

# **The Contributions and Motivations of Auckland Volunteer Heritage Organisations**

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## **ABSTRACT**

For a long time, the focus of interest in the heritage sector has been on the features of our communities that create our heritage and history. Recently there has been a growth of interest surrounding the people that contribute to the ongoing operation and existence of the heritage sector. This research explores the roles of heritage organisation volunteers in Auckland, New Zealand. It uses the data collection methods of a questionnaire and interviews to develop an exploratory analysis of the broad range of contributions that are made by volunteers and the motivations that encourage them to participate in their local heritage sector.

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## 1. INTRODUCTION

As new development and urban expansion continue to change the communities we live in, the value of the heritage and historical features of our environments become more prevalent. Embracing the buildings, places, landscapes, objects, people, and stories of our past is the heritage sector; a sector that strives to sustain awareness, accessibility, and celebration of the people and things that have come before us (English Heritage, 2013). The heritage sector is in operation around the world and functions off the provisions of local governing authorities, professional heritage practitioners, and heritage interest groups, societies, and trusts.

For a long time, the focus of interest in the heritage sector has been on the features of our communities that create our heritage and history. Recently there has been a growth of interest surrounding the people that contribute to the ongoing operation and existence of the heritage sector. One method of exploring the roles of people within the heritage sector is implementation of the Heritage Counts programmes in locations around the world. These programmes use a framework established by Historic England in 2002 that conducts an annual audit of heritage features within a set geographic area.

In 2018 the Auckland Council Heritage Unit produced its first *Auckland's Heritage Counts* document, reporting on the economic, social, environmental, and cultural features of its heritage sector. This document identified one local governing authority, three professional heritage practitioners, and 64 heritage and historical societies as significant contributors to the city's heritage sector.

### 1.1. Research Focus

This research explores the roles of heritage volunteers around the world. It considers the contributions that are made by volunteers, and the motivations that drive their participation. It specifically examines the existence of volunteer heritage organisations in the Auckland, New Zealand environment, and presents information on the demographics of Auckland heritage volunteers, the activities and tasks that are completed by these volunteers, and the reasons that encourage them to participate within the heritage sector.

### 1.2. Relevance of the Research

There is a growing interest in the benefits associated with social participation in the heritage sector. This research provides insight and a greater understanding of the contributions and motivations of Auckland heritage organisation volunteers. It provides a comparative analysis of the Auckland heritage volunteer environment alongside other heritage volunteer environments that have previously been researched.

The Auckland findings will add to the growing body of global research that examines the heritage sector. The research will provide a New Zealand perspective to contribute to the international exploration of the social contributions associated with the heritage sector.

### 1.3. Research Design

This research consists of a review of documentary analyses and the quantitative and qualitative collection and interpretation of information surrounding the roles of volunteers in Auckland heritage organisations. The data collection utilises both a questionnaire and interviews to obtain a wide range of knowledge and opinions

through direct and investigative responses. Further to the Heritage Counts programmes, this research pursuits more in-depth knowledge of the contributions and motivations that are made by volunteers of Auckland heritage organisations.

This research has been completed in collaboration with the Auckland Council Heritage Unit, and the findings will be available for use within future publications of *Auckland's Heritage Counts*. With the continual exploration and expansion of heritage topics and considerations, the Auckland Council Heritage Unit will be able to develop a robust body of knowledge surrounding Auckland heritage.

## 2. METHODOLOGY

This research investigates the contributions and motivations of Auckland volunteer heritage organisations by using a combination of quantitative and exploratory qualitative analysis of primary data, along with a review of literature on both the volunteer and heritage sectors. This study contributes to a broader understanding of the role of volunteers in the Auckland heritage environment and the management of New Zealand's heritage.

The literature review for this research explores the academic documentary analyses of both the volunteer and heritage sectors. With a plethora of literature available on the roles of volunteers internationally, this research has refined the focus to cultural volunteering and involvement in organisations of local significance. It incorporates research with a specific focus on the heritage sector, utilising literature that has investigated the social interactions and functions that take place within the heritage environment. The literature review provides a broad international interpretation of research before examining New Zealand examples.

This research goes on to investigate the roles of Auckland heritage organisation volunteers and the motivations that influence their participation within the heritage sector. The experiences and views of volunteers have been collected through two stages of research: an anonymous questionnaire, and semi-structured interviews. These questionnaires and interviews explored topics of organisation membership, volunteer contributions, volunteer motivations, group motivations, the future of heritage organisations, and Auckland heritage and advocacy. Potential participants were identified based on their membership of an Auckland heritage or historical organisation. These organisations were identified using a list of 64 heritage and historical societies and organisations that had previously been collated by the Auckland Council Heritage Unit for the *Auckland's Heritage Counts 2018* document, with the addition of a selection of further organisations sourced from databases such as Museums Aotearoa, NZ Museums, the Charities Register, and the NZ Companies Register.

For the questionnaire stage of the research, invitations were sent to the contact email address of each organisation. The organisations were provided with a summary of the research outline, a participant information sheet, and a request to share the research invitation with the volunteer members of their organisation. Participants were provided with the option to complete the anonymous questionnaire online, or in a hardcopy format sent in the post. The questionnaire (refer Appendix A) consisted of 21 questions. The questionnaire was available for completion over four weeks.

For the second stage of the research, a separate email was sent to the heritage and historical organisations inviting their volunteers to participate in a semi-structured interview exploring the research topic. The organisations were provided with a summary of the research outline, a participant information sheet, a consent form, and a request to share the research invitation with the volunteer members of their organisation. Interested participants were asked to respond with an email expressing their interest to participate. Interview times and locations were then arranged between the researcher and the volunteer. Both individual and group interviews took place. An outline of the interview topics (refer Appendix B) was used as a reference to guide the discussions. Interview participants were given the opportunity to review a transcript of their interview to ensure that their opinions and views were fairly represented.

The distribution of research invitations to volunteers was dependent on the person monitoring the contact email address for each organisation. Volunteers were under no obligation to participate in the research. The responses received from the questionnaires and interviews represent only a select number of the volunteers of Auckland heritage organisations, meaning that the results presented in this research are indicative and not representative of the Auckland heritage volunteer organisations. The findings of the questionnaires and interviews are represented separately to avoid the potential double-counting of volunteers who may have participated in both stages of the research.

A discussion takes place analysing the information provided by volunteers about their experience within Auckland heritage organisations. The themes and trends that are identified within this response sample are compared against the global findings of the literature review.

This research presents conclusions drawn from the conceptual analyses of the contributions and motivations of Auckland heritage volunteer organisations. These conclusions provide insight into the role of heritage volunteer organisations and the willingness with which their volunteers assist with unpaid tasks.

This research supports the growing body of literature that is examining the social components of the heritage sector. It supports the evolution of the Heritage Counts programmes that are occurring in multiple locations around the world, providing particular assistance with the understanding of the social benefits of the heritage sector. It contributes to the expansion of New Zealand based heritage sector research.

### 3. LITERATURE REVIEW

#### 3.1. Heritage Volunteers

The functioning of the heritage environment is highly reliant on the work of volunteers. Due to limited funding in the heritage field, volunteers play a significant role in the continuation of the accessibility, knowledge, and celebration of heritage (Hewlett, 2002; Heritage Link, 2003; Cowell, 2004; Stamer, Lerdall, & Guo, 2008; Cordery, Proctor-Thomson, & Smith, 2013; Curran, Taheri, MacIntosh, & O’Gorman, 2016). While many interpret the heritage sector as only the physical heritage places that surround us, the heritage discourse expands to include buildings, places, landscapes, objects, people, and stories (English Heritage, 2013).

For heritage groups, societies, and trusts, there are a variety of levels at which volunteer contributions take place, as defined by Holmes & Slater (2012). This ranges from “active engagement such as committee membership or volunteering to passive involvement, whereby the member pays their fees but remains a silent member” (p.851). These levels are further segmented with active members playing either core or peripheral roles for volunteer tasks. Core volunteers offer a steadier provision of assistance while peripheral volunteers are available for occasional support or back up.

Gaskin & Davis Smith (1997) define volunteering as any “activities or work done of a person’s free will for the benefit of others (beyond the immediate family) for no payment other than, in some cases, a small honorarium and/or expenses”. There is great variety in the activities and work that heritage volunteers perform. While completing informal and supportive tasks, volunteers can also be the ones in charge of the management and leadership of features and projects (CHCFE Consortium, 2015; Historical Environmental Group, 2016). The completion of heritage volunteer tasks commonly presents a gender division, with females fulfilling responsibilities of hosting, guiding, and administration, and males completing responsibilities of an operations focus (David Smith, 1998; Chen, Liu, & Legget, 2019).

