

The Attraction, Support and Retention of Emergency Management Volunteers

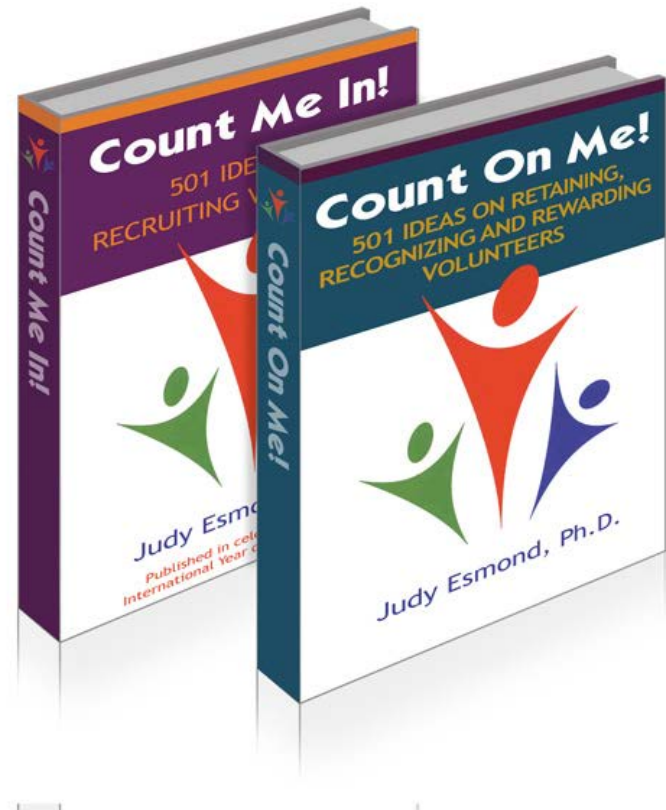


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**Books Available at www.morevolunteers.com
click on products**

Dr Judy Esmond has Undertaken Leading Research

- First Research Study Worldwide on Baby Boomers and Volunteering
- Largest Research Study on Volunteer Motivations across Sectors
- First Longitudinal Study on the Attraction, Support and Retention of Emergency Management Volunteers 2009 and 2016/2017
- First Australian Study on Volunteer Recruitment, Engagement and Retention in Faith Based Organisations Supporting Communities through Disasters and Emergencies 2018

Attraction, Support and Retention of Emergency Management Volunteers 2016/2017

What has changed since 2009?



