



**GoVolunteer**  
.com.au

**GoVolunteer  
User  
Research  
Report**

**June 2004**

# Contents

<b>Executive Summary:</b>	3
<b>Introduction and Purpose:</b>	3
<b>Methodology:</b>	4
<b>Results and Discussion:</b>	
Who is looking at GoVolunteer?	4
Potential Volunteers:	
Gender	5
Age	5
Employment Status	6
Qualifications	7
Country of Birth	7
Volunteer Status	8
Location	8
Regularity of use of GoVolunteer	9
Preference in Type of Organisation	9
Preference in Type of Position	10
Motivation for volunteering	12
Satisfaction with GoVolunteer	14
Where did you first learn of GoVolunteer?	16
What can we do to improve GoVolunteer?	17
Volunteer Managers:	
Gender	18
Age	18
Employment Status	19
Qualifications	19
Location	20
Regularity of use of GoVolunteer	20
Satisfaction with GoVolunteer	21
Where did you first learn of GoVolunteer?	21
What can we do to improve GoVolunteer?	23
<b>Application of Findings for the Not For Profit Sector:</b>	
Why should not-for-profits use GoVolunteer?	24
Things to keep in mind when advertising on GoVolunteer	24
<b>Application of Findings for Volunteering Australia:</b>	
To market to not-for-profit organisations	25
To market to potential volunteers	26
Enhancements to the system	26
<b>Conclusion:</b>	26
<b>Appendix 1: Questions Asked</b>	27

# GoVolunteer User Research Report



## **Executive Summary:**

On-line research was performed by Volunteering Australia on its [www.govolunteer.com.au](http://www.govolunteer.com.au) volunteer-recruitment website (and its sister site, SEEK Volunteer). From 593 respondents it was ascertained that the majority of GoVolunteer users (85%) were potential volunteers keen to help their community (this equates to approximately 35,700 potential volunteer each month).

Of these potential volunteers, (80%) were not currently volunteering, with 44% never having volunteered – proving what a useful tool GoVolunteer is for recruiting new volunteers to not-for-profit organisations. The typical user of GoVolunteer is:

- Young (74% under 34 years of age),
- Female (80%),
- Highly educated (64% had some form of tertiary education certificate), and
- Either employed (36%) or studying (35%).

Potential volunteers were looking for volunteer positions across the whole range of organisation types and position types, but were particularly keen to volunteer for administrative or clerical positions (50%).

## **Introduction and Purpose:**

Volunteering Australia Inc works in partnership with SEEK Communications to run a volunteer-matching website ([www.govolunteer.com.au](http://www.govolunteer.com.au)). The database of opportunities is also viewable on SEEK Volunteer ([www.volunteer.com.au](http://www.volunteer.com.au)). Throughout this report reference to “GoVolunteer” is reference to both [www.govolunteer.com.au](http://www.govolunteer.com.au) and SEEK Volunteer.

GoVolunteer is an on-line volunteer-matching service and is a free way for not-for-profit organisations to advertise for volunteers amongst the 42,000 people who look at the websites each month. The site was launched in June 2000, and since then has grown from strength to strength – it now advertises some 7,500 volunteer positions on behalf of approximately 5,000 community organisations. Currently Volunteering Australia is not able to capture any information about the people who come to GoVolunteer looking for volunteering opportunities. It was decided therefore to do an on-line survey to find out general demographics of the users of GoVolunteer. A similar (but slightly less focussed) survey was run on the site in February 2003.

It was anticipated that demographic information would be useful to Volunteering Australia for a number of different reasons:

- Volunteering Australia would gain an understanding of how an on-line tool differed in its response, to traditional methods for attracting volunteers, for instance, was the profile of a GoVolunteer user different to the overall profile of volunteers in Australia today?
- It would help Volunteering Australia to understand the areas of volunteering people using GoVolunteer were interested in, and thus assist the marketing of GoVolunteer to not-for-profit organisations.

- It would give Volunteering Australia a better understanding of who uses the GoVolunteer service thus enabling targeted marketing activities to this group of potential volunteers and the identification of gaps where marketing is needed.

### **Methodology:**

The survey was facilitated through SEEK. An on-line survey was created using a reputable company that SEEK contract for research purposes.

On [www.govolunteer.com.au](http://www.govolunteer.com.au) a pop-up survey box was designed to come up each time a different user entered the site from 29 February 2004 to 20 March 2004. In total 193 surveys were completed out of an estimated population of 13,700 for that period. The response rate was therefore 1.4%.

On [www.volunteer.com.au](http://www.volunteer.com.au) a pop-up survey box was designed to come up each time a different user entered the site from 29 February 2004 to 21 March 2004. In total 400 surveys were completed out of an estimated population of 11,500 for that period. The response rate was therefore 3.5% - significantly higher than for [www.govolunteer.com.au](http://www.govolunteer.com.au), perhaps this is due to the prevalence of surveys on the SEEK site.

The combined sample size for this research in total is 593. See Appendix 1 for a list of the Questions asked with the response alternatives.

### **Results and Discussion:**

#### Who is looking at GoVolunteer?

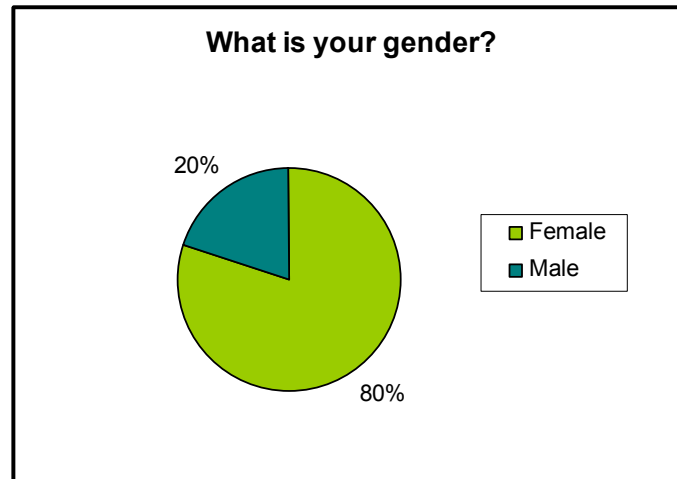


85% of people looking at GoVolunteer are looking to volunteer (this equates to approximately 35,700 potential volunteers each month), 11% manage volunteers and so are looking to recruit volunteers, and the remaining 4% were classified as 'other' e.g. researchers etc.

POTENTIAL VOLUNTEERS:

Taking the sub-set of potential volunteers only we found:

Gender:

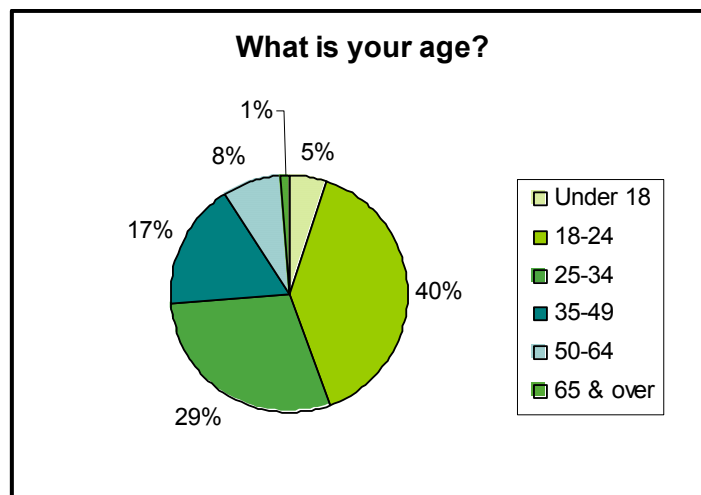


Potential volunteers were predominantly female (80%) and this raises the question of whether women are the main users of GoVolunteer or whether women are more likely to fill out surveys. It is interesting to note that Seek tend to get more responses from men when they run surveys on their paid employment site.

This male-female split differs quite substantially from the general volunteer population that, according to the Australian Bureau of Statistics Voluntary Work Survey 2001, comprises of 53% women and 47% men. And even if we only look at those under the age of 35 in the ABS statistics, still the split is 53% women and 47% men.

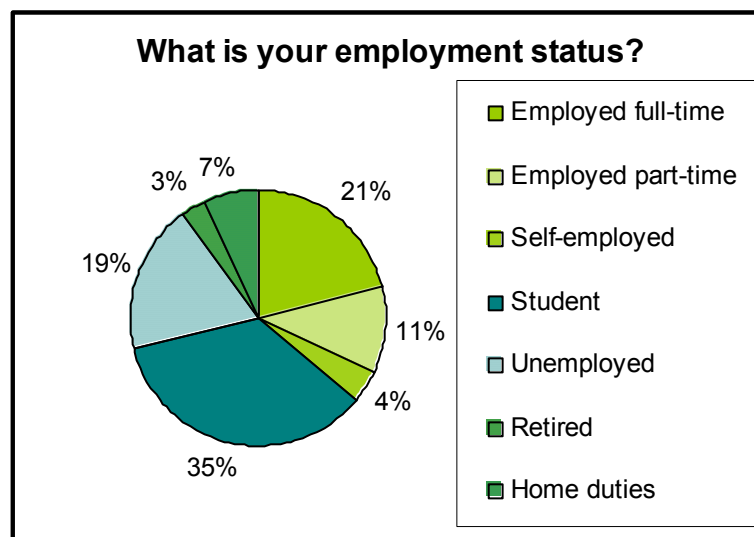
The 2004 figure is consistent with the figure of 79% female that was found in a similar survey conducted on GoVolunteer in February 2003. What we can conclude is that women are more likely to use an Internet-based referral service, such as GoVolunteer.

Age:



74% of the respondents of this survey were aged 34 or under, with the highest individual bracket being those aged 18-24 (40% of respondents). This differs quite dramatically from the age profile of volunteers in general. From the ABS Voluntary Work Survey 2001, only 29% of people volunteering in Australia in 2000 were aged from 18 to 34 (compared to 69% of GoVolunteer users in this age bracket) and 71% were 35 and over (compared to 26% of GoVolunteer users). This highlights that GoVolunteer users tend to be younger, perhaps due to the attraction and familiarity or expertise of young people with electronic media that it is web-based. The number of people aged under 34 (74%) has increased from 68% from the same survey last year – this may be due to the fact that the figure included both volunteers and volunteer managers in the 2003 survey.