The majority of heritage volunteers fit within a specific demographic: over 50 years of age, retired, and female (Chen, Liu, & Legget, 2019). This profile reflects the heritage sector’s difficulty in attracting a diverse range of volunteers (Heritage Link, 2003; Stamer, Lerdall, & Guo, 2008). The struggle to attract volunteers over a broader age range is experienced worldwide, however programmes such as the United Kingdom’s *Millennium Volunteers* and the *Young Volunteer Challenge* have had some influence in attracting younger people to assist (Young Volunteer Now, 2017; Hill, Russell, & Brewis, 2009; Chen, Liu, & Legget, 2019). Dragouni & Fouseki (2018) attribute these age and socio-economic volunteer trends to the availability of people’s time. As younger people are more occupied by studying and working, they are unable to contribute at the same level as those who are older and retired. The absence of ethnic diversity in heritage volunteering, which has been acknowledged by Hewett (2002) and Stamer, Lerdall, & Guo (2008), has seen several regulatory authorities around the world identify the need to establish a more inclusive range of volunteers.

There is a high demand internationally for heritage volunteers, and as identified by Curran, Taheri, MacIntosh & O’Gorman (2016) this is amplified by “high levels of volunteer turnover, decline in sustained volunteer activity, and falling levels of public trust in non-profit organisations” (p.1235). Due to the reliance on volunteers, a shortage of unpaid helpers can result in the closure or demise of heritage places, groups, and

projects (Hewlett, 2002; Orr, 2006; Devaney et al., 2015). Despite this, for some heritage volunteers, their interest and commitment are also a “long-term lifestyle choice” which can see them attached to a particular heritage feature for over ten years (Chen, Liu, & Legget, 2019, p.134). It is also common for heritage volunteers to be active members in more than one heritage organisation (Holmes & Slater, 2012). These long-term and charitable volunteers tend to be those who are retired and have more time to commit to the heritage cause.

In many instances, the volunteers are the organisation representatives that the public associate with the heritage environment. This means that the interactions that occur between the volunteers and the public can determine if people will continue to celebrate and explore the heritage sector. It is from these volunteer-public interactions and those that occur amongst volunteers that heritage volunteers have been credited with stimulating “the formation and reinforcement of local communities” (Hewlett, 2002; CHCFE Consortium, 2015, p.173). The advocacy function of heritage volunteering is further acknowledged for its ability to increase public awareness and support for heritage features as a result of volunteers talking about their roles with others (Ellis, 1982; de Villiers, Laurent, & Stueven, 2017).

To attract more volunteers and keep them involved for longer, many heritage organisations are introducing volunteer management positions (Holmes, 2003; Lothgow & Timbrell, 2014; Devaney et al., 2015). These managers are given the task of establishing a balance between providing an experience that can “maintain, affirm, and encourage” (Devaney et al., 2015, p.346) volunteers while also sustaining a standard of quality and beneficial work from the volunteers (Orr, 2006; Lothgow & Timbrell, 2014; Curran, Taheri, MacIntosh, & O’Gorman, 2016).

### 3.2. Volunteer Contributions

Heritage volunteers contribute through an extensive selection of activities and tasks. Some of the common activities that were identified in the literature (Cowell, 2004; Orr, 2006; Historical Environmental Group, 2016; de Villiers, Laurent, & Stueven, 2017) included:

- Guiding public tours of heritage properties and places.
- Completing administration activities (e.g. coordination of meetings, publication of newsletters, bookkeeping, management of volunteers).
- Fundraising for heritage organisations and applying for grants.
- Completing housekeeping and maintenance tasks (e.g. cleaning of heritage properties and places, maintaining repairs and general upkeep).
- Preservation, conservation and archival work.
- Interaction and communication with the local governing authorities and professional heritage practitioners.

Many heritage organisations are able to utilise the individual skills and knowledge of volunteers to maximise the efficiency and effectiveness of their (Devaney et al., 2015). These efficiencies may, for example, reflect the use of non-current professional qualifications of volunteers, or the individual interests of each volunteer.

Heritage organisations need to establish relationships of mutual satisfaction and “valuable personal connection” with their volunteers to efficiently obtain the optimum benefit from volunteer contributions (Devaney et al., 2015; de Villiers, Laurent, & Stueven, 2017, p.129). If volunteers feel that their efforts are being recognised and appreciated, there is a higher chance that they will remain committed to the heritage organisation and positively influence productivity and profitability (Ryan, Kaplan, & Grese, 2001; Curran, Taheri, MacIntosh, & O’Gorman, 2016). As identified by Hewlett (2002), heritage organisations can expect to receive “far more back from volunteers” than any investment the organisation puts into their volunteer programmes (p.64). Despite this, it is vital not to take advantage of volunteers or overburden them with commitments (Devaney et al., 2015). With a shortage of volunteers across the heritage sector, any dissatisfaction that is experienced by volunteers can lead to the relocation or increased contribution to an alternative volunteer cause (Holmes & Slater, 2012; Devaney et al., 2015).

### 3.3. Volunteer Motivations

Heritage volunteers are motivated and enticed to provide their time, free of charge, for a wide variety of reasons. The community connection that is embraced by the heritage environment generates feelings of “pride, enthusiasm, and inspiration” (Curran, Taheri, MacIntosh, & O’Gorman, 2016, p.1238). These emotional connections to local features and a passion for heritage and history are frequently identified as the reasons behind volunteer interest (Holmes, 2003; Devaney et al., 2015; de Villiers, Laurent, & Stueven, 2017; Dragouni & Fouseki, 2018; Historic England, 2018; Chen, Liu, & Legget, 2019). The social interactions that occur with volunteering are also regularly identified as a motivation for contribution, with volunteers interested in networking leisurely with others in their communities (Orr, 2006; Stamer, Lerdall, & Guo, 2008; Chen, Liu, & Legget, 2019). Similarly to other forms of volunteering, many heritage helpers are initially inspired by altruism and the opportunity to assist others (Ryan, Kaplan, & Grese, 2001; Orr, 2006; Chen, Liu, & Legget, 2019).

In addition to the initial motivations that encourage the retention and continued presence of volunteers, secondary motivations reflect a higher element of self-interest, such as social relationships and sense of satisfaction from participation (Hewlett, 2002; Heritage Link, 2003; Cowell, 2004; Stamer, Lerdall, & Guo, 2008; Chen, Liu, & Legget, 2019). Many volunteers enjoy the educational opportunities from heritage volunteering and appreciate its ability to engage their cognitive abilities, particularly for those volunteers who are retired (Holmes, 2003; Cowell, 2004; Orr, 2006). The combination of cognitive engagement and physical activity has been credited by Holmes (2003) and Devaney et al., (2015) as offering older participants ongoing health and wellbeing advantages. Another example of a secondary motivation, discussed by Ryan, Kaplan, & Grese (2001), is the structure of the volunteer system and the extent to which volunteers are included in the decision-making processes of heritage organisations. This inclusion provides volunteers with a sense of need and recognition for their efforts and increases their sense of commitment to the organisation (Holmes 2003; Devaney et al., 2015).

For a small number of people, the motivation to volunteer with heritage organisations is entirely separate from any personal interest or affiliation with heritage features, with an underlying purpose to gain work experience that can develop their competence on their journey to employment (Hewlett, 2002; Holmes, 2006; Cordery, Proctor-Thomson, & Smith, 2013; de Villiers, Laurent, & Stueven, 2017).

### 3.4. Heritage Volunteers in New Zealand

With one in two New Zealanders volunteering for an organisation or cause, New Zealand has been recognised by the United Kingdom's Charitable Aid Foundation as being "the western population that most often participates in volunteering" (Volunteering New Zealand, 2017, p.6). The ongoing and increasing trend to volunteer in New Zealand is illustrated by a 21 per cent increase in volunteer numbers between 2004 and 2013 (Statistics New Zealand, 2013a). Providing on average three hours of unpaid assistance per week, the generosity of each New Zealand volunteer presents a benefit to local communities and the country's "social development, economy and environment" (Statistics New Zealand, 2013b; Volunteering New Zealand, 2017, p.6).

While being a country of high volunteer interest, New Zealand experiences constraints due to its ageing population and limitations on the amount of time available to volunteer (Volunteering New Zealand, 2017). In addition to these constraints, the 2017 *State of Volunteering Report* acknowledged that several organisations are finding it challenging to attract and retain volunteers due to an increased number of organisations and causes competing for unpaid assistance (Volunteering New Zealand, 2017). A lack of recognition or acknowledgement for the work that is completed by volunteers has also been identified as influencing the transition of volunteers from one cause to another (Warren-Findley, 2001; Volunteering New Zealand, 2017). This lack of appreciation is recognised as an issue within organisations, amongst communities, and by local and central government (Volunteering New Zealand, 2017).