More Disasters & Emergencies

Australian Emergency Management Volunteer Forum



Interviews

The Final Research Report



Five Challenges



TIME

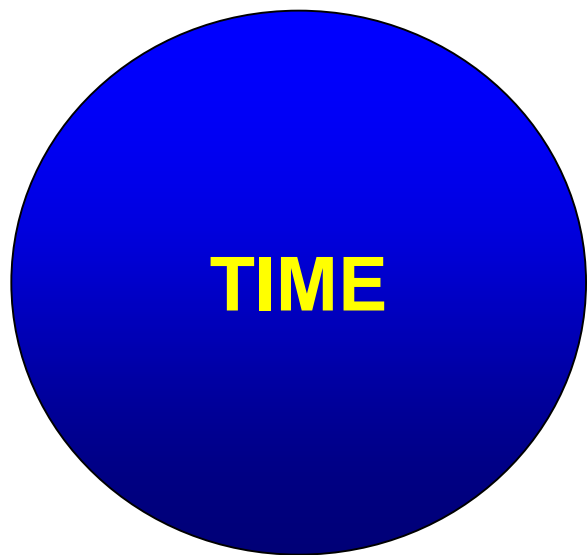
TRAINING

COSTS

RECOGNITION

PEOPLE

Five Challenges



**Volunteers don't necessarily have the time,
they just have the heart – Elizabeth Andrew**

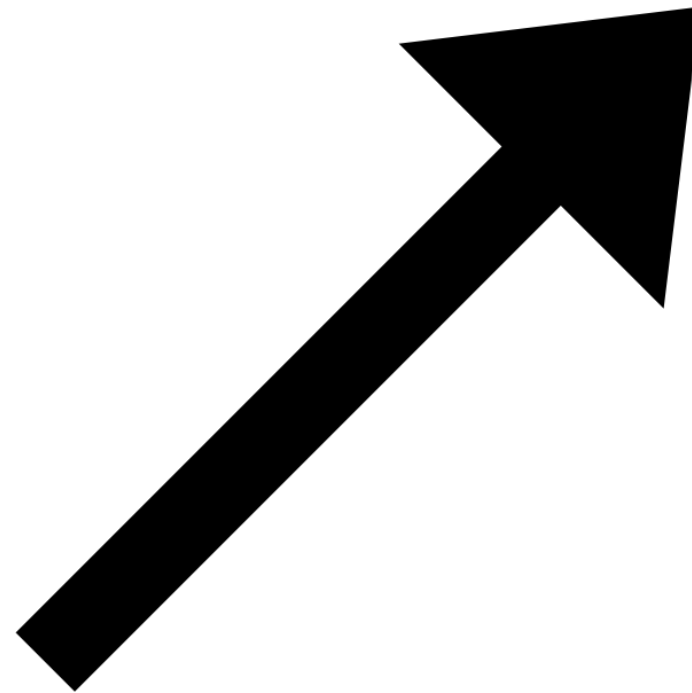
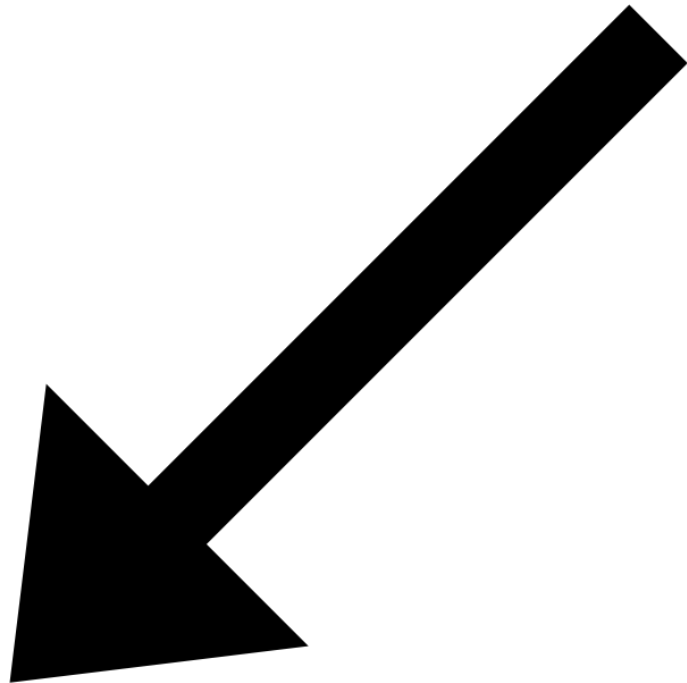
'TIME STRAPPED' VOLUNTEER

