
SOCIAL IMPACT STUDY UNDERSTANDING MOTIVATIONS AND BENEFITS

SEPTEMBER 2014

BE HEARD.
BE RECOGNISED.



Overview

- CPA Australia and the social impact study
- The 2014 Survey
- Implications for the social economy



BACKGROUND



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

As part of CPA Australia's commitment to corporate social responsibility, the association has undertaken to make volunteering opportunities more accessible to members through a number of initiatives

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

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

AIM & OBJECTIVES

AIM

Overall aim is to establish the extent of professional volunteering that CPA Australia members do within the community

OBJECTIVES

- To understand:
 - The professional volunteering activities undertaken
 - Identify motivators and reasons for doing professional volunteering
 - Establish the personal, social and professional benefits derived through professional volunteering



METHODOLOGY

The objectives of the research were met through a short (7 minute) online survey

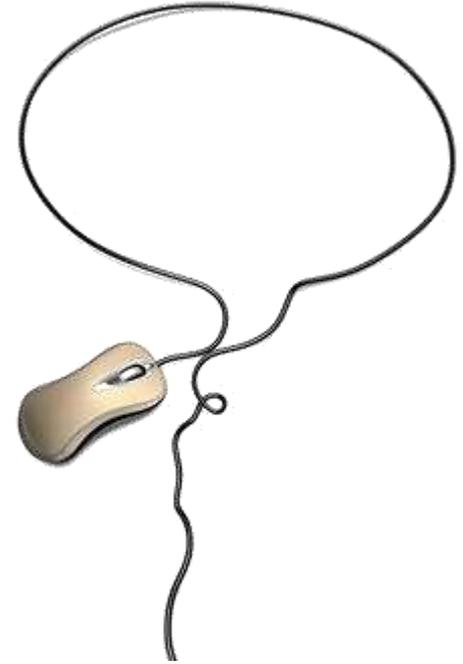
The survey was conducted between 28 July and 20 August 2014

- n=199 completed responses

The sample from fully qualified CPA Australia members (CPA and FCPA status), a mix of gender, age, work sector, role

The survey was sent out to members via an email inviting them to take part

Significant differences, where applicable, are highlighted

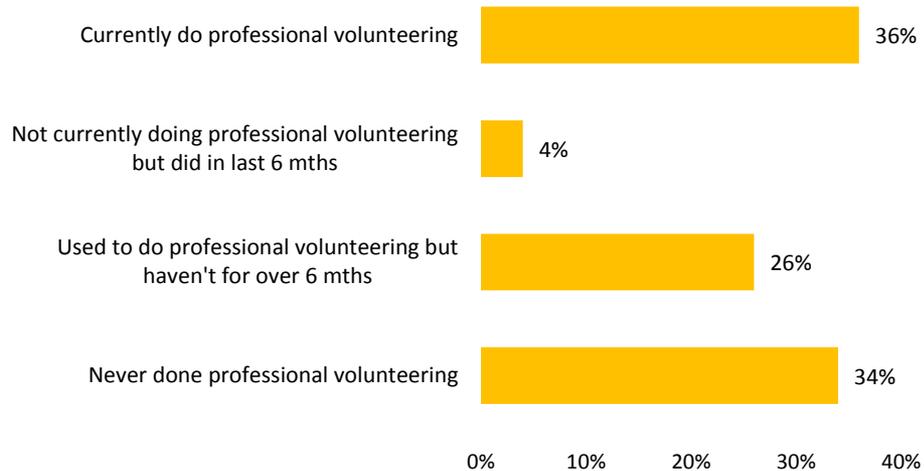


MAIN FINDINGS

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Almost four in ten members do professional volunteering

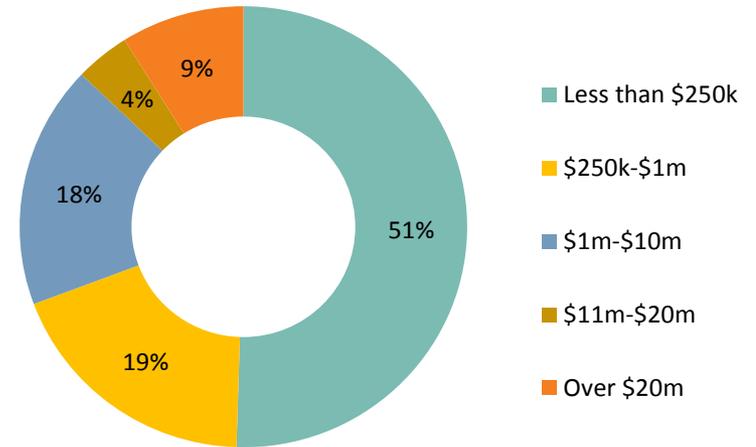


Please indicate below which statement best represents you in terms of professional volunteering activities? SR n=494