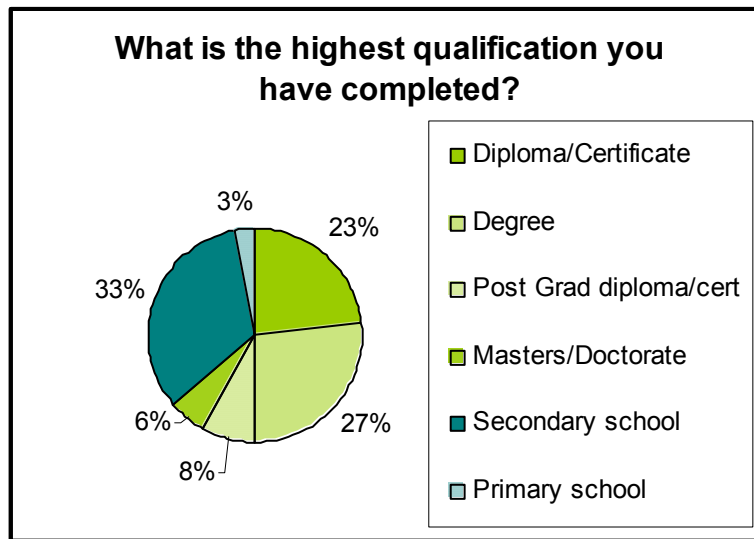
Employment Status:



36% of potential volunteers on GoVolunteer are employed in some capacity (whether full-time, part-time or self-employed). This compares with the higher figure of 45% last year, which was not confined to potential volunteers only and did include the volunteer managers as well. 35% of GoVolunteer users are currently studying (compared to 26% last year, possibly due to GoVolunteer's marketing efforts at Universities/TAFEs), whilst 19% are unemployed (compared to 15% last year), 3% are retired (compared to 5% last year) and 7% perform home duties.

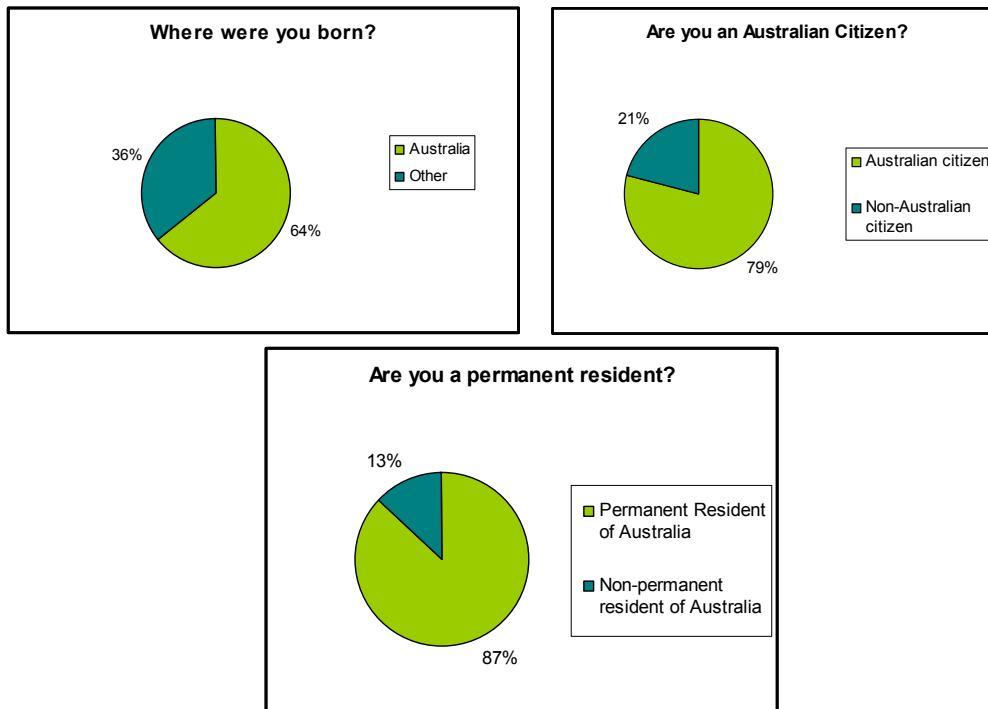
This contrasts to the ABS Voluntary Work Survey that states that 70% of volunteers are employed, 4% are unemployed and 26% are not in the labour force. We could hypothesise that the difference between these two sets of statistics could be due to the ABS statistics being taken from across the whole adult population, whereas GoVolunteer appears to have a particular attraction for young people.

Qualifications:



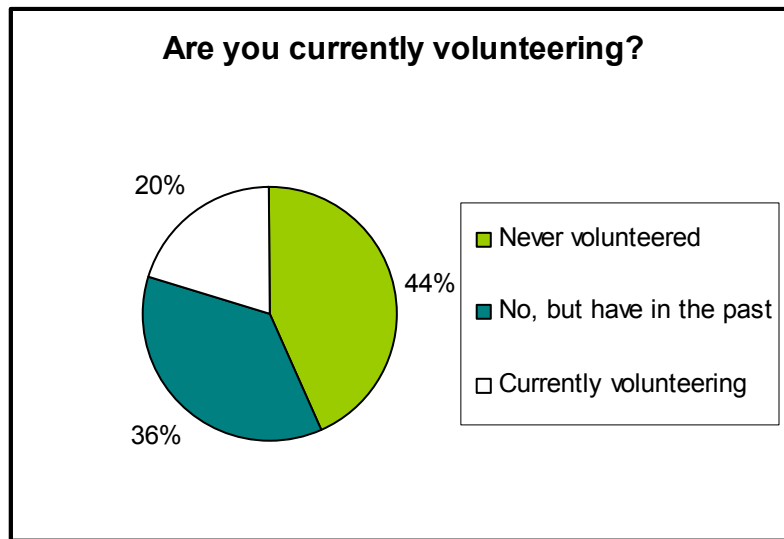
64% of GoVolunteer users have some form of tertiary education certificate (compared to 69% last year), with 41% (compared to 44% in 2003) having a degree, a post-graduate diploma, a masters or a doctorate. Thus indicating how highly educated GoVolunteer users are.

Country of Birth:



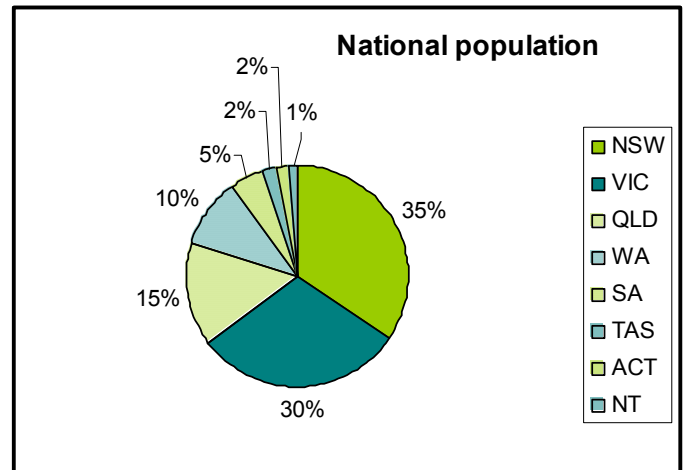
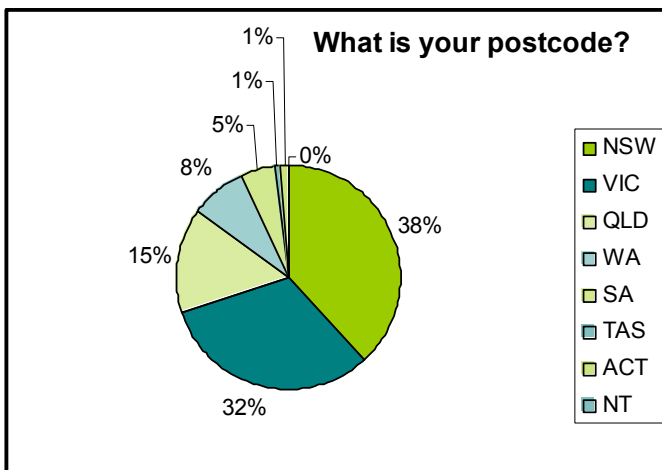
64% of potential volunteers were born in Australia, with the remaining 36% having been born in 56 different countries. 79% were Australian citizens and 87% were permanent residents.

Volunteer status:



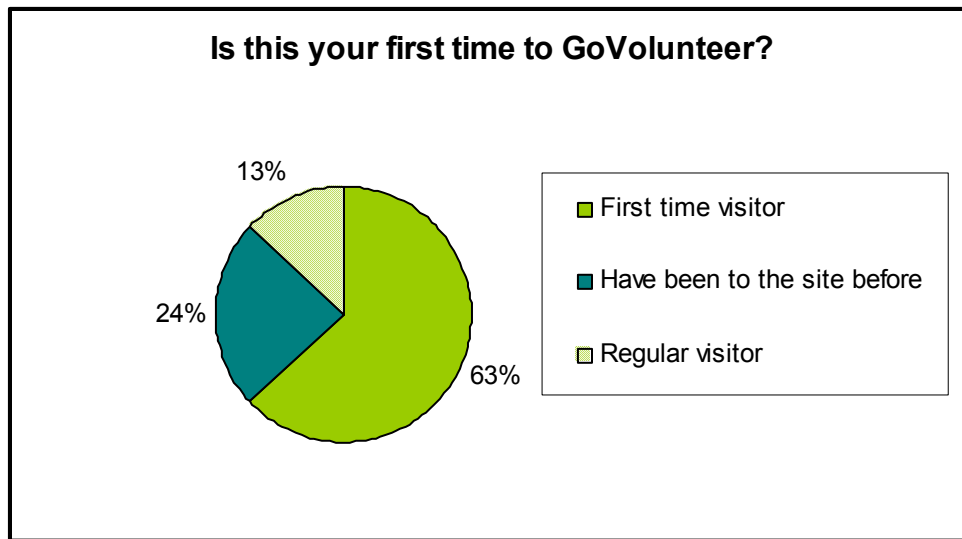
Of the potential volunteers who visited our site, 44% had never volunteered before. With 80% of users not currently volunteering (this figure is made up of 44% who have never volunteered (compared to 40% last year) plus 36% who have volunteered in the past but are not at present (compared to 40% last year)), GoVolunteer proves a great source of NEW volunteers to not-for-profit organisations. 20% of users of GoVolunteer are currently volunteering.

