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Our research studies the volunteering patterns of a small-scale, local community garden and park, called Packe Street Park (PSP). The St. Albans East and Edgware community took ownership of the 2,301 square metre area after the two pre-existing houses became available on the market in 1995. Though there is a division of labour and responsibility with the Christchurch City Council, the maintenance of PSP is mostly dependent on volunteers. This is why our community partner, Di Lucas, approached us with an interest in understanding how to diversify and increase their volunteering community.

Our research questions are:

analysing the buffer zones of knowledge or participation around the park itself. Future research could also expand on this report by connecting further with non-volunteers, potentially through conducting focus groups with various community groups.

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Our report analyses the volunteering patterns of a small scale, community garden and park called Packe Street Park. Through discussion with our community partner, we identified their primary concern being the diversification of the existing volunteering

The studies of Jardim and Marques da Silva (2018) and Allison, et al. (2005) have shown there are high numbers of young adults volunteering worldwide. Young adults involve themselves to escape from unemployment and precariousness, creating opportunities for skill development, increasing the opportunity to travel and cultural exchange (Jardim & Marques da Silva, 2018). Literature offers examples of college-  
oasis  
travel distance, and reference (Lee & Won., 2011). However, young adulthood can also become a busy time of life due to transitions into careers and full-time work (Li & Ferraro, 2006). This indicates what barriers can arise regarding their engagement in voluntary work.

Another age group with a high rate of volunteering worldwide is middle-aged adults. This is due to having children and being involved in school activities, sports and religious organisations. Older adults also have more time and the desire to contribute to society through environmental and community events (Li & Ferraro, 2006). However, participation for the oldest ages of adults can be limited by health decline, mental health issues and widowhood (Gray et al., 2012). This indicates that the demographics that are underrepresented throughout volunteering worldwide could include young adults with full-time jobs as well as young adults with children below



connections volunteers had to PSP. The narratives produced were of volunteers more connected to PSP as a place of meaning than volunteering as an activity.

Practically, a go-along was beneficial as it was a way of forming initial relationships with the committed volunteers at PSP. From this, we were able to gather participants for a focus group. A go-along was very beneficial as it gave contextual understanding to shape future methodology and effectively informed all stages of the research process moving forward.

Secondly, from the connections made at the go-along, a focus group was conducted with seven participants. These people were all volunteers at the Park, of both administrative and working bee roles. This focus group was conducted in a style mixing structured and open-ended questions to allow volunteers the freedom to discuss their own experiences with PSP.

. A focus group was chosen as a further source of in-depth qualitative data. This method was utilised as the primary means of collecting data from the perspective of those who already volunteer at PSP. Focus groups have the potential to show a researcher how and why people think in a certain way and see collective perspectives emerging (Kitzinger, 1995). This allowed the participants to drive the interview, resulting in authentic opinion ~~type~~ way (Kitzinger, 1995). During the focus group, personal insight was sought into what these volunteers thought were the incentives to volunteering at PSP, their own experiences at PSP, and the effectiveness of the current approaches used to attract volunteers to the Park.

Conducting a focus group was beneficial to our research as a high quality of data was able to be produced. This provided narratives of the unique perspectives, opinions and beliefs of those most connected to PSP. It was also practically useful to compare this data with the attitudes of our survey, which would aim to connect with non-volunteers.

The final data collection method in the process was a door-to-door community survey distributed in the surrounding residential area, within Edward Avenue, Madras Street, Barbadoes Street and Bealey Avenue. This boundary was chosen as literature has raised the idea that communities often exist within the boundaries of significant roads (Appleyard, 1980). Variable distribution times, including 1-5 pm Friday, Saturday and Sunday were chosen to limit bias and minimise the possibility of a specific demographic not being represented within the survey.

A survey was chosen as a means of collecting quantitative demographic data to complement the qualitative data produced from previous methods. While our survey

engaged both those who volunteer and those who do not, this method was primarily used to connect with individuals not currently volunteering at PSP. Further, this data was collected to understand the demographics of the surrounding community and provide information on indicators often relevant to volunteering, such as children or living situation of individuals.



Table 1.