When considering the New Zealand heritage sector, a small number of organisations employ professional heritage practitioners to assist with heritage preservation tasks (Warren-Findley, 2001). For many other groups, a lack of funding means this is not possible, and they are instead entirely run by volunteers (Chen, Liu, & Legget, 2019). Working in collaboration with the local governing bodies and heritage organisations such as Heritage New Zealand Pouhere Taonga, ICOMOS New Zealand, and New Zealand Archaeological Association, heritage volunteers play an integral role in the management of New Zealand heritage (Warren-Findley, 2001). To date, the investigation of the role that volunteers play in the New Zealand heritage environment has been limited, comprising of the literature of Warren-Findley (2001), examining the evolution of non-professional heritage management in New Zealand, and Chen, Liu, & Legget (2019), exploring the motivations that drive museum volunteers. With limited availability of New Zealand heritage volunteer focused research, there is significant value to be realised from the examination of the contributions and motivations of Auckland volunteer heritage organisations.

### 3.5. Heritage Counts

Several efforts have been made to highlight and further understand the contributions that are made by volunteers in the heritage sector. The most noteworthy of these efforts has been the development of the Heritage Counts programme which was established in England in 2002. Following the success of the English programme, this concept has been adopted by a number of different locations.

In 2002 Historic England published its first Heritage Counts document, a yearly audit of England's heritage (Historic England, 2015). Focusing on different areas of economic, social, environmental, or cultural issues each year, the Heritage Counts programme provides insight into England's expanse of heritage and the ways

in which it is celebrated and embraced. The Heritage Counts programme has explored topics such as economic impact, sense of place, heritage and resilience, and value and impact (Historic England, 2015). The wide range of issues that Heritage Counts has explored emphasises that heritage is “all around us”, and that it is not “confined to some rarefied antiquarian realm” (Cowell, 2004, p.24).

Following the initiation of the Historic England Heritage Counts, Heritage Counts have also been introduced in Jersey in 2014 (*Jersey Heritage Counts*), Europe in 2015 (*Cultural Heritage Counts for Europe*), Wales in 2016 (*Heritage Counts Wales*), and Auckland, New Zealand in 2018 (*Auckland's Heritage Counts*). These Heritage Counts promise to “help understand and show the value of heritage” (Jersey Heritage, 2014), demonstrate the “multiple benefits of heritage” (Europa Nostra, 2015, p.11), and to “raise awareness of the economic and social benefits” (Auckland Council, 2017) of the heritage sector.

The different Heritage Counts programmes present quantitative and qualitative data on the heritage features of each region. They provide an opportunity for the gathering and accumulation of heritage research that can be used to illustrate a snapshot of the heritage sector, and to use as baselines for ongoing or future heritage examinations.

One theme that has been highlighted in various Heritage Counts is the social opportunities that are associated with the heritage sector. As identified by Cowell (2004), interaction and involvement with the heritage environment can function as a “constituent of people’s quality of life” (p.24). Recognition of the social benefits of heritage volunteering and acknowledgement of the social inputs that are required to keep heritage alive is evident through the exploration of elements such as the economic value of heritage volunteering (Historic England, 2018) and the mental health and wellbeing advantages of heritage volunteering (Historic England, 2014). Through this research and investigation, it is possible to gain further understanding of the activities, actions, and skills that are provided by the people who assist with the care, preservation, and public accessibility of heritage.

In 2018 Auckland Council released its first edition of *Auckland's Heritage Counts*. Acknowledging Auckland’s “significant number and variety of important heritage buildings and sites across the region”, the initiative is increasing the awareness of the economic and social benefits of the city’s heritage assets (Auckland Council, 2018, p.2). There are eight value categories that the heritage assets of Auckland represent: historic, social, mana whenua, knowledge, technology, physical attributes, aesthetic, and context (Auckland Council, 2018). The Auckland heritage sector’s celebration and preservation of these values is supported by the volunteers of 64 heritage and historical societies who provide their time to “advocate for protection, research the history of the area, and to highlight heritage for the local community” (Auckland Council, 2018, p.26).

## 4. RESULTS

The questionnaires and interviews completed and undertaken as part of this research explored the topics of organisation membership, volunteer contributions, volunteer motivations, group motivations, the future of heritage organisations, and Auckland heritage and advocacy.

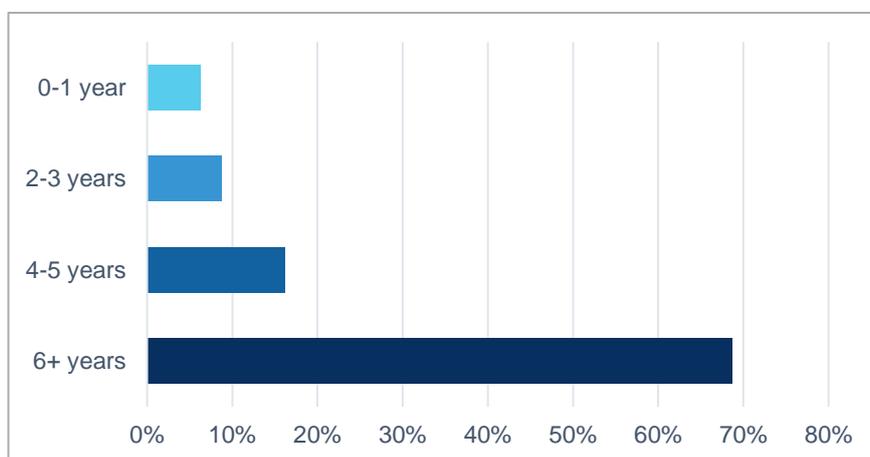
80 questionnaire responses were received. 56 of these responses were submitted online, and 23 were submitted in hardcopy format by mail. 22 interviews took place: 11 individual interviews and 11 group interviews. A total of 57 volunteers were interviewed.

### 4.1. Organisation Membership

The membership size for Auckland heritage organisations ranged between eight and 300 members. Within these membership bodies, the majority of volunteer tasks were completed by the organisation committees and a core group of volunteers. The interviews acknowledged a selection of additional volunteers who were available to assist when required. Five organisations had paid staff positions.

Of the questionnaire and interview participants, approximately 31% identified their membership within more than one heritage organisation. As expressed in *Figure 1*, the majority of questionnaire participants had been part of a heritage organisation for six or more years. This was supported by the interview participants, with 73% having been a member for 6+ years, 16% for 4-5 years, 3% for 2-3 years, and 8% for 0-1 years. Volunteers spoke of a higher level of interest in heritage organisations in the past and expressed concerns surrounding the demise of heritage organisations and an absence of new volunteers.

*Figure 1. Questionnaire Response: Length of Membership in Heritage Organisation*



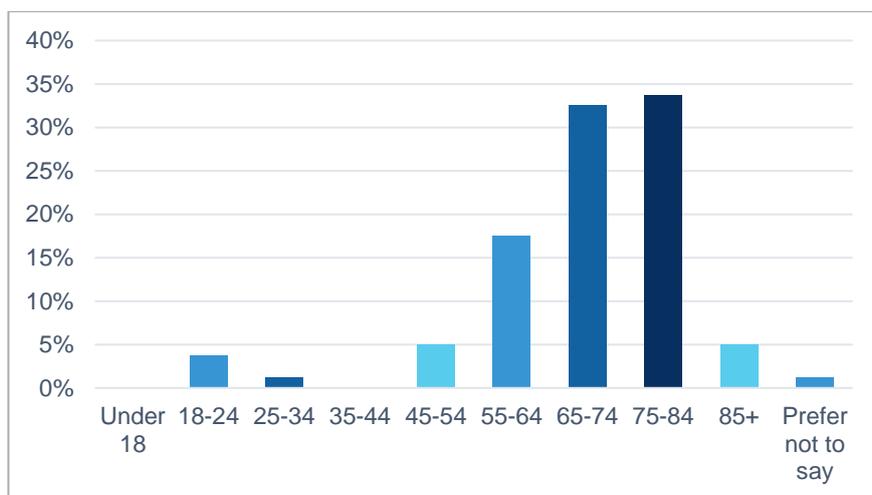
The heritage organisations experienced an overall low level of interest in being a volunteer, with 17 of the 22 interviews directly expressing the want for more helpers. This desire for increased volunteer participation was accompanied by discussions of the difficulties round finding additional assistance. With an increased number of interests, commitments, and competing demands taking up people's time, there has been a reduction in heritage organisation participation.