Location:



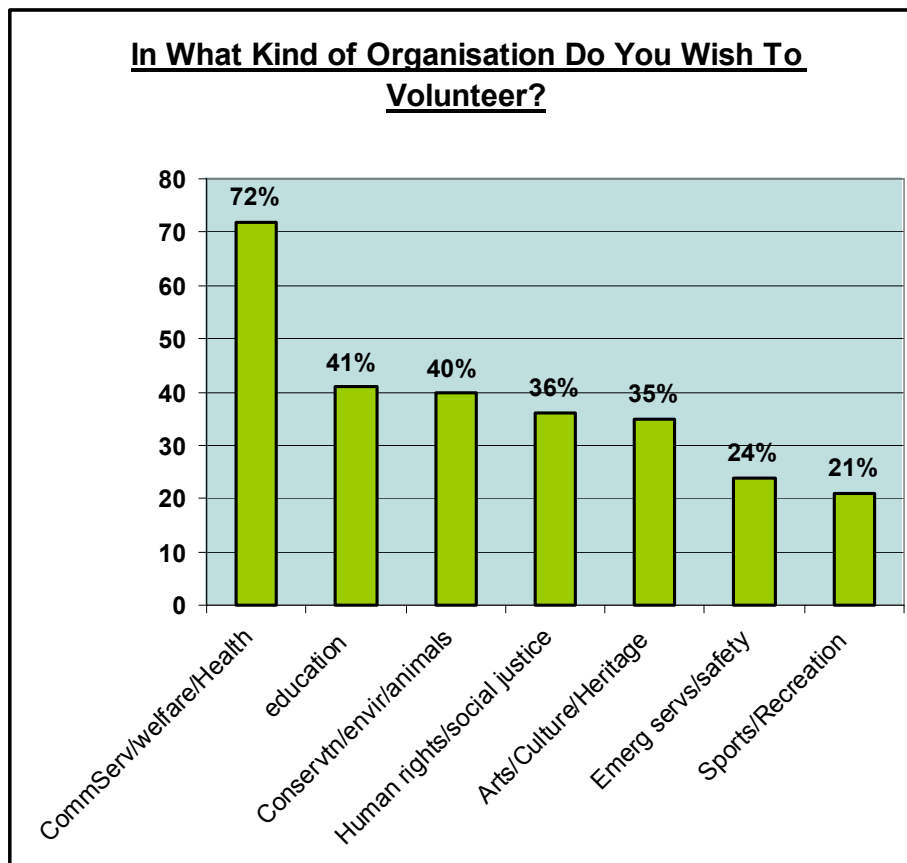
A total of 85% of potential volunteers are based in NSW (38%), Victoria (32%) or Queensland (15%) whilst only 3 people (out of the sample) accessed the site from Tasmania and none from the Northern Territory. This closely follows the national population of Australia and varies very little from the GoVolunteer 2003 survey data.

Regularity of Use of GoVolunteer:



The majority of potential volunteer visitors to GoVolunteer (63%) were visiting the website for the first time, meaning that 37% had visited before – of that 37%, 35% (13% of the total) were regular visitors to GoVolunteer.

Preference in Type of Organisation:

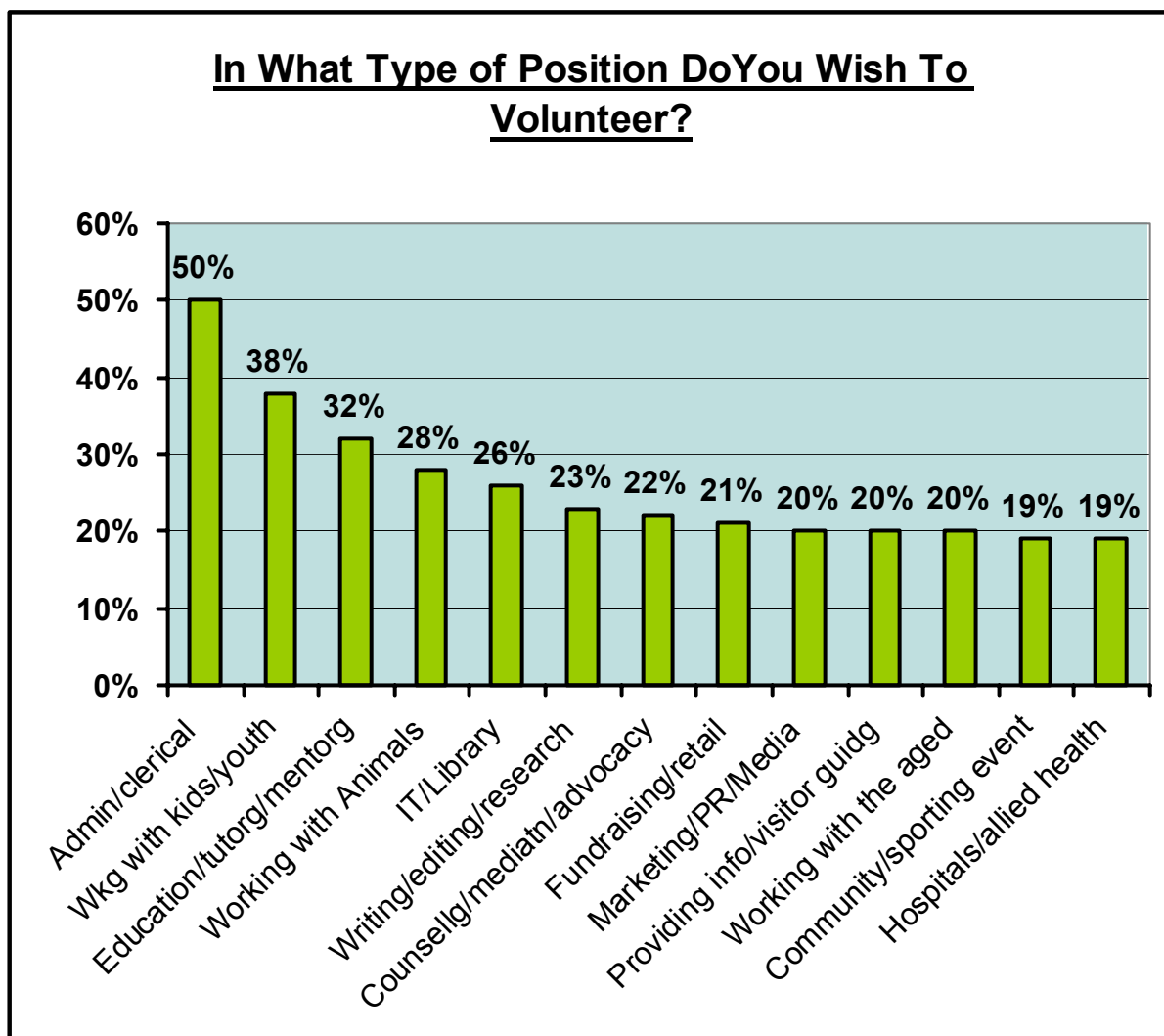


The majority (72% [compared to 68% in 2003]) of people looking at GoVolunteer and wanting to volunteer, want to volunteer in the traditional volunteer sector, that is, community services, health or welfare. Other key areas are:

- Education (41% [this compared to 35% in 2003]);
- Conservation, the environment and animal welfare (40% [compared to 38% in 2003]);
- Human rights and social justice (36% [compared to 34% in 2004]); and
- Arts, culture and heritage (35% [compared to 30% in 2004])

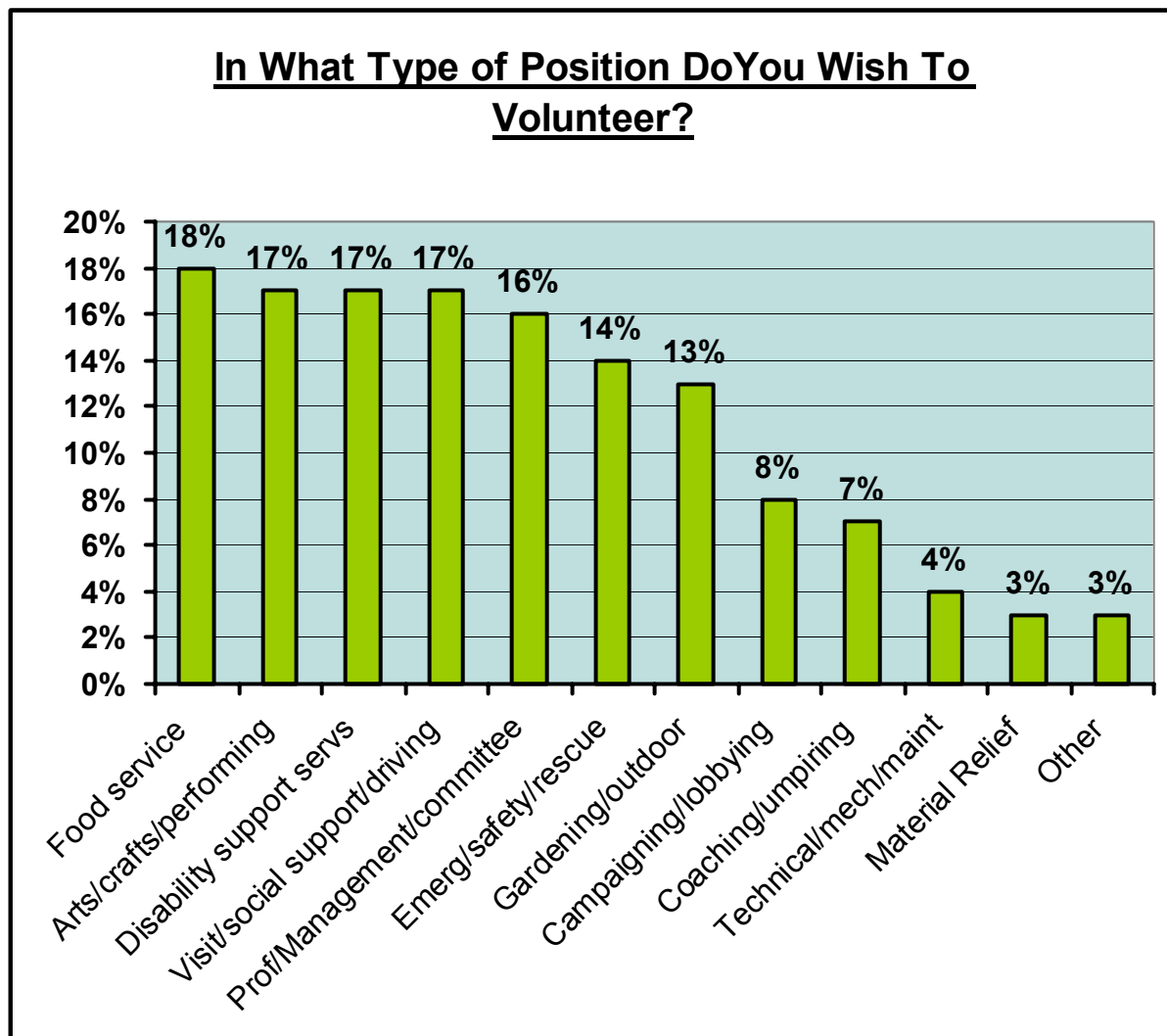
With all specified categories getting interest from at least 21% of GoVolunteer users (which equates to some 7,500 people each month), this indicates that the potential volunteers using GoVolunteer are interested in volunteering with a wide range of types of organisations.