Amount of Time



Length of Time

TIME AVAILABILITY



VOLUNTEER REQUIREMENTS

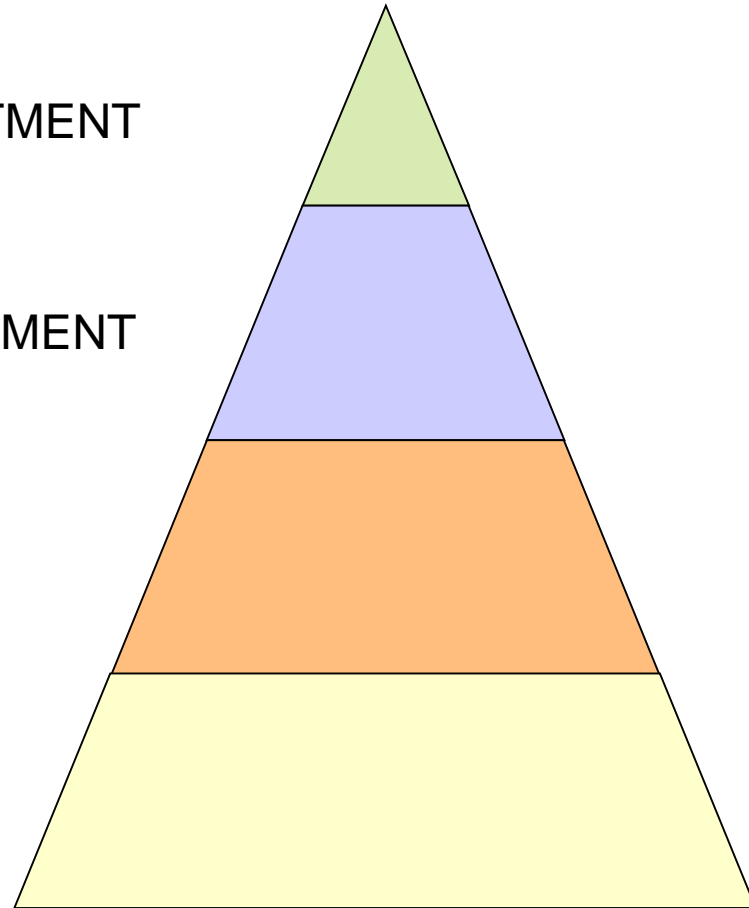
LEVELS OF INVOLVEMENT

LONG TERM AND EXTENSIVE TIME COMMITMENT

LONG TERM AND LIMITED TIME COMMITMENT

SHORT TERM AND TIME SPECIFIC

ONE-OFF VOLUNTEERING



Different Types of Volunteering

- Spontaneous Volunteers
- Family Volunteering
- Fly In/Fly Out
- Employee/Corporate
- Online or Virtual Volunteers

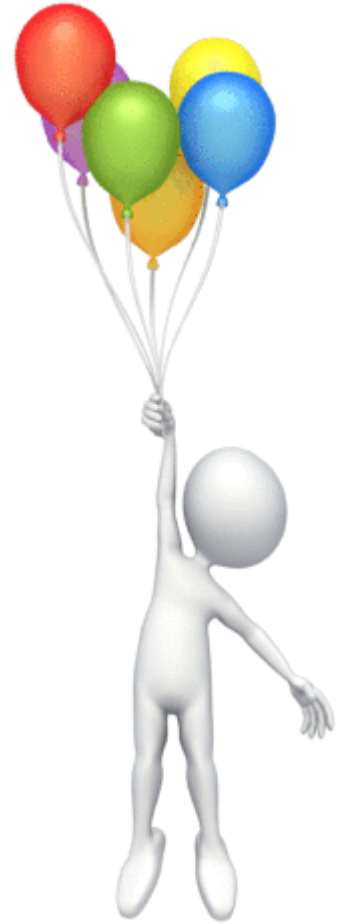


Spontaneous Volunteers

Oldest form of volunteering

From new to most studied

Range from bloody nuisance to best recruitment opportunity ever



CANNOT REPLACE LIKE WITH LIKE

- Formalised short term time commitment
- Defined time periods, such as yearly
- Commit in and re-commit or move on
- Active and Inactive Volunteers



Here is the Future

Targeted Recruiting – newsletters, social media

Experteering – short term, finite projects or limited time over a longer time period

GIG Economy in Volunteering



Larger number of volunteers engaged for shorter periods of time, rather than a smaller number of volunteers engaged for long periods of time.



Time complex but progress is being made.