When asked if organisations were actively looking for new members, the responses were evenly split with half taking specific steps to grow their organisation, and half leaving membership to respond organically. Despite

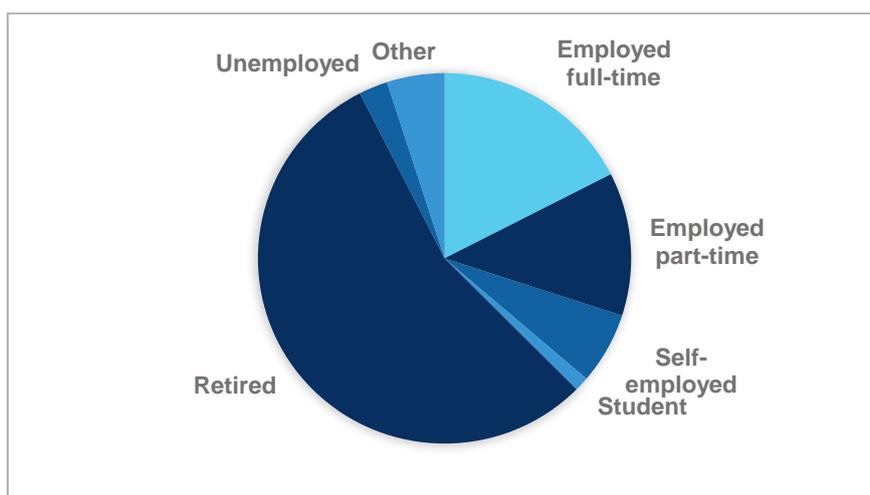
this contrast, all groups identified channels through which they are attempting to increase the public profile of their organisation.

As illustrated in *Figure 2*, the majority of questionnaire research participants were aged 45 and over. The representation of older people within heritage organisations was discussed in almost all of the interviews. This was accompanied by a widespread acknowledgement of ongoing volunteer and membership loss due to illness and death. Participants expressed difficulty in attracting younger members and members with employment commitments, as shown in *Figure 3*. Only three heritage organisations had younger members. There was some discussion of previous facilitation of youth community service placements; however, these were temporary and had not generated further participation.

*Figure 2. Questionnaire Response: Age of Heritage Volunteers*



*Figure 3. Questionnaire Response: Employment Status of Heritage Volunteers*



The predominance of female volunteers was highlighted by a small selection of interview participants. When combined, the statistics of the questionnaires and interviews indicate a split of approximately 60% female, 38% male, 1% gender diverse, and 1% undisclosed.

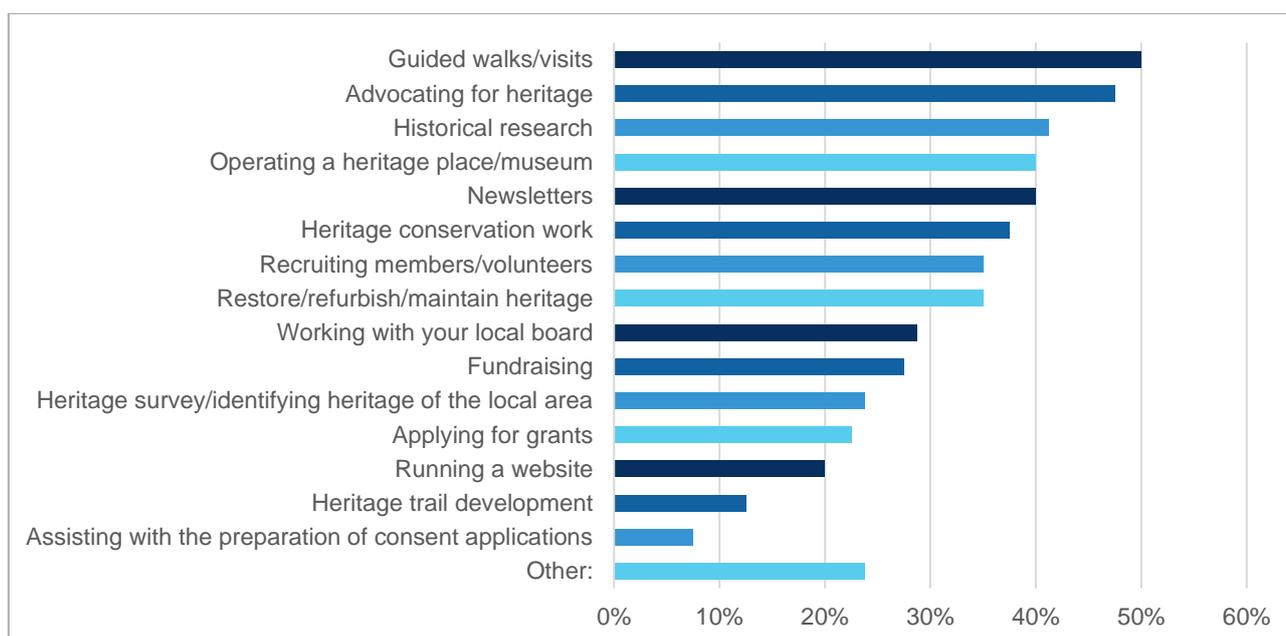
A lack of ethnic diversity within heritage organisations was a common discussion in interviews. Organisations expressed a desire to attract a greater diversity of members but identified an apparent lack of interest from

more recent cultures and immigrants within their local areas. The predominance of the New Zealand European ethnicity within the Auckland heritage sector was shown in the questionnaire with volunteers being 90% New Zealand European, 5% Māori, 1% Asian, and 1% Other.

#### 4.2. Volunteer Contributions

As shown in *Figure 4*, the most common volunteer tasks and activities completed by questionnaire participants were guided walks/visits, advocating for heritage; historical research; and operating a heritage place/museum. The least common contributions were, assisting with the preparation of resource/building consent applications, and heritage trail development.

*Figure 4. Questionnaire Response: Completed Volunteer Tasks*



An extensive range of volunteer activities and tasks were identified in the ‘Other’ questionnaire response and in discussions with interview participants:

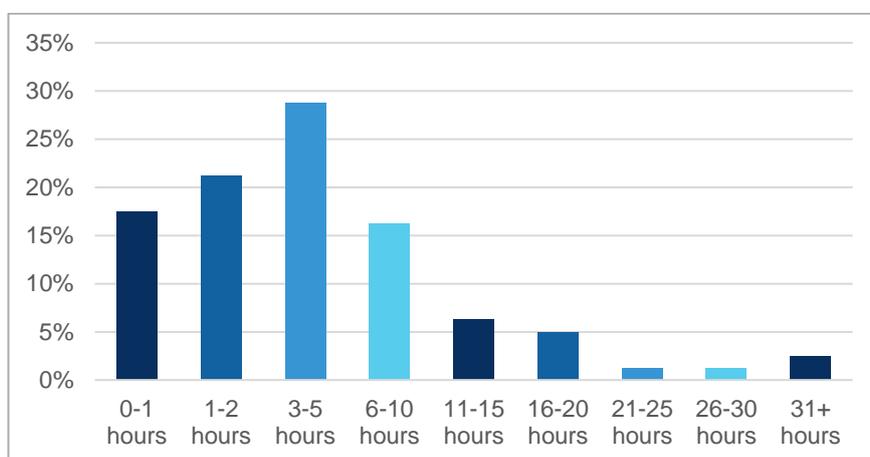
- Council Communications: correspondence and negotiation with the Council and Local Board; resource consent application notifications; submissions; participation in public meetings.
- Events: group events; community events; guest speakers; fundraising events; presentations; Heritage Festival events; displays; exhibitions; afternoon teas; coordination of competitions.
- Publications and Productions: newsletters; documentaries; books; journals; local magazines/newspapers.
- Meetings: group meetings; committee meetings.
- Research: projects; oral histories; assisting with public research.
- Conserving, restoring, and archiving: places; photos; artefacts; projects; establishment of databases.
- Administration: digitisation of records; development of conservation plans; production of meeting minutes; grants applications; website coordination; bookkeeping; newsletters; running museums/houses; cleaning; public enquiries; social media; training of volunteers.

- Advocacy: raising public awareness; education; walking tours; bus tours; communication with schools; school visits; children's programmes; opening hours; open days; running competitions.
- Maintenance: cleaning; gardening; property upkeep.

Multiple organisations expressed the value of the variety of skills that their volunteers had to offer. They highlighted the importance to “know everybody’s strengths” and to utilise and apply them in an effective, efficient, and beneficial manner.

As illustrated in *Figure 5*, approximately 84% of the questionnaire research participants provided between zero and ten hours of volunteering per week. It is important to note the vast range in the number of hours that volunteers contribute to heritage organisations, with two participants providing over 31 hours of volunteering per week. Interview participants expressed the need to limit the level of their contributions, with some declaring it can be “like a full-time job”.