Preference in Type of Position:



50% (compared to 47% in 2003) of people using GoVolunteer are interested in administrative and clerical roles – this may be due to the fact that a lot of GoVolunteer users are younger women and are perhaps looking for work experience in the administrative area. People are also keen to help in working with young people and children (38% [the same percentage as in 2003]), and tutoring and mentoring roles is also very popular (32% [compared to 38% in 2003]). 28% (the same percentage as in 2003) were looking for work with animals, 25% (the same percentage as in 2003) wanted IT and library work and 23% (compared to 25% in 2003) were interested in helping with writing, editing and research roles. The areas of counselling, mediation and advocacy; fundraising and retail; marketing, PR and media; providing information and visitor guiding; and working with the aged all attracted 20% or more of attention from potential volunteers (this equates to 7,140 potential volunteers each month).

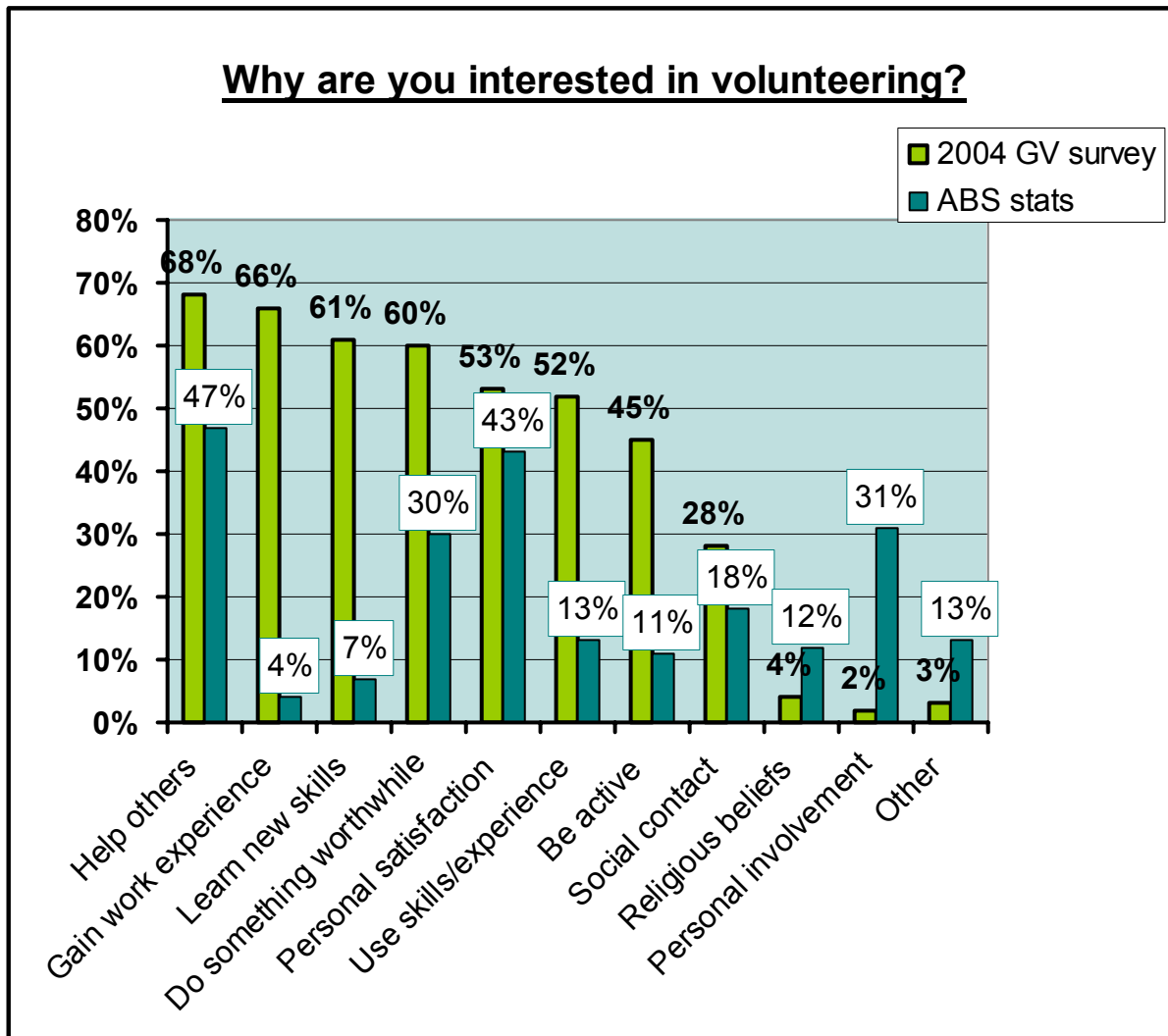
Preference in Type of Position (continued):



With 20 of the 25 categories receiving more than 10% of potential volunteers' attention (In 2003 21 categories received more than 10% - campaigning/lobbying was of interest to 8% of people this year but 11% last year), it can be concluded that people visiting

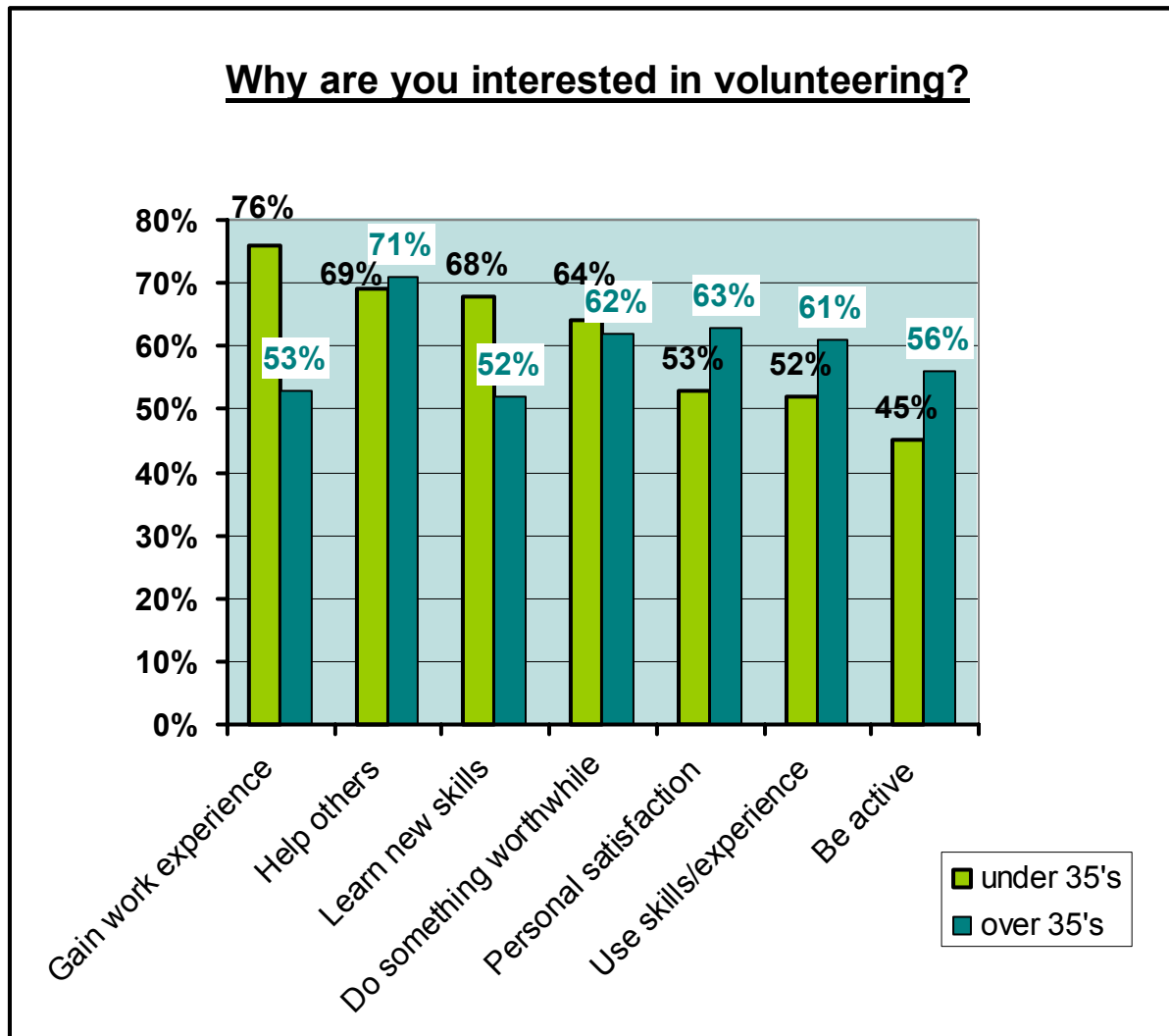
GoVolunteer keen to volunteer are looking to volunteer in a broad range of activities and areas as well as the traditional areas of health and welfare.

Motivation for volunteering:



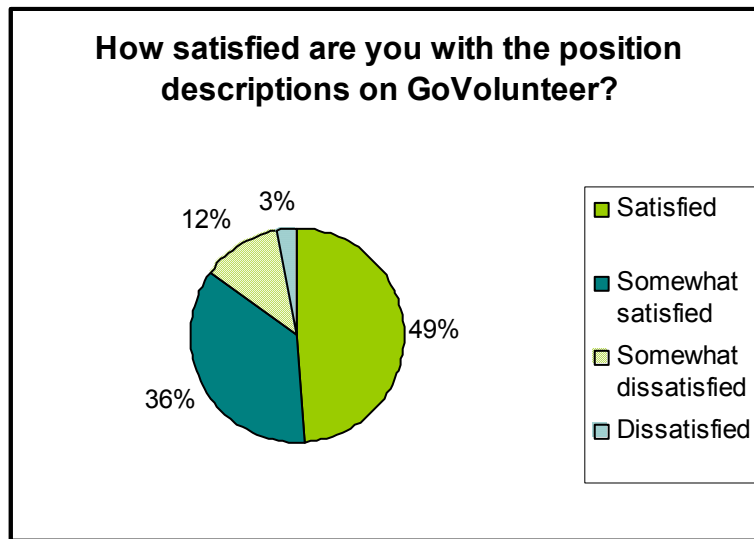
The highest motivation for volunteering was to 'help others' (68%), with 'to gain work experience' (66%) a close second. From the ABS statistics we can see that this was a very low motivator (4%) for the full population of volunteers. Other key motivators included 'learn new skills' (61%) (again this category was not as highly mentioned in the ABS statistics (7%)), 'Do something worthwhile' (60%), 'personal satisfaction' (53%), 'Use skills/experience' (52%) and 'be active' (45%). The motivation of 'social contact' was important to a lesser degree (28%) and 'religious beliefs' (4%) and 'personal involvement' (2%) less again (even though they were higher in the ABS statistics – 31% and 13% respectively). These vast differences between the GoVolunteer volunteers and the general population of volunteers can be explained by the fact that the GoVolunteer volunteers tend to be young women and are obviously keen to gain work experience and learn new skills.