Volunteer across a diverse range of organisations

Significantly higher proportion of females than males volunteering in **education**

Predominantly in smaller organisations - turnover less than **\$250k pa**

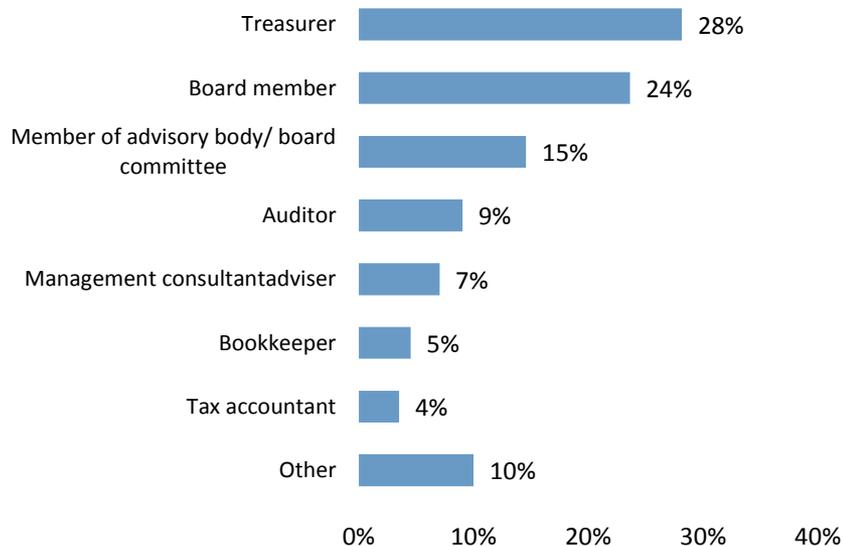


Which of the following best describes the main focus of the organisation? SR n=199
 What is the approximate annual turnover of this organisation? SR n=199

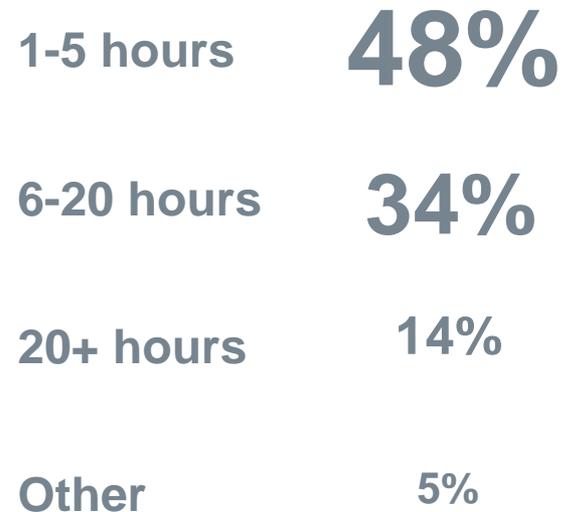
Mostly volunteer as Treasurers or Board Members

39% volunteer as a board member or a member of an advisory body/board committee

Close to **one in three** volunteer as a Treasurer
Bookkeepers much more likely to be female than male



48% devote 1-5 volunteer hours per week

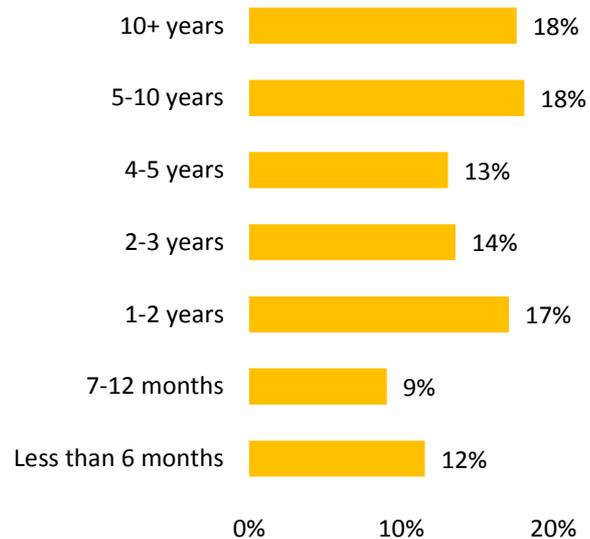


Which of the following best describes your professional volunteering role at this organisation? SR n=199
About how much time, on average would/did you spend on this role per month? SR n=199