*Figure 5. Questionnaire Response: Hours Per Week Spent Volunteering*



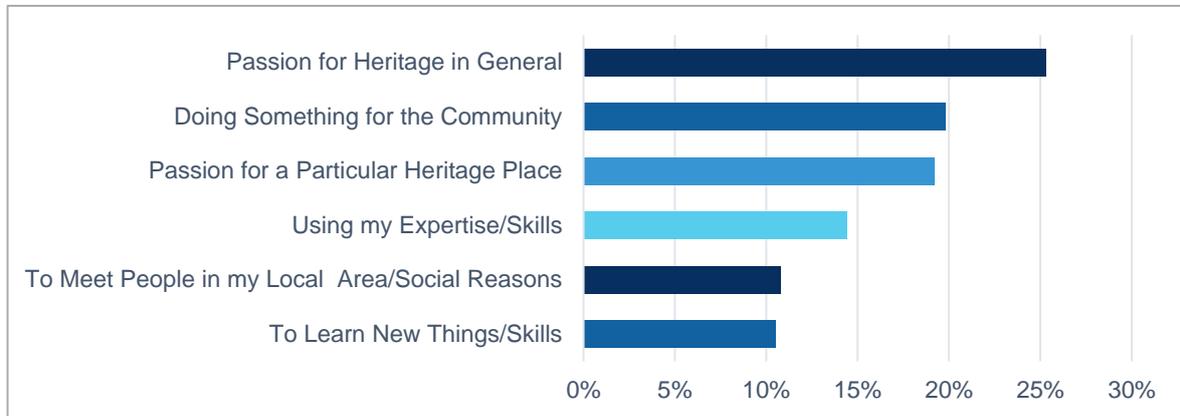
The majority of organisations reported “balanced” and effective governing practices, proudly claiming they were “not a top-down organisation”. The non-committee volunteers who were interviewed expressed the comfort and ease with which they were able to express ideas and suggestions to fellow volunteers in positions of higher authority.

When asked to consider any negative elements of being a heritage volunteer, interviewees identified the sometimes-contentious nature of the heritage sector, personal commitment levels, and a lack of funding as undesirable factors. When disputing public or Council decisions volunteers were conscious of the “nagging” and negative-light that heritage organisations could be viewed in. Volunteers also acknowledged a sense of internal conflict and feelings of guilt when they were unable to provide greater assistance to their heritage organisations. And while stating they “don’t want to make piles of money”, multiple organisations voiced frustrations around their lack of available funds and reliance on organisation members to contribute financially for projects.

### 4.3. Volunteer Motivations

Figure 6 illustrates the ranking of heritage volunteer motivations for the questionnaire participants. These participants identified the top three motivations for volunteering as passion for heritage in general, doing something for the community, and passion for a particular heritage place.

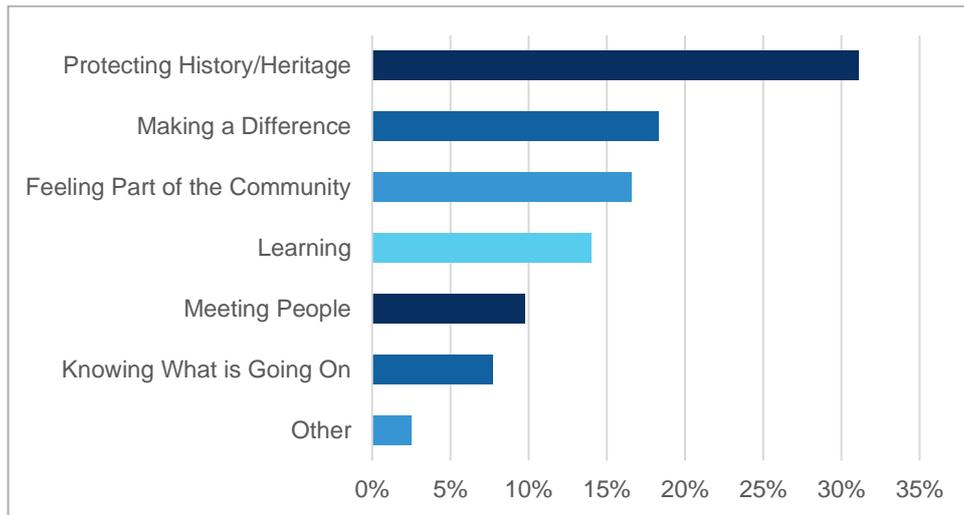
Figure 6. Questionnaire Response: Ranking of Heritage Volunteer Motivations



The responses from the interview participants were similar with the most common motivations being a passion and interest in heritage and history, a personal connection or link to the heritage in their local area, and service and contribution to the community. The long-term vision and outlook of the heritage sector were frequently mentioned, with volunteers emphasising the importance of retaining heritage elements for future generations. The interviews identified further motivations of a desire for preserving and sharing heritage; showing respect for what has gone before; making a difference; working with and meeting others; being proactive; keeping history alive; ongoing learning; and being able to use their skills purposefully. It was also mentioned that if volunteers were not contributing, no one else would fulfil the tasks and heritage values would be lost.

When asked to rank the benefits of being a volunteer, as shown in Figure 7, the questionnaire respondents predominantly indicated the protection of history and heritage. This was followed by the notions of making a difference and feeling part of the community.

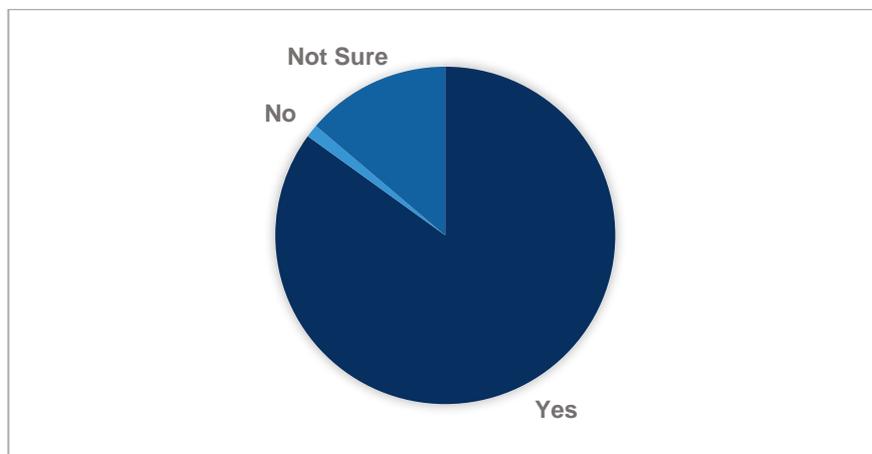
Figure 7. Questionnaire Response: Ranking of Heritage Volunteer Benefits



Interviewee responses tended to have a greater focus on the personal benefits of social inclusion. Volunteers identified the advantages of being part of an organisation, meeting people, developing friendships, and being surrounded by like-minded people with similar interests. Many participants spoke of the satisfaction and sense of accomplishment that came with being part of a heritage organisation. They linked these feelings of success with ideas of being useful, having a purpose, and fulfilling a need. This was indicated as being particularly important for the retired volunteers who wanted an “outlet to stimulate my brain”. Elements of education and personal development were also identified as benefits.

Research participants were asked if volunteering makes them happy. As displayed in *Figure 8*, the predominant response for questionnaire participants was ‘Yes’. This was echoed by the interviewed volunteers with many stating that they would not be volunteering if it did not make them happy. Interviewees emphasised that their participation as a volunteer was by choice, acknowledging that of an endless list of possible interests and hobbies to pursue, they had picked a heritage organisation. A selection of interview respondents offered further insight following their initial declaration of ‘Yes’ with happiness occurring only “if something is achieved” and recognising that “we have our ups and downs, but on the whole, it is good”.

Figure 8. Questionnaire Response: Does Volunteering Make You Happy?



In contrast to the 'Yes' responses, there were participants in both the questionnaire and interviews who were unsure whether volunteering made them happy, and three participants who stated that it did not make them happy. These responses were surrounded with feelings of frustration and anxiety, and in some instances, feelings of lack of progress and time wasting.

