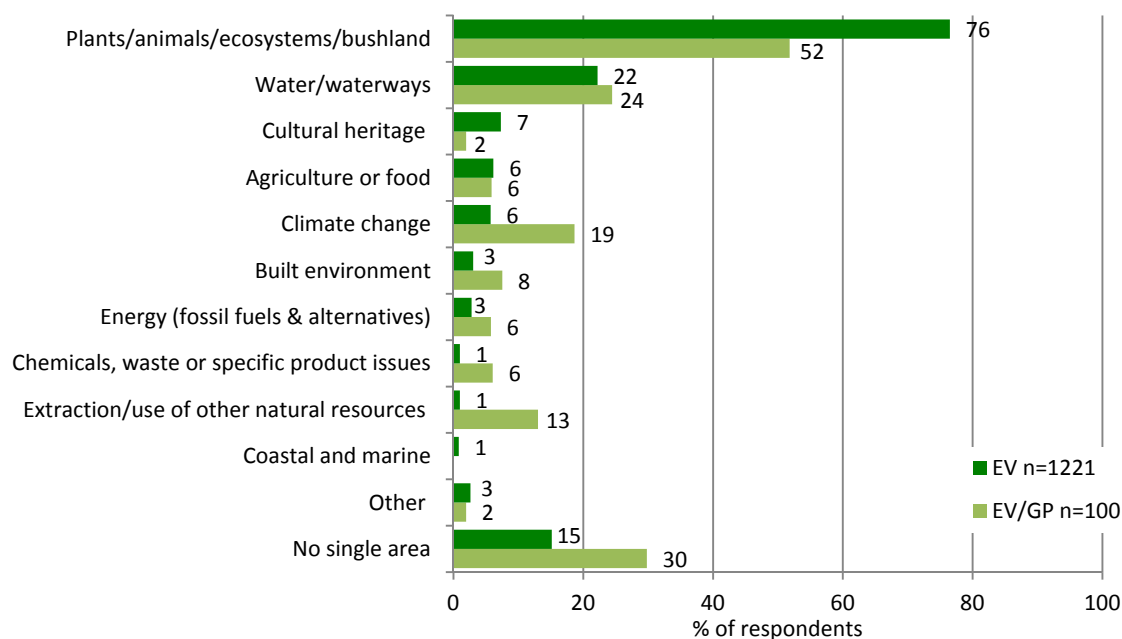
### 4.2 Coverage of environmental areas

#### **What areas of the environment do you and your organisation/group mainly work on?**

Respondents could select up to three or 'No single area/work on multiple issues'.

The predominant area covered by both respondent groups is the natural environment of plants, animals ecosystems and bushland, nominated by three-quarters of the EV group and about half the EV/GP group, followed by water/waterways nominated by about a quarter of both groups (Figure 4.1). However, the EV/GP group work for organisations covering a greater spread of other issues, particularly climate change and natural resource extraction/use, and their organisations are more likely to be multi-issue.

**Figure 4.1: Environmental issues covered by respondents' organisations**



#### **Significant differences - environmental volunteers (EV)**

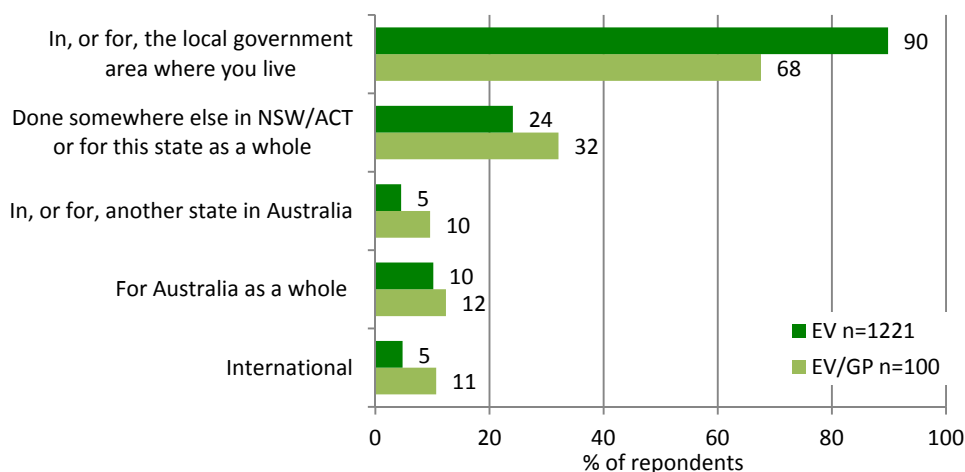
*Type of volunteering work:* There is a complex pattern of association between environmental issues and the type of work volunteers do that is beyond the scope of this report to cover.

### 4.3 Location and time spent volunteering

#### Is your volunteer environmental work....?

A substantial majority (more than two thirds) of the environmental volunteer groups do it locally, with a third to a half as many working further afield in the state or on a statewide basis, and fewer again in another state, for Australia as a whole or internationally. The main environmental group is more dominantly local because the sample has a high proportion of respondents doing bushcare/landcare activities that are by nature generally local (Figure 4.2).

Figure 4.2: Location of environmental volunteering



#### Significant differences - EV/GP

**Age:** While the majority of both genders volunteer in their local area, men were more likely to report volunteering elsewhere in the state or for the state as a whole (42% compared to 11% of women).

**Type of volunteering:** Those doing completely voluntary work are more likely to do it in their local area (77%) or for Australia (19%) and less likely to do it somewhere else in NSW (19%). All four other forms of unpaid work are more likely to have been done somewhere else in NSW (53-70%) and those doing work for mutual obligation, work experience or workplace volunteer days are more likely to have done it in another state (21-27%).

#### Significant differences - environmental volunteers (EV)

**Age and gender:** Males 25-34 were more likely to be working for international causes.

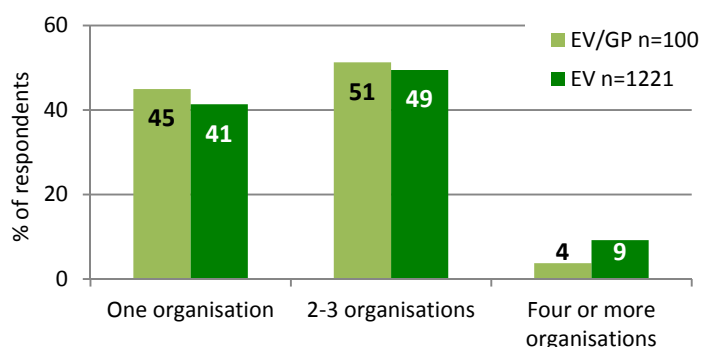
**Employment:** Full-time workers were less likely to be volunteering in their local area (84%).

**Settlement type:** Those in metro areas were less likely to work in their local area (87%) and those in large country towns less likely to work outside their local area in another part of the state (16%).

**Type of volunteering work:** Regeneration (93%) and clean-up (92%) were more likely to be done locally, while research, advocacy, policy, education and support services were more likely to be done at all other levels.

#### How many different organisations /groups do you do volunteer environmental work with?

Figure 4.3: Number of organisations volunteered with



The EV and EV/GP groups are very similar in their profile of organisational involvement. About half work with 2-3 organisations or groups, 41-45% work with just one organisation and a small number work with four or more organisations (Figure 4.3).

**Significant differences - environmental volunteers (EV)**

*Settlement type:* Those in rural areas were less likely to volunteer with only one organisation (32%).

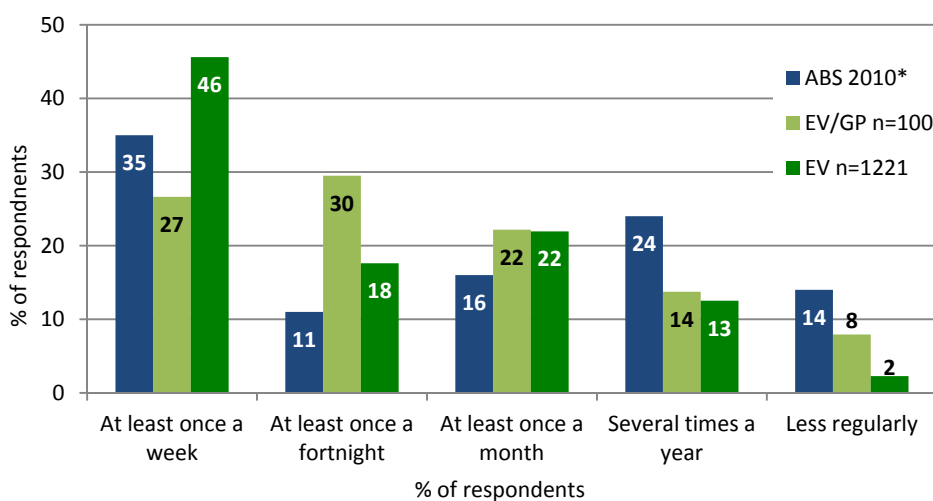
*Type of volunteering work:* Those doing wildlife care were more likely to be volunteering with just one organisation (49%) and those doing almost all other types (except committee work and community gardens) were less likely. Those doing regeneration, research, advocacy, clean-up and education were more likely to volunteer with 2-3 organisations (54-64%), while 16-24% of those doing research, advocacy, clean-up, education, policy or administrative support volunteered with four or more organisations.

**How would you describe the frequency of your environmental volunteer work in the last 12 months?**

The two groups have somewhat similar patterns of frequency of volunteering, except that many more of the EV group do voluntary work at least once a week (about half compared to a quarter) while more EV/GP work at least once a fortnight (30% compared to 18%). The EV/GP group also have more respondents (8% compared to 2%) who work quite infrequently (less often than several times a year).

This pattern of the environmental groups is different to that found in the ABS 2010 research where the time spent was overall less frequent, with 46% in the most frequent categories (at least once a week/once a fortnight) compared to 57% EV/GP and 64% EV, and 38% in the less frequent categories (several times a year or less regularly) compared to 22% EV/GP and 15% EV (Figure 4.4).

**Figure 4.4: Frequency of volunteering**



\*Data for Australia as a whole.

**Significant differences - EV/GP group**

*Age and gender:* Females 25-34 are much more likely to be volunteering once a week (86%).

*Language:* Those speaking another language were more likely to be doing unpaid work frequently (50% at least once a fortnight compared to 18% English only). When combined with doing it at least once a week, this applied to 67% of those with another language, 50% of those with English only, whose frequency was more likely to be several times a year (20% compared to 2% those with another language).

*Type of volunteering work:* Those working in advocacy, wildlife, education, policy, support services and fundraising were working at least once a week. Those working in restoration were more likely to be working once a month (26%).

**Significant differences - environmental volunteers (EV)**

*Age and gender:* Males 35-44 were less likely to be frequent volunteers (16% at least once a week) and more likely to work several times a year (37%). Women 25-34 were also more likely to be infrequent volunteers (34% several times a year and 10% less regularly).

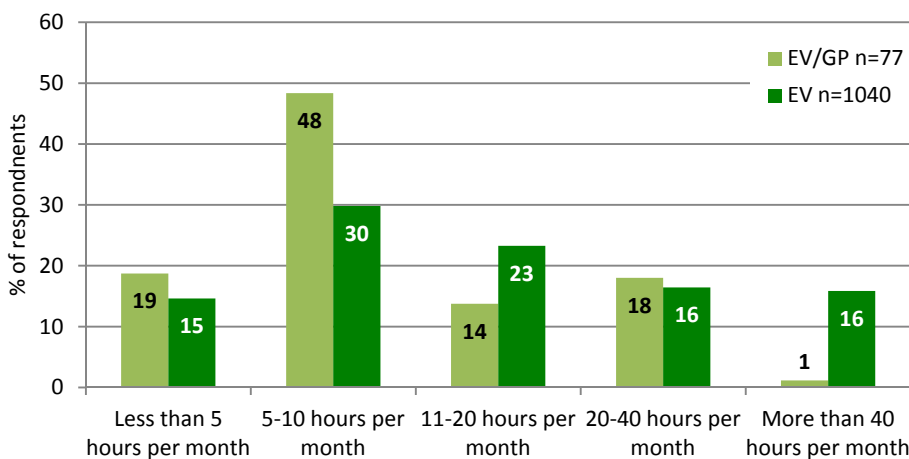
*Employment:* Retirees are more likely to volunteer at least once a week (55%), while full-time workers are more likely to be less frequent (29% at least once a month, 19% several times a year and 5% less regularly).

*Settlement type:* Those in metro areas were less likely to work at least once a week (38%) and more likely to work at least once a month (27%). Those in rural areas were more likely to work at least once a week (58%).

**On average, approximately how many hours per month would you have spent in ALL your volunteer work in the environmental area in the past year?** (Asked of those with frequency at least once a month or more.)

The two groups are somewhat different in the hours per month they spend in environmental volunteering. The EV/GP group cluster more at the lower end and the EV group at the upper end. Two thirds (67%) of the EV/GP group spend 10 hours per month or less while over half (56%) of the EV group spend 11 hours per month or more (Figure 4.5).

**Figure 4.5: Hours per month spent in environmental volunteering**



**Significant differences - environmental volunteers (EV)**

*Employment:* Full-time workers are more likely to do the least hours per month - 24% volunteer five hours or less.

*Settlement type:* Those in metro area are more likely to work less than 5 hours a week (19%) and less likely to work more than 40 hours per month (11%). Those in rural areas are more likely to work more than 40 hours per month (22%).

*Type of volunteering work:* Just over 50% of volunteers in the following areas volunteer over 20 hours per month and they are more likely to be volunteering both at 20-40 hours and over 40 hours levels: research, adocaccy, wildlife, education, policy, support services and fundraising.

**In the next 12 months, do you think you will be doing the same amount, more or less volunteer environmental work as the last 12 months?**

**Why do you anticipate doing less volunteer environmental work in the next 12 months?**

Over 60% of both groups expected to be working at the same volunteering level in the next 12 months as in the 12 months prior to the survey (Table 7). However, this level was higher for the EV group, consistent with their older age profile and the likelihood their pattern of volunteering is well-established. More than 20% of both groups expected to be doing more in the next 12 months but this was higher for the EV/GP group which has a younger age profile and thus are more likely to be developing their volunteering activities.

**Table 7: Likely level of volunteer environmental work in the next 12 months**

	EV/GP n=100	EV n=1221
More than the last 12 months	31%	21%
About the same as the last 12 months	63%	72%
Less than the last 12 months	5%	7%

Only a small proportion of both groups expected to do less in the next 12 months. The numbers were too small for the EV/GP group for a meaningful result on their reasons but the dominant reason, nominated by 71% of the EV group doing less was: *My personal circumstances have changed so that I no longer have the time or the physical ability to do as much.*

**Significant differences - environmental volunteers (EV)**

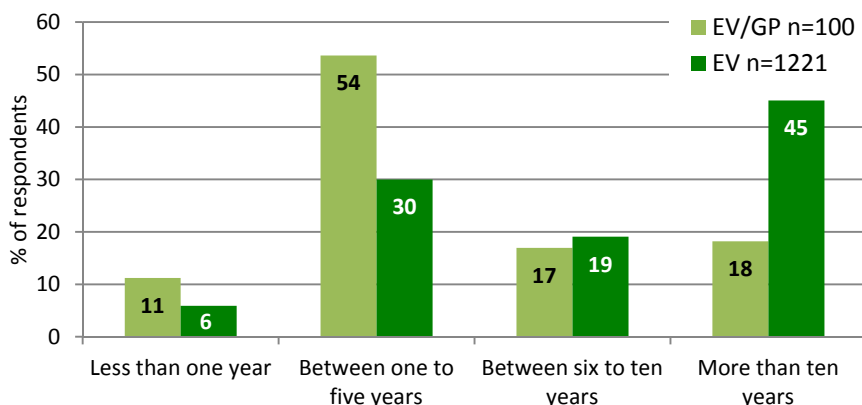
*Settlement type:* Of the small group who anticipated doing less in the next 12 months, those in rural areas were more likely to say their reason was dissatisfaction with the organisation or group (50%) and those in metro areas less likely (9%), compared to 19% overall.

**4.4 Making choices in volunteering**

**How long ago did you first become involved in voluntary work for the environment with an organisation/group?**

Consistent with the age profiles of the two groups, more of the EV/GP group have been environmental volunteering for 1-5 years (54% compared to 30%), while more of the EV group have been environmental volunteering for more than 10 years (45% compared to 18%) (Figure 4.6).

**Figure 4.6: Length of time since first environmental volunteering**



**Significant differences - EV/GP group**

*Type of volunteering:* Those doing completely voluntary work are more likely to have started more than 10 years ago (28%) and less likely to have started 1-5 years ago (39%).

**Significant differences - environmental volunteers (EV)**

*Age and gender:* Men 18-24 (40%) and women 18-24 (29%) and 35-34 (20%) are more likely to have volunteered for less than a year. Men 25-34 (55%) and women 35-44 (42%) are more likely to have volunteered 1-5 years. men 55-64 years (55%) and women 65-74 years (56%) are more likely to have volunteered more than ten years.

*Employment:* Retirees are less likely to have been volunteering for five years or less. 45% have been volunteering for more than 10 years. Students (35%) are more likely to have volunteered for one year or less.

*Type of volunteering work:* Volunteers in all fields except wildlife, committee work and community gardens were more likely to have been volunteering for more than 10 years, from 49% in regeneration to 66% in policy work.