Biggest Time Stealer

Bureaucratic processes, red tape administrative tasks have a life of their own

Paper more important than processes and people

Too Much Bloody Paperwork



Paper and Process Audit Every 3 to 5 years



Five Challenges



TIME

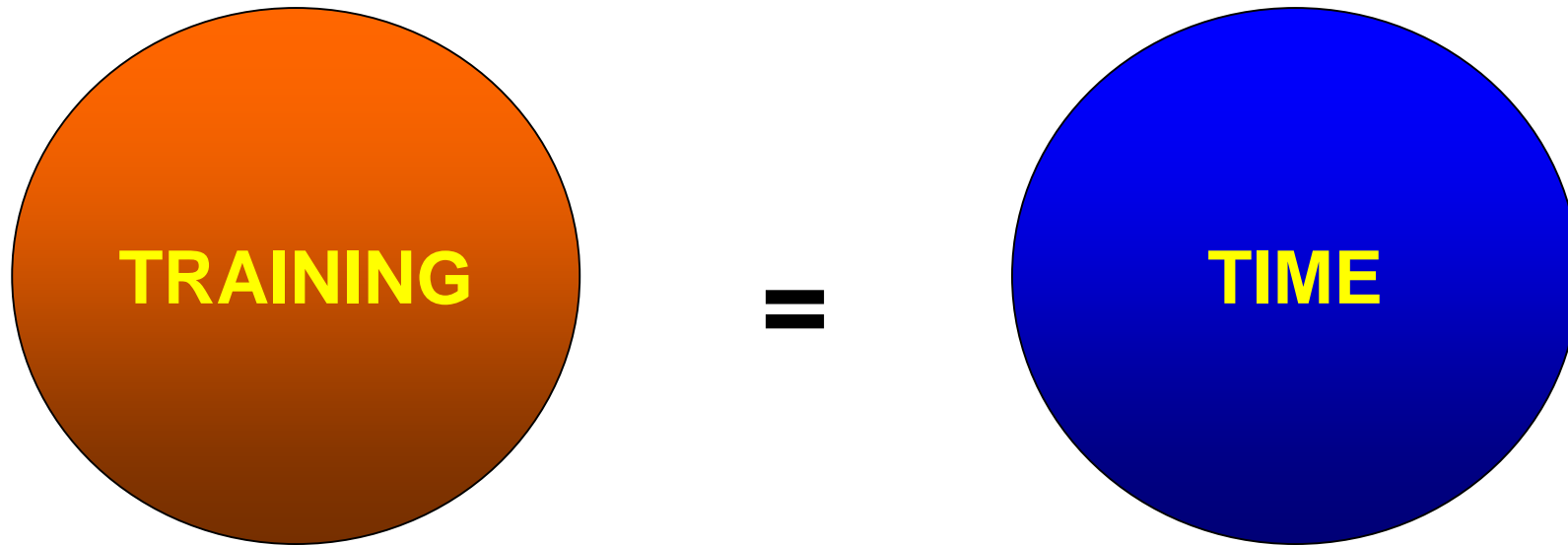
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There is only one thing worse than
training your volunteers and having
them leave – and that's not training
them and having them stay

Anonymous



- Community and political
- Litigious society
- Organisations
- Volunteers themselves



- Training - most talked about
- Flexible amounts of training – rural and city
- Flexible training options – time effective, accessible and manageable components
- Develop different training pathway



ONLINE TRAINING

complement and blend
with face to face training

- Nationally accredited training - increasing collaboration and sharing resources, materials but competencies add-ons.
- Accredited training both a blessing and a curse.
- Lengthy, time-consuming and complex administration and paperwork for RTOs.

- Time poor faced with greater amounts of operational training
- Demands of non-operational training which paid staff have to do such as diversity training or harmonious workplace training
- Unchecked amount of time in training is of great concern

- Train more often for longer periods and more diverse training – less time to volunteer.
- Sophisticated training organisations but no volunteers for the doing.
- “We do more training than we do responding. We’re actually a training organisation that responds sometimes”.