Almost **2/3** have been in role 5 years or less

52% in the role three years or less,

36% 5+ years



Older (50+ and even more so 60+), male members more likely to have been in volunteer role 10+ years

How long have you been in this role? SR n=199

How volunteers were recruited

Almost **40%** became involved through being **approached by the organisation**

43% through **friends or colleagues** or **family, children**

The organisation approached me	38%
Through friends or colleagues	23%
Through family, children	21%
Through business colleagues	13%
Through CPA Australia news or networks	0%
Through the ProBono Volunteering website	0%
Other	11%

Males tend to get involved through being approached by organisation or through friends/colleagues

Females through family/children, business colleagues or other methods

How did you become involved with your professional volunteer role? SR n=199

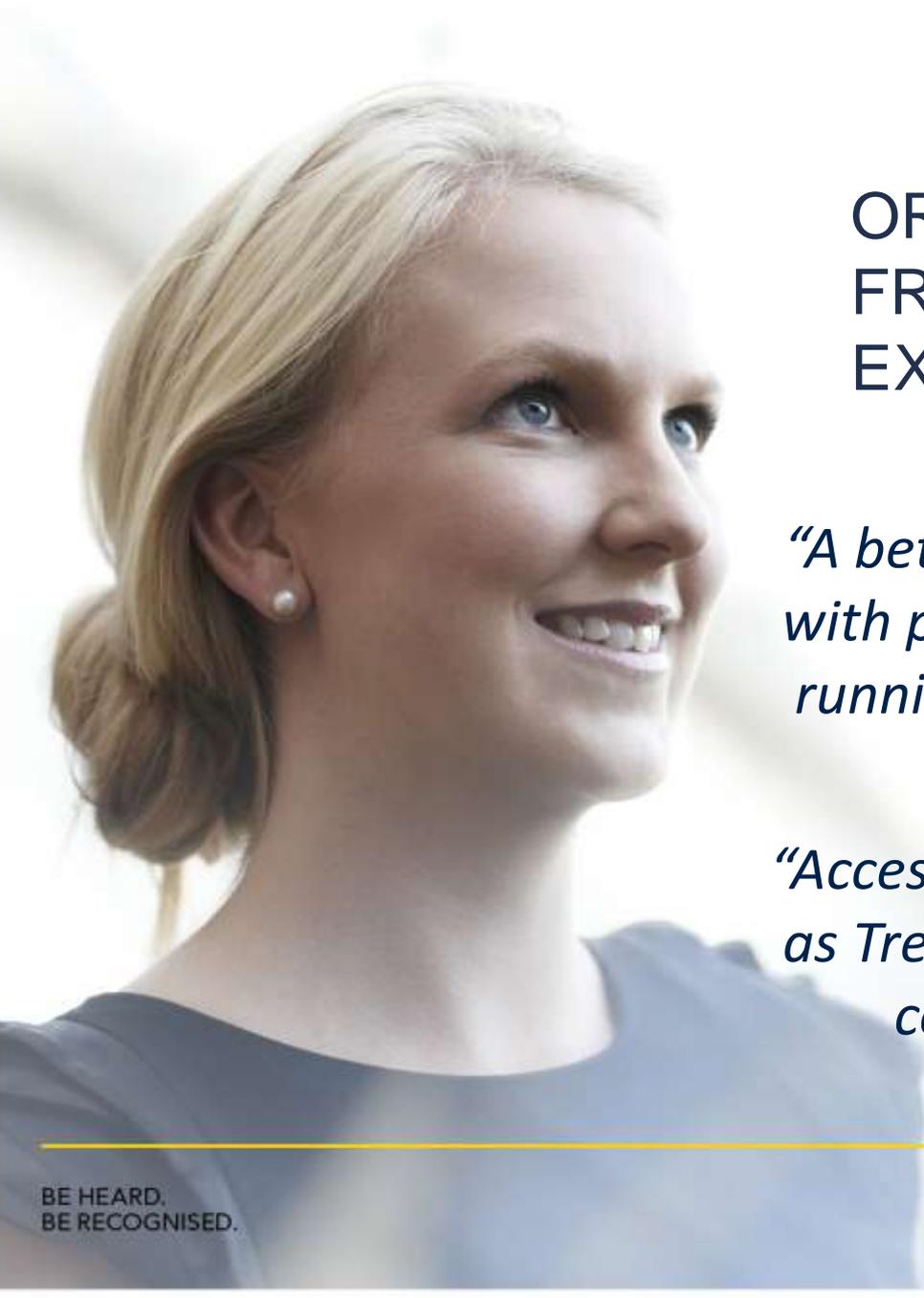
FOR MANY IT'S A WAY
TO GIVE BACK, USING
THEIR SKILLS