**In choosing an organisation/group to do volunteer environmental work with, what is most important to you?**

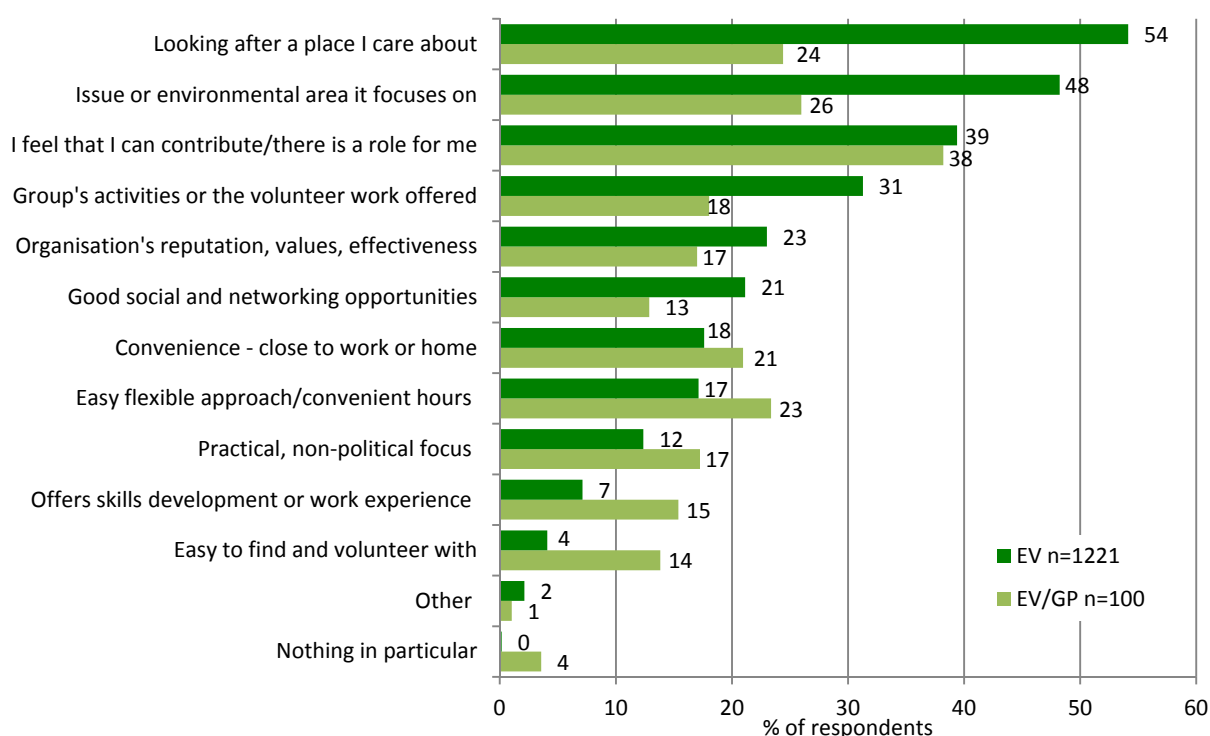
(Respondents could choose up to three)

In this question the EV group nominated an average of 2.8 factors each and the EV/GP group an average of 2.4. The environment itself figured most strongly in the EV group's responses with 37% of this groups total responses focused on the environment (Table 8). More than half (54%) nominated the looking after of a place they care about and almost half (48%) the specific issue or environmental area the organisation focuses on as key factors influencing their choice (Figure 4.7). They were much less concerned with issues of convenience - such as proximity or a flexible approach.

**Table 8: Grouped factors in choosing an organisation for environmental volunteering**

Category	% EV/GP responses n=240	% EV responses n=3392
Environment - place, issue, wildlife	22.1	36.9
Convenience - flexible, easy to find	22.9	14
Personal benefit - can contribute, gain skills, social interaction	29.2	24.4
Organisation - activities offered, reputation, practical focus	24.2	24.1

The EV/GP group, on the other hand were more evenly spread in their key factors, with about a quarter of responses in each category in Table 8. Moreover, they were more concerned than the EV group with convenience factors and personal benefits and less concerned than the other group with the environment itself.

**Figure 4.7: Factors important in choosing an organisation for environmental volunteering**

#### Significant differences - environmental volunteers (EV)

**Age and gender:** Men 18-24 (40%) and 25-34 (27%) and women 18-24 (50%) and 25-34 (20%) were more likely to be looking for skills development/work experience. Women 35-44 were more likely to be interested in convenience (31%) or the specific activities the group does (45%) and less likely to want to feel they can make a contribution (24%).

**Employment:** Retirees (61%) are more likely to say that looking after a place they care about is an important factor. Students are more likely to cite the opportunity for work experience and gaining skills (39%).

**Settlement type:** Those in rural areas were more likely to nominate the environmental area or issue the group focuses on, those in metro areas (58%) were more likely to nominate convenience/close to home (21%).

**Type of volunteering work:** Those doing restoration/regeneration were more likely to nominate the environmental area or issue (20%) and organisational reputation (64%), those in research - skills development (11%) and organisational reputation (29%), in advocacy - the issue (64%) and organisational reputation (36%), in wildlife care - the environmental area (57%), the activities offered (41%) and organisational reputation (31%), in clean-up - looking after a place they care about (61%), in education - the environmental issue (54%) and organisational reputation (28%), in policy - the environmental issue (64%) and organisational reputation (37%), in support services - the environmental issue (58%), organisational reputation (30%) and practical focus (18%) and in fundraising - the environmental issue (60%).

**Thinking back to when you FIRST commenced environmental volunteer work...**

**Did any of the following influence your decision to start environmental volunteering?**

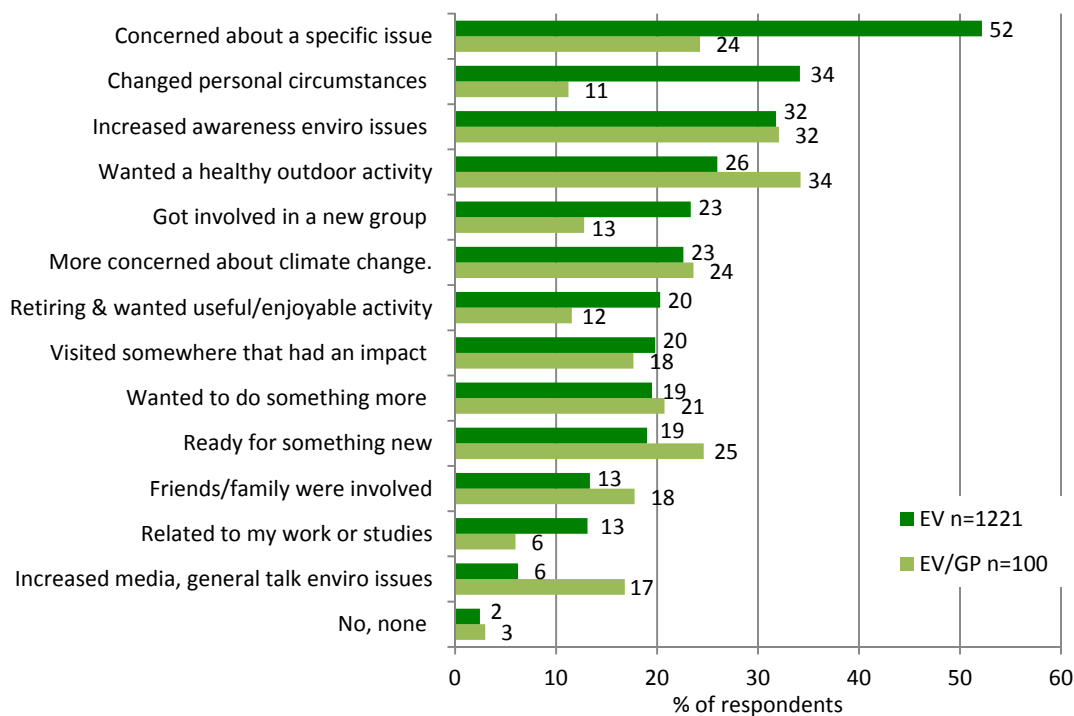
Respondents could choose multiple options.

For this question the EV/GP group nominated an average of 2.6 each and the EV group nominated an average of three each. There was a considerable spread of responses among the options with only one option for each group nominated by less than 10%. In comparing the groups, some influences were mentioned equally by both groups, in particular increased awareness and concern, either about environmental issues (nominated by about a third of each group) or about climate change (a quarter of each group) (Figure 4.8). The two groups also equally mentioned visiting somewhere that had had an impact on them so they wanted to do more, and wanting to move beyond just reducing their personal environmental impacts in their daily lives, both nominated by about a fifth of each group.

However, there were some distinct differences. Over half the EV group nominated concern about a specific issue (52%) and the responses provided in 'other' indicated that concern about a specific problem had led to their forming a new group to address it. A third of the EV group nominated changed personal circumstances where they were able to get more involved, consistent with an older age profile, whether reflecting retirement or the earlier stage of moving past responsibilities with young children, and a quarter identified their desire for a healthy outdoor activity.

On the other hand, far fewer of the EV/GP group nominated changed personal circumstances. Rather a third nominated the desire for a healthy outdoor activity and a quarter that they were ready for something new.

**Figure 4.8: Influences on commencement of environmental volunteering**



**Of the aspects you chose in the last question, which one influenced you MOST?**

When asked to choose the most important influence, awareness of problems is still the key driver. Pre-eminent for the EV group is still concern about a specific issue (26%, more than double the next highest, general awareness and changed personal circumstances, both on 11%), while for the EV/GP group it is increased general awareness of environmental issues (20%), followed by the desire for healthy outdoor activity (17%). Visiting somewhere that made an impact (12%) and concern about climate change (10%) were the only other influences that rated 10% or above for this group.



**Significant differences - EV/GP**

*Age and employment:* Those 65-74 were more likely to nominate retirement (75%) or changed circumstances allowing them to get involved (50%), of which retirement and the need for a useful activity was the most important for 63%. Equally, those who were retired were more likely to say this influenced their decision to commence environmental volunteering (61%) with 38% saying it influenced them most.

**Significant differences - environmental volunteers (EV)**

*Age and gender:* Men 18-24 were more likely to nominate work/studies usefulness (40%) or being ready for something new (20%). Men and women 65-74 nominated looking for retirement activities (both 15%) and men 75+ said they joined or started a new group (28%). Women 18-24 (21%) and 25-34 (15%) were more likely to nominate work/studies usefulness.

*Settlement type:* Consistent with their older age profile, those in large country towns were more likely to nominate looking for useful activities in retirement (50%) and those in metropolitan areas much less likely (8%). These differences were also evident in what influenced them most.

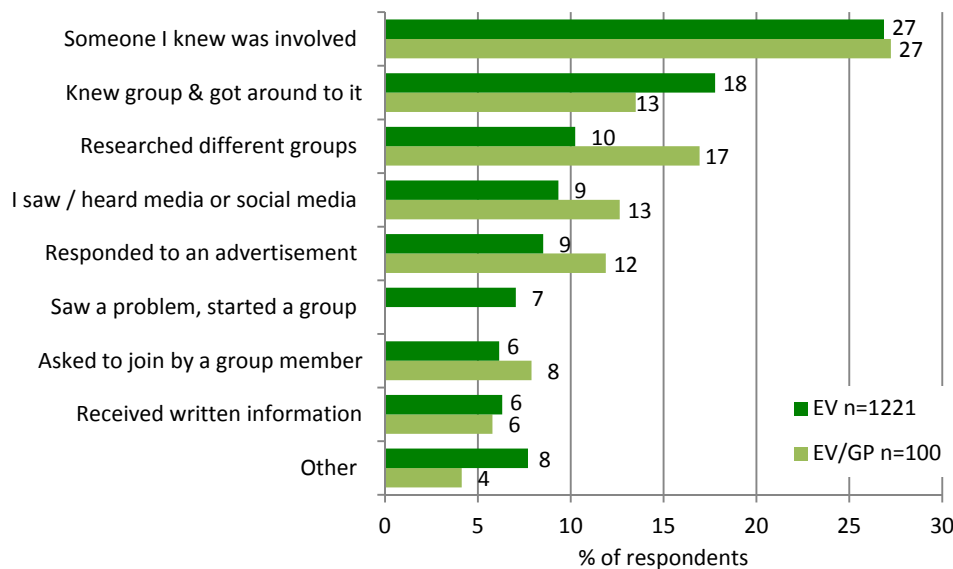
*Employment:* Those in full-time (19%) or part-time work (20%) or students (37%) are more likely to say it was related to their work or studies. Part-time workers (40%) and students (59%) were more likely to cite increased awareness of environmental issues, while retirees cited looking for something useful in retirement (45%).

*Type of volunteering work:* Those doing wildlife care (36%) and advocacy (39%) were most motivated by a specific issue or environmental threat

**How did you come to start environmental volunteering with your first organisation/group?**

This question explored the method of entry to a group or organisation - how did it happen? Personal contact is critical and easily the most important means for both the EV groups, followed by longstanding knowledge of the group/organisation for the (older) EV group and personal research by (younger) EV/GP group (Figure 4.9).

**Figure 4.9: Mechanism by which respondents joined a group**



Around 12-13% of the EV/GP group had responded to an advertisement or seen other forms of media, including social media, compared to 9% of the EV group for both. On the other hand, 7% of the EV group described seeing a problem and being involved in starting a group to address it.

**Significant differences - EV environmental volunteers**

*Age and gender:* Young people went looking for a group to a greater extent - women 18-34 (36%) and men 25-34 (32%) researched different groups to join.

*Settlement type:* Those in metro areas were more likely to research different groups (13%).

*Type of volunteering work:* Those doing wildlife care were most likely to say they knew about the group and just got around to it (31%).

## 4.5 The experience of volunteering

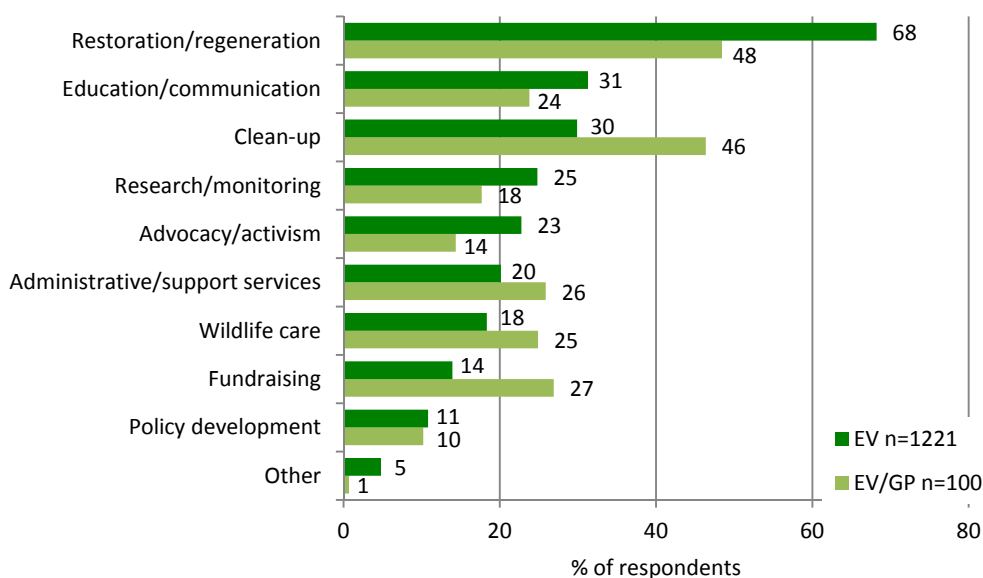
### What type of volunteer work do you do for the environment with your organisation / group?

The two samples canvassed respondents spread across the range of volunteer activities. However, the EV group is more dominantly focused on 'on-ground' activities while the EV/GP group is spread more evenly across most areas. Two-thirds of the EV group are involved in restoration and regeneration activities, such as Bushcare and Landcare (68%), almost a third in education and communication (31%) and cleanup (30%) activities and a quarter in research and monitoring (25%) and advocacy/activism (23%).

Approximately equal proportions of the EV/GP group are involved in restoration/regeneration and clean-up activities (about half the group for each) while about a quarter are involved in education/communication, in administrative and other support services, in wildlife care and in fundraising (Figure 4.10).

For both groups the lowest proportion (about 10%) is involved in policy development.

Figure 4.10: Type of work done in environmental volunteering



### Significant differences - environmental volunteers (EV)

**Age and gender:** Men 55-74 were more likely to be doing regeneration/restoration work (80-81%), young women 18-24 wildlife care (57%) and men 65-74 policy development (18%).

**Employment:** Students are more likely to be doing wildlife care (41%) and less likely to be doing restoration/regeneration work (41%). Retirees are more likely to be doing restoration/regeneration (76%).

**Settlement type:** Those in metro areas were less likely to do education (26%), support services (16%), wildlife care (14%), and fundraising (11%). Those in large country towns were more likely to do education (43%) and those in rural areas were more likely to do support services (29%), wildlife care (25%), and fundraising (22%).

### Of the following reasons for doing volunteer environmental work, which are important to you?

For both groups, actively contributing to improving the physical environment and connecting with nature were the strongest reasons for environmental volunteering but more strongly so for the EV group of whom 82% said improving the physical environment was very important to them (compared to 62% of the EV/GP group). Overall, over 90% of both groups said both reasons were important or very important (Figures 4.11 and 4.12).