MOCK SCENARIO TRAINING

- All Emergency Management Organisations
- Confidence & Knowledge
- Publicity
- Recruitment

Five Challenges



TIME

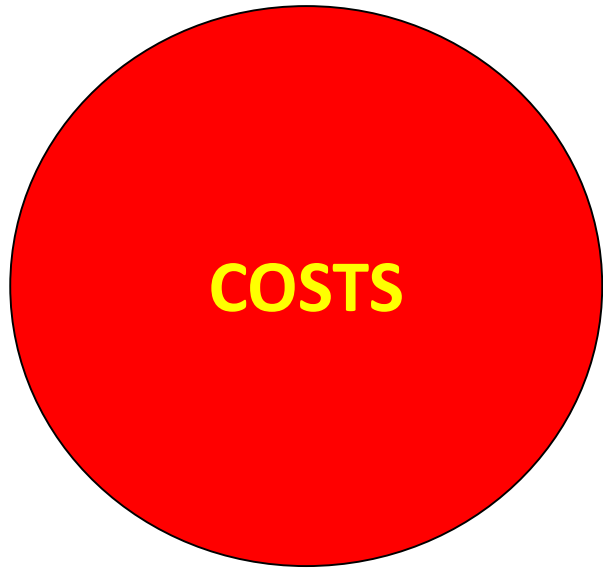
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**It Costs to
Volunteer!**



Reimbursement for all
Paperwork not worth it
Culture of not claiming

ZERO COST VOLUNTEERING

Volunteers are not paid because they are worthless, but because they are priceless

Anonymous

Five Challenges



TIME

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State and National

Organisation

Local Unit

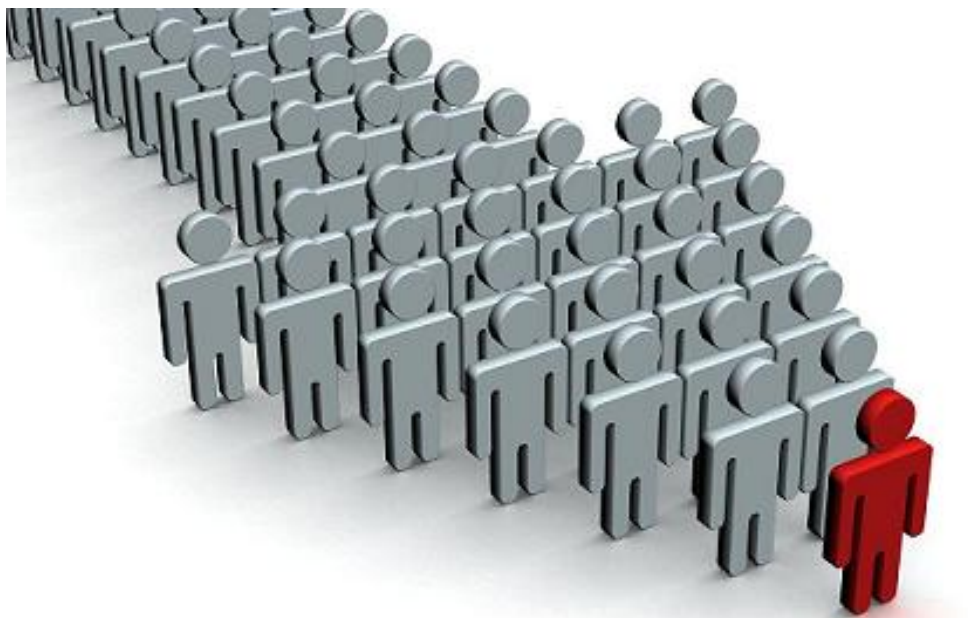
Community

Recognition

- Long service medals – shorter periods, different types of volunteering
- Whenever they scratch themselves they get a certificate
- Limited recognition of those behind the scenes
- Recovery organisations – often invisible
- CEO – lost so many volunteers