#### 4.4. Group Motivations

The interview participants were asked to indicate the priorities of their heritage organisations and the ways in which they could be more successful in the future. These responses were varied and included:

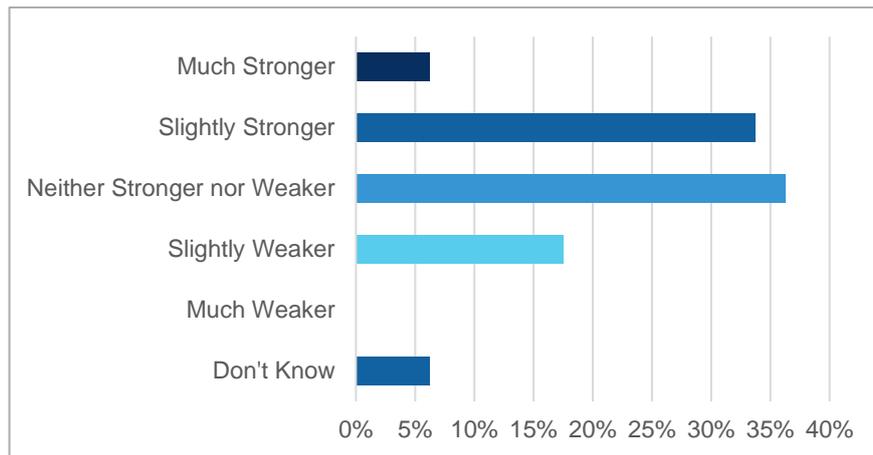
- Remaining operative and progressive, "when you are involved in an organisation, you have a responsibility to keep it going".
- Generating long-term goals and visions for the future, including the completion of formal planning.
- Increasing membership numbers and youth membership.
- Positively publicising and informing the public of heritage protection and heritage organisations, supported by adequate online accessibility, advertising and resources.
- Celebrating and enjoying heritage.
- Lobbying for the Council to adhere to heritage rules.
- Locating a physical/permanent space for the heritage organisation.
- Generating funding for the organisation and exploring the potential for corporate partnerships and assistance.

#### 4.5. The Future of Heritage Organisations

Interview participants were asked to consider the level of interest from new volunteers that their heritage organisation had received over the last 12-months. Three organisations identified an increase; however, the resounding response was one of static or declining interest. One volunteer believed that "many of these groups are eventually just going to quietly fade away because nobody is willing to take them on". This topic had participants refer back to the membership issues of competing commitments and the impacts of illness and death. There was also an acknowledgement of the benefits of social media to raise the profile and increase interest in heritage organisations.

Questionnaire participants were asked to consider the longevity of their organisations and predict their strength in 12-months' time. As illustrated in *Figure 9*, the majority of participants indicated no change or a slight improvement within the group.

Figure 9. Questionnaire Response: 12-Month Outlook on Heritage Organisations



The topic of succession plans was discussed in the interviews, with many participants declaring their organisation did not have one in place. Despite the absence of a formal succession plan, many identified methods through which the handing over or embedding/institutionalising of knowledge is supported within their organisation. These methods included

- Archives and filing systems.
- The use of a website and online database(s) for storing and recording.
- Training of new volunteers.
- The content of museums and exhibitions.
- Newsletters and journals, and the storage of past editions.
- The existence of strategic and business plans.

Some participants suggested the non-existence of succession plans due to the absence of the next generation of volunteers.

#### 4.6. Auckland Heritage and Advocacy

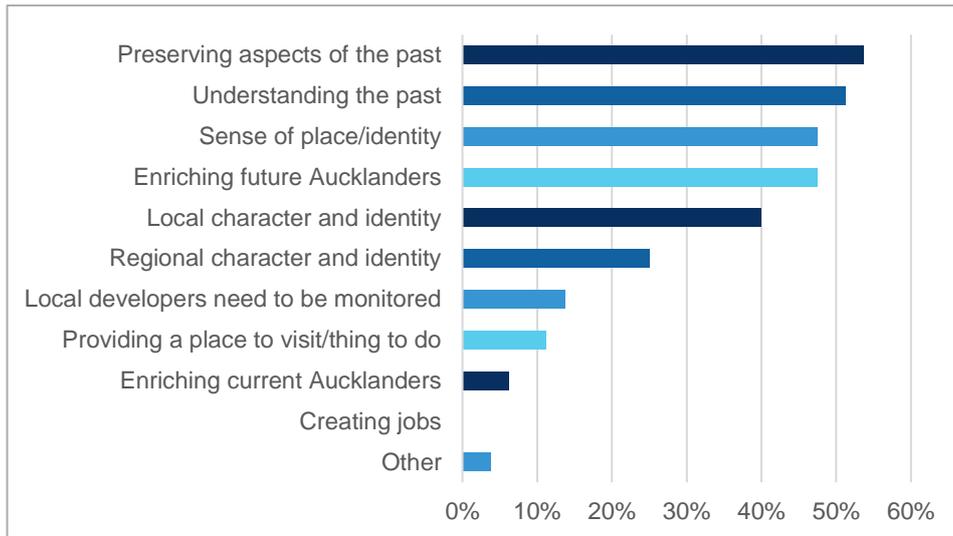
91% of questionnaire participants identified as being 'very interested' in Auckland heritage, with the remaining 9% indicating slight interest.

Questionnaire participants were asked to indicate their extent of concern surrounding the loss of heritage in Auckland; 95% were very concerned, 5% were slightly concerned.

When asked to indicate a level of agreement or disagreement with the statement "*Heritage is an Asset and not a Liability*", 95% of questionnaire participants showed strong agreement, with the remaining 5% split equally between the 'slightly agree' and 'neither agree nor disagree' options.

Volunteers were asked to rank the benefits associated with protecting heritage, as seen in *Figure 10*. The alternatives receiving the highest rankings were preserving aspects of the past; understanding the past; sense of place/identity; and enriching future Aucklanders. The 'Other' responses generated benefits of economic, tourism, and social cohesion and ambience.

Figure 10. Questionnaire Response: The Benefits of Protecting Heritage



Interview participants reported a predominantly low to medium level of community awareness of their heritage organisations. It was not uncommon for these groups to receive comments such as, ‘I didn’t know you existed’. Four organisations indicated a high level of community awareness, crediting this to aspects such as support and representation from the local paper, online exposure, and popularity of their events.

The volunteers that were interviewed perceived the majority of the community to have a low awareness of the heritage features in the local area. Participants identified plaques, signs, and historic photos throughout their communities as establishing some awareness.

While many interview participants indicated that their heritage organisation had not received help or support from the Auckland Council Heritage Unit, others identified increased communications and the establishment of progressive and mutually beneficial relationships with the unit in recent years. For those who had received assistance, this came in the form of grants, help with the nomination of buildings, the development of heritage trails, and collaboration on research projects. In contrast to these positive exchanges, there were some volunteers who were unaware of the Heritage Unit’s existence, and some participants who felt it could be “onerous” and “a bit of a battle” when communicating with them, with a previous exchange leaving one volunteer feeling as if the unit “barely cared what I was going to say”. A high level of staff turnover in the Auckland Council Heritage Unit and the difficulty in maintaining an ongoing line of communication is a consistent frustration for many of the Auckland heritage organisations.

Some of the heritage organisations positively acknowledged support that they have received from their Local Boards. This support has mainly been financial, with some existence of community consultation and social advocacy taking place.

Despite the acknowledgement of a growing level of interaction with the Auckland Council Heritage Unit, organisations felt that communications were predominantly instigated by themselves. They highlighted an absence of notifications or progress updates from the Unit, and little or no recognition for their volunteer contributions to the Auckland heritage sector. Volunteers stated that sometimes their roles “can be a thankless

job” and that things “would be easier with a little more recognition and sympathy”. The main exception to this was the notifications and interactions that surround the Auckland Heritage Festival.

Interviewed volunteers spoke positively about the Auckland Heritage Festival that is run by Auckland Council. They perceived this to be a positive celebration of Auckland’s heritage and a successful method for increasing awareness and accessibility of heritage. Participants offered further suggestions that could be used to improve the profile of Auckland heritage:

- Production and publication of heritage brochures, books, documentaries, and trails.
- Plaques and signage of heritage features throughout communities.
- Community events.
- Improved access to local heritage information on the Auckland Council website for both locals and tourists with the establishment of an online heritage database that integrates heritage features and heritage organisations.
- Assistance from the Auckland Council when publicising heritage organisations and their events.
- Increased promotion of the heritage sector on social media.
- Reciprocal heritage organisation membership programmes and newsletter exchanges.
- Heritage competitions within schools and the community.

## 5. DISCUSSION

### 5.1. Research Findings

Volunteer heritage and historical societies operate within heritage sectors around the world. In addition to contributing to the protection, enhancement, and celebration of heritage, these groups play an essential role in assisting local governing authorities and professional heritage practitioners with the management of the heritage environment. In an attempt to establish a greater comprehension of the functions that heritage volunteers play, an increasing level of research is exploring the social contributions and social benefits that exist within the heritage sector.

Responding to the initial findings of the Auckland Council Heritage Unit's *Auckland's Heritage Counts 2018*, this research provides insight to the contributions that are made by the volunteers of Auckland heritage organisations and the motivations that encourage them to give unpaid assistance.