Environmental	about gardening._
Social	"To feel a part of the community."
Post-disaster resilience	"Because of the Earthquake, I had reduced hours and could attend working bees."
Mission statement attraction	volunteering means._ keep this fantastic initiative going._

The motivations were of environmental and social rationale, as well as due to an association with post-disaster resilience (to the 2011 Christchurch earthquake) and the mission statement of PSP. It is critical to recognise within this stage of our analysis that there is potential for bias from both sources. The motivational rationale provided from the focus group participants may be biased, as they are existing and long-standing members of the PSP community who have an invested interest in the future of the park. The survey introduces the potential for prestige bias. This bias may occur to us as the survey administrator. We would expect the ensuing bias to skew results exaggerated interests and motivations in volunteering.

If demographics were absent from the volunteering community yet present in the surrounding community, we considered them underrepresented.

demographics, and compared this to both our primary quantitative survey data and the secondary quantitative census data.

The purpose of the comparison with censurod h-4(d)-4( )TJE54 Tm[6t)-4(h)5(e)-7(l)13(t)5old(t)5;hc

included questions which were comparable with the census questions for this purpose. The suburbs chosen for comparison within the broader Christchurch data were St. Albans East and Edgware. This decision was made as PSP is located within 200m of the Edgware to St. Albans East suburb boundary and because this boundary falls across the determined survey distribution zone (justified above in section 4.3). It is important to recognise that the most current census data available was from the 2013 release, which lessens its reliability, as well as the aforementioned low response rate. However, these limitations do not make conclusions impossible to draw as both were used in comparison to offset random discrepancies particular to either data set. Through this analysis, we identified four primary demographics that are currently underrepresented. These are individuals (who fall into any or multiple of the following demographics); aged between 26-35 years, with children residing at home, of self-identified Asian ethnicity, or living in the Edgware or St. Albans East area for less than five years.

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#### Age demographics from GEOG309 survey respondents 2018.

Figure 1 shows the age distribution for our survey population. The most significant represented age brackets were 26-35 years and 50-69 years. The latter age bracket was to be expected considering the dense representation of this age group in the PSP volunteering community. However, the 26-35 years bracket is present in the

Ethnicity demographic from Census 2013 (RIGHT) and GEOG309 survey respondents 2018 (LEFT). (Census data may include double counts due to a person registering multiple ethnicities; as a result, it does not sum to 100%).

the census will omit residents who have resided in the area for less than five years due to its age. This means that the survey is the only means of these individuals being represented in this study. It also suggests that the PSP volunteering community are within the minority for the length of residency and that the area is either highly transient or that there has been an irregular influx of residents to the area within the last five years. This makes residents of less than five years an underrepresented demographic within PSP volunteering.


 -establish, volunteering activities at PSP. We recognise that the survey made excellent preliminary contact with non-volunteers (79% of respondents), but it did not facilitate in-depth accounts of why they do not volunteer. Retrospectively, this limitation could be mitigated if an additional interview method was employed. We analysed the available data through grouping responses into significant themes and determining their relative prioritisation (see Table 2 below).

Table 2.

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# summary

Existing literature shows that the likelihood of an individual volunteering is influenced by a number of factors, including age, gender, education, and income (Roto and Wilson, 2009). The results of this study did not show that individuals who volunteered in any capacity had only one type of PSP (PSP type 1). This may explain the low volunteering rates; 59% of respondents did not volunteer at all, and the next largest group of 24% volunteered only yearly. More suitable working hours that fall outside of regular employment hours (9am-5pm) was a significant suggestion from non-volunteers. 85% of our surveyed population falls within the typical age range of employment (18-69 years); thus,

their lives and require extra motivation for commitment (Gray, Khoo, & Reimondos, 2012). We, therefore, recommend satisfying this motivation through introducing means of recognition for commitment. We recognise the fluidity of volunteering hours at PSP aefore

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Volunteering patterns of PSP have been identified through the use of a go-along, a focus group and a survey. The results have allowed for greater understanding of the St. Albans and Edgware community available for volunteering. With knowledge of the underrepresented demographics in PSP, recommendations have been compiled to improve the involvement of said underrepresented groups. PSP has exhibited a priority in cultivating a robust

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