Being involved in the local community was almost equally important to both groups as the third ranked reason (over 90% found this important in both groups). For the EV/GP group, spending time outside getting exercise was as important as community, but considerably fewer of the EV group found this aspect

important (75% compared to 93% EV/GP). Instead the EV group placed more importance on being able to influence government policy and action with 41% seeing this as very important. The EV/GP was more likely to see this as important (54%), rather than very important (35%) but in total 89% said it was important compared to 81% of the EV group.

More of the EV/GP group considered most of the other reasons important or very important, compared to the EV group. The reason considered important by the least respondents in both groups was getting work or career experience but, consistent with the differences in the age profiles of the groups, more thought it important in the EV/GP group (66%) than the EV group (24%).

Figure 4.11: Importance of reasons for volunteering - EV environmental volunteers n= 1221

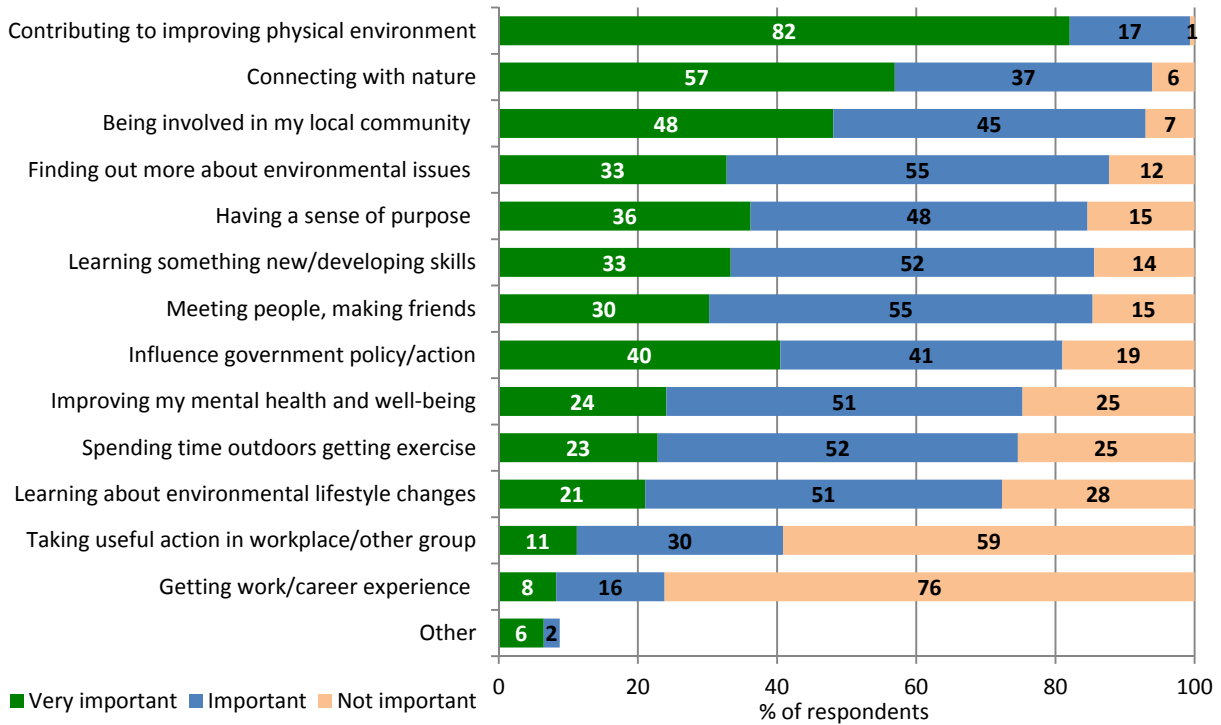
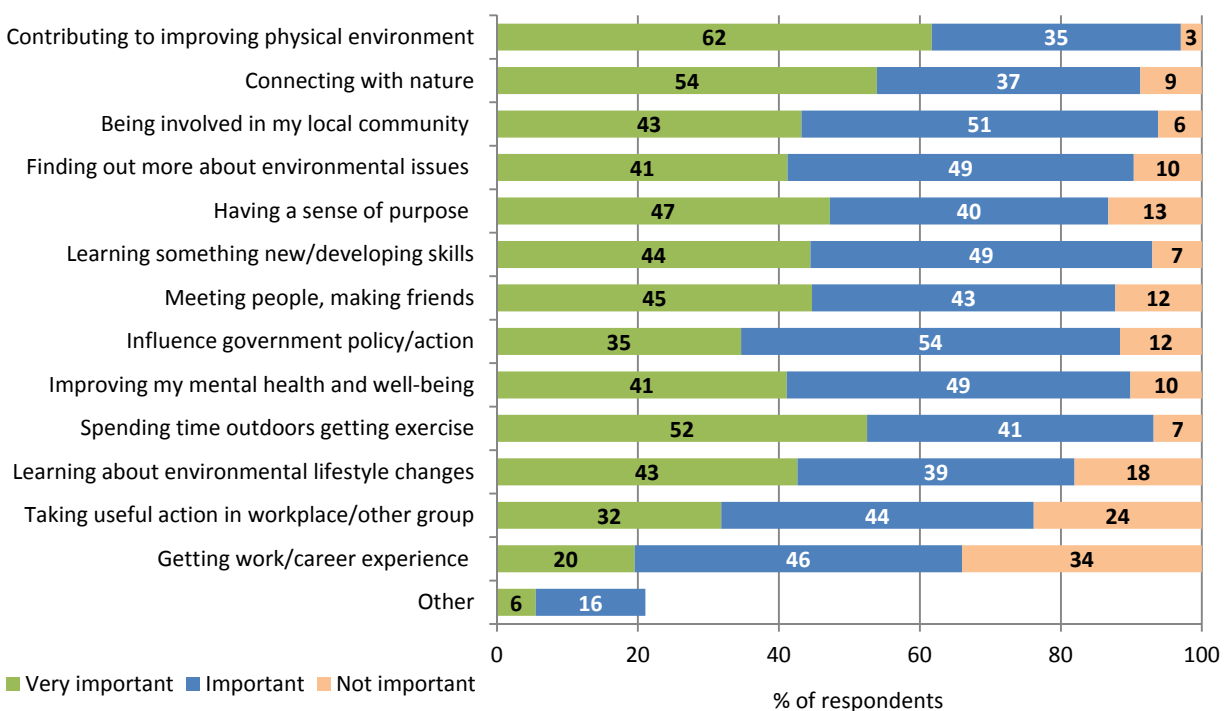


Figure 4.12: Importance of reasons for volunteering - EV/GP environmental volunteers n= 100



**Significant differences - environmental volunteers (EV)**

*Employment:* Those in full-time (35%) or part-time work (35%) or students (76%) are more likely to say getting work/career experience is important or very important, and retirees much less likely (3%). Retirees are more likely to say being involved in their local community (96%) while students less likely (78%), and less likely to think mental health and well-being are important/very important (66%).

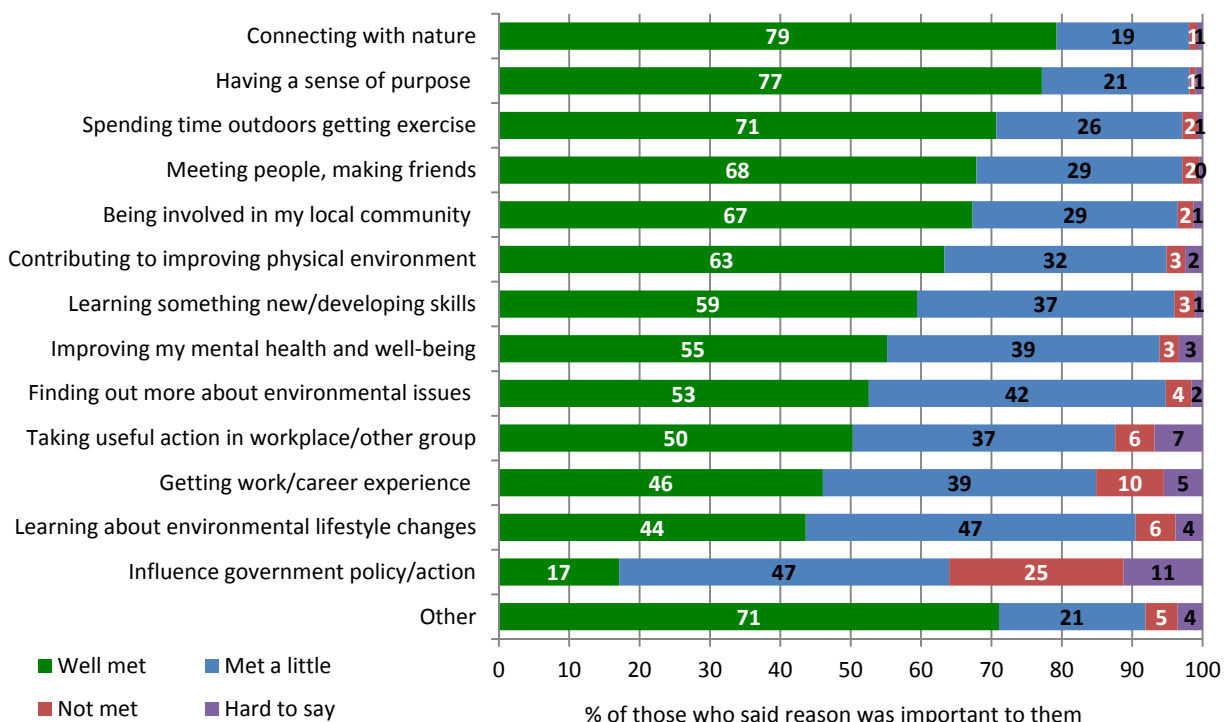
*Type of volunteering work:* Those doing wildlife care were less like to say spending time outdoors (65%), meeting people (76%) and being involved in local community (87%) were important or very important.

**For each of the reasons you rated important or very important in last question, to what extent do you feel they are being met by your current volunteer environmental work across all the organisations / groups?**

On the whole, the EV group is having their expectations met to a greater degree than the EV/GP group. For most reasons, over 50% of those in the EV group who thought the reason important feel this is being well met, including three-quarters of those nominating connecting with nature and having a sense of purpose. (Figure 4.13). By contrast this applies only to connecting with nature and having a sense of purpose for the EV/GP group and for most reasons a much greater proportion of those in the EV/GP group who thought it important, feel it is being met only a little (Figure 4.14).

The exception is influencing government policy and action for which only 26% of the EV/GP group feel their expectations are well met and 17% of the EV group.

**Figure 4.13: Extent to which important reasons for doing volunteer environmental work are being met - EV environmental volunteers** (n= varies for each reason)

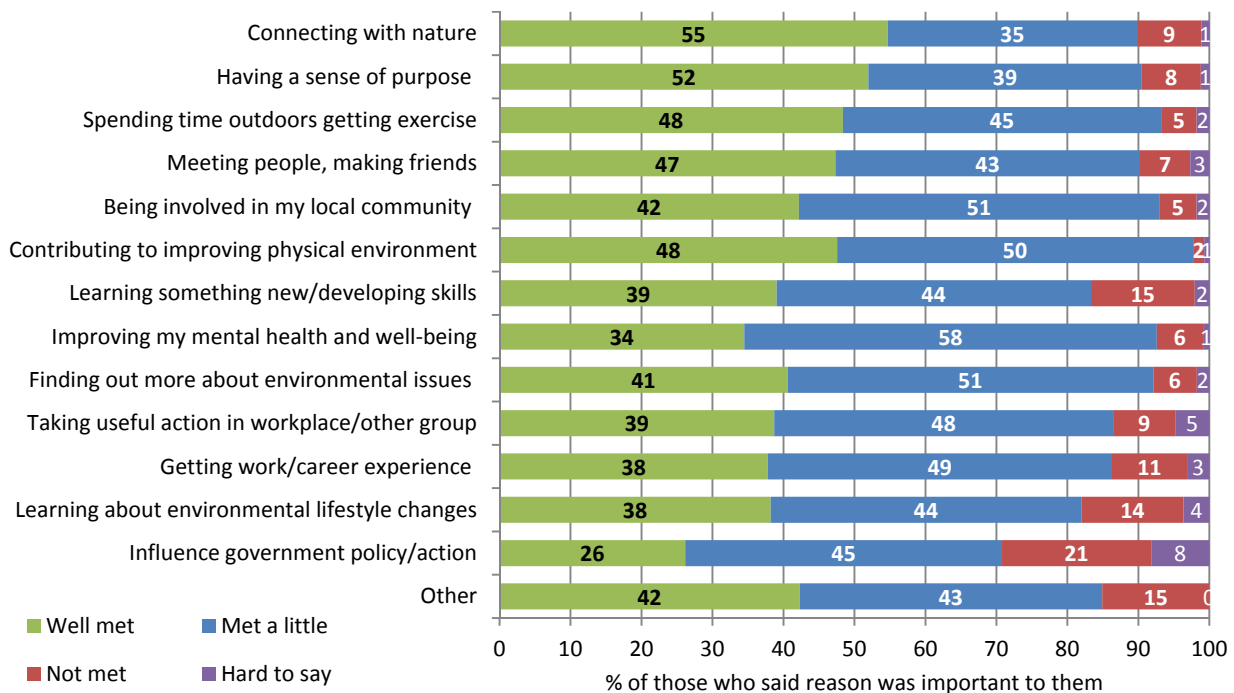


**Significant differences - environmental volunteers (EV)**

*Employment:* Retirees are more most likely to say meeting and working with like-minded people (42%) and having a sense of purpose (42%) are being well-met.

*Type of volunteering work:* Those doing restoration/regeneration were more likely to say that improving the physical environment, spending time outdoors, connecting with nature and being involved in community were being well met (73-79%). Those doing wildlife care (47%), education interpretation (27%) and policy development (9%) were less likely to say that their desire to contribute to improving the physical environment was being well met

**Figure 4.14: Extent important reasons for doing volunteer environmental work are being met - EV/GP group**  
(n= varies for each reason)



**Have you received any training from the organisation / group you are volunteering with for your environmental work?**

Consistent training is being done for a relatively small proportion of volunteers, although for more in the EV/GP group (29%) than in the EV group (21%) (Table 9). Almost half of both groups have received some training (40-43%) and about 20% either had the skills they needed or 'learnt on the job'. Only a small proportion (less than 4%) still feel in need of some training.

**Table 9: Training received for volunteer environmental work**

Training	% EV/GP n=100	% EV n=1221
Yes, for each role I have	21.2	29.0
Yes, some training in some roles	43.3	40.1
No, I had all the skills I needed for my role(s) when I started	20.5	20.0
No, I would have liked some but I learnt 'on the job'	11.8	8.3
No, but I would like to receive training	3.3	2.6

**Significant differences - EV/GP**

*Type of volunteering:* Those doing work for mutual obligation were more likely to have received training in all roles they have taken (51%).

**Significant differences - environmental volunteers (EV)**

*Age and gender:* Women 25-34 were more likely to have preferred some training but learnt 'on the job' (24%).

*Settlement type:* Those in rural areas were more likely to say they had all the skills they needed (33%).

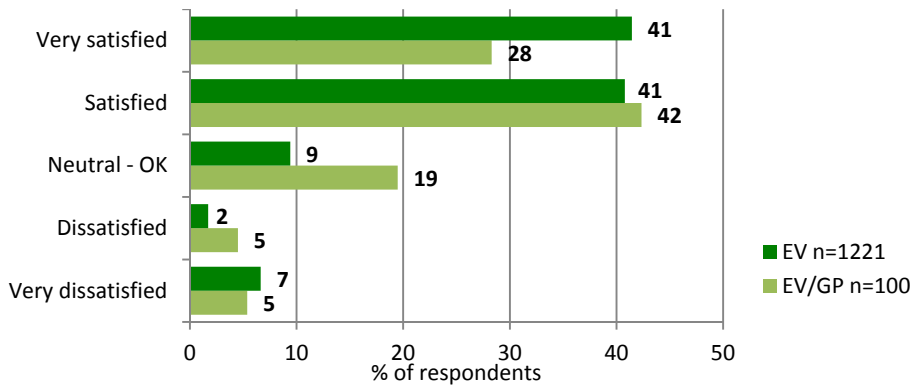
*Type of volunteering work:* Those doing wildlife care (59%) were more likely to have received training for each role and those doing regeneration (25%), advocacy (16%), clean-up (20%), education (21%) policy work (14%) and support services (14%) less likely.

**Overall, how satisfied are you with your current volunteer environmental work?**

Satisfaction with volunteer environmental work is higher in the EV group, with 82% satisfied or very satisfied, compared to 70% of the EV/GP group (Figure 4.15). Those not openly satisfied in the EV/GP

group tended to say they were neutral/OK, so that dissatisfaction rates are similar between the two groups at 9-10%.