When we split the sample of potential volunteers down into age groups, we discovered that the key motivator for most age groups was 'helping others'. The exceptions were the group of 18-24 year olds whose main motivator was 'to gain work experience', and the over 60's group whose key motivator was 'social contact'.

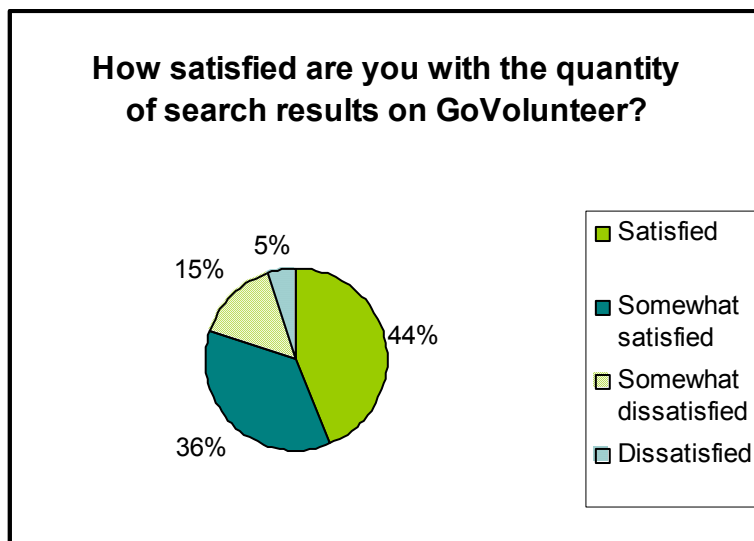


When looking at the under 35 years of age group versus the over 35 years of age group we can see a distinct difference. To gain work experience and to learn new skills featured highly in the motivators for the younger age set, whereas 'personal satisfaction' and 'Using skills/experience' featured high in the motivators for the older age group. To 'help others' and to 'do something worthwhile' were in the top motivators for both age groups.

Satisfaction with GoVolunteer:

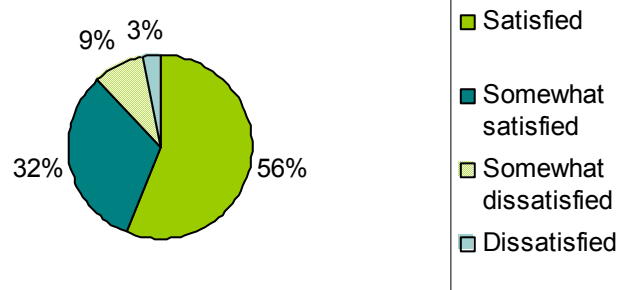


Whilst 49% of potential volunteers were satisfied with the position descriptions listed on GoVolunteer, there is still some leeway for improvement in the amount of detail that is listed in the position descriptions as 51% were 'somewhat satisfied', 'somewhat dissatisfied' or 'dissatisfied'.

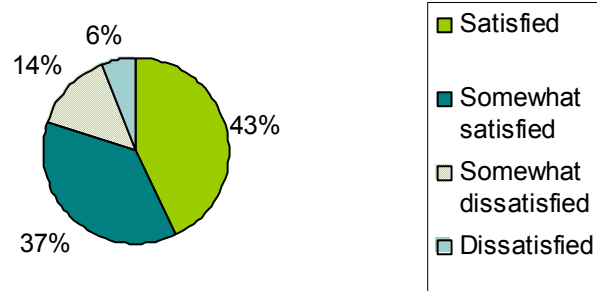


There is also a demand (only 44% of potential volunteers were 'satisfied') for more position descriptions to be listed on GoVolunteer.

**How satisfied are you with the site navigation on GoVolunteer?**

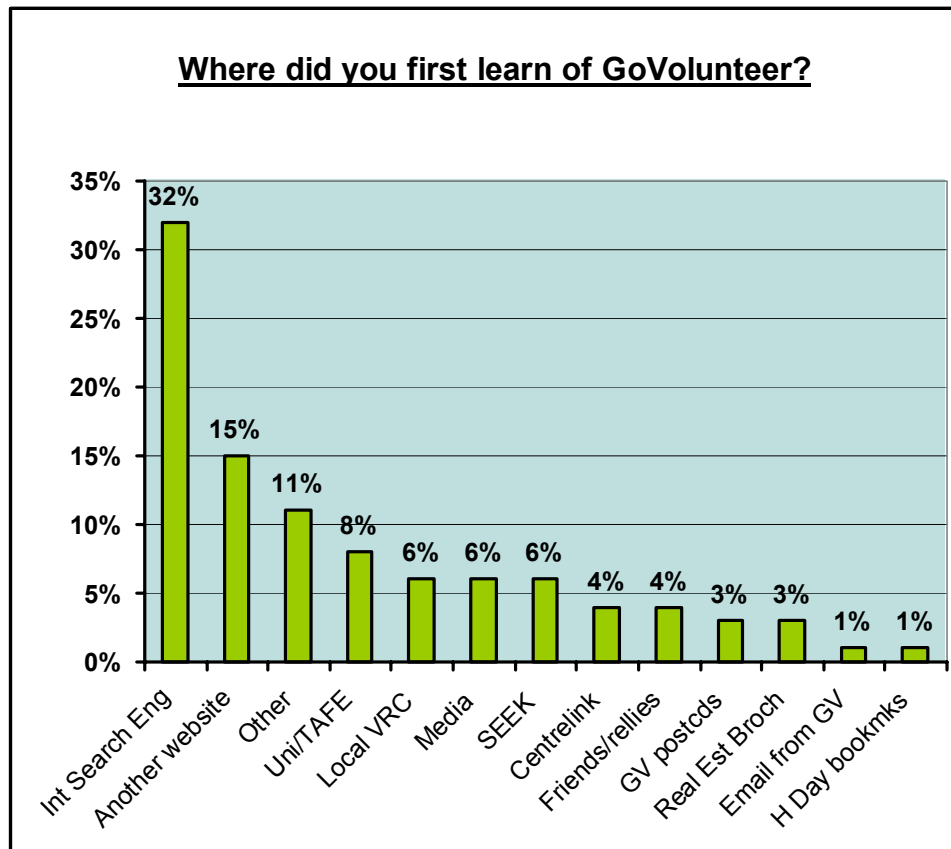


**How satisfied are you with the publicising of GoVolunteer?**

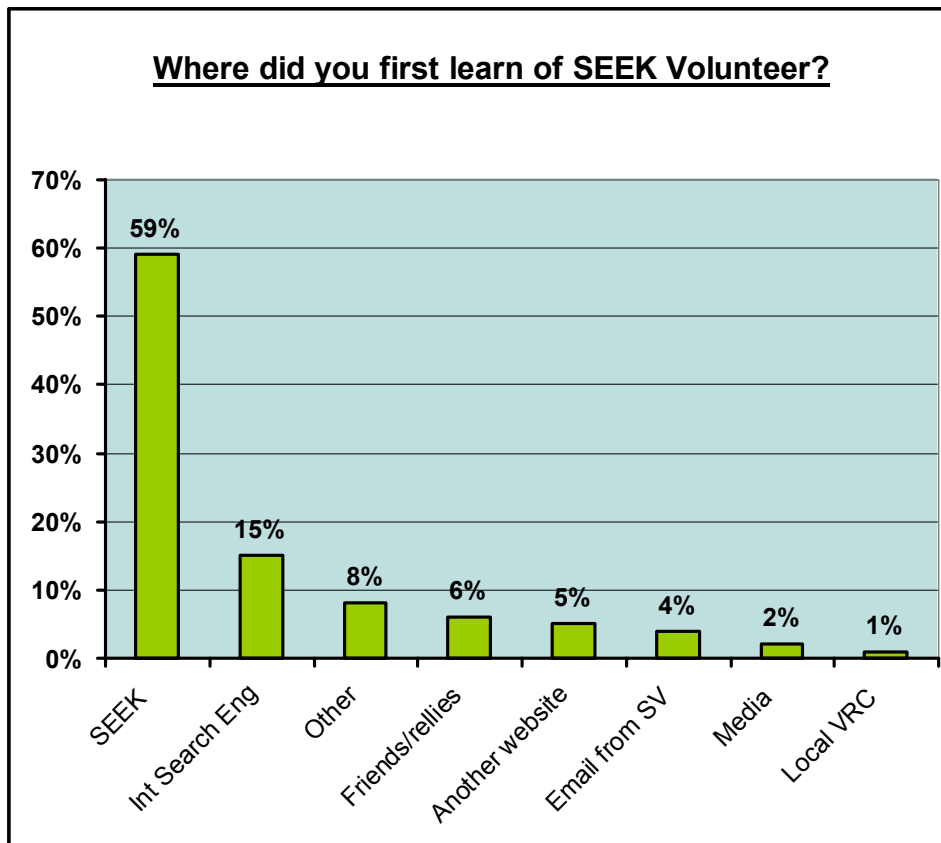


More people were satisfied with the navigation around GoVolunteer (56%) but more publicity of the site is clearly needed (only 43% were 'satisfied' with this aspect of the site).

Where did you first learn of GoVolunteer/SEEK Volunteer?



With a very limited marketing budget it is not surprising that the majority (32%) of potential volunteers found the GoVolunteer website from an Internet search engine, with 15% coming to it from a link from another website and 8% finding it from information from their university or TAFE. Perhaps more emphasis could be placed on media to attract more potential volunteers to the site.



The majority of potential volunteers came to SEEK Volunteer via SEEK (59%) with 15% finding it from an Internet search engine.