Recognition - Uniform



Five Challenges



TIME

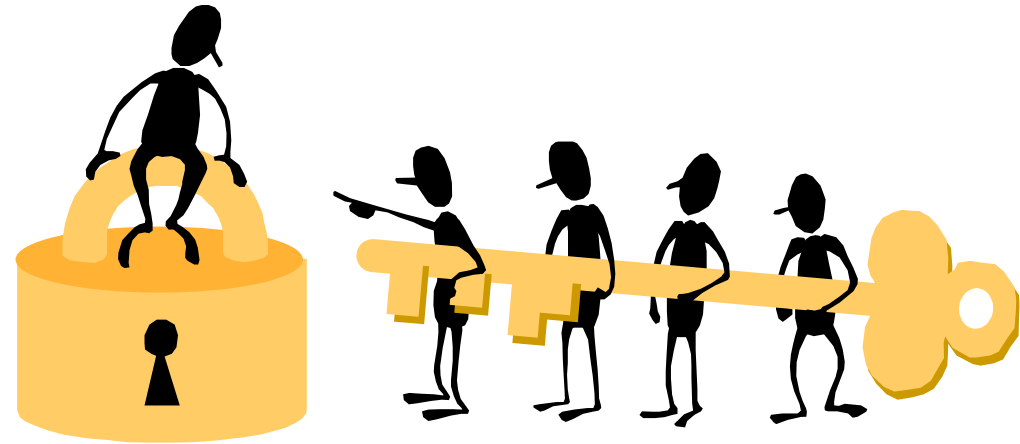
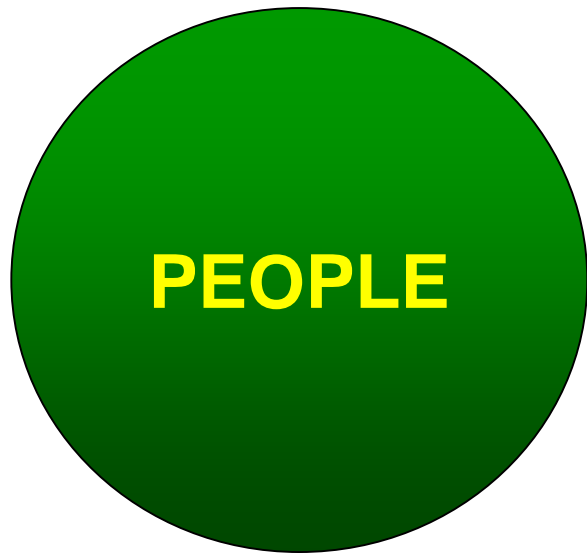
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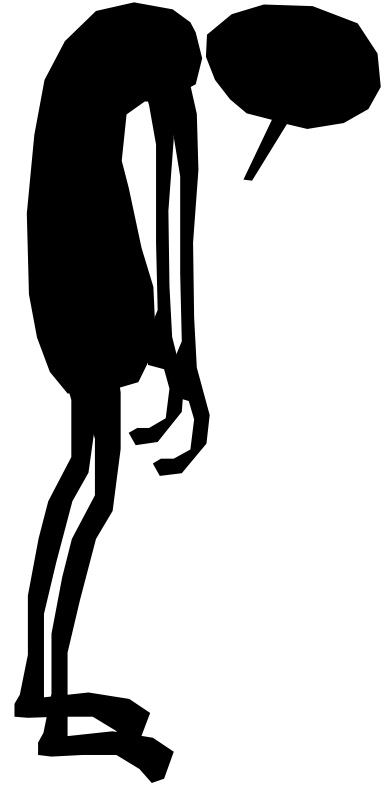
A volunteer is a person who believes that people can make a difference – and is willing to prove it - Anonymous

Stupidity of Fake Numbers

How many volunteers do you really have?

How do you measure success in recruitment and retention if you don't know your numbers?

Last 10 years 20,000 volunteers but losing 100s each year



Word of mouth still number 1– people just like me

CALD – talk but limited success – processes don't allow creativity

Gender balance – still low, same issues for females 18 years ago – some increased but many remain low with non-operational roles



Younger volunteers – lots written

Cadets – at 18 disappear, sometimes
come back later but important
community services