Figure 4.15: Satisfaction with volunteer work

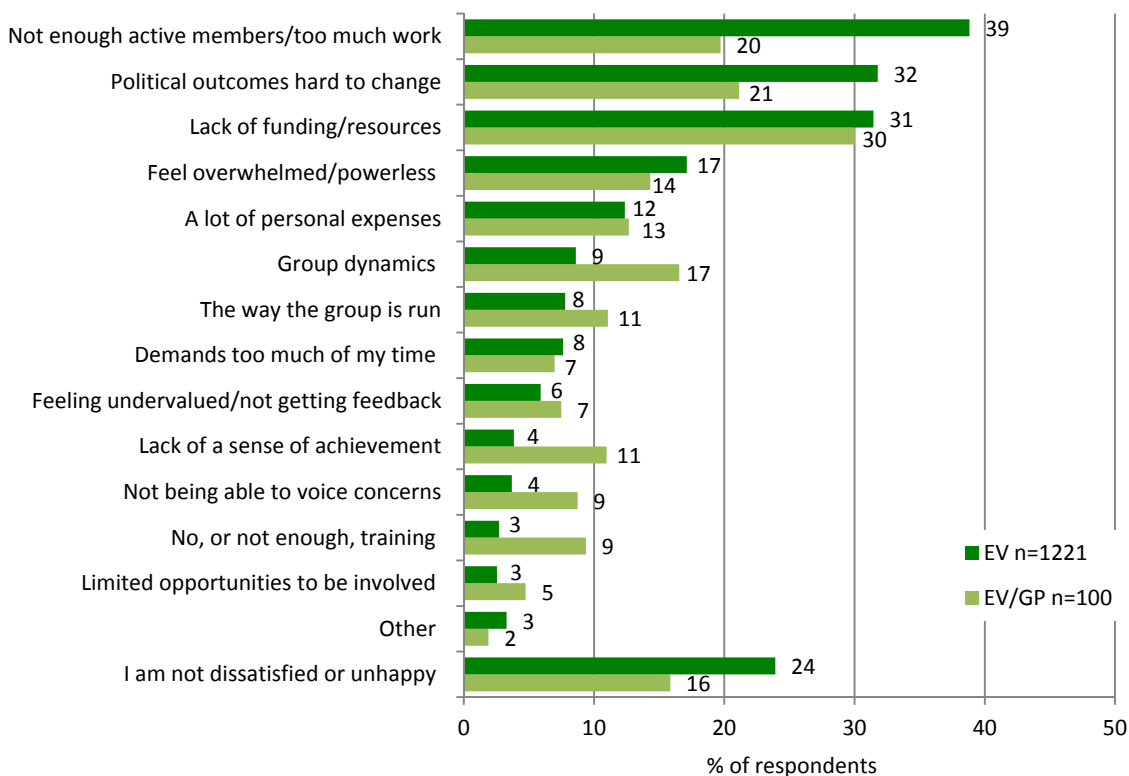


**Significant differences - environmental volunteers (EV)**

*Employment:* Full-time workers are less likely to be very satisfied (30%) and more likely to be neutral (15%) while retirees are more likely to be very satisfied (49%).

*What would you say you find least satisfying about your environmental volunteer experience?.*

Figure 4.16: Least satisfying aspect of voluntary environmental work



About a quarter (24%) of the EV group are not dissatisfied with any aspect of their environmental volunteering, compared to only 16% of the EV/GP group. The things which they do find dissatisfying are workload (39%), lack of funding and resources (31%) and not being able to change political outcomes (32%). A fifth of the EV/GP group (20-21%) also find the workload and difficulty of changing political outcomes irksome but their biggest problem is lack of funding or resources (Figure 4.16).

Both groups nominate feeling overwhelmed or powerless in face of the issues and having a lot of expenses they have to meet as middle order issues, nominated to a similar degree in both groups.

The EV/GP group also place more focus on a series of more personal concerns relating to the nature of the group/organisation with which they are involved. These include group dynamics, nominated by 17%, the way the group is run (11%), lack of a sense of achievement (11%), not being able to voice concerns (9%) and no/not enough training (9%).

'Other' issues which the EV group raised as frustrations in this question were: 'bureaucratic hoops' (complex grant funding requirements and the difficulty of getting insurance), lack of priority for environment for state and federal government, and negative community attitudes/lack of understanding.

**Significant differences - environmental volunteers (EV)**

*Employment:* Part-time workers are more likely to be feel it demands too much of their time/they don't have enough time to do what they would like (12%).

*Settlement type:* Those in metro areas were less likely to be unhappy about group dynamics (8%) or lack of funding (27%) and more likely to not be dissatisfied about anything (28%). Those in small towns and rural areas were more likely to say they had to meet expenses out of their own pockets (both 20%).

*Type of volunteering work:* There is a complex pattern of association between environmental issues and the type of work volunteers do that is beyond the scope of this report to cover.

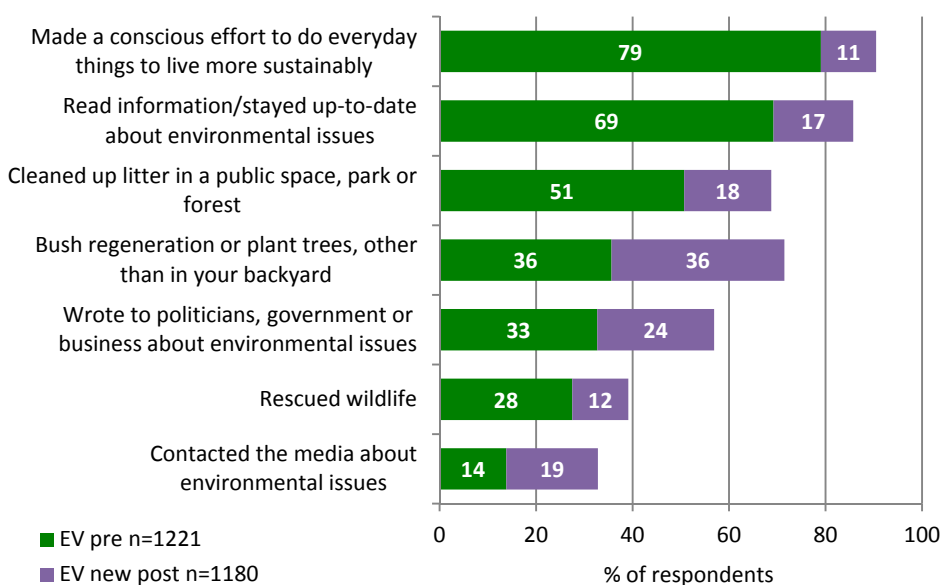
**4.6 Relationship between volunteering and pro-environmental behaviours**

*Before starting your environmental volunteer work with an organisation or group, did you do any of the following actions on your own (or just with friends/family) in relation to environmental issues?*

*Of the following things that you indicated in the last question that you did not do before you started your environmental volunteer work with an organisation or group, are there any which you do now, or have done in the last 12 months?*

Only 5% of the EV group said they did none of these things prior to volunteering and 7% of the EV/GP group. One person in the EV/GP group and 41 in the EV group (3%) said they did all seven things prior to volunteering. In taking up new behaviours, 21% of the EV/GP group and 27% of the EV group were doing no new things.

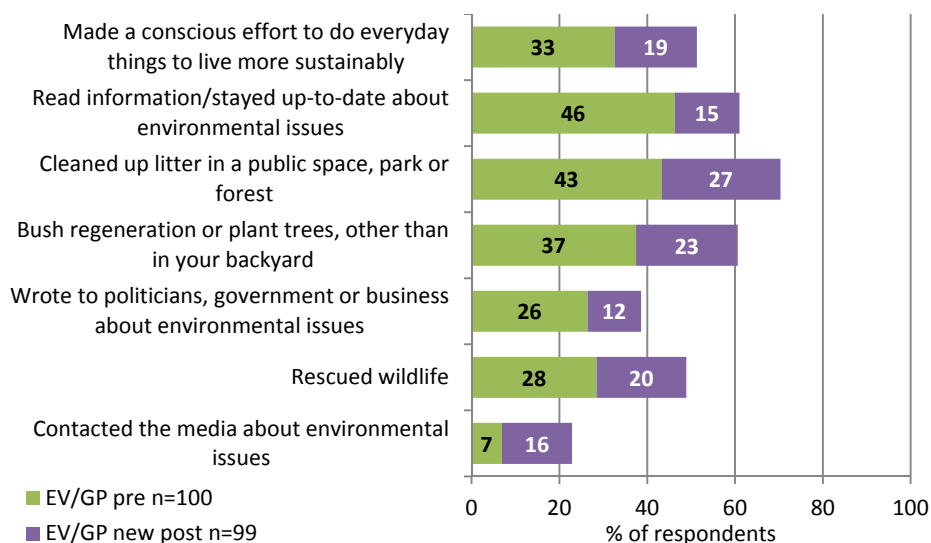
**Figure 4.17: Personal pro-environmental behaviours before volunteering and now - EV environmental volunteers**



While the EV group started with a greater proportion who were doing each of the listed behaviours, particularly in everyday sustainable living (79% compared to 33%), both groups made solid gains across all the pro-environmental behaviours post volunteering (Figures 4.17 and 4.18).

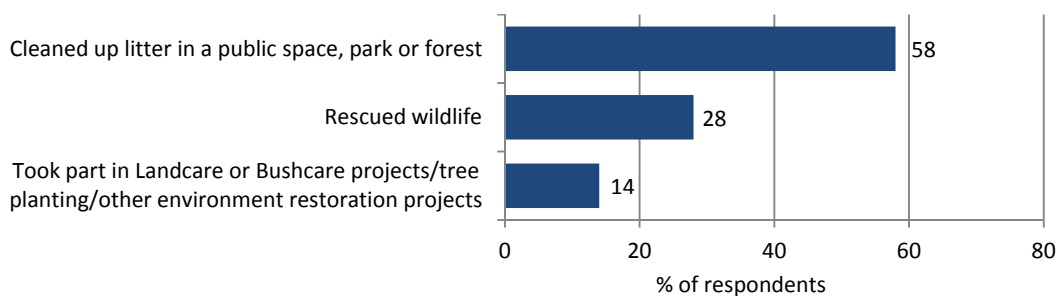
These questions indicate that strong pro-environmental behaviours are associated with propensity to volunteer, but also that the learning process involved in volunteering can lead to taking up new pro-environmental behaviours as well.

**Figure 4.18: Personal pro-environmental behaviours before volunteering and now - EV/GP group**



Several of these activities are the same (or very similar) to questions asked in *Who Cares?* 2015. In comparing the *Who Cares?* results with the volunteers pre-volunteering activities, cleaning up litter is more prevalent, rescuing wildlife the same, and engaging in Landcare/Bushcare projects less prevalent than in both the EV and EV/GP groups in this research (Figures 4.17-4.19). To some extent this is a reflection of the broader embedding of anti-litter activities as a citizenship activity (rather than a purely environmental concern with a consequent smaller constituency), while the remarkable consistency of the appeal of animal welfare across research groups provides good cross-validation for this measure.

**Figure 4.19: Comparison of volunteer activities in *Who Cares?* 2015**



**Significant differences - EV/GP group**

*Settlement type:* While about a third of those in metropolitan areas did tree planting/bush regeneration activities prior to their volunteer work, a further 24% did so afterwards, whereas no more did so in non-metro areas.

*Employment:* Retirees were more likely to have done regeneration or tree planting (42%).

*Type of volunteering work:* There is a complex pattern of association between pro-environmental behaviours after commencing volunteering and the type of work volunteers do.

**Significant differences - environmental volunteers (EV)**

*Age and gender:* Older women, 55+, were more likely to make a conscious effort to do everyday things in their personal lives to live more sustainably and older men, 55+, were less likely.

*Employment:* Part-time workers were more likely to have made a conscious effort to live sustainably (86%) and full-time workers to rescue wildlife (34%). Retirees were less likely to have rescued wildlife (18%).

*Settlement type:* Those in metro areas were more likely to start to plant trees or do bush regeneration after commencing volunteering (40%) and less likely to start being pro-active with the media (16%).



*Type of volunteering work:* There is a complex pattern of association between prior pro-environmental behaviours and the type of work volunteers do.

### 4.7 Other volunteer work

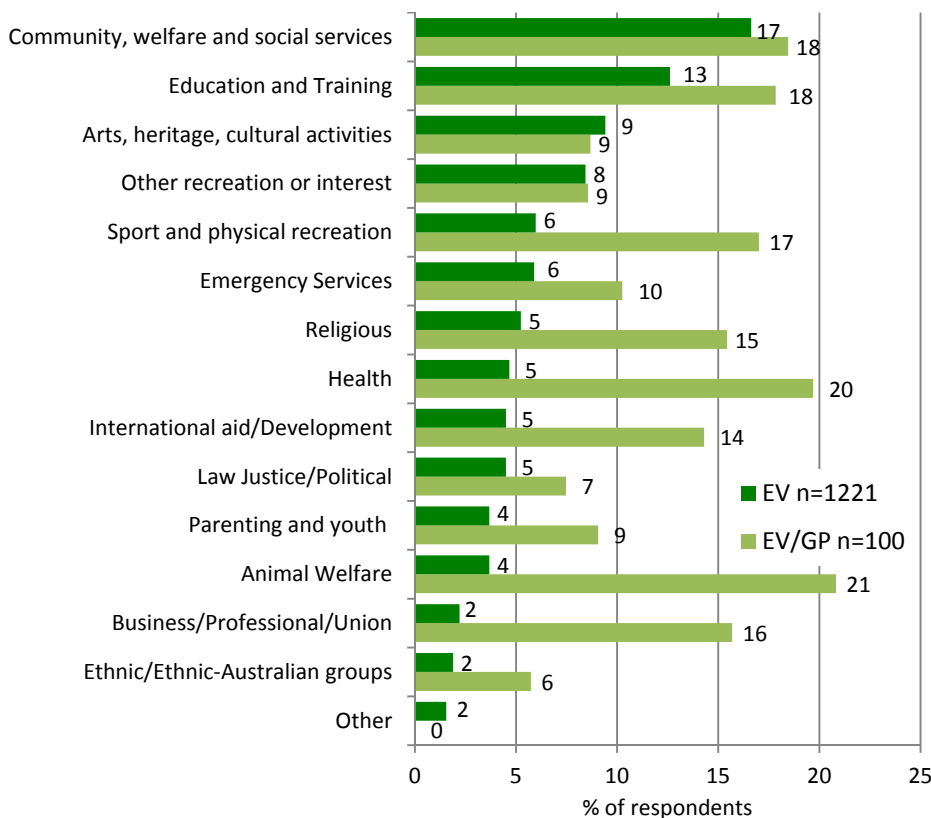
***In the past 12 months, have you done any volunteer or unpaid work with any government, non-government, religious or community organisation / group in any areas other than for the environment?*** (EV group)

52% of the EV group said they also volunteered in areas other than the environment and 67% of the EV/GP group, slightly above the proportion (63%) of those who volunteer from the general population group who volunteer in more than one area (Table 5).

However the pattern of 'other volunteering' is very different between the EV and EV/GP groups. Only the education (17%) and community (13%) areas attracted more than 10% of the environmental volunteers, whereas the EV/GP group's interests were spread over a wide range of other areas with nine areas attracting 10% or more (Figure 4.19).

Of the environmental volunteers (EV) doing other volunteering, 79% said were satisfied or very satisfied with this volunteer work.

**Figure 4.20 Environmental volunteers' other volunteer areas**



#### Significant differences - environmental volunteers (EV)

*Settlement type:* Those in rural areas were more likely to be volunteering in emergency services (12%) and those in metro areas less likely (4%).

*Area of volunteering:* Those working in restoration (56%), advocacy (60%) and clean-up (64%) were more likely to be volunteering in other areas and those working with wildlife were more likely not to be (48%). The specific non-environmental areas chosen were more likely to be related to the chosen environmental work, for example: those working in advocacy or policy were more likely to working in law/justice/political (10% each), those in wildlife care to be working in animal welfare (13%), those in education to be working in arts/heritage (14%) and those in cleanup to be working in education (18%) and sport (10%).

## 5. Discussion and implications for environmental volunteering

This research explored volunteering in depth with both a representative sample of the general population and with environmental volunteers targeted through environmental networks. While the results produced slightly higher rates of volunteering than ABS studies, the results of the general population survey parallel the results of recent ABS studies, namely that:

- about a third of the general population sample of NSW and ACT were doing volunteering/unpaid work (defined as in the previous 12 months) with an organisation or group (in any area),
- about 4% of the population were volunteering in the environmental area, in this study representing 11% of total volunteers.

In addition, 14% have volunteered in the past but not in the previous 12 months, so that the total of volunteers in the population rises to just over half (52%).

Section 2 provides extensive profiles of the three sample groups in this research with a summary in Section 2.8. Results are then presented separately in Section 3 for the general population who have not volunteered in the environmental area in the past 12 months. The results for the targeted environmental volunteers (EV) and a group of environmental volunteers sourced from both the main general population sample plus a general population boost sample (EV/GP) are presented together in Section 4 to enable comparisons. This latter analysis reveals both similarities and some substantial differences in these two groups of environmental volunteers.

In particular, the EV group is skewed to females and those 55+, it has a poorer representation from outer Sydney and higher representation of non-metropolitan coastal areas, and it has poor representation of diverse cultural backgrounds. On the other hand the EV/GP group is skewed to males and those under 45, has high representation from outer Sydney and of diverse cultural groups (especially ATSI). The EV/GP profile is likely to be strongly influenced by the inclusion in this survey of people who have done unpaid work in a range of categories other than completely voluntary, categories likely to include younger males (e.g. work for mutual obligation), and languages other than English (e.g. students fulfilling coursework requirements). However, the two environmental volunteer groups are similar in their level of education which heavily over-represents those with a Bachelor degree and above, compared to the general population or ABS data, and they were similar in their views and attitudes relating to the environment.

This section draws together some clusters of results in key areas across the surveys for all three groups, in order to focus on insights which may assist towards the key objective of the environmental volunteering initiative, namely *to develop a practical suite of options (which could be opportunities, strategies, actions and/or recommendations) to improve environmental volunteering within NSW*. As part of this, other research may be cited in the discussion.