**What can we do to improve GoVolunteer?**

When asked how we can improve GoVolunteer, more than one potential volunteer mentioned the following 17 things:

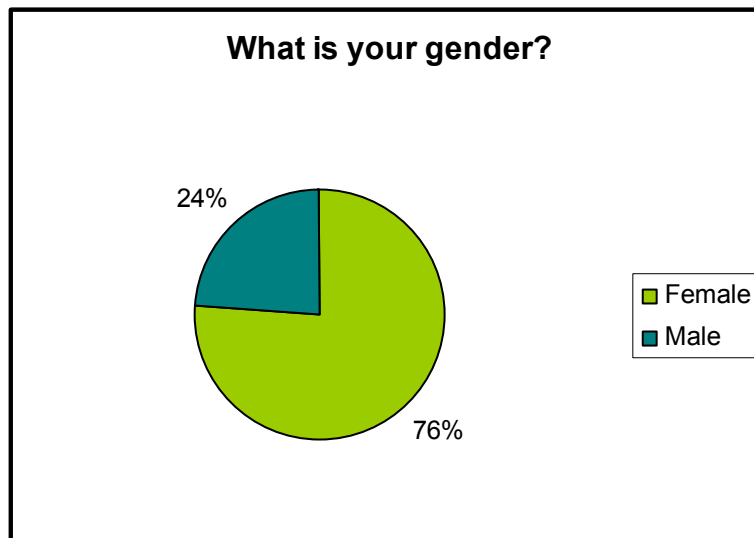
- Refine the postcode search 20 responses
- Get more positions listed by more organisations 16 responses
- Have fuller job descriptions 15 responses
- Publicise the site more 11 responses
- Not require cookies to run GoVolunteer 8 responses
- Include the town/suburb name as well as the postcode 7 responses
- Categorise organisations/positions more clearly 4 responses
- Make it easier to navigate 3 responses
- Volunteers to be able to register & advertise what they want to do 2 responses
- Distinguish between 'business hours' and 'out of hours' positions 2 responses
- Be able to search on organisations in an area 2 responses
- Ensure that orgs answer all queries from potential volunteers 2 responses
- Include more rural/regional opportunities 2 responses
- Remove positions once they are filled 2 responses
- Classify positions according to level of experience needed 2 responses
- List overseas opportunities as well as those based in Australia 2 responses
- Provide opportunities suitable for students 2 responses

Other answers (only received from one potential volunteer) included: receiving email alerts re positions available; having the advanced search on the homepage and having 'hotspots' where lots of volunteers are required.

**VOLUNTEER MANAGERS:**

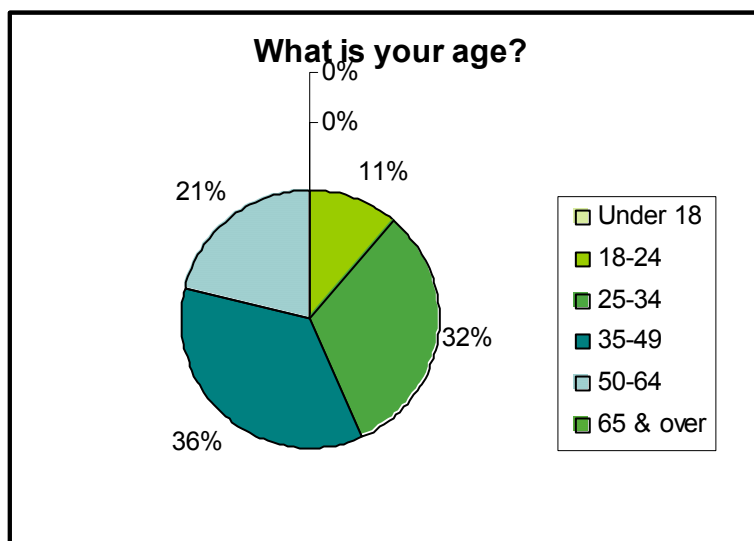
*Taking the sub-set of volunteer managers only we found:*

**Gender:**



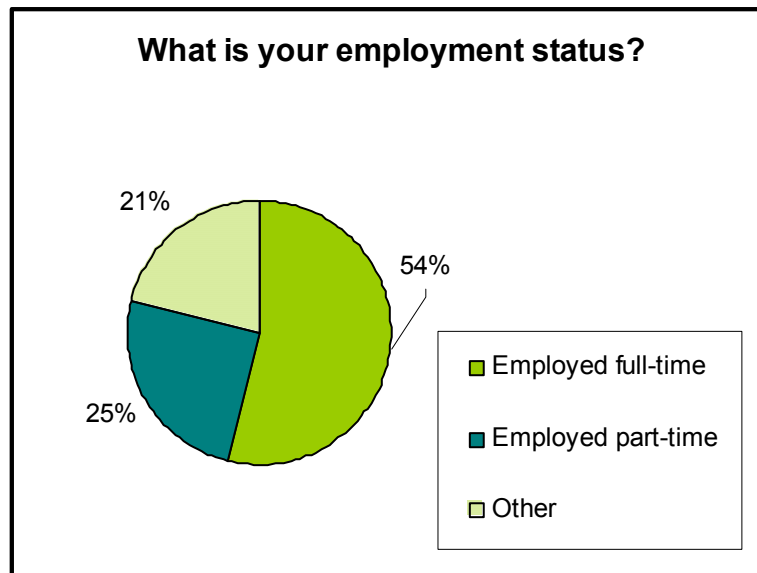
76% of the volunteer managers using GoVolunteer were female – which would be expected in this female-dominated industry.

**Age:**



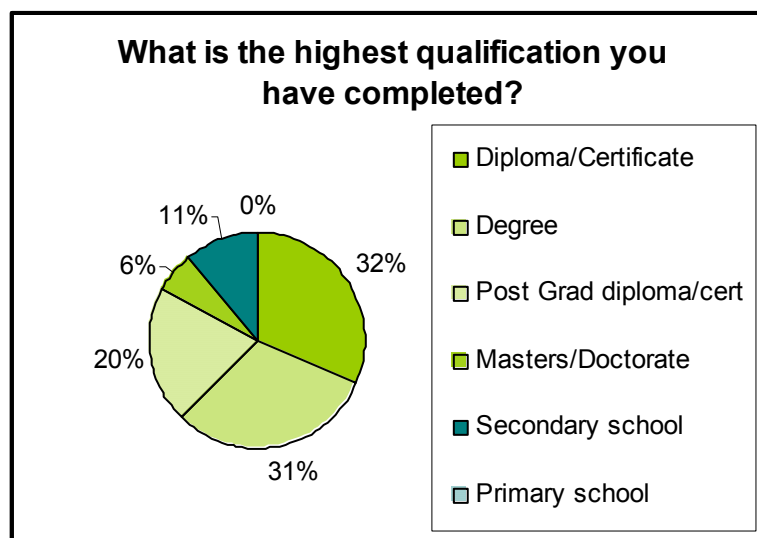
68% of volunteer managers were aged between 25 and 49 – not unreasonably, a higher age bracket to the potential volunteers.

Employment Status:



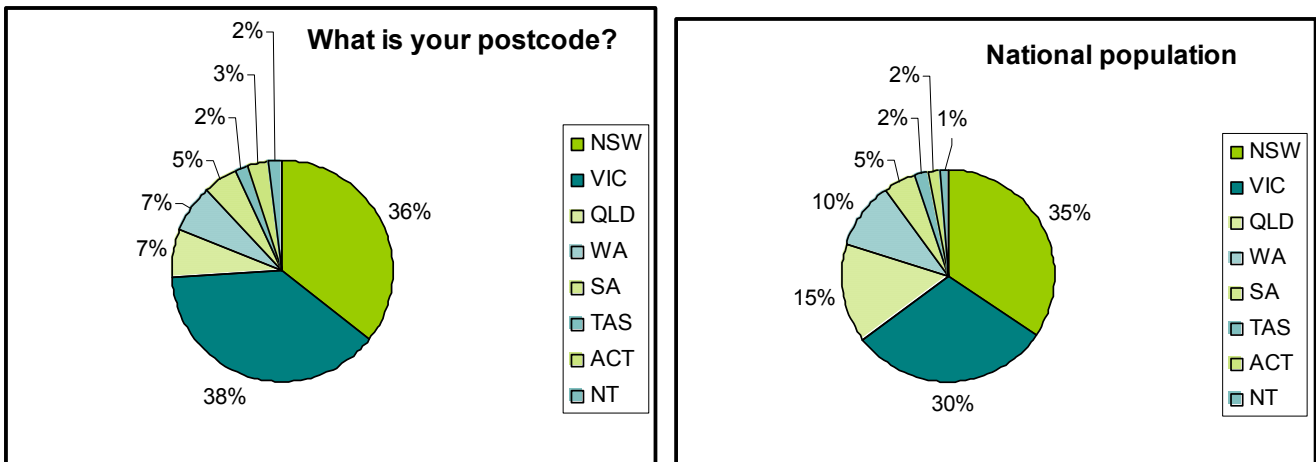
54% of volunteer managers were employed full-time, 25% were employed part-time and the remaining 21% were from an 'other' employment status and so were probably volunteering in their capacity as volunteer manager.

Qualifications:



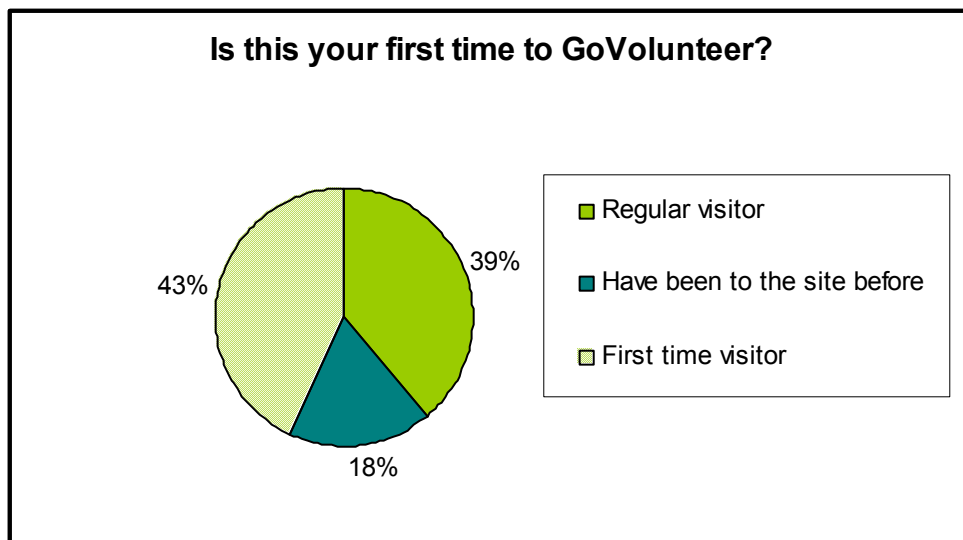
The volunteer managers were highly qualified – with 89% have some form of higher education certificate.