Embracing a range of sizes, purposes, and functional processes, the Auckland region is home to over 70 heritage interest groups, societies, and trusts. Some of these organisations run in conjunction with the operation of museums, places, or archival collections, while others are standalone and operate without a physical base. Despite their differences, there is a strong sense of loyalty and commitment throughout the organisations with approximately 70 per cent of volunteers dedicating their time to a heritage organisation for six or more years.

When considering the typical volunteer profile identified by Chen, Liu, & Legget (2019) of 'over 50, retired, and female', the age and employment statuses of Auckland heritage volunteers matchup; with the majority of volunteers being aged 45 or over and retired. However, when considering the gender distribution of Auckland, the split is less significant with females representing 58 per cent of volunteers, and males representing 40 per cent. Adding to this profile, and in contrast to Auckland's recognition as "one of the world's most culturally diverse cities", the volunteers of Auckland heritage organisations are predominantly of New Zealand European ethnicity (Tan, 2016). As acknowledged by Lerdall & Guo (2008), the absence of ethnic diversity amongst heritage volunteers is a common reality worldwide, with many groups struggling to attract the membership of different cultures.

In line with the findings of Holmes & Slater (2012), the heritage organisations of Auckland display different categories of volunteers: committee members, a core group of active volunteers, and a peripheral group that is called on when extra assistance is required. For many organisations, there is a desire to increase membership and volunteer size. This is complicated by the growing existence of competing interests and commitments for potential volunteers. These alternative engagements intensify the difficulty in attracting volunteers to be part of organisation committees, leaving heritage organisations in a precarious position in which the absence of a committee could lead to the closure of their group.

While the majority of Auckland heritage organisations want to expand their membership and volunteer numbers, they have current volunteers who are willing to contribute their time every week to assist with heritage-related activities and tasks. The majority of volunteers contribute between zero and ten hours per

week, while some volunteers provide 31 hours or more each week. While it is not possible to identify the reasons for the differences between the hours that are contributed by volunteers, they are likely influenced by factors such as the level of passion for heritage that is held by each volunteer and the amount of spare time that volunteers have. While it may be expected that those contributing the highest number of hours per week are the most dedicated and invested heritage volunteers, however it is also possible that these hours may be influenced by an absence of others to assist.

The extensive range of activities and tasks that are completed by Auckland heritage volunteers illustrate the willingness with which they are prepared to help. The results present an idea that volunteers contribute more with functions such as the guiding of tours, advocating for heritage, and completing research, and less with activities surrounding the running of websites, heritage trail development, and the preparation of consent applications. While this could be interpreted as a reflection of volunteer inclination to help with those specific needs, it is possible that instead, there is a greater need for volunteer assistance with some tasks than there are with others. Additionally, supporting the findings of Devaney et al., (2015), Auckland heritage organisations identified the value of utilising the individual skills held by their volunteers in the most efficient and effective manner. This acknowledges that individual volunteers are more suited to some tasks than others. Heritage volunteers were aware of the benefits that surround volunteer management programmes; however, in comparison to the increasing utilisation of these programmes in other locations, there was a minimal existence of them in Auckland.

The resounding motivation for volunteer participation in the heritage sector expressed both directly and through the broader topics that were explored in this research, was the passion and keen interest that volunteers hold for heritage and history. Supporting the findings of Holmes & Slater (2012), the identification of passion for heritage in general as the leading motivator, as opposed to passion for a particular heritage place, is reinforced by the membership of one-third of Auckland volunteers in more than one heritage organisation. This respect for heritage is further displayed by participant recognition of the protection of heritage and history as one of the most significant benefits of being a volunteer. Volunteers also displayed significant motivation to contribute to heritage organisations for the altruistic purpose of doing something for the community, and for the inclusionary social advantages that are linked to membership. Through the heritage organisations' provisions of social inclusion, mental stimulation, and encouragement of interest in heritage, volunteers experience happiness, satisfaction, and a sense of accomplishment when they are part of a heritage organisation.

If heritage organisations are unable to sustain their membership, funding, and interest levels, there is a strong possibility that the Auckland heritage sector will reduce in size. This risk of change is shaping the future priorities of heritage organisations, with attention being placed in the development of progressive, long-term goals, increased publicity, and membership growth. The possible closure of groups is further threatened by the difficulty explored by Dragouni & Fouseki (2018) of enticing younger volunteers to join heritage organisations. With an absence of younger members, Auckland groups may find in the long run that there is no one available to continue managing the organisations. Despite these concerns, volunteers believe that their heritage organisations will be operational at either the same or a slightly increased level in 12-months' time. The optimism of this outlook reflects the interest and dedication that volunteers have for Auckland's heritage.

The contributions of Auckland heritage volunteers are driven by their passion for heritage and a goal to provide ongoing accessibility, knowledge, and celebration of the local heritage sector. While enjoying their roles within Auckland heritage organisations, gaining a sense of satisfaction for their participation, and experiencing mental and social wellbeing benefits, the enthusiasm of volunteers is dampened by an absence of recognition or acknowledgement for their work. At a time when the ongoing existence of some heritage organisations is in jeopardy, a symbol of thanks or gratitude for volunteer contributions to the management of the heritage environment would provide volunteers with encouragement for their continued commitment and enthusiasm in the heritage sector. Additionally, the provision of support and assistance to increase the public profiles of Auckland volunteer heritage organisations and their events would help to improve the strength, longevity, and presence of the heritage sector within the local communities of Auckland.

Auckland heritage organisations expressed an interest in establishing stronger connections and increased communications with the Auckland Council Heritage Unit. While some organisations acknowledged recent advances in their communications with the Unit, most groups felt that there was room for further development in this area, with benefits to be gained by both the heritage organisations and the Heritage Unit.

## 5.2. The Utilisation of Research Findings

As discussed previously, there is a growing level of global interest in the social interactions and benefits that exist within the heritage sector. In Auckland, New Zealand, this topic is being explored within the Auckland Council Heritage Unit's *Auckland's Heritage Counts* programme. This research responds to the 2018 introduction of this programme and attempts to provide insight and a greater understanding of the roles that are played by the volunteers of Auckland heritage organisations and the motivations that encourage their participation. This research adds to the small selection of New Zealand based heritage sector research that is available. The findings of this research are available for use within future editions of *Auckland's Heritage Counts*.

## 5.3. Research Approach and Limitations

This research consists of an exploratory analysis of quantitative and qualitative data. The integration of a questionnaire and interviews into the information gathering stage of this research has facilitated the exploration and increased understanding of the contributions and motivations of Auckland heritage organisation volunteers. With the availability of the questionnaire online and in hardcopy, it has been possible to collect a select set of data from a wide range of volunteers. The information gathered through the interviews has added to this data and provided the opportunity for the research topics to be explored in greater detail.

The research results are limited to the information, views, and opinions that were provided by volunteer participants in the questionnaire and interview processes. As the information provided by these participants represents only a selection of Auckland heritage organisation volunteers, the results are to be interpreted as indicative, rather than representative of Auckland volunteer heritage organisations. There was a high level of interest from Auckland heritage volunteers to contribute to the interview stage of the research. The time constraints surrounding the research meant that not all those who expressed an interest were able to participate.

## 6. CONCLUSION

In collaboration with local governing authorities and professional heritage practitioners around the world, there is a reliance on volunteers to assist with the management of heritage features that are present throughout the communities in which we live.

This research has analysed the contributions and motivations of the volunteers associated with heritage organisations in the Auckland region. The research has identified that the majority of Auckland heritage volunteers are aged 45 years or older, are retired, and are long-term members of their heritage organisations. Auckland heritage volunteers assist the sector through a broad range of contribution activities and are available to assist as needed. Initially motivated by their passion for heritage and an altruistic desire to contribute to their communities, many Auckland heritage volunteers have come to appreciate their participation within heritage organisations for the social interactions, ongoing learning opportunities, and the sense of purpose it provides them.

The Auckland heritage sector provides an environment in which a mutually beneficial exchange can take place between heritage organisations and their volunteers: the heritage sector and organisations receive support and assistance from the volunteers, and the volunteers gain mental and social wellbeing advantages through participation.

Despite voicing concerns surrounding membership and volunteer numbers, and the limited availability of funds, Auckland volunteers remain optimistic about the continued existence of their heritage organisations. To address the areas of concern, the Auckland heritage organisations would benefit significantly with assistance to raise their public profiles and to advertise the heritage events they are providing. There are also benefits to be gained through the establishment of closer relationships and more consistent communication between the heritage organisations and the Auckland Council Heritage Unit. A strengthening of this partnership has the potential to improve the awareness, accessibility, and celebration of Auckland heritage features.

The completion of this research is a progressive step in the development of closer interactions and communications between the Auckland Council Heritage Unit and Auckland's volunteer heritage organisations. With a greater understanding of the contributions of heritage volunteers and the motivations that drive their involvement, the Heritage Unit will have the opportunity to utilise the research findings to support both the ongoing existence of Auckland volunteer heritage organisations and their assistance with the management of the Auckland heritage sector.