### Choosing to volunteer

A number of results for the general population survey shed light on what is important in people's decisions and motivations for choosing volunteering and how those choices are made:

- Moving to a new area and wanting to get to know people appears strongly as a both a motivation to first start volunteering (21% of volunteers, Figure 3.6), and as a minor reason for switching volunteering areas (10% of those who took up a new area or switched, Figure 3.7). This occurs as volunteer work, groups and networks are left behind and new links need to be formed.
- Another change in life circumstances occurs when people retire - 11% of volunteers started volunteering when planning retirement or recently retired, and looking for some interesting and worthwhile activities (Figure 3.6).

- Of the 48% of the population who have never volunteered in any area, lack of knowledge - of anything they can do, or of something they would be interested in doing nearby, or of how to go about volunteering - are nominated by around 10% for each (Figure 3.11).
- Of those who have not volunteered, 17% say they would like to, they just haven't got around to it (Figure 3.11). Of these, 52% say knowing about volunteering opportunities close to home would be the most important thing to assist them take the first step.
- Of those who are volunteering but not in the environmental area, 12% cited as their first or second reason physical difficulties, 12% cited difficulties of access and 11% that they were not comfortable in outdoor or bush situations (Figure 3.8). In addition, 20% said they didn't know anything about the environment or volunteering in this area. For all these people, awareness of volunteering work that can be done at home or indoors is critical. 15% of the total general population sample fell into one of these categories and of these, 37% said they would get involved in environmental volunteering if they knew more about it or were offered something physically suitable and another 42% said they might. This offers great scope for increasing environmental volunteering.
- More than two thirds of environmental volunteering is done in or for the local government area in which people live (Figure 4.2).
- In choosing an organisation for volunteering, more of the EV/GP group cited convenience factors i.e. it is close to home or work, or easy to find and volunteer with (Figure 4.7).
- Substantially more of the EV/GP group found and joined their group or organisation by researching different groups (17% compared to 10% EV), seeing/hearing media/social media (13% compared to 9%) or responding to an advertisement (12% compared to 9%) (Figure 4.9). Young people looking for work experience or an opportunity to fulfill course requirements, for example, would be more likely to be more pro-active in looking for a group.
- Previous research: In 2002 the then Environment Protection Authority (EPA) ran a highly successful a television advertisement on environmental volunteering as part of the broader sustainable living campaign, known as *Our environment Its a living thing*. This marketing was successful in that it generated an enthusiastic spike in enquires about environmental volunteering. However, the initial responses and enquires ultimately translated into few new volunteers because there was insufficient good information on locally-based opportunities to meet the demand.<sup>16</sup>

**Discussion** While there are a number of informal ways that people enter volunteering, for those actively seeking to volunteer at a particular time (e.g. students fulfilling coursework requirements, those who have moved to a new area, new retirees), good up-to-date information about environmental volunteering opportunities is a critical need to assist people find an appropriate environmental volunteering opportunity. As the information is likely to be more useful, and used, if it is locally based, local government may be best positioned to facilitate information gathering and availability through channels and formats where a range of members of the community, from younger groups to impending retirees, will see or be able to access it. The information should be more than just contact details for the group - explicit information on the type of work, its location, hours and degree of flexibility make it easier for people to take the first step.

For example, many councils already provide new resident packs of information. These could be used more widely and include information on volunteering in the local area so that people can easily identify the areas that interest them. To augment this, local environmental groups could be more consistently encouraged to provide information on the opportunities they have available to go into these packs.

There are likely to be other innovative ways to make this information available, from a volunteering page on council websites kept up-to-date by local groups to smartphone apps, but this research demonstrates it is important to ensure it reaches the widest possible demographics.

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<sup>16</sup> Keen, S. 2003 *It's a living thing: evaluating the campaign for volunteers*. Report of research conducted for the Environment Protection Authority (unpubl).

It may also be feasible to investigate the possibility of developing a central statewide platform. However, this should be based on research that demonstrates that those searching for volunteer opportunities would be likely to find and use a centralised facility that covered the whole state. Information which is more locally-based may be more manageable and more useful for potential volunteers..

### Volunteering commitment

- Volunteering in more than one area is quite common - over a third (37%) of the general population volunteers said they do this, and two-thirds of these said they spend about the same time in each area. It is thus feasible for people to take up a new area in addition to an existing volunteer area, but this would undoubtedly depend on individual circumstances.
- However, almost two-thirds of people who volunteer (62%) do so on a very regular basis - 43% at least once a week and a further 19% at least once a fortnight (Figure 3.4). They also give quite a bit of time - a quarter are doing more than 20 hours per month and another 28% between 11 and 20 hours (Figure 3.5). In addition, most people are satisfied (87% satisfied or very satisfied) with their volunteering, so that it presumably meets their needs or specific interests. These people may not have time to fit in much more, nor the need to turn elsewhere.
- Yet there are key times in people's lives when they are making a volunteering decision - to take up volunteering or to switch their volunteering area - that can present windows of opportunity to influence that decision. Childhood and having children appear to be the most crucial. Asked when they first volunteered, a quarter of those volunteering in the general population group participated in volunteering as a child and another 8% took up volunteering as activities to do with their children (Figure 3.6). (The 17% who took up volunteering to support their child's activities are most likely to have been in education or sport, and this would not present an environmental opportunity).
- In addition, participation in a range of community-based activities as a child, including volunteer work, is substantially higher amongst volunteers (in any area) compared to non-volunteers in the general population - from both this research and ABS research (Figure 2.8). It seems that in general such community activities as a child creates a greater disposition to consider community work as an adult. While the high rate amongst the EV group (40%) of not having participated as a child in any of the community-based activities appears to confound this, this figure may simply reflect the high rate of retirees in the EV group (39%) and the possible lack of such participatory activities 50-60 years ago when they were children.

**Discussion:** While it may be difficult to recruit into environmental volunteering people who are already volunteering in other areas, there are several stages in people's lives where active intervention may increase environmental volunteering:

1. Provision of children-friendly environmental volunteering activities (even simply adjusting existing activities to welcome children) will address two of these windows of opportunity to draw people into environmental volunteering. Bringing children into environmental volunteering both develops their notion of volunteering as a worthwhile activity and assists in developing a lifelong interest in this area. It also draws in parents who select this as a worthwhile activity to engage in with their children.
2. The time of retirement is another key stage for some people, when people who have never volunteered before may be actively looking for something interesting and worthwhile to do and are considering volunteering. They are likely to be looking for activities local to where they live, so that good local information, as discussed earlier, is critical. Local recruitment through local newspapers, other media or local groups in a range of community activities may also tap into this demographic.

### Commitment to environmental volunteering

Environmental volunteers are highly motivated by their commitment to the natural environment - nature, plants animals and ecosystems, and this commitment appears to originate in their childhood experiences in nature. This shows most strongly in the EV survey in which almost all respondents (98%) are doing completely voluntary work, but is also evident in the EV/GP group which has a greater proportion of those

doing unpaid work for a variety of reasons. Evidence for this strength of commitment to the environment and thus environmental volunteering:

- Environmental volunteers (EV 70% and EV/GP 37%) nominated environment as one of the two most important current issues for the state government at far higher rates than the general population (11% in this survey, 6% in *Who Cares?* 2012 and 9% in *Who Cares?* 2015) (Figures 2.11 and 2.12).
- Almost all environmental volunteers (EV) were a great deal (80%) or a fair amount (18%) concerned about environmental problems, and 82% of the EV/GP group were thus concerned, compared to 56% of the general population in this survey and 65% in *Who Cares?* 2015 (Figure 2.13).
- Environmental volunteers (EV) are highly concerned about the impact of environmental problems on nature (87% a great deal, compared to 44% of the general population) and on future generations (83% a great deal compared to 51%) (Figures 2.15 and 2.17). Of six possible reasons for concern, nature is the most important reason for concern for 64% EV, compared to only 29% of the general population group and 19% of the *Who Cares?* 2015 sample (Figure 2.18). The EV/GP group also have greater levels of concern about nature and future generations than the general population but not as strongly as the EV group. However, nature is rated the most important reason by more of the EV/GP group than any other reason (38%) (Figures 2.16 and 2.18).
- The pro-environmental interest and commitment of over half the environmental volunteers in the EV survey originates in childhood experiences in nature, cited by 58% (as first or second most important influence), more than twice as many as nominated any other influencing factor (Figure 2.19). This also reflects considerable international research in this area which has consistently had similar findings.<sup>17</sup>

**Discussion:** Childhood experiences in nature appear to be a very important foundation for the development of environmental interest and concern. This concern, once developed appears very motivating for environmental volunteers and some are devoting many hours in this cause. Not only does this influence have high impact, addressing it can more easily be done on a broad scale than for other influences on environmental concern that are more random, such as having a great teacher or visiting somewhere that has an impact. There is an increasing recognition of the need to address 'nature deficit disorder'<sup>18</sup> as increasing numbers of children grow up in apartments in highly urbanised environments, but there has been little done in a consistent way to do so. Facilitation of such experiences, working with local government and/or the NSW Department of Education<sup>19</sup> is needed to provide a foundation for environmental interest and volunteering as an adult.

### Choosing environmental volunteering through other pathways

- Profiles of the EV/GP and EV groups vary substantially, but they both have high levels of concern about the environment and environmental issues, compared to the general population (as discussed above).
- As a result of the survey distribution method, the EV group is more likely to represent those tied into volunteer networks. Hence the sample has a very high representation of those doing entirely voluntary unpaid work (98%) and a low representation of those doing unpaid work for other reasons (2% or less in each category) (Figure 2.10).
- On the other hand the EV/GP group, drawn from a general population sampling process, has much greater proportions of respondents (20-30%) who have participated in a range of other forms of unpaid work (Fig 2.10) and it has a different demographic profile, with the exception of education. It may thus

<sup>17</sup> For example: Palmer et al 1999. Significant Life Experiences and Formative Influences on the Development of Adults' Environmental Awareness in the UK, Australia and Canada. *Environmental Education Research* 5 (2); 181-200. And Chawla, L. 1998 Significant Life Experiences Revisited: a review of research on sources of environmental sensitivity. *Environmental Education Research* 4 (4): 369-382.

<sup>18</sup> First brought to broad notice in Louv, Richard. 2005 *Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder*. Algonquin Books.

<sup>19</sup> Lane Cove Council's *Every Child a Bush Experience* program provides an interesting model for delivering such experiences at broad scale through schools within an LGA.

represent demographics not normally well-captured in volunteer networks and this is likely to be a result of the inclusion in this research of the categories of unpaid work other than completely voluntary.

- There was a high overlap in the EV/GP group of people who had been doing both completely voluntary work (61%) and other categories of unpaid work - 102 people gave 163 responses on their type of volunteering, indicating many were doing more than one type.

**Discussion:** Overlaps demonstrated by the number of EV/GP respondents who did more than one type of unpaid work demonstrate a potential for developing greater links between them. If these various other types of unpaid work in the environmental arena are leading to completely voluntary work, facilitation of entry via those other types should be encouraged. However, the pathways and mechanisms are poorly understood so that to work with these sectors it is necessary to develop a greater understanding of:

- the means by which other forms of unpaid work (work for mutual obligation, fulfilling coursework requirements, work experience and workplace volunteering) include environmental opportunities, and how participants form their choices of volunteer work in these categories
- the links and pathways between these various forms of unpaid work, in particular the translation from the essentially short-term unpaid work types to longer-term completely voluntary work.

Based on this further research, development of links with agencies who work with those required to do unpaid work, in order to encourage the consistent provision of environmental opportunities for that work, may be useful to assist recruitment of a broader range of demographics into longer-term environmental volunteering than are generally seen in the known networks.

### How much commitment?

The number of organisations people volunteer with, their frequency of volunteering and hours volunteered per month are all measures of strength of volunteering commitment. On the first of these there is little difference between the two environmental volunteer samples - almost half volunteer with two or three organisations or groups (Figure 4.3). Frequency and hours are stronger in the EV group but they are a function of both available time and level of interest.

- Consistent with the high proportion of fulltime workers, the EV/GP group's frequency of volunteering and hours spent per month are overall lower than the EV group. Only 1% volunteer more than 40 hours per month compared to 16% of the EV group (Figure 4.5).
- Retirees make up 39% of the EV sample, almost half of these retirees (49%) have been volunteering for more than 10 years and they are much more likely to volunteer frequently (at least once a week). They are obviously likely to have more time for volunteer work.

**Discussion:** It is important to consider whether retiree commitment is an age effect i.e. people choose environmental volunteering as they retire and have time to do more than those who are younger and working, or a cohort effect i.e. that those now 60+ have a special interest in the environment and are committed long-term volunteers. There are two historical trends to consider:

- Those in these age groups may have had good access to natural areas as children, just by the nature of urban settlements at the time they were growing up, whereas this access has decreased over time as urban areas infill and population densities increase.
- These age groups include those who populated the major surge in protest/conservation groups of the late 1960s and early '70s<sup>20</sup> that led both to general environmental protection legislation, as well as protection of specific natural areas both within the metropolitan area and beyond. Those protesters of the 1960s and '70s did not necessarily lose their environmental passion, and retiree participants in the EV survey may well have been involved in environmental work for a very long time.

If either of these trends underlie the high level of retiree environmental volunteers, it may be a cohort effect and environmental volunteering may not be able to rely on a steady supply of retirees with similar

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<sup>20</sup> Craney, Dennis 1980. *The environmental movement in New South Wales, 1969 to 1978*. Thesis (M. Env. Stud.), Macquarie University.

commitment to come through as the population ages, without active strategies or intervention to develop environmental awareness and concern in younger people. Facilitating childhood experiences in nature and developing volunteer activities to be child-friendly (both discussed earlier) would both address this issue.

### Other drivers for environmental volunteering

Drivers for commencing environmental volunteering and reasons for being a volunteer vary considerably and include a range of environment-based factors, convenience factors, social factors and personal benefit factors (Table 8, Figures 4.7 and 4.8).

#### Awareness

- The key driver for people to commence volunteering at a particular time is awareness of, and concern about, particular problems, issues or threat, whether local as in impacts on a local natural area, or more general as in the impacts of climate change (Figure 4.8 and following text). Four of the five factors involving awareness were nominated as influences by 20-32% of respondents in both EV groups (Figure 4.8).
- Associated with this are the reasons people choose their volunteering organisation, which for the EV group is very strongly about the organisation or group focus on a particular place or issue. This is present, but less strong for the EV/GP group who are equally driven by convenience and social factors (Figure. 4.7 and Table 8).

#### Social drivers

- Meeting people, making friends, networking, working with like-minded people, and being involved with local community all appear with solid ratings through the results for questions on important reasons for volunteering and reasons for choosing particular groups (Figures 4.7, 4.8, 4.11. 4.12).
- The mechanism by which people actually joined a group nominated by most respondents was that someone they know was involved and invited them to join (27% of both EV groups (Figure 4.9).

**Discussion:** Volunteer coordinators need to be aware of the motivations of their volunteers and structure programs and work, where possible, to deliver opportunities that cater to these volunteer motivations, being also aware that any individual's needs and motivations can change over time. Much of this could be addressed through volunteer coordinator training/professional development that includes modules on:

- identifying volunteer motivations and assistance with ways these needs can be met, while also demonstrating the value of periodic reassessment
- making volunteering a positive social experience for different age groups and interests. A publishable guide would also be useful.

Developing community awareness of environmental issues requires education and communication. Supporting and encouraging better and more consistent community environmental education and communication, as well as training for community educators is a significant ongoing need.

## Appendix 1: General population survey questionnaire

Note: The questionnaire are provided here with questions in the order they appeared for respondents. The numbering is not completely sequential as there were last-minute changes to the question order to assist more logical question flow for participants, but the questions were not renumbered following these changes. All reference to question numbers (in data tables for example) refer to the numbers given here.

### Introduction

Thank you for taking part in this online survey – it should take around 10 minutes to complete depending on your answers.

You may need to scroll down the page to view all of the questions.

Please read each question and follow the instructions to record your replies. Some questions may also ask you to type in a comment.

All of the answers you provide will be held in confidence, and will only be used in combination with other responses to the survey. For the QOR Privacy Policy Please Click [here](#)

Your responses will in no way be used for any purposes aside from this market research project.

### Demographics

1. What is the postcode for the main place you live? USE TO DEFINE REGIONS FOR TRACKING QUOTAS
2. What is the main place you live? *Please choose the category that best fits*
  1. Sydney/Greater Sydney (includes to Campbelltown, Penrith and Central Coast)
  2. Newcastle
  3. Wollongong
  4. Canberra
  5. a large country town (more than 15,000 people),
  6. a small country town (3,000-15,000 people),
  7. a country/rural area, including towns or villages of less than 3000 people)
3. Are you..?
  1. Male
  2. Female
  3. Other
4. What is your age group?
  1. 18–24 years
  2. 25–34 years
  3. 35–44 years
  4. 45–54 years
  5. 55–64 years
  6. 65–74 years
  7. 75+ years

### Volunteering

5. In the past 12 months, have you done any volunteer or unpaid work (any unpaid work with any government, non-government, religious or community organisation/group that provides a benefit to others outside your family or to the environment)?: *Choose all that apply*
  1. as part of Community Work for Mutual Obligation e.g 'work for the dole'
  2. as a student to fulfill coursework requirements or gain coursework credit
  3. for work experience, or as part of a work trial
  4. as part of workplace 'volunteer days'
  5. as completely voluntary unpaid work
  6. None of these



IF 6. AT Q5, SKIP TO Q14. ALL OTHERS GO TO Q6.