*“Community involvement is part of a
professional obligation”*

*“Considered I had some skills that
would benefit the organisation”*

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ORGANISATION BENEFITS FROM THEIR AREA OF EXPERTISE

“A better run organisation. Someone with professional skills that assists in running the organisation to achieve better results”

“Access to professional skills (I started as Treasurer) which the organisation could not afford to employ”

Benefits a 'two way street'



“The benefits have been two way. I have very much enjoyed the time I have made available for this role. Feedback from my mentees has always been strong and, in many cases, people have gone on to make excellent career change choices in a strategic and long term sense.”

“I believe I have got as much out of my involvement as the school has benefited from my contribution.”

Has the experience so far met/did the experience meet your expectations in terms of why you decided to take on this professional volunteer role ? SR n=199
Why is that? Open ended

Experience meets or exceeds expectations



Yes 97%

No 3%

“It has exceeded my expectations...the residual benefits such as helping others, acquiring new friends has made a significant difference in my person and professional life.”

“They are an incredibly supportive team. I have learned a lot from them (outside of the 'Treasurer' role. They are very appreciative of the time and knowledge I can offer.”

Has the experience so far met/did the experience meet your expectations in terms of why you decided to take on this professional volunteer role ? SR n=199
Why is that? Open ended

TIME THE MAIN BARRIER TO VOLUNTEERING

Key barriers:

Time - those working full time, with families or running their own business don't have capacity. Also some concern that the volunteer role may end up taking more time that what was envisaged

Risk – lack of professional indemnity, potential for being sued

Governance / ethics – concern that organisations may lack appropriate standards

Lack of awareness – some are unsure of what opportunities are available in terms of professional volunteering, are unsure how to go about it or how to match their skills to an organisation in need

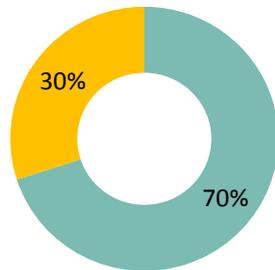
THE CPA VOLUNTEER

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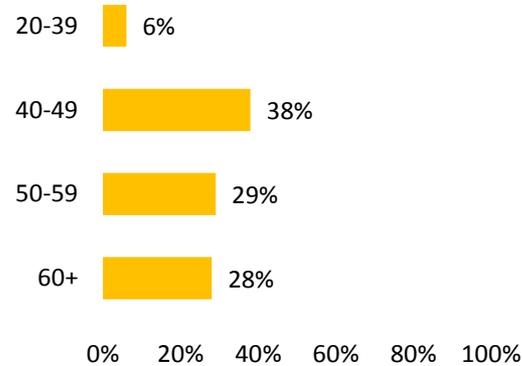
ABOUT CPA VOLUNTEERS

Gender

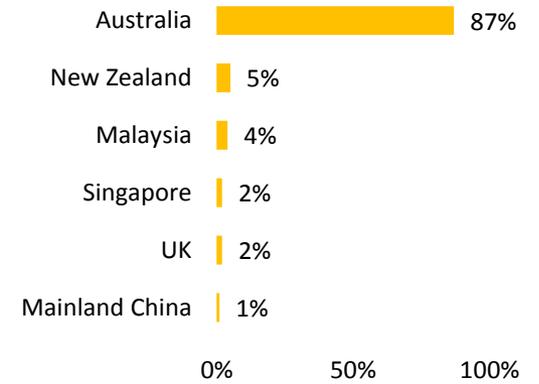


Male Female

Age



Region where currently work



n=199

THEIR WORK

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



n=199

SUMMARY

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Close to **40%** of CPA Australia members volunteer in a professional capacity

Across a **broad range of organisations**

Volunteering tends to be in **smaller organisations** (turnover less than \$250k pa)

Role is often that of **Treasurer** or **Board Member**

Close to half spend between **1 and 5 hours per week** volunteering, a third between 6 and 20 hours

Almost two thirds have been in the volunteer role 5 years or less, over half 3 years or less

Members get involved in professional volunteering through being **approached by the organisation** or **through friends / colleagues**

Perceived as a way of **giving back to the community**

Benefits go both ways – both the member and the organisation benefit

The experience **meets or exceeds member's expectations**

Key barriers – availability of time and potential risk (liability)

Professional volunteering and the social economy: Insights and opportunities

Thank you

Questions?

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