

The Rotary Club of Ringwood Website

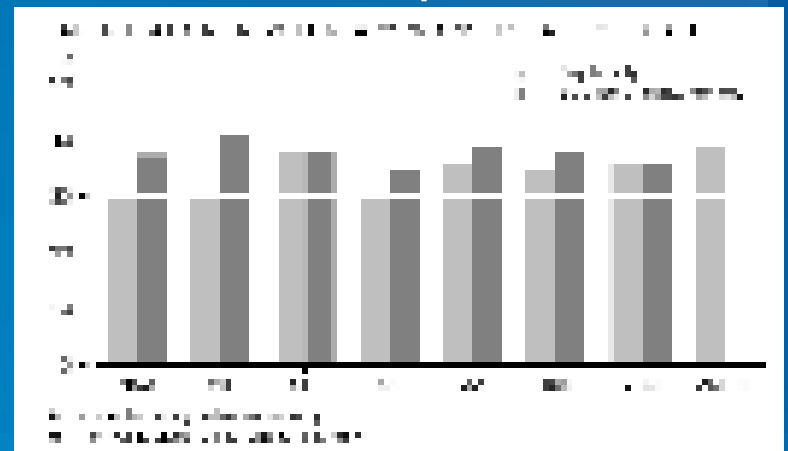
Rotary Club of Ringwood

Wednesday 22nd July 2009

Alex Makin

Volunteering Trends - Location

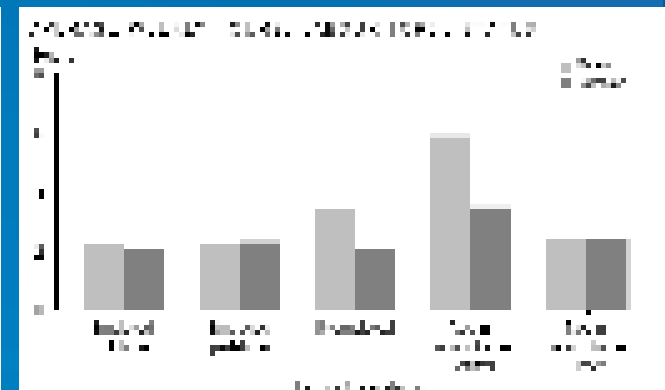
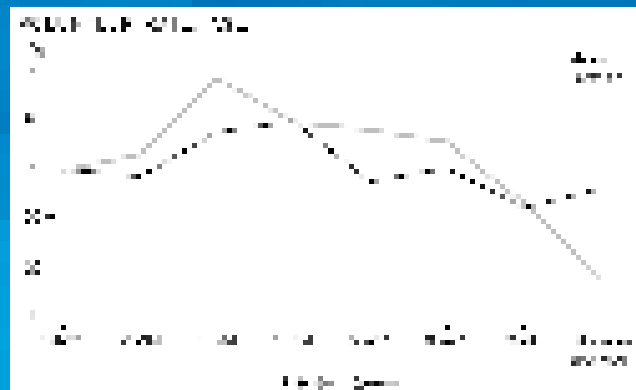
- 34% of people aged 18 and over participate in voluntary work
 - Regional areas have a higher proportion of volunteers than urban centres
 - 32% in capital cities vs 38% outside capital cities



Catalogue 4441.0 Voluntary Work
Australian Bureau of Statistics

Trends – Age and Employment

- People aged 35 – 44 are most likely to volunteer (43%)
 - Due largely to family commitments
- Employed people are more likely to volunteer
 - But unemployed or retirees provide more hours

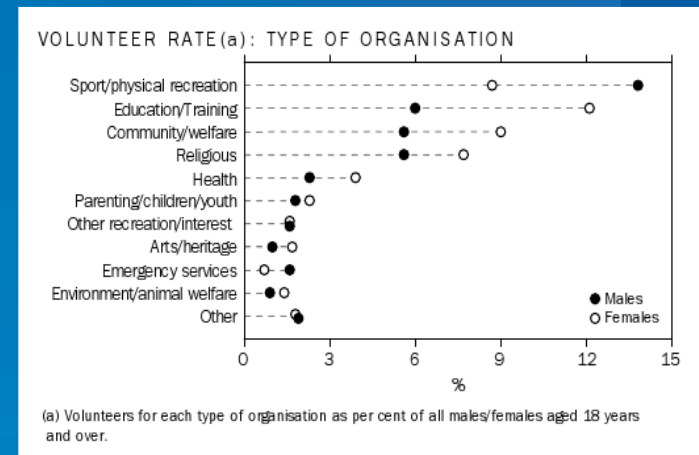


Trends – Volunteer Hours

- While volunteer hours appear to be increasing
 - 2000: 704 million volunteer hours
 - 47.39 hours per person in Australia
 - 2006: 730 million volunteer hours
 - 45.86 hours per person in Australia
 - Is largely due to population growth
- Hours from individual volunteers is decreasing
 - 2000: 72 hours per month
 - 2006: 56 hours per month
- Volunteers are increasingly 'time poor'

Trends – Why people volunteer

- Why people volunteer
 - 57% 'helping others or the community'
 - 36% 'do something worthwhile'
 - 22% 'social contact'
 - 16% 'use skills/experience'
 - 11% 'learn new skills'
- Recruitment
 - 35% were asked to volunteer
 - 29% knew someone involved
 - 5% through media



Changing Interest in Volunteering

- ◉ Define the 'experience'
- ◉ Clear organisational objectives and mission
- ◉ Reflect changing trends
 - Internet and new technologies
 - Project/outcome focused
 - Quantifiable outcomes

Internet

- Often the first point of contact
 - Average visitor spends one minute on a site
 - Looks for timely and relevant information
 - Will make further contact if interested
- Retain enquiries – build database
 - Periodic emails to these members
 - They are interested but not yet committed
- Internet presence needs to complement the wider organisation

Manage content not design

- ◉ Web maintenance should not be a chore
 - Designers design the template
 - The organisation adds content
 - Increases timeliness and reduces burden
- ◉ Rotary Club of Ringwood website
 - www.ringwoodrotary.org.au
 - Members area can be used for club bulletins reducing duplication
 - Projects, upcoming events must be maintained

Demonstration

- Current layout
- Administration Interface
 - Adding new content
 - Links managed automatically
- Users and permissions
- Visit the Demonstration Centre:
www.syneka.com.au/demonstration

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