6. In which of the following areas did you do your volunteer or unpaid work in the past 12 months? *Choose all that apply.* RANDOMISE

1. Education and Training	e.g. at pre-schools, schools, universities or colleges, as teacher, carer, aide, parent helper or in support services
2. Sport and physical recreation	e.g. as trainer, coach, manager, supervisor, referee, organiser or other support work
3. Community, welfare and social services	e.g. in food, clothing, housing, transport provision, counselling, telephone support, disability, women/children's or migrant/refugee services, non-family childcare, or lobbying/activism in any of these areas
4. Arts, heritage and cultural activities	e.g. tour guide/educator, administrative and support services
5. Environment / Native wildlife	e.g. 'hands-on' restoration work, clean-up, monitoring, caring for wildlife, lobbying/activism, education
6. Animal Welfare (other than native wildlife)	e.g. at shelters
7. Emergency Services	e.g. search and rescue, disaster relief for SES, Rural Fire Service
8. Health	e.g. nursing, health support groups, hospital or nursing home work
9. Law / Justice / Political	e.g. civil, human and consumer rights, legal services, education or lobbying/activism in this area
10. Religious	e.g. administering religious services and rituals, providing support services for a church or other religious institution
11. Business / Professional / Union	e.g. in regulation and safeguarding of business, professional and labour interests including industry standards.
12. Parenting, children and youth development	e.g. parent training, support groups; running youth groups; Outward Bound, Duke of Edinburgh Award. (NB specific interest youth groups belong in other categories such as sport, arts etc.)
13. Other recreation or interest	e.g. providing services for social and leisure clubs, science clubs, public speaking groups
14. International aid / Development	e.g. fundraising, volunteer work in/for developing countries
15. Ethnic and Ethnic-Australian groups	e.g administration and support services for ethnic community associations, friendship organisations
16. Other	(please specify)

IF TICKED MORE THAN ONE OPTION AT Q6, GO TO Q7. IF TICKED ONLY ONE AT Q6, GO TO Q9

7. Which of the following statements most fits your volunteering in the last 12 months?

1. I volunteered about the same amount of time in each of the areas I ticked in the last question. SKIP TO Q.9
2. I spent most of my time in one area but did a bit of work in each of the others I ticked in the last question. GO TO Q8

IF 2 AT Q7 ASK:

8. In which of your volunteer areas do you spend the most time? (*choose one only*)

PRESENT ALL TICKED AT Q6. SINGLE ANSWER

9. How would you describe the frequency of your volunteering in the last 12 months across all areas you work in:

1. At least once a week GO TO Q10
2. At least once a fortnight GO TO Q10
3. At least once a month GO TO Q10
4. Several times a year SKIP TO Q11
5. Less regularly SKIP TO Q11

10. Over the 12 months, on average, approximately how many hours per month would you have spent in your total volunteer work ?

1. less than 5 hours per month
2. 5-10 hours per month
3. 11-20 hours per month
4. 21-40 hours per month
5. More than 40 hours per month

10B. Overall, how satisfied are you with the volunteer work you have done in the following areas in the last 12 months? EXCLUDE ENVIRONMENT AS THESE RESPONDENTS WILL BE ASKED THIS LATER

	1. Very dissatisfied	2. Dissatisfied	3. Neutral – OK	4. Satisfied	5. Very satisfied
INSERT AREA FROM Q8; IF THIS IS ENVIRONMENT, SELECT A DIFFERENT AREA SELECTED IN Q6					
INSERT SECOND RANDOMLY SELECTED AREA FROM Q6					

11. Which of the following best describes the stage of your life when you first started any volunteer work: SINGLE ANSWER

1. As a child I participated in volunteer activities with my parents
2. I moved to a new area and started volunteering as a way of getting to know people
3. I started to provide support to my children's activities e.g. at their school, with sport teams
4. I started doing volunteer activities with my children as a good things to do together
5. I started volunteer work when my children were more independent and I had more time
6. I was planning retirement, or had recently retired, and I was looking for some interesting and worthwhile activities.
7. Other (please specify)

12. Which statement below best describes your pattern of volunteering over the years: SINGLE ANSWER

1. I have always volunteered in just the one area GO TO Q14
2. I have always been interested in, and volunteered in, two (or more) areas GO TO Q14
3. I first volunteered in just one area but after some time I took up other(s) as well GO TO Q13
4. Over the years I have switched my interests from one area to another GO TO Q13.

IF 3 OR 4 AT Q12 ASK:

13. What would be the most recent reason you took up a new area or switched the direction of your volunteering? SINGLE ANSWER

1. I wanted a new challenge
2. When my children were young I volunteered in areas associated with their activities but when they were older I switched to something I was personally interested in
3. Friends influenced my choice and change
4. I found out new information that gave me an interest in a different area
5. I was trying to influence my children to spend more time outdoors / expand their interests and activities
6. I moved house/work to another geographical location
7. My workplace sent me on corporate volunteering and I enjoyed the new area
8. There were issues or problems with the previous groups/organisations
9. Other (please specify)

**Your Views**

14. From the list below, what do you feel are the two most important areas for attention by the NSW State Government at present? *Choose two.* (RANDOMISE)

1. Unemployment
2. Roads and traffic
3. Public transport
4. Welfare and social issues
5. Health / hospitals
6. The environment / environmental problems
7. Economic issues

8. Education / schools
9. Cost of living /cost of housing
10. Planning and development

15. Are you concerned about environmental problems?

1. Yes GO TO Q16.
2. No GO TO Q19

16. Would you say you are concerned about environmental problems:

1. a little
2. a fair amount
3. a great deal

17. To what extent would you say you are concerned about the effect of environmental problems on the following

*Choose one option for each item: (RANDOMISE)*

	A great deal	A fair amount	A little	Not at all	Don't know
Your health					
Your financial situation					
Your quality of life					
Future generations					
The economy					
Nature - plants, animals and ecosystems					

18. Overall which one of the reasons for concern in the previous question are you MOST concerned about regarding the effects of environmental problems? SINGLE ANSWER – SKIP IF ONLY SELECTED 'NOT AT ALL' OR 'DON'T KNOW' IN Q17. SHOW ONLY IF MORE THAN ONE OPTION RATED THE HIGHEST. SHOW ONLY THE HIGHEST RATED OPTIONS

1. Your health
2. Your financial situation
3. Your quality of life
4. Future generations
5. The economy
6. Nature - plants animals and ecosystems

**ALL THOSE WHO TICKED 'ENVIRONMENT' (ALONE OR WITH OTHER AREAS) AT Q6 GO TO Q26.**

ALL THOSE WHO TICKED ONLY OTHER AREAS AT Q6 GO TO Q19.

ALL THOSE WHO TICKED NONE AT Q5 GO TO Q21.

19. Earlier in this survey you indicated that you volunteered with organisations or groups in one or more areas, but not the environmental area. What would be your two most important reasons for not volunteering in the environmental area?

PRESENT BOTH PARTS ON ONE PAGE/SCREEN or SHOW AS TWO COLUMNS. RANDOMISE (WITH OTHER ALWAYS LAST) BETWEEN PARTICIPANTS BUT KEEP THE SAME ORDER FOR BOTH LISTS FOR ANY GIVEN PARTICIPANT.

A. Your most important reason? SINGLE ANSWER

1. I do not have enough time to volunteer in more areas
2. I enjoy working in /am committed to my existing area(s)
3. My current volunteering is associated with my children's activities
4. I don't know anything about the environment or volunteering in that area
5. I don't feel comfortable in the outdoors or in the bush where you would do volunteer environmental work
6. It is difficult for me to access environmental volunteer opportunities from where I live
7. It is physically difficult for me to do environmental work.
8. I am just not interested in the environment
9. I am employed in environmental work and prefer to volunteer in a different area
10. Other (please specify)

B. Your second most important reason? SINGLE ANSWER

1. I do not have enough time to volunteer in more areas
2. I enjoy working in /am committed to my existing area(s)
3. My current volunteering is associated with my children's activities
4. I don't know anything about the environment or volunteering in that area
5. I don't feel comfortable in the outdoors or in the bush where you would do volunteer environmental work
6. It is difficult for me to access environmental volunteer opportunities from where I live
7. It is physically difficult for me to do environmental work.
8. I am just not interested in the environment
9. I am employed in environmental work and prefer to volunteer in a different area
10. Other (please specify)
11. No other reason

IF 4, 5, 6 or 7 AT 19A. AND/OR 19B. GO TO Q.20. ALL OTHERS GO TO Q45.

20. Would you get involved in volunteering for the environment if you knew more about it, were offered the type of work that suited you, or you could do it indoors or at home?

1. Yes
2. No
3. Maybe
4. Don't know

**SEND TO Q45**

THOSE WHO WERE NO/NONE AT Q5:

21. Prior to the last 12 months, have you done any volunteer or unpaid work?

1. No GO TO Q24
2. Yes, a little GO TO Q22
3. Yes, a lot GO TO Q22

22. In which of the following areas did you do this volunteer work in the past? *Choose all that apply* RANDOMISE

1. Education and Training	e.g. at pre-schools, schools, universities or colleges, as teacher, carer, aide, parent helper or support services
2. Sport and physical recreation	e.g. as trainer, coach, manager, supervisor, referee, organiser or other support work
3. Community, welfare and social services	e.g. in food, clothing, housing, transport provision, counselling, telephone support, disability, women/children's or migrant/refugee services, , childcare, or lobbying/activism in this area
4. Arts and heritage activities	e.g. tour guide/educator, administrative and support services for heritage sites, professional or amateur arts organisations
5. Environment / Native wildlife	e.g. 'hands-on' restoration work, clean-up, monitoring, caring for wildlife, lobbying/activism, education
6. Animal Welfare (other than wildlife)	e.g. at shelters
7. Emergency Services	e.g. search and rescue, disaster relief for SES, Rural Fire Service
8. Health	e.g. nursing, health support groups, hospital or nursing home work
9. Law / Justice / Political	e.g. civil, human and consumer rights, legal services, education or lobbying/activism in this area
10. Religious	e.g. administering religious services and rituals, providing support services for a church or other religious institution
11. Business / Professional / Union	e.g. supporting the regulation and safeguarding of business, professional and labour interests including industry standards.
12. Parenting, children and youth development	e.g. parent training, support groups; running scouts or guides Police Citizens youth groups; Outward Bound, the Duke of Edinburgh Award Scheme. (Note specific interest youth groups belong in other categories such as sport, arts etc.)

13. Other recreation or interest	e.g. providing services for social and leisure clubs, science clubs, public speaking groups
14. International aid / Development	e.g. fundraising, volunteer work in developing countries
15. Ethnic and ethnic Australian groups	e.g administration and support services for ethnic community associations, friendship organisations
16. Other	(please specify)

23. What was the most important reason for you stopping this volunteer work?

1. My personal circumstances changed so that I no longer had the time or the physical ability to do it
2. My work was associated with my children's activities and they outgrew these activities
3. I felt my work wasn't achieving anything
4. I didn't feel my work was valued
5. The social aspects did not work for me any more (e.g. I didn't like or get on with the other people)
6. I disagreed with aspects of the organisation/group I was involved with.
7. The organisation/group didn't get back to me with new activities/opportunities
8. Other (please specify)

**SEND TO Q45**

IF NO AT Q21, ASK Q24, OTHERWISE GO TO Q45

24. Which of the following best describes why you have never done any voluntary or unpaid work? *Choose all that apply*

1. I have always been very busy with work and/or family and I haven't had have time
2. I would like to do something but have just never got around to it
3. I don't like to work with groups, I prefer to do things on my own.
4. I live a long way from any group or organisation that I could volunteer with.
5. I don't have children so I couldn't get involved in that type of activity
6. I don't know of any organisations near me that I could work with to do something that would interest me
7. I don't know of anything I can do.
8. I don't know how to go about it/I am not confident in approaching a group to join
9. I am concerned about dangers working in the environment area
10. I have difficulties with travel/transport
11. I am just not interested
12. Other (please specify)

IF 2 AT Q24:

25. What are the most important things that would help you take that first step ? *Select one or two only*

1. Knowing about volunteering opportunities close to home
2. Getting involved in something with my friends
3. Someone to invite me to get involved
4. Finding an issue that sparks my interest or passion
5. Finding something useful that also gives me a benefit (e.g. social contacts, healthy activity)
6. Finding somewhere I can use my specific skills
7. Finding an organisation doing work I value
8. Other (please specify)

GO TO 45

NEXT SET OF QUESTIONS, TO AND INCLUDING **Q44**, ONLY FOR THOSE WHO CHECKED TICKED ENVIRONMENT AT Q6.

**We would now like to ask you some questions about your environmental volunteering.** This includes:

- administrative or support services
- 'on-ground' activities such as restoration work, fieldwork or monitoring, or working with wildlife.
- promoting environmental awareness, advocating environmental protection or sustainable resource use, or promoting sustainable living

26. How many different organisations/groups do you do volunteer environmental work with?

1. One organisation

2. 2-3 organisations
3. Four or more organisations

27. Is your volunteer environmental work (*select all that apply*):

1. in, or for, your local government area (where you live)
2. done somewhere else in NSW/ACT or for this state as a whole (e.g. for policy/advocacy work)
3. in, or for, another state in Australia
4. for Australia as a whole (e.g. climate change policy work)
5. International

28. How would you describe the frequency of your environmental volunteer work in the last 12 months:

1. At least once a week GO TO Q29
2. At least once a fortnight GO TO Q29
3. At least once a month GO TO Q29
4. Several times a year GO TO Q30
5. Less regularly GO TO Q30

THOSE SELECTING CODES 1-3 IN PREVIOUS QUESTION:

29. On average, approximately how many hours per month would you have spent in ALL your volunteer work in the environmental area in the past year?

1. less than 5 hours per month
2. 5-10 hours per month
3. 11-20 hours per month
4. 20-40 hours per month
5. More than 40 hours per month

30. How long ago did you first become involved in voluntary work for the environment with any organisation/group?

1. Less than one year
2. Between one to five years
3. Between six to ten years
4. More than ten years

41B. In the next 12 months, do you think you will be doing the same amount, more or less volunteer environmental work as the last 12 months?

1. More than the last 12 months GO TO Q36
2. About the same as the last 12 months GO TO Q36
3. Less than the last 12 months GO TO Q42

42. Why do you anticipate doing less volunteer environmental work in the next 12 months? *Please select all that apply.* RANDOMISE

1. Dissatisfaction with the group/organisation or work as indicated in previous question
2. I want a new/different challenge
3. I found out new information that has given me an interest in a different area
4. I am moving house/work to another geographical location
5. My workplace sent me on corporate volunteering in a different area and I enjoyed it so I will do more in that area.
6. My personal circumstances have changed so that I no longer have the time or the physical ability to do as much
7. My volunteer work has been associated with work, study or Community Work for Mutual Obligation and this will not be relevant in the next 12 months
8. Other (please specify)

36. In choosing an organisation to do volunteer environmental work with, what is most important to you? *You may choose up to three factors (but you can nominate just one or two).* RANDOMISE

1. The issue or environmental area it focuses on
2. Convenience - it is close to work or home
3. The type of activities the group does or the particular volunteer work offered

4. It provides a chance to look after a place or natural area I care about
5. Flexible approach/convenient hours - easy to get involved and choose when/how much I want to work
6. I feel that I can contribute / there is a role for me
7. The people involved - good social and networking opportunities
8. It offers skills development or work experience opportunities
9. The organisation's reputation, values, track record, effectiveness in achieving its aims
10. Practical, non-political focus of the organisation
11. Easy to find and volunteer with
12. Other (please specify)
13. Nothing in particular

**Thinking back to when you FIRST commenced environmental volunteer work...**

37. Did any of the following influence your decision to start environmental volunteering? RANDOMISE

*Select all that apply - if none of these things influenced you, select the last option*

1. My awareness of/exposure to environmental issues had recently increased (eg through study or work)
2. I had become more concerned about climate change.
3. There was increased media and general discussion of environmental issues
4. My friends/family were involved
5. My personal circumstances changed and I was more able to get involved
6. I was concerned about a specific issue/environmental threat
7. I was ready for something new
8. I was retiring and looking for something useful and enjoyable to do
9. A new group formed that appealed to me (or I helped start it)
10. I had reduced my personal environmental impact and wanted to do something more for the environment
11. It was useful for/related to my work or studies
12. I visited somewhere that made an impact on me and I wanted to get more involved
13. I was looking for a physical/healthy outdoor volunteering opportunity
14. No, none of these things influenced me

IF CHOSE MORE THAN ONE (1-13) IN Q37, GO TO Q38. IF CHOSE ONLY ONE OPTION OR (14), GO TO Q39.