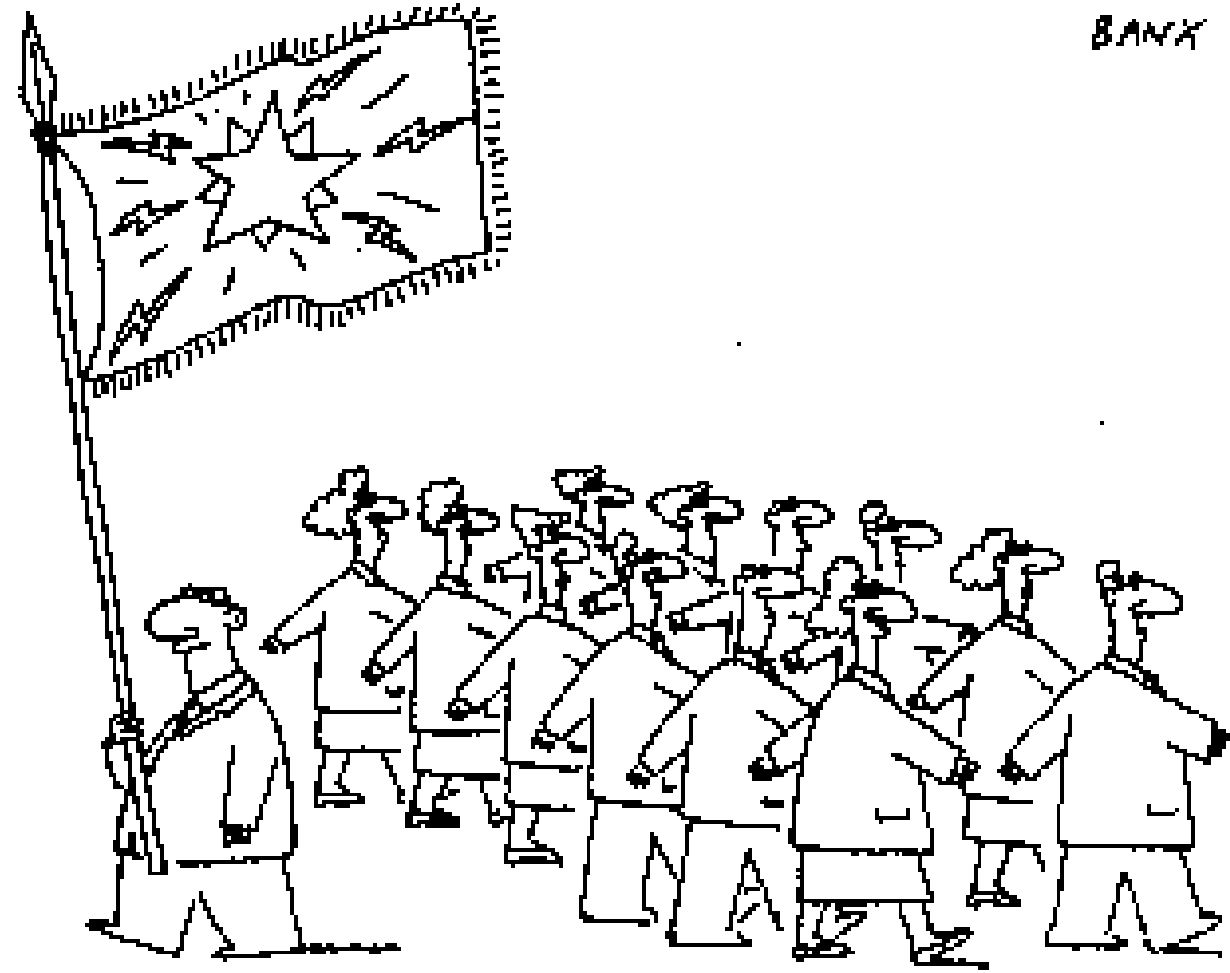
30s/40s/50s/60s – where are they going

SHORT, SHARP, IN, OUT AND IN AGAIN



LEADERSHIP

No Succession Planning



- Bureaucratic red tape
- Shorter terms of office, take a break, recommit, second in charge before becoming leader
- Leadership training – improves but location based and back to the same issues when returning home



- Comprehensive coaching program
- Trained and independent coaches
- Regular group coaching online
- Guidance and support for leaders



Leadership Issues

- Use of time
- Not burning out
- How to get around bureaucratic processes
- Dealing with people
- When to let go



**We lead by being human.
We do not lead by being
corporate, professional or
institutional.**

(Paul Hawken)

Institutions devoted to the
defence of what is rather
than the promotion of
what could be!