Location:



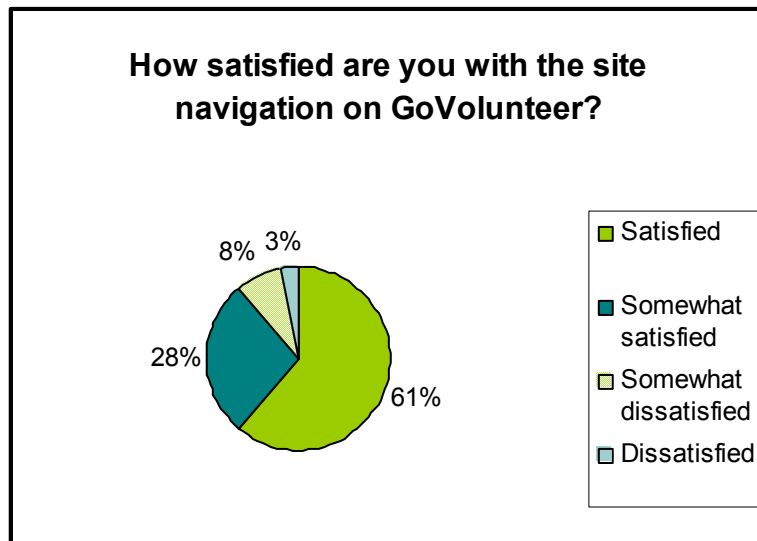
The volunteer managers using GoVolunteer follow the profile of the population of Australia with two main exceptions – only 7% from our sample were from Queensland (compared to the population split of 15%) and 38% were from Victoria (compared to the population split of 30%). This may be due to Volunteering Victoria heavily advertising GoVolunteer for Volunteering Australia compared to Volunteering Queensland who advertise on behalf of all their member organisations on GoVolunteer rather than encouraging them to register independently.

Regularity of Use of GoVolunteer:

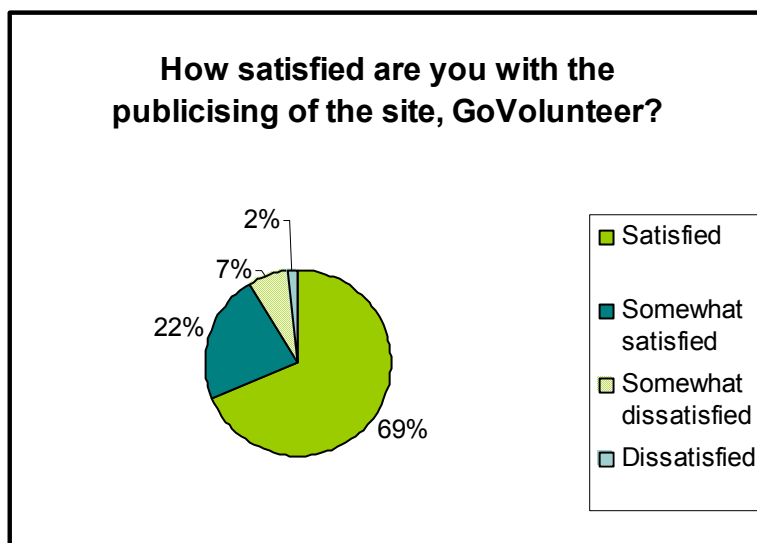


57% of volunteer managers had visited the site before (including 39% who classed themselves as 'regular visitors'); the remaining 43% of volunteer managers were visiting GoVolunteer for the first time.

Satisfaction with GoVolunteer:



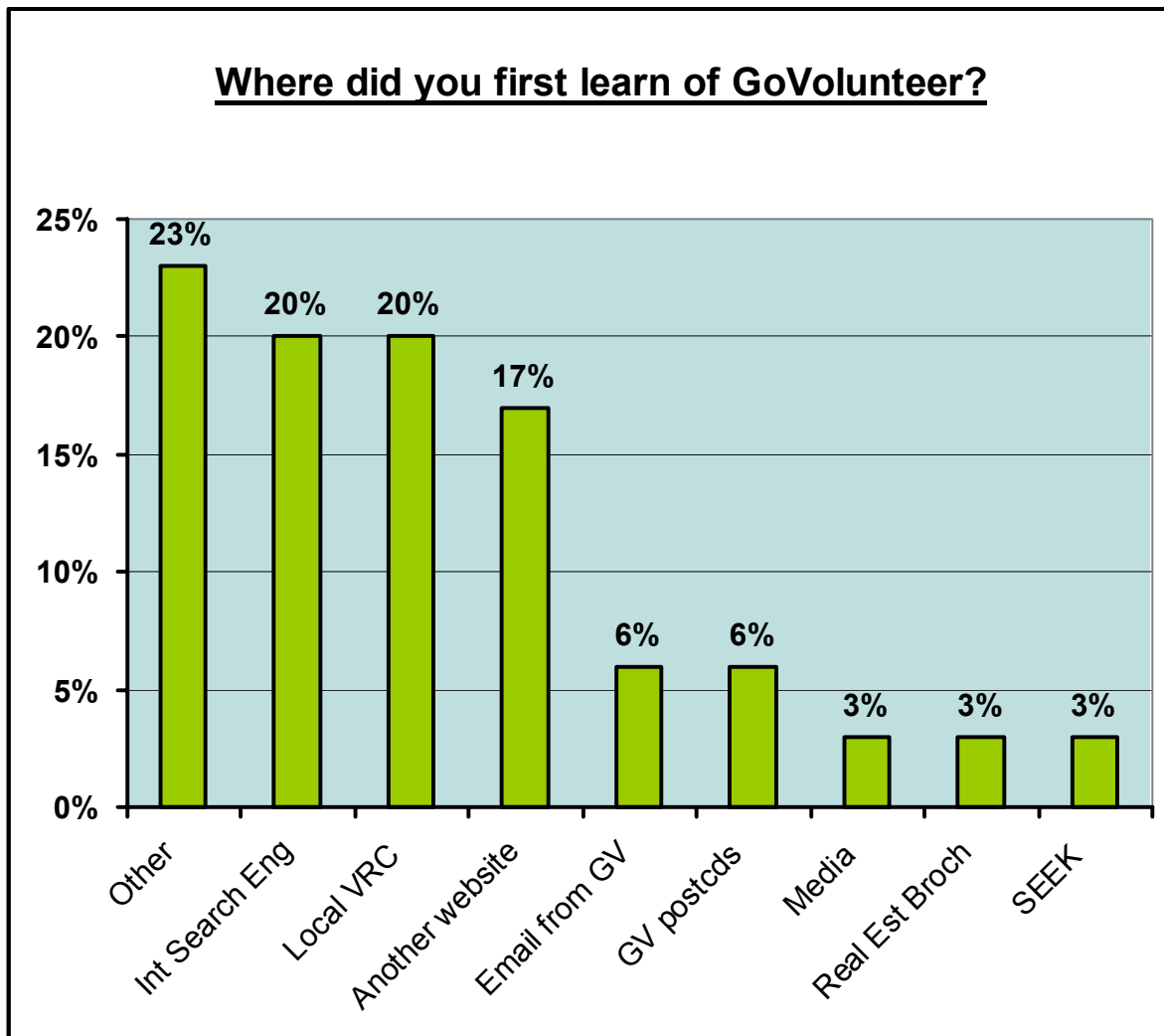
Volunteer managers were in general ‘satisfied’ with the navigation on GoVolunteer.



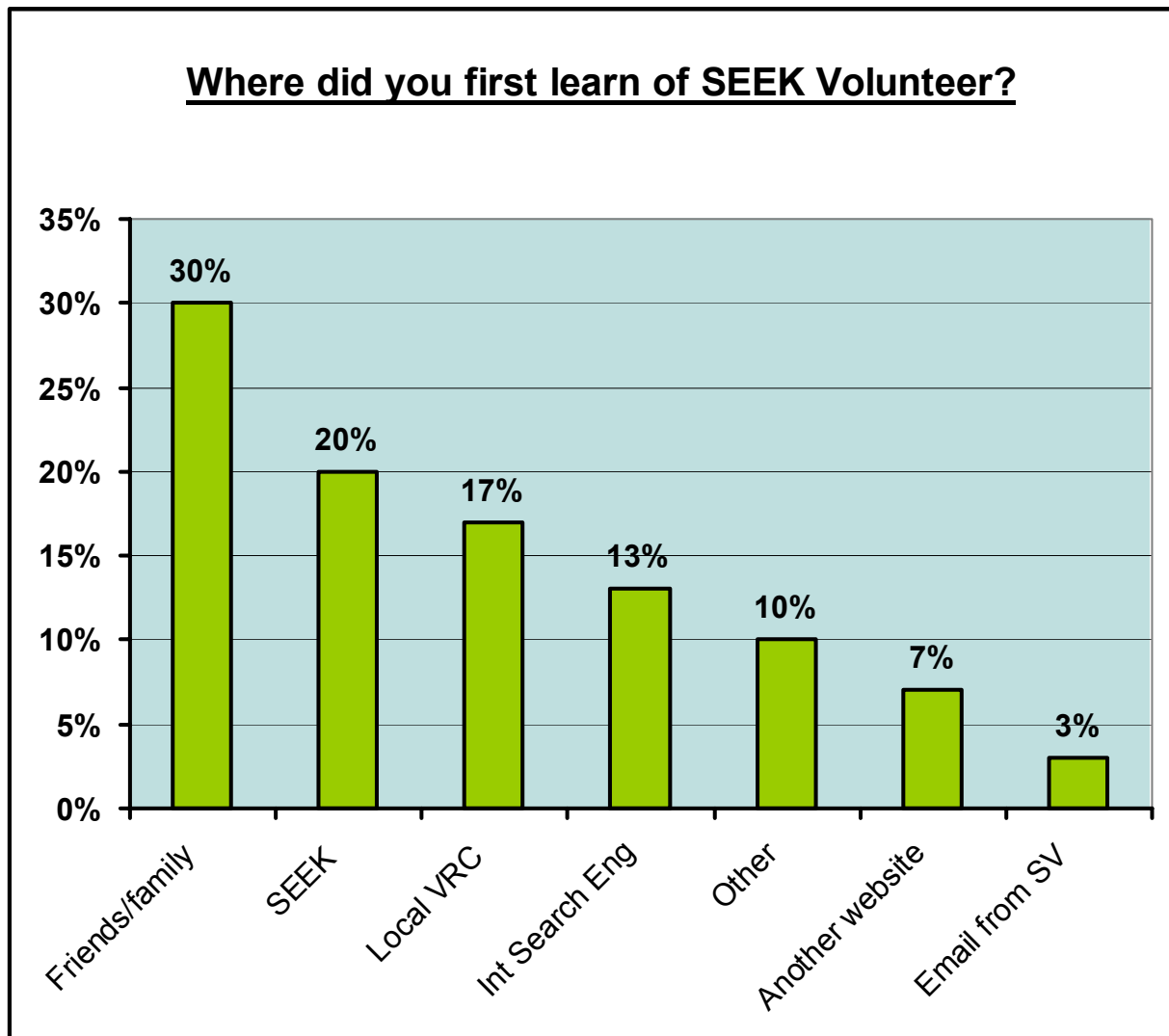
Volunteer managers were also in general ‘satisfied’ with the publicity of GoVolunteer – this could well be due to the fact that GoVolunteer’s main marketing efforts focus on volunteer managers rather than potential volunteers.