38. Of the aspects you chose in the last question, which one influenced you MOST?

PRESENT THE ALL FACTORS CHOSEN IN THE PREVIOUS QUESTION. SINGLE ANSWER

39. How did you come to start environmental volunteering with your **first** organisation/group? RANDOMISE, SINGLE ANSWER

1. Someone I knew was involved and asked me/suggested I join
2. I responded to an advertisement (any kind)
3. I was asked to join by a group member (who I didn't previously know)
4. I received information at a stall, in the post, by mail or email
5. I had known about the group for a long time, and just got around to it
6. I researched different groups to join/become involved with
7. I saw/heard media or social media coverage about the group, and followed up
8. Other (please specify)

34. Of the following reasons for doing volunteer environmental work, which are important to you:

*Please rate each factor.*

Reason	Very important	Important	Not important
Actively contributing to improving the condition of the physical environment			
Spending time outdoors getting exercise			
Connecting with nature			
Learning something new/developing skills			
Meeting people, making friends, working with like-minded people			
Helping influence government environmental policy and action			
Improving my mental health and well-being			

Being involved in my local community /contributing to community improvements			
Finding out more about environmental issues and current action			
Being part of my workplace/campus/school/religious/scout/ other group while doing something useful			
Learning more about what I could do in my own home / lifestyle to help the environment			
Getting experience that can contribute to my paid work or career			
Having a sense of purpose - doing something useful in my free time			
Other (please specify)			[EXCLUDE]

35. For each of the reasons you rated important or very important in last question, to what extent do you feel they are being met by your current volunteer environmental work across all the organisations you work with?

PRESENT ALL OPTIONS RATED 'VERY IMPORTANT' OR 'IMPORTANT' IN Q34.	Well met	Met a little	Not met	Hard to say

**The next few questions are about your current volunteer environmental work. If you are an environmental volunteer for more than one organisation, please think about the organisation / group for which you currently do the most work when answering these questions.**

31. What type of volunteer work do you do for the environment with your organisation. *Mark as many as apply:* (RANDOMISE)

1. Restoration/regeneration e.g. Bushcare, Landcare, treeplanting
2. Research / monitoring e.g. Streamwatch, wildlife watch, bird surveys
3. Advocacy / activism e.g. campaigns to protect environmental assets
4. Wildlife care e.g. with WIRES
5. Clean-up e.g. litter, Clean-up Australia
6. Education / communication e.g. guide in parks, running activity programs/workshops, media work, personal engagement, promotion of /teaching sustainable living/sustainable resource use
7. Policy development e.g. on climate change, resource use, marine protection
8. Administrative, accounting, legal, technology or other support services
9. Fundraising
10. Other (please specify)

32. What areas of the environment do you and your organisation/group mainly work on? (*you may select up to three single areas. For more than three, please select first option 'No single area'*)

1. No single area- we work in many different environmental areas
2. Plants and animals / ecosystems / bushland
3. Climate change
4. Energy (fossil fuels including coal seam gas, alternative energy)
5. Extraction / use of natural resources other than fossil fuels
6. Water / waterways
7. Chemicals, waste or specific product issues
8. Built environment (transport, planning, infrastructure, development)
9. Agriculture or food
10. Cultural heritage (Aboriginal and/or non-Aboriginal)
11. Other (please specify)

33. Have you received any training from the organisation/group you are volunteering with for your environmental work? SINGLE ANSWER

1. Yes, for each role I have
2. Yes, some training in some roles
3. No, I had all the skills I needed for my role(s) when I started.
4. No, I would have liked some but I learnt 'on the job'
5. No , but I would like to receive training.



40. Overall, how satisfied are you with your current volunteer environmental work? SINGLE ANSWER

1. Very dissatisfied
2. Dissatisfied
3. Neutral - OK
4. Satisfied
5. Very satisfied

41. What would you say you find least satisfying about your environmental volunteer experience? *You may select more than one.* RANDOMISE

1. Group dynamics e.g difficult personalities, or feelings of exclusivity
2. The way the group is run (poor organisation, process or structure, outdated systems)
3. Lack of funding / resources
4. Not enough active members - too much work
5. Not being able to voice concerns/frustrations
6. Limited opportunities to be involved or active
7. Lack of a sense of achievement
8. No, or not enough, training for the tasks I need or want to do
9. Feeling undervalued/not getting feedback on what has been achieved
10. Feel overwhelmed/powerless in the face of the issues
11. Political outcomes hard to change
12. Demands too much of my time
13. There are a lot of expenses I have to meet from my own pocket
14. Other (please specify):
15. I am not dissatisfied or unhappy about any aspect

**We now would like you to think about before you started any environmental volunteer work with any organisation.**

43. Before starting your environmental volunteer work with an organisation or group, did you do any of the following actions on your own (or just with friends/family) in relation to environmental issues?

*Please select all those things you ever did before joining a group.*

1. Read information/stayed up-to-date about environmental issues
2. Helped with bush regeneration or planting trees, other than in your backyard
3. Wrote letters (or emails) to politicians, government, local council or business about environmental issues
4. Cleaned up litter in a public space, park or forest
5. Rescued wildlife
6. Contacted the media (eg newspaper, talkback radio) about environmental issues
7. Made a conscious effort to do everyday things in your personal life to live more sustainably (e.g. save water/energy, reduce waste, recycle, reduce car use)
8. None of these activities

IF SELECTED ALL OF OPTIONS 1-7 IN Q43, GO TO Q45. ALL OTHERS GO TO Q44.

44. Of the following things that you said did not do before you started your environmental volunteer work with an organisation or group, are there any which you do now, or have done in the last 12 months? *Select all that apply*

PRESENT ONLY THOSE ITEMS NOT SELECTED IN Q43.

1. Read information/stay up-to-date about environmental issues
2. Write letters (or emails) to politicians, government, local council about environmental issues
3. Clean up litter in a public space, park or forest
4. Rescue wildlife
5. Bush regeneration or plant trees, other than in your backyard
6. Contact the media (eg newspaper, talkback radio) about environmental issues
7. Make a conscious effort to do everyday things in your personal life to live more sustainably (save water, energy, reduce waste, recycle, reduce car use)
8. None

**ASK All**

45. Have you ever heard of the NSW Environmental Trust?

1. I have heard the name but don't know anything about what it does GO TO Q47
2. I know of the Trust and a bit about what it does. GO TO Q46

- 3. I know quite a lot about the Trust and what it does. GO TO Q46
- 4. No - SKIP TO Q47

46. Were you aware that the NSW Environmental Trust supports a broad range of organisations/groups to undertake projects that enhance the environment of NSW?
- 1. Yes
  - 2. No

**And now for a few questions about you..**

48. What is your current employment situation? SINGLE ANSWER
- 1. Full-time paid work, 35+ hours per week (includes self-employed, temporary and casual)
  - 2. Part-time paid work (includes self-employed, temporary and casual)
  - 3. Unemployed and looking for work
  - 4. Student
  - 5. Homemaker
  - 6. Retired
  - 7. Unable to work
  - 8. Other (please specify)
49. Are you of Aboriginal or Torres Strait Islander origin?
- 1. Yes
  - 2. No

50. What is the main language you speak at home? Choose one ALPHABETISE LIST

1.	English
2.	Arabic
3.	Cantonese
4.	Mandarin
5.	Vietnamese
6.	Hindi / Punjabi
7.	Greek
8.	Italian
9.	Spanish
10.	Korean
11.	Tagalog/Filipino
12.	Indonesian
13.	Macedonian
14.	Other (please specify)

51. Do you speak a second language at home? If more than one other language please select the most important.  
Choose one ALPHABETISE LIST. KEEP 'NO/NONE' IN FIRST POSITION

1.	No \=/ none
2.	English
3.	Arabic
4.	Cantonese
5.	Mandarin
6.	Vietnamese
7.	Hindi / Punjabi
8.	Greek
9.	Italian
10.	Spanish
11.	Korean
12.	Tagalog / Filipino
13.	Indonesian
14.	Macedonian
15.	Other (please specify)

52. What is the highest level of education you have achieved? SINGLE ANSWER

1. No formal schooling
2. Primary school
3. Some secondary school
4. Completed high school (Higher School Certificate, Leaving Certificate etc)
5. Trade or technical qualification (eg TAFE)
6. Teachers College or College of Advanced Education (CAE) certificate or diploma
7. Bachelor Degree or above
8. Prefer not to say

53. Do you have primary care for any children under the age of 16?

1. Yes
2. No

54. As a youth/teenager (up to age 17), did you participate in any of the following activities? *Choose all that apply.*

RANDOMISE

1. Organised team sport
2. Arts/culture related activities
3. Youth group
4. Some kind of volunteer work
5. Raised money door-to-door or in a public place for a cause or organisation
6. Active in student government
7. Active in a religious organisation
8. None of these as child / youth

55A. Which of the following do you use or have access to? MULTI-SELECTION *Please select all that apply*

1. Personal computer at home
2. Smartphone
3. iPad or other tablet

(IF SELECTED OPTION 1 IN 55A) 55B. Is the personal computer you have access to at home connected to the internet?

1. Yes, a good internet connection
2. Yes, a poor internet connection
3. No, no internet connection

56. How frequently do you use social media (e.g. Facebook, Twitter, Flickr, Instagram etc)? *This excludes any correspondence by email* SINGLE ANSWER

1. Every day
2. At least once a week
3. At least once a month
4. Less often than once a month
5. Never

**THANK AND CLOSE**

## Appendix 2: Environmental volunteers questionnaire

Note: The questionnaire are provided here with questions in the order they appeared for respondents. The numbering is not completely sequential as there were last-minute changes to the question order to assist more logical question flow for participants, but the questions were not renumbered following these changes. All reference to question numbers (in data tables for example) refer to the numbers given here.

This survey is being undertaken by Deakin University for the NSW Environmental Trust. The results will be used to improve support for environmental volunteers and volunteering.

### **AND YOU CAN WIN A GREAT PRIZE!**

*By completing our survey you can enter our prize draw for a one year NSW National Parks entry pass for one vehicle. You will find instructions to enter at the end of the survey.*

### **Who should complete the survey?**

Any NSW or ACT resident 18 years or older who has in the last 12 months, done any kind of volunteer or unpaid work with any government, non-government, religious or community organisation or group, **for the benefit of the environment**. This includes those who provide administrative or support services, as well as those involved in more 'frontline' activities.

The organisation or group that you volunteer with may be doing 'on-ground' activities such as restoration work, fieldwork or monitoring, or working with wildlife. It may be promoting environmental awareness, advocating environmental protection or sustainable resource use, or promoting sustainable living. It may be formal or informal, large or small, single or multi-issue, and it may be at local, regional, national or international scale.

The survey should take up to 20 minutes. Please note that you cannot return to the survey if you close the browser window part-way through. Please do not use your browser's back button.

All responses are confidential and no individual will be identified in analysis or reporting. If you commence the survey you are taken to have consented to participate in the research and to acknowledge you understand the terms of the research as provided in the statement and consent form below ([link to Deakin statement/consent form](#)).

### **START SURVEY**

IF POSSIBLE IN PROGRAMMING, RANDOMISE PRESENTATION OF ANSWER OPTIONS WHERE INDICATED. WHERE THE LIST HAS 'OTHER' ALWAYS KEEP THIS LAST.

### **Volunteer status**

1. In the past 12 months have you undertaken any unpaid work that benefits the environment with any government, non-government, religious or community organisation/group: *Choose all that apply*
  1. as completely voluntary unpaid work
  2. as part of Community Work for Mutual Obligation e.g a 'work for the dole' scheme
  3. as a student to fulfill coursework requirements or gain coursework credit
  4. for work experience, or as part of a work trial
  5. as part of workplace 'volunteer days'
  6. None of these

THOSE 6. AT Q1, THANK AND CLOSE. ALL OTHERS GO TO NEXT QUESTION.

2. As a youth/teenager (up to age 17), did you participate in any of the following activities? *Choose all that apply.*  
RANDOMISE (MAINTAIN 'NONE' IN LAST POSITION)
  1. Organised team sport
  2. Arts/culture related activities
  3. Youth group
  4. Some kind of volunteer work
  5. Raised money door-to-door or in a public place for a cause or organisation
  6. Active in student government

7. Active in a religious organisation
8. None of these as child / youth

**Your Views**

3. From the list below, what do you feel are the two most important issues for attention by the NSW State Government at present? *Choose two.* (RANDOMISE)

1. Unemployment
2. Transport
3. Welfare and social issues
4. Health / hospitals
5. The environment / environmental problems
6. Economic issues
7. Education / schools
8. Cost of living /cost of housing
9. Planning and development

4. Are you concerned about environmental problems?

1. Yes GO TO Q5
2. No GO TO Q8

5. Would you say you are concerned about environmental problems:

1. a little
2. a fair amount
3. a great deal

6. To what extent would you say you are concerned about the effect of environmental problems on the following (*choose one option for each item*): (RANDOMISE)

	A great deal	A fair amount	A little	Not at all	Don't know
Your health					
Your financial situation					
Your quality of life					
Future generations					
The economy					
Nature - plants, animals and ecosystems					

7. Overall which one of the reasons for concern in the previous question are you MOST concerned about regarding the effects of environmental problems? SINGLE ANSWER – SKIP IF ONLY SELECTED ‘NOT AT ALL’ OR ‘DON’T KNOW’ IN Q6. SHOW ONLY IF MORE THAN ONE OPTION RATED THE HIGHEST. SHOW ONLY THE HIGHEST RATED OPTIONS

1. Your health
2. Your financial situation
3. Your quality of life
4. Future generations
5. The economy
6. Nature - plants animals and ecosystems

**Your environmental volunteering**

8. How many different organisations/groups do you do volunteer environmental work with?

1. One organisation
2. 2-3 organisations
3. Four or more organisations

9. Is your volunteer environmental work (*select all that apply*):

1. in, or for, your local government area (where you live)
2. done somewhere else in NSW/ACT or for this state as a whole (e.g. for policy/advocacy work)

3. in, or for, another state in Australia
4. for Australia as a whole (e.g. climate change policy work)
5. International

10. How would you describe the frequency of your environmental volunteer work in the last 12 months:

1. At least once a week GO TO Q11
2. At least once a fortnight GO TO Q11
3. At least once a month GO TO Q11
4. Several times a year GO TO Q12
5. Less regularly GO TO Q12

CODES 1-3 IN PREVIOUS QUESTION ANSWER Q11:

11. On average, approximately how many hours per month would you have spent in ALL your volunteer work in the environmental area in the past year?

1. less than 5 hours per month
2. 5-10 hours per month
3. 11-20 hours per month
4. 20-40 hours per month
5. More than 40 hours per month

12. How long ago did you first become involved in voluntary work for the environment with an organisation/group?

1. Less than one year
2. Between one to five years
3. Between six to ten years
4. More than ten years

23B. In the next 12 months, do you think you will be doing the same amount, more or less volunteer environmental work as the last 12 months?

1. More than the last 12 months GO TO Q18
2. About the same as the last 12 months GO TO Q18
3. Less than the last 12 months GO TO Q24

24. Why do you anticipate doing less volunteer environmental work in the next 12 months? *Choose all that apply.*

RANDOMISE

1. Dissatisfaction with the group/organisation or work as indicated in previous question
2. I want a new/different challenge
3. I found out new information that has given me an interest in a different area
4. I am moving house/work to another geographical location
5. My workplace sent me on corporate volunteering in a different area and I enjoyed it so I will do more in that area
6. My personal circumstances have changed so that I no longer have the time or the physical ability to do as much
7. My volunteer work has been associated with work, study or Community Work for Mutual Obligation and this will not be relevant in the next 12 months
8. Other (please specify)

18. In choosing an organisation/group to do volunteer environmental work with, what is most important to you? *You may choose up to three factors (but you can nominate just one or two).* RANDOMISE

1. The issue or environmental area it focuses on
2. Convenience - it is close to work or home
3. The type of activities the group does or the particular volunteer work offered
4. It provides a chance to look after a place or natural area I care about
5. Flexible approach/convenient hours - easy to get involved and choose when/how much I want to work
6. I feel that I can contribute / there is a role for me
7. The people involved - good social and networking opportunities
8. It offers skills development or work experience opportunities
9. The organisation's reputation, values, track record, effectiveness in achieving its aims
10. Practical, non-political focus of the organisation
11. Easy to find and volunteer with

- 12. Other (please specify)
- 13. Nothing in particular

**Thinking back to when you FIRST commenced environmental volunteer work...**

19. Did any of the following influence your decision to start environmental volunteering? RANDOMISE  
*Select all that apply - if none of these things influenced you, select the last option*
- 1. My awareness of/exposure to environmental issues had recently increased (eg through study or work)
  - 2. I had become more concerned about climate change.
  - 3. There was increased media and general discussion of environmental issues
  - 4. My friends/family were involved
  - 5. My personal circumstances changed and I was more able to get involved
  - 6. I was concerned about a specific issue/environmental threat
  - 7. I was ready for something new
  - 8. I was retiring and looking for something useful and enjoyable to do
  - 9. A new group formed that appealed to me (or I helped start it)
  - 10. I had reduced my personal environmental impact and wanted to do something more for the environment
  - 11. It was useful for/related to my work or studies
  - 12. I visited somewhere that made an impact on me and I wanted to get more involved
  - 13. I was looking for a physical/healthy outdoor volunteering opportunity
  - 14. No, none of these things influenced me

IF CHOSE MORE THAN ONE (1-13) IN Q19, GO TO Q20. IF CHOSE ONLY ONE OPTION OR (14), GO TO Q21.

