Melanie Randle

PhD Student
School of Management & Marketing
Research Interests and Prior Work

My Professional Profile

• Education:
  - Bachelor of Arts (Administration) – UC an 1995
  - Master of Business (Marketing) – CSU 1999

• Qantas Airways (1996-2004)
  - Promotional Team Member, Market Research Consultant, Domestic Product Manager, Manager International Brands

• Some work within Universities
  - tutoring at UOW, marking at CSU

• Commenced PhD in March 2004

• Research interest: social research
Volunteering in a Multicultural Society

Background

- ARC Linkage Grant with Wollongong City Council
- Volunteering in a multicultural society
  - motivation and image study
- Theory of Planned Behaviour
- 2 phase project:
  - Exploratory (qualitative) phase
  - Quantitative phase
- Today: feedback on exploratory plan
Volunteering in a Multicultural Society

Objectives of Exploratory Phase

• Identify the broadest range of possible views on the key components of the project for inclusion in the quantitative survey tool

• Explore each component of the Theory of Planned Behaviour in the context of volunteering

• This includes:
  - motivations and values
  - image attributes of volunteer organisations
  - social norms
  - barriers
  - whether these differ between cultural groups
  - what activities compete with volunteering
# Volunteering in a Multicultural Society

## Exploratory Fieldwork Plan

<table>
<thead>
<tr>
<th>WHO</th>
<th>WHAT</th>
<th>HOW MANY</th>
<th>HOW</th>
<th>WHERE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Council Experts</strong>&lt;br&gt;Wollongong Bushcare – Natural Areas Coordinator, Paul Formosa</td>
<td>Indepth interview</td>
<td>1 individual</td>
<td>Direct contact</td>
<td>Northfields Ave North Wollongong</td>
</tr>
<tr>
<td>Other Local Council Bushcare Coordinator – TBA (multicultural local area)</td>
<td>Indepth interview</td>
<td>1 individual</td>
<td>Recommendation by Wollongong Bushcare</td>
<td>Their office</td>
</tr>
<tr>
<td><strong>Volunteering Experts</strong>&lt;br&gt;Volunteering Illawarra – Glenys Szafaniec</td>
<td>Indepth interview</td>
<td>1 individual</td>
<td>Direct contact</td>
<td>Cnr Crown &amp; Kembla St Wollongong</td>
</tr>
<tr>
<td>Volunteering NSW - TBA</td>
<td>Indepth interview</td>
<td>1 individual</td>
<td>Direct contact</td>
<td>L2, 228 Pitt St Sydney</td>
</tr>
<tr>
<td><strong>Current Bushcare Volunteers</strong></td>
<td>Focus Groups</td>
<td>3 groups of 8 people (group 1 = under 35s, group 2 = 35-55, group 3 = over 55s)</td>
<td>Buscare Coordinator to approach volunteers and arrange times (participants to represent a wide range of Bushcare locations)</td>
<td>Bushcare offices, Northfields Ave North Wollongong</td>
</tr>
<tr>
<td><strong>Ex-Bushcare Volunteers</strong></td>
<td>Indepth interviews</td>
<td>3 individuals</td>
<td>Buscare Coordinator to recommend participants who will be contacted directly by UOW</td>
<td>UOW</td>
</tr>
<tr>
<td><strong>General Community</strong>&lt;br&gt;(including non-volunteers)</td>
<td>Short interviews</td>
<td>40 individuals (10 from each of the four locations)</td>
<td>Participants randomly selected from public shopping areas</td>
<td>Main shopping precincts in Corrimal, Wollongong, Figtree and Warrawong</td>
</tr>
<tr>
<td><strong>Members of Cultural Groups</strong>&lt;br&gt;UK, Ireland, Italy, Scotland, Macedonia, Germany, Greece, Netherlands, Yugoslavia</td>
<td>For each cultural group:&lt;br&gt;1 indepth interview&lt;br&gt;1 focus group</td>
<td>1 individual 6 individuals</td>
<td>Initial contact through locally organised cultural groups, coordination of focus group through established contact</td>
<td>Their offices</td>
</tr>
</tbody>
</table>
Potential for Academic Collaboration Expansion Within the Topic Area

- Expanding study of environmental volunteering
  - Other disciplines within the Faculty
    - Accounting (happening as we speak)
    - Finance?
    - Information Systems?
    - Economics?
    - Management?
    - Health?
  - Other disciplines
    - Psychology?
    - Sociology?
  - Other Universities?
Potential for Industry Collaboration

• Further collaboration with Wollongong City Council

• Environmental groups?

• Volunteering organisations
  – Volunteering NSW, Volunteering Australia

• Other nonprofit organisations

• Recruitment companies
Personal Areas of Success

• Professional
  - Offer a different perspective
  - Practical experience in industry
  - “Expert” in literature review

• Personal
  - young children
  - balancing work/family life
Discussion Points for the Audience

• Common sense check
  - Do you think I got anything wrong / missed anything?
  - Am I using the right tools?
  - Am I talking to the right people?
  - Am I talking to enough people?
  - Do you think the included cultural subgroups make sense from a Wollongong perspective?

• Do you happen to have any connections which would ease my fieldwork?