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## APPENDIX A



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### QUESTIONNAIRE

#### **The Contributions and Motivations of Auckland Volunteer Heritage Organisations**

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I am completing an internship with the Auckland Council Heritage Unit during the current semester to fulfil the requirements of the Master of Urban Planning (Professional) and Heritage Conservation. For this internship, I am researching the contributions and motivations that are presented by volunteers of Auckland heritage interest groups, societies, and trusts. I understand that you have knowledge and experience of relevance to my research and would appreciate if you could complete the following questionnaire.

It will take approximately 10 minutes to complete.

The questionnaire is anonymous and no identifying information will be collected. As the questionnaire is anonymous, it will not be possible to withdraw your data once the questionnaire has been submitted.

Submission of the questionnaire will be taken as consent for the utilisation of information provided through your answers.

Thank you,  
Polly Smith

Approved by the University of Auckland Human Participants Ethics Committee on 7 May 2019 for three years. Reference number 022948.





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5. Approximately how many members of your heritage interest group, society, or trust(s) are volunteers?

*If you are unsure, please answer 'unsure'.*

6. What (most) motivates you to volunteer your time?

*Rank the following motivations in order of significance, with 1 being your most significant motivator from the list and 6 the least significant motivator from the list.*

- Passion for heritage in general
- Doing something for the community
- Passion for a particular heritage place
- Using my expertise/skills
- To meet people in my local area/social reasons
- To learn new things/skills

7. What are the top three benefits of being a member of a heritage interest group, society, or trust?

*Make three selections.*

- Making a difference
- Protecting history/heritage
- Feeling part of the community
- Other:
- Meeting people
- Knowing what is going on
- Learning



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8. What kind of activities do you do for your heritage interest group, society, or trust(s)?

*Select all that apply.*

- Operating a heritage place/museum
- Heritage conservation work
- Guided walks/visits
- Fundraising
- Recruiting members/volunteers
- Newsletters
- Advocating for heritage
- Historical research
- Running a website
- Applying for grants
- Heritage trail development
- Assisting with the preparation of resource/building consent applications
- Restoring/refurbishing/maintaining a heritage building/place
- Heritage survey/identifying heritage of the local area
- Working with your local board
- Other:

9. Does volunteering for your heritage interest group, society, or trust(s) make you happy?

- Yes
- No
- Not sure

Please provide any further comments as to why you have selected your answer:



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10. What is the main way your heritage interest group, society, or trust(s) keep in contact with you?

- |   |  |
|---|--|
| <input type="checkbox"/> Face-to-face meetings            | <input type="checkbox"/> Telephone     |
| <input type="checkbox"/> Email                            | <input type="checkbox"/> Text messages |
| <input type="checkbox"/> Social media (Facebook, Twitter) | <input type="checkbox"/> Website/blog  |
| <input type="checkbox"/> Posted Newsletters               |  |
| <input type="checkbox"/> Other:                           |  |

11. Do you expect your heritage interest group, society, or trust(s) to be stronger or weaker in 12 months time?

- Much stronger
- Slightly stronger
- Neither stronger no weaker
- Slightly weaker
- Much weaker
- Don't know

12. How interested are you in Auckland's heritage?

- Very interested
- Slightly interested
- Not interested

13. How concerned are you about the loss of heritage places?

- Very concerned
- Slightly concerned
- Not concerned
- Don't know



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14. How strongly do you agree/disagree with the following statement?  
'Heritage is an asset and not a liability'

- Strongly agree
- Slightly agree
- Neither agree nor disagree
- Slightly disagree
- Strongly disagree

15. Which of the following do you think are the top three benefits for protecting heritage?

*Make three selections.*

- Regional character and identity
- Local character and identity
- Enriching current Aucklanders
- Enriching future Aucklanders
- Providing a place to visit/thing to do
- Sense of place/identity
- Understanding the past
- Preserving aspects of the past
- Local developers need to be monitored
- Creating jobs
- Other:

16. What gender do you most identify with?

- Male
- Female
- Gender diverse
- Prefer not to say



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17. What age bracket do you belong to?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+
- Prefer not to say

18. What is your ethnicity?

- NZ European
- Māori
- Asian
- Pacific
- Middle Eastern, Latin American, African
- Prefer not to say
- Other:

19. What is your current working situation?

- Employed full-time
- Employed part-time
- Student
- Retired
- Unemployed
- Prefer not to say
- Other:



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20. What Local Board does your historical history relate to?

- |  |   |
|--|---|
| <input type="checkbox"/> Albert-Eden         | <input type="checkbox"/> Ōrākei           |
| <input type="checkbox"/> Devonport-Takapuna  | <input type="checkbox"/> Ōtara-Papatoetoe |
| <input type="checkbox"/> Franklin            | <input type="checkbox"/> Papakura         |
| <input type="checkbox"/> Great Barrier       | <input type="checkbox"/> Puketāpapa       |
| <input type="checkbox"/> Henderson-Massey    | <input type="checkbox"/> Rodney           |
| <input type="checkbox"/> Hibiscus and Bays   | <input type="checkbox"/> Upper Harbour    |
| <input type="checkbox"/> Howick              | <input type="checkbox"/> Waiheke          |
| <input type="checkbox"/> Kaipātiki           | <input type="checkbox"/> Waitākere Ranges |
| <input type="checkbox"/> Māngere-Ōtāhuhu     | <input type="checkbox"/> Waitemātā        |
| <input type="checkbox"/> Manurewa            | <input type="checkbox"/> Whau             |
| <input type="checkbox"/> Maungakiekie-Tāmaki | <input type="checkbox"/> Unsure           |

21. Do you have any additional comments you would like to make about your heritage interest group, society, or trust(s)?

***Please place your completed questionnaire in the ' Questionnaire Response' envelope provided, and return in the post.***

Approved by the University of Auckland Human Participants Ethics Committee on 7 May 2019 for three years. Reference number 022948.

## APPENDIX B



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### **AUCKLAND HERITAGE VOLUNTEERS SEMI-STRUCTURED INTERVIEW TOPICS**

- What encouraged your initial interest in your heritage interest group, society, or trust?
  - How did you become involved with your group?
- Level of volunteer interest
  - Low, medium, or high
  - How many people volunteer for your group?
  - Is it steady/consistent?
  - Is your group actively looking for more volunteers? How?
  - Is the time provided by volunteers not enough, enough, or too much for your groups required tasks?
  - In the last 12 months, has interest and membership of your group increased, decreased, or stayed the same?
- Succession Plans
  - Does your group have any volunteer succession plans in place?
  - Do you believe there is a sufficient level of ongoing interest for future volunteers?
  - How is the knowledge held by current volunteers being shared with new volunteers?
- Responsibility and Authority
  - Do you feel you contribute to the decisions and progressive actions of your group?
- What are the top priorities for your group?
  - Potential areas: Historical research; Heritage trail development; Advocating for heritage; Applying for grants; Heritage conservation work; Resource consent applications; Recruiting members/volunteers; Guided walks/visits; Newsletters; Fundraising; Running a website; Operating a heritage place/museum; Restoring/refurbishing/maintaining a heritage building/place; Heritage survey/identifying heritage of the local area; Working with local board; Other.
- What is/are the least attractive volunteer tasks within your group?



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- What are the main things your heritage group needs to do in order to be more successful in the future?
  - Potential areas: Provide more worthwhile projects to get involved in; Provide more positive leadership and be open to idea; Improve the group's profile; More volunteering that is fun and social; Make things less committee based and avoid time wasting discussions; Provide better communications which keep everyone informed; Provide more support; Involve a wider range of people; Have more resources/funds; Other.
- Community Awareness of your heritage interest group, society, or trust
  - What level of community awareness does your group have: low, medium, high.
  - What level of community awareness do the heritage features of your community possess?
  - Does your group advertise their existence?
  - Do you have any suggestions for how to increase public awareness of your group's heritage features?
  - Do you have any suggestions for how to increase public awareness of Auckland wide heritage features?
- Does your interest group, society, or trust have an online presence?
  - Website, Facebook, Instagram etc
  - Who controls these?
- Does your interest group, society, or trust have connections with volunteers from other groups?
  - Is there an existence or need for an Auckland heritage database?
- Connection with the Auckland Council Heritage Unit
  - Has your group ever received help or support from the Council?
  - If so, what support did you receive?
  - How useful was this help or support?
  - Does your group receive any notification of Auckland Council Heritage projects?

Approved by the University of Auckland Human Participants Ethics Committee on 15 January 2019 and valid until 7 July 2022. Reference number 017692.