20. Of the aspects you chose in the last question, which one influenced you MOST?

PRESENT THE ALL FACTORS CHOSEN IN THE PREVIOUS QUESTION. SINGLE ANSWER

21. How did you come to start environmental volunteering with your **first** organisation/group? RANDOMISE, SINGLE ANSWER
- 1. Someone I knew was involved and asked me/suggested I join
  - 2. I responded to an advertisement (any kind)
  - 3. I was asked to join by a group member (who I didn't previously know)
  - 4. I received information at a stall, in the post, by mail or email
  - 5. I had known about the group for a long time, and just got around to it
  - 6. I researched different groups to join/become involved with
  - 7. I saw/heard media or social media coverage about the group, and followed up
  - 8. Other (please specify):

16. Of the following reasons for doing volunteer environmental work, which are important to you:  
*Please rate each factor.*

Reason	Very important	Important	Not important
Actively contributing to improving the condition of the physical environment			
Spending time outdoors getting exercise			
Connecting with nature			
Learning something new/developing skills			
Meeting people, making friends, working with like-minded people			
Helping influence government environmental policy and action			
Improving my mental health and well-being			
Being involved in my local community/contributing to community improvements			
Finding out more about environmental issues and current action			
Being part of my workplace/campus/school/religious/scout/ other group while doing something useful			
Learning more about what I could do in my own home / lifestyle to help the environment			
Getting experience that can contribute to my paid work or career			
Having a sense of purpose - doing something useful in my free time			
Other (please specify)			[EXCLUDE]

17. For each of the reasons you rated important or very important in last question, to what extent do you feel they are being met by your current volunteer environmental work across all the organisations you work with?

PRESENT ALL OPTIONS RATED 'VERY IMPORTANT' OR 'IMPORTANT' IN Q16.	Well met	Met a little	Not met	Hard to say

**The next few questions are about your current volunteer environmental work. If you are an environmental volunteer for more than one organisation, please think about the organisation / group for which you currently do the most work when answering these questions.**

13. What type of volunteer work do you do for the environment with your organisation/group. *Mark as many as apply: (RANDOMISE)*

1. Restoration/regeneration e.g. Bushcare, Landcare, treeplanting
2. Research / monitoring e.g. Streamwatch, wildlife watch, bird surveys
3. Advocacy / activism e.g. campaigns to protect environmental assets
4. Wildlife care e.g. with WIRES
5. Clean-up e.g. litter, Clean-up Australia
6. Education / communication e.g. guide in parks, running activity programs/workshops, media work, personal engagement, promotion of /teaching sustainable living/sustainable resource use
7. Policy development e.g. on climate change, resource use, marine protection
8. Administrative, accounting, legal, technology or other support services
9. Fundraising
10. Other (please specify)

14. What areas of the environment do you and your organisation/group mainly work on? *(you may select up to three single areas. For more than three, please select first option 'No single area')*

1. No single area- we work in many different environmental areas
2. Plants and animals / ecosystems / bushland
3. Climate change
4. Energy (fossil fuels including coal seam gas, alternative energy)
5. Extraction / use of natural resources other than fossil fuels
6. Water / waterways
7. Chemicals, waste or specific product issues
8. Built environment (transport, planning, infrastructure, development)
9. Agriculture or food
10. Cultural heritage (Aboriginal and/or non-Aboriginal)
11. Other (please specify)

15. Have you received any training from the organisation/group you are volunteering with for your environmental work? **SINGLE ANSWER**

1. Yes, for each role I have
2. Yes, some training in some roles
3. No, I had all the skills I needed for my role(s) when I started.
4. No, I would have liked some but I learnt 'on the job'
5. No, but I would like to receive training.

22. Overall, how satisfied are you with your current volunteer environmental work? **SINGLE ANSWER**

1. Very dissatisfied
2. Dissatisfied
3. Neutral - OK
4. Satisfied
5. Very satisfied

23. What would you say you find least satisfying about your environmental volunteer experience? *You may select more than one. RANDOMISE*

1. Group dynamics e.g. difficult personalities, or feelings of exclusivity
2. The way the group is run (poor organisation, process or structure, outdated systems)



3. Lack of funding / resources
4. Not enough active members - too much work
5. Not being able to voice concerns/frustrations
6. Limited opportunities to be involved or active
7. Lack of a sense of achievement
8. No, or not enough, training for the tasks I need or want to do
9. Feeling undervalued/not getting feedback on what has been achieved
10. Feel overwhelmed/powerless in the face of the issues
11. Political outcomes hard to change
12. Demands too much of my time
13. There are a lot of expenses I have to meet from my own pocket
14. Other (please specify):
15. I am not dissatisfied or unhappy about any aspect

**We now would like you to think about before you started any environmental volunteer work with any organisation/group.**

25. Before starting your environmental volunteer work with an organisation or group, did you do any of the following actions on your own (or just with friends/family) in relation to environmental issues?

*Please select all those things you ever did before joining a group.*

1. Read information/stayed up-to-date about environmental issues
2. Helped with bush regeneration or planting trees, other than in your backyard
3. Wrote letters (or emails) to politicians, government, local council or business about environmental issues
4. Cleaned up litter in a public space, park or forest
5. Rescued wildlife
6. Contacted the media (eg newspaper, talkback radio) about environmental issues
7. Made a conscious effort to do everyday things in your personal life to live more sustainably (e.g. save water/energy, reduce waste, recycle, reduce car use)
8. None of these activities

IF SELECTED ALL OF OPTIONS 1-7 IN Q25, GO TO Q27. ALL OTHERS GO TO Q26.

26. Of the following things that you said did not do before you started your environmental volunteer work with an organisation or group, are there any which you do now, or have done in the last 12 months? *Select as many as apply*

PRESENT ONLY THOSE ITEMS NOT SELECTED IN Q25.

1. Read information/stay up-to-date about environmental issues
2. Write letters (or emails) to politicians, government, local council about environmental issues
3. Clean up litter in a public space, park or forest
4. Rescue wildlife
5. Bush regeneration or plant trees, other than in your backyard
6. Contact the media (eg newspaper, talkback radio) about environmental issues
7. Make a conscious effort to do everyday things in your personal life to live more sustainably (save water, energy, reduce waste, recycle, reduce car use)
8. None

**NSW Environmental Trust**

27. Before starting this survey, were you aware of the NSW Environmental Trust?

1. I knew the name but didn't know anything about what it does GO TO Q29
2. I knew of the Trust and a bit about what it does. GO TO Q28
3. I knew quite a lot about the Trust and what it does. GO TO Q28
4. No GO TO Q29

28. Were you aware that the NSW Environmental Trust supports a broad range of organisations to undertake projects that enhance the environment of NSW?

1. Yes
2. No

**A few more questions about you**

29. Your volunteering work benefits the environment. What were the one or two most important factors influencing the development of your interest in the environment (*You can choose just one as the most important or choose a second as well*): RANDOMISE

	<b>Most important</b>	<b>Second most important</b>
Childhood experiences in nature		
An influential family member or family friend		
An influential teacher or courses at school		
Post-school education or coursework		
Media – key books, papers, magazines, TV or radio programs, films		
Involvement with social media (Facebook, Twitter, Flickr etc)		
Positive travel experiences		
Work experiences		
Love of animals		
Negative experiences with environmental problems		
Other (please specify)		

30. In the past 12 months, have you done any volunteer or unpaid work with any government, non-government, religious or community organisation/group in any areas other than for the environment?

1. Yes GO TO Q31
2. No – SKIP TO Q32

31. In which of the following areas did you do your other volunteer or unpaid work in the past 12 months? *Choose all that apply*. EXAMPLES TO BE SMALLER FONT AND GREY, SO THAT THEY ARE ACCESSIBLE BUT NOT DOMINANT - RANDOMISE

1. Education and Training	e.g. at pre-schools, schools, universities or colleges, as teacher, carer, aide, parent helper or support services
2. Sport and physical recreation	e.g. as trainer, coach, manager, supervisor, referee, organiser or other support work
3. Community, welfare and social services	e.g. in food, clothing, housing, transport provision, counseling, telephone support, disability, women/children's, or migrant/refugee services, non-family childcare, or lobbying/activism in any of these areas
4. Arts, heritage and cultural activities	e.g. tour guide/educator, administrative and support services
5. Animal Welfare	e.g. at shelters
6. Emergency Services	e.g. search and rescue, disaster relief for SES, Rural Fire Service
7. Health	e.g. nursing, health support groups, hospital or nursing home work
8. Law / Justice / Political	e.g. civil, human and consumer rights, legal services, education or lobbying/activism in this area
9. Religious	e.g. administering religious services and rituals, providing support services for a church or other religious institution
10. Business / Professional / Union	e.g. in regulation and safeguarding of business, professional and labour interests including industry standards.
11. Parenting, children and youth development	e.g. parent training, support groups; running youth groups, Outward Bound, Duke of Edinburgh Award. (NB specific interest youth groups belong in other categories such as sport, arts etc.)
12. Other recreation or interest	e.g. providing services for social and leisure clubs, science clubs, public speaking groups
13. International aid/Development	e.g. fundraising, volunteer work in/for developing countries
14. Ethnic and Ethnic-Australian groups	e.g. administration and support services for ethnic community associations/friendship organisations
15. Other	(specify)

32. Overall, how satisfied are you with the volunteer work you have done in the past 12 months in [INSERT AREA FROM Q31 – RANDOMLY SELECTED FROM AREAS CHOSEN BY RESPONDENTS]? SINGLE ANSWER
1. Very dissatisfied
  2. Dissatisfied
  3. Neutral - OK
  4. Satisfied
  5. Very satisfied

Finally, a few questions about you.

33. Where is the main place you live? *Please choose the category that best fits*
1. Sydney/Greater Sydney (includes to Campbelltown, Penrith and Central Coast)
  2. Newcastle
  3. Wollongong
  4. Canberra
  5. a large country town (more than 15,000 people)
  6. a small country town (3000-15,000 people)
  7. a country rural area, including towns or villages of less than 3000 people

34. What is the postcode for the main place you live?

35. Are you ...?
1. Male
  2. Female
  3. Other

36. What is your age group
1. 18–24 years
  2. 25–34 years
  3. 35–44 years
  4. 45–54 years
  5. 55–64 years
  6. 65–74 years
  7. 75+ years

37. What is your current employment situation? SINGLE ANSWER
1. Full-time paid work, 35+ hours per week (includes self-employed, temporary and casual)
  2. Part-time paid work (includes self-employed, temporary and casual)
  3. Unemployed and looking for work
  4. Student
  5. Homemaker
  6. Retired
  7. Unable to work
  8. Other (specify)

38. Are you of Aboriginal or Torres Strait Islander origin?
3. Yes
  4. No

39. What is the main language you speak at home? *Choose one ALPHABETISE LIST*

1.	English
2.	Arabic
3.	Cantonese
4.	Mandarin
5.	Vietnamese
6.	Hindi / Punjabi
7.	Greek
8.	Italian
9.	Spanish

10.	Korean
11.	Tagalog / Filipino
12.	Indonesian
13.	Macedonian
14.	Other (specify)

40. Do you speak a second language at home? If more than one other language please select the most important.  
*Choose one ALPHABETISE LIST. KEEP 'NO/NONE' IN FIRST POSITION*

1.	No / none
2.	English
3.	Arabic
4.	Cantonese
5.	Mandarin
6.	Vietnamese
7.	Hindi /Punjabi
8.	Greek
9.	Italian
10.	Spanish
11.	Korean
12.	Tagalog / Filipino
13.	Indonesian
14.	Macedonian
15.	Other (specify)

41. What is the highest level of education you have achieved? SINGLE ANSWER

1. No formal schooling
2. Primary school
3. Some secondary school
4. Completed high school (Higher School Certificate, Leaving Certificate etc)
5. Trade or technical qualification (eg TAFE)
6. Teachers College or College of Advanced Education (CAE) certificate or diploma
7. Bachelor degree or above
8. Prefer not to say

42. Do you have primary care for any children under the age of 16?

1. Yes
2. No

43A. Which of the following do you use or have access to? MULTI-SELECTION *Select all that apply*

1. Personal computer at home
2. Smartphone
3. iPad or other tablet

(IF SELECTED OPTION 1 IN 43A) 43B. Is the personal computer you have access to at home connected to the internet?

1. Yes, a good internet connection
2. Yes, a poor internet connection
3. No, no internet connection

44. Are you a regular user of social media (e.g. Facebook, Twitter, Flickr, Instagram etc)? *This excludes any correspondence by email* SINGLE ANSWER

1. Regular use
2. Occasional use
3. Non-user or hardly ever use

**Thank you, we appreciate your time and participation in this survey and wish you all the best in your environmental work.**

46. If you do not currently receive information from the NSW Environmental Trust, would you like to be added to the Trust's mailing list to learn more about grant programs and environmental projects?

1. Yes
2. No
3. Already receive Environmental Trust information

47. Do you wish to participate in the prize draw for a one year NSW National Parks vehicle entry pass?

- Yes GO TO INSTRUCTIONS FOR PARTICIPATION
- No GO TO CLOSE

IF YES AT 46 BUT NO AT 47, ASK FOR EMAIL ADDRESS.

## Appendix 3: Emailed survey invitation to environmental volunteers



# Environmental Volunteering Survey

## Are you an environmental volunteer?



The NSW Environmental Trust is planning some new programs to better support environmental volunteers and volunteer programs, but we need to know what is important to volunteers first. To discover this, the Trust is conducting a survey of environmental volunteers and we would really appreciate your participation so that we can include your views.

Who should do the survey?.... anyone who has done ANY kind of unpaid work ('on-ground', administrative or other support, advocacy, fundraising) that benefits the environment, with an organisation (government or non-government) or group, in the past 12 months.

**By completing our survey you are helping volunteer programs AND you can enter our prize draw for a one year NSW National Parks entry pass for one vehicle.**

Please click on the link below to start the survey, which should take about 20 minutes to complete. The survey data is being collected by Australian Online Research. All responses are confidential and no

[Click here to complete the survey](#)

**We are looking for a broad range of views, so please pass this email on to the members of your organisation and anyone you know who volunteers for the environment.**

If you have any questions, please contact Nicole Balodis at the NSW Environmental Trust on 02 8837 6068.

Thank you for your time and your valuable input.

Yours sincerely

Peter Dixon

Senior Manager, Grants

**NSW Environmental Trust**

This project is an initiative of the NSW Government through its Environmental Trust

## Appendix 4: Online survey methodology



The survey was conducted using an online methodology. Fieldwork started on 19<sup>th</sup> February 2016 and finished on 9<sup>th</sup> March 2016. The survey had two target groups:

- NSW general population of Australian adults aged 18+, sourced from the Quality Online Research Consumer Panel – a panel built through primarily offline methods to represent the Australian adult population by age, gender and region.
- NSW environmental volunteers (defined as those who had done any unpaid work benefiting the environment in the past 12 months), sourced through the NSW Environmental Trust and associated agencies.

Depending on the level of volunteering, the survey length ranged from 5 minutes (no volunteering) to 20 minutes (environmental volunteers).

### General Population Sample

A target general population sample of n=1,500 was set. As a key aim of the general population sample was to understand environmental volunteering within the broader NSW adult population, an additional target of n=100 environmental volunteers was set using a combination of natural fallout within the original n=1,500 and a boost sample. Total sample achieved for the general population was n=1,566, including n=1,523 general population respondents (of which n=53 were environmental volunteers) and n=47 boost environmental volunteers.

In order to ensure a representative sample of the NSW adult population was achieved in the general population sample, quotas were set by age and gender as shown in Table 10. The distribution of the sample by regions was also monitored to ensure a good spread, although no strict regional quotas were set.

**Table 10: Sample quotas by age and gender**

NSW General Population Sample	Target		Achieved		ABS 2015 est.	
	n	%	n	%	pop	%
TOTAL	1500	100%	1523	100%	6,220,040	100%
Male, 18–24 years	93	6%	49	3%	387,434	6%
Male, 25–34 years	138	9%	103	7%	582,511	9%
Male, 35–44 years	133	9%	109	7%	538,174	9%
Male, 45–54 years	129	9%	111	7%	511,768	8%
Male, 55–64 years	111	7%	128	8%	457,168	7%
Male, 65–74 years	78	5%	97	6%	340,114	5%
Male, 75+ years	55	4%	63	4%	237,399	4%
Female, 18–24 years	89	6%	95	6%	367,603	6%
Female, 25–34 years	138	9%	159	10%	585,127	9%
Female, 35–44 years	136	9%	185	12%	548,118	9%
Female, 45–54 years	132	9%	144	9%	526,517	8%
Female, 55–64 years	113	8%	135	9%	472,696	8%
Female, 65–74 years	79	5%	98	6%	350,957	6%
Female, 75+ years	76	5%	46	3%	314,453	5%
Other *	0	0%	1	0%	1	0%

\* ABS does not report on 'Other' gender. As one respondent self-identified as 'other', they were given a weight of 1.

For the boost sample of environmental volunteers, age and gender quotas were similarly set for the combination of completions and screen outs to ensure a representative base for the boost sample. A post-fieldwork profile comparison of the environmental volunteer sample achieved within the broader general population sample compared to the boost confirmed consistency between the two samples.

ABS population weights for NSW (as shown in the table above) were applied to the general population data for analysis and reporting purposes.

### **Environmental volunteer sample**

A total sample of n=1,221 environmental volunteers was achieved through distribution of the survey by the NSW Environmental Trust.

Response rate for the general population survey was 16% and roughly 15% for the volunteer survey. (Exact response rate for the volunteer survey cannot be calculated as a snowball method of distribution of the survey was used. Estimated response rate is based on initial distribution figure of 8,000 emails sent out by the NSW Environmental Trust.)

### **Significance Testing**

For unweighted data, such as for the environmental volunteers sample, differences in results were tested for significance to the 95% confidence level using Pearson's Chi-Square Test of Independence.

For weighted data, such as for the general population sample, differences in results between groups were tested for significance to the 95% confidence level using the 'Second Order Rao-Scott Test of Independence of a Contingency Table', a Chi-Squared Test for weighted survey data.