Five Challenges



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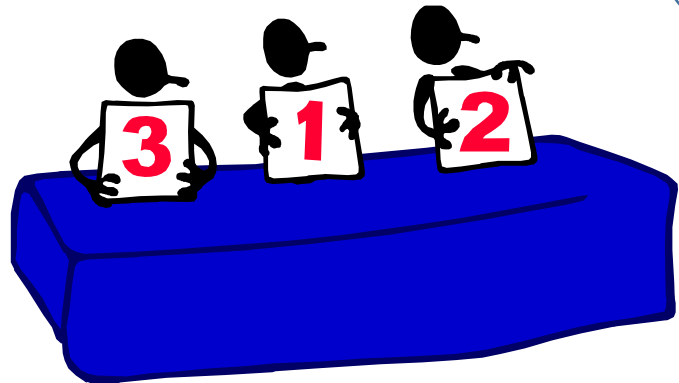
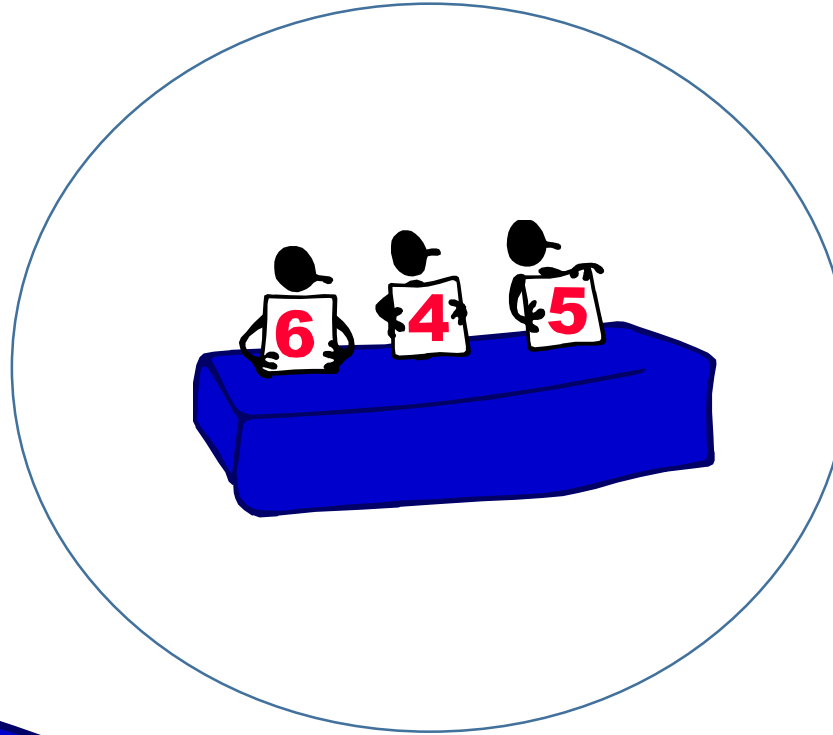
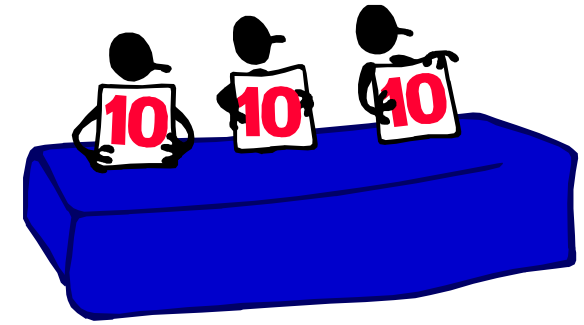
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How do we rate across the 5 Challenges overall from 2009 to 2017?





**VOLUNTEERS AT THE DECISION
MAKING TABLE**



AEMVF



**If you have built castles
in the air, your work
need not be lost; that is
where they should be.**

**Now put the
foundations under
them.**

Henry David Thoreau

Thank You for Listening to Me

The Best is Yet to Be!



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