Modelling the Salient Factors Influencing Retired Business Professionals' Participation in Episodic Skilled Volunteering in Rural Settings

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Abstract

The program of research makes a valuable contribution to the volunteering literature by developing and validating a theoretically informed model of the salient factors influencing retired business professionals' intentions to engage in episodic, skilled volunteering in rural, non-profit agencies. By focusing on this novel type of volunteering the research addresses two important contemporary issues. The first issue is the need to provide older Australians with more interesting and challenging volunteering roles which enable the use of their accumulated life skills. The provision of such roles will help to increase rates of volunteering by older Australian citizens. The second issue is the skill deficit faced by grassroots, rural agencies which currently inhibits their ability to build organisational capacity, and to grow and develop. The current type of volunteering, whereby volunteers will be drawn largely from metropolitan areas, represents a potential strategy for providing skill assistance to these agencies, which has not yet been explored. The theoretically guided model of volunteer decision making will inform the establishment of a volunteering service of this nature and the successful engagement of retirees in short term, professional oriented roles.

Model development was informed by the theory of planned behaviour (TPB; Ajzen, 1991) and the functional approach to volunteering (FAV; Clary et al., 1998). It was anticipated that the constructs of the FAV and the TPB could be drawn upon to form a parsimonious representation of the salient factors influencing volunteer decision making in this context. Although the TPB has been used to explain volunteerism in some settings and populations, its use within older volunteering populations and in relation to episodic, skilled volunteering is limited. The current research sought, therefore, to substantiate the explanatory value of the theory within this context. Further, the research investigated the relevance and predictive power of a modified

volunteer functions inventory (VFI; Clary et al., 1998) within this contemporary volunteering environment. Although used frequently within volunteering research, the inventory had not previously been validated within the context of episodic, skilled volunteering in rural settings.

The research program applied a mixed methods approach, including three distinct, yet interrelated studies (i.e., Study 1, 2, and 3). The samples for all studies included individuals who were retired, semi-retired or planning retirement within two years and who had past vocational experience in specified business skills (e.g., business development, information technology). Four papers were prepared, reporting on the findings of Studies 1 and 2. Study 1 was a qualitative investigation (i.e., focus groups and in-depth interviews: $N = 35$) of the salient beliefs (i.e., the indirect component of the theory of planned behaviour: behavioural, normative and control beliefs) and motives (i.e., reflecting the functional approach to volunteering) underpinning retirees' intentions to engage in short term, skilled volunteering in rural agencies. Paper 1 reported the findings of the theoretical thematic analysis completed on Study 1's data. Notably, individual's motives for volunteering were subsumed by some of the advantages (i.e., behavioural beliefs of the theory of planned behaviour) aligned with their intentions to volunteer and, thus, the underlying idea of the research, to draw from both the FAV and the TPB to develop a model of decision making, was modified. The TPB became the key framework for model development as it was found to provide a successful representation of motives for volunteering along with attitudinal, normative, and contextual considerations.

Other important outcomes from Study 1 included that older adults' participation in this type of volunteering was driven by both self-oriented and altruistic based motives and beliefs, but self-oriented factors were seen to be of greater importance to the

decision making process. Altruistic based advantages/motives underpinning volunteering included helping others with a genuine need and contributing to the growth and development of rural communities. Salient self-oriented motives and advantages included the continued use of one's professional skills during retirement, travel through Australia, and experiencing life in rural communities. Key disadvantages of volunteering comprised the potential interruption to one's family life, to non-family commitments, as well as volunteering costs. Normative beliefs were found to be limited to family members only. Important control beliefs (i.e., facilitators and barriers) included the opportunity to select volunteering roles of interest, adequate role information, personal health issues, existing commitments, and issues around having to leave one's home unattended while volunteering. The salient beliefs and motives revealed through Study 1 were represented in the model of volunteer decision making.

Study 2 was a cross sectional, quantitative survey (N = 187), including three distinct sub-components. Study 2a assessed the importance of the beliefs/motives identified in Study 1 on retirees' intention to volunteer and their ability to significantly discriminate between high and low intenders of volunteering. Study 2b assessed the predictive capacity of an extended TPB (i.e., including attitude, subjective norm, perceived behavioural control, self-identity and adjustment to retirement) on volunteering intentions. Study 2c focused on validating the factor structure of the volunteer functions inventory within this contemporary population and volunteering context, and investigated the predictive pattern of the motivational functions found to have relevance for this group.

Paper 2 reported the findings of Study 2a. High and low intenders of this type of volunteering, identified using a median split, were significantly differentiated by a number of behavioural, normative, and control beliefs previously identified through

Study 1. A series of MANOVAs found that the profiles of high and low intenders differed significantly across all belief categories of the TPB. In terms of advantages (i.e., behavioural beliefs) discriminating between high and low intenders of volunteering, high intenders were significantly more likely to believe that volunteering would enable them to help others and to maintain their professional interests during retirement. Discriminating disadvantages (i.e., behavioural beliefs) included the potential interruption to family and other commitments resulting from volunteer participation. These concerns were of significantly greater concern for low intenders of volunteering. Further, high intenders of volunteering were significantly more likely than low intenders of volunteering to believe that their spouse/partner, children and friends would support their involvement in rural volunteering (i.e., normative beliefs). Key facilitators (i.e., control beliefs) separating individuals who were more or less likely to volunteer included the ability to pick and choose volunteering roles and being assured of a sound person/role match. Among the barriers (i.e., control beliefs) differentiating high and low intenders of volunteering were personal health issues, family and other commitments, extreme weather conditions in rural locations and leaving one's home unattended while volunteering. Low intenders were significantly more likely to view these factors as barriers of volunteering.

Paper 3 reported the results of Study 2b which evaluated the explanatory value of an extended TPB within the novel volunteering context. The study hypothesised that the three standard constructs of the TPB would significantly predict retirees' intentions to volunteer (Hypothesis 1), and that self-identity (Hypothesis 2) and adjustment to retirement (Hypothesis 3) would improve the predictive capacity of the standard model. Hierarchical multiple regression analyses found support for Hypotheses 1 and 2, only. Attitude, subjective norm, perceived behavioural control, and self- identity were

independent and significant predictors of older people's volunteering intentions, accounting for 70% of variation. Given that all three of the standard constructs of the TPB and self-identity were substantiated within the volunteering context, they represented an important part of the final model of volunteer decision making.

Paper 4 presented the findings of Study 2c which validated the factor structure of a modified VFI within the given volunteering context and considered the predictive power of the final factor framework. Exploratory factor analysis was conducted on five of the standard functions of the VFI. The sixth function, the career function, was not included in the analysis given its irrelevance to the older population. This motivational category was replaced with a function termed 'continuity of work' which was identified in Study 1 as a potential motive for volunteering in this setting. Ten new items were created to assess the importance of this novel construct. Support was found for a four factor structure; although the values, social and continuity of work functions emerged as independent functions, the enhancement and protection functions loaded onto a single factor. The understanding function did not emerge as a factor within this population and volunteering context. The values and continuity of work functions were the only motive categories to significantly predict intention to volunteer. The findings suggest that the VFI may require modification if it is to remain a useful tool for assessing motivation to volunteer in older populations and contemporary contexts, and that the continuity of work function may represent a theoretically important motive category for inclusion in the inventory when it is used within the older cohort. It may also represent a suitable replacement variable for the careers function when the inventory is used with older groups.

Study 3 examined the usefulness of the theoretically informed model of volunteer decision making for volunteer recruitment in a small group of actual

volunteers. In-depth interviews were conducted with four retired