Where did you first learn of GoVolunteer/SEEK Volunteer?

Of the Volunteer managers who answered the survey, 54% used GoVolunteer and 46% used SEEK Volunteer.



Volunteer managers mainly found the GoVolunteer site from an Internet search engine (20%), a local Volunteer Resource Centre (20%) or another website linking to GoVolunteer (17%).



Volunteer managers mainly found the SEEK Volunteer site from friends or family (30%), the SEEK site (20%), a local Volunteer Resource Centre (17%) or from an Internet search engine (13%).

**What can we do to improve GoVolunteer?**

When asked how we can improve GoVolunteer, Volunteer Managers mentioned the following 9 things:

- Publicise the site more 5 responses
- Refine the postcode/area search 4 responses
- Make it more accessible to update organisation details 2 responses
- Have the ability to advertise a position for more than a month 2 responses
- Not require cookies to run GoVolunteer 1 response
- Be able to enter more than 1 postcode in a job description 1 response
- Have more character spaces to edit job descriptions 1 response
- Categorise the ACT so that it stands out from NSW postcodes 1 response
- Search on plurals (eg if you search for Scout it also searches for Scouts) 1 response

## Application of Findings for the Not For Profit Sector:

### Why should Not-for-profits Use GoVolunteer?

- GoVolunteer introduces **new volunteers** to the World of Volunteering. With 80% of users not currently volunteering (and 44% never having volunteered), GoVolunteer proves a great source of new volunteers for the not-for-profit sector.
- GoVolunteer's potential volunteers are **highly qualified** (64% have some form of further education certificate) and can provide great expertise to their volunteer role.
- With each specific sector of organisation-type receiving 21%, or more, of user interest, it indicates that GoVolunteer is a useful tool for **all sectors** in the recruitment of volunteers. In particular it is useful in the traditional volunteer sector: community services, health or welfare, as 72% of potential volunteers have an interest in this area.
- In general, GoVolunteer users are looking to volunteer in a **broad range of activities and areas**, in particular potential volunteers are interested in administrative and clerical roles (50%) perhaps to gain work experience or to learn new work-related skills.

### Things to Keep in Mind when Advertising on GoVolunteer:

- 74% of the respondents of this survey were aged **under 34**, this highlights that GoVolunteer users tend to be younger than the norm, probably due to the web-based nature of the program. It is therefore a great source for organisations wanting to recruit younger volunteers. Organisations must think how they market themselves via GoVolunteer especially as the audience is younger than the traditional volunteer audience. It would be good if more organisations could come up with more project-based volunteer activities to accommodate the needs of a younger audience.
- As the audience tends to younger, it would also be great if organisations can spell out 'what's in it for the volunteers' in their volunteer positions, as this is a motivator for this group of volunteers. In particular (and if appropriate) mention that they will gain work experience and learn new skills.
- 36% of GoVolunteer users are **employed** in some capacity (whether full-time, part-time or self-employed). Organisations using GoVolunteer as a recruitment tool need to keep this in mind when advertising for volunteers on the site and provide **out of hours opportunities** for people keen to help. Virtual volunteering (where the volunteer helps via the Internet) is also a good model for organisations to look at when wanting to utilise this group of volunteers.
- 35% of GoVolunteer users are **studying** so it is important for the organisations to be **flexible** about the hours a volunteer is needed and mention this when advertising on GoVolunteer.
- GoVolunteer users are **highly qualified** (64% of respondents had some form of tertiary education). Organisations should think of ways to incorporate existing expertise, knowledge and skills into their volunteer work.

## Application of Findings for Volunteering Australia:

### To Market to Not-for-profit Organisations:

- Volunteering Australia should use the profile of the typical GoVolunteer user to market the site to not-for-profit organisations. The profile is:

**Young, female, highly qualified, working or studying, and is not currently volunteering.**

In particular Volunteering Australia needs to stress the fact that volunteers who look on GoVolunteer are:

- Not currently volunteering - It is a great place to find NEW volunteers;
- Younger - and are more likely perhaps to be looking for shorter-term project-based activities; and be interested in 'what's in it for them';
- Highly educated - and so organisations should think about the skills they can utilise within their volunteer staff; and
- Working or studying - Organisations may need to be flexible with the timing of when volunteers can help as a high proportion of them work or study and need to juggle many things in their lives.

Virtual volunteering would also be a great concept to promote to these potential volunteers.

- The fact that GoVolunteer is a useful tool to recruit volunteers **across all sectors** and for a **broad range of activities** is good information for Volunteering Australia to present to the not-for-profit sector.
- Volunteering Australia should look at specifically targeting not-for-profit organisations in **WA** as this state is under-represented on the site. (Although Queensland appears to also be under-represented the state centre and volunteer resource centres heavily advertise on behalf of their members and so proportionally Queensland is well represented in terms of volunteer vacancies on GoVolunteer).
- Volunteering Australia should target the type of organisations that are most in demand i.e. **community service/health/welfare** (72% of potential volunteers were keen to volunteer in this area), **education** (41% of people were interested in volunteering in this area), **conservation/animals** (40% interest) and **human rights/social justice** (36% interest).
- The fact that 50% of potential volunteers are interested in **administrative** or clerical positions is useful information for Volunteering Australia to use when targeting organisations – nearly all organisations would be able to find a suitable administrative position to recruit volunteers into and it is a great way to get the organisations using GoVolunteer.
- The more publicity that can be generated would mean the more organisations advertising more jobs on the site - The best way to market to organisations (with a very limited budget) appears to be **links from other websites** (in particular sites such as OurCommunity, the Fundraising Institute and OzVPM), and perhaps **media** specific to not-for-profit organisations.
- With current advertisers on GoVolunteer, Volunteering Australia needs to encourage them to put up **more jobs** and include **more detail** about each job.

### To Market to Potential Volunteers:

- Volunteering Australia can also use this profile to **better target its audience of volunteers**, linking from more appropriate websites, advertising in certain magazines, and specifically looking at youth-orientated marketing.
- In marketing specifically to **youth**, Volunteering Australia should highlight the benefits of volunteering that are of particular interest to this group i.e. **gain work experience, learn new skills**.
- It should continue to market to **universities and TAFEs** and perhaps target their **alumni** too.
- Respondents to this survey were predominantly **female** (80%). This allows Volunteering Australia to further target females or indeed start to target the lesser-tapped market of males!
- Volunteering Australia should perhaps step up its marketing in the following states that are under-represented: **Tasmania, ACT, Northern Territory and WA**; and work with the local **volunteer resource centres** to get the word out about GoVolunteer.
- The marketing effort (with a very limited budget) should perhaps concentrate on more **media releases** and **innovative ways of using the Internet** to market the site.

### Enhancements to the System:

From the feedback received, the three main areas of the current site that need to be addressed are:

- Rectifying the **postcode search** so that it works correctly from the homepage of GoVolunteer.
- Changing the system so that **cookies** are not required to run GoVolunteer
- To enhance the system so that **suburb name** as well postcode is displayed.

### Conclusion:

The profile of a typical GoVolunteer user is:

- **Young;**
- **Female;**
- **Highly qualified;**
- **Probably working or studying; and**
- **Not currently volunteering.**

Knowing this, helps Volunteering Australia to better market the GoVolunteer website to individual potential volunteers and not-for-profit organisations.

The type of volunteer that our website attracts is different to the typical volunteer profile as defined in the ABS Voluntary Work Study 2001 and as such GoVolunteer is a proven method for recruiting new, young volunteers into not-for-profit organisations in Australia across a broad range of types of organisations as well as tasks.

## **APPENDIX 1: QUESTIONS ASKED**



### **Is this your first visit to GoVolunteer?**

- Yes
- No, I visit GoVolunteer regularly
- No, I have visited GoVolunteer before

### **1. Where did you first learn about GoVolunteer?**

- Centrelink
- Email from GoVolunteer
- Friends or relatives
- GoVolunteer Harmony Day bookmark
- GoVolunteer postcards
- Internet search engine
- Local Volunteer Resource Centre
- Radio/newspapers/magazine
- Real estate brochure
- Seek.com.au
- Another website
- University/TAFE
- Other (please specify)

### **2. Please indicate your level of satisfaction with the following aspects of the site (options were: 'dissatisfied', 'somewhat dissatisfied', 'somewhat satisfied', 'satisfied', 'don't know')**

- 1. Publicising the site
- 2. Position descriptions
- 3. Site navigation
- 4. Quantity of search results

### **3. In your opinion, what can we do to improve the GoVolunteer site?**

### **4. Which best describes you?**

- I want to volunteer
- I want to recruit volunteers
- Other (please specify)

### **5. Are you currently volunteering?**

- Yes
- No – but I have in the past
- No – I have never volunteered

### **6. Why are you interested in volunteering? (tick all that apply)**

- Be active
- Gain work experience
- Help others/community
- Learn new skills
- Personal or family involvement
- Religious beliefs
- Social contact

To do something worthwhile  
Use my skills and experience  
Other (please specify)

**7. In what kind of organisation would you like to volunteer for? (Tick all that apply)**

Arts/Culture/Heritage  
Community services/welfare/health  
Conservation/environment/animals  
Education  
Emergency services/safety  
Human rights /social justice  
Sports/recreation

**8. In what type of positions do you wish to volunteer? (Tick all that apply)**

Admin/clerical  
Arts/Crafts/Performing  
Campaigning/lobbying  
Coaching/umpiring  
Community/Sporting events  
Counselling/mediation/advocacy  
Disability support services  
Education/tutoring/mentoring  
Emergency/safety/rescue work  
Food service  
Fundraising/retail  
Gardening/outdoor  
Hospital/allied health  
IT/Library  
Marketing/PR/media  
Material Relief  
Professional/Management/Committee  
Providing info/visitor guiding  
Technical/mechanical/maintenance  
Visit/social support/driving  
Working with animals  
Working with kids/youth  
Working with the aged  
Writing/editing/research  
Other (please specify)

**9. What is your gender?**

Female  
Male

**10. What is your age?**

Under 18  
18-24  
25-34

35-49  
50-64  
65 or over

**11. Which of the following best describes you?**

Employed full-time  
Employed part-time  
Self-Employed  
Unemployed  
Retired  
Student  
Home duties

**12. What is the highest qualification you have completed?**

Primary school  
Secondary school  
Diploma or certificate  
Degree  
Post Grad diploma/certificate  
Masters/doctorate

**13. What is your postcode of residence?**

**14. Where were you born?**

Australia  
New Zealand  
United Kingdom  
Other (Please specify)

**15. Are you an Australian citizen?**

Yes  
No

**16. Are you a permanent resident of Australia?**

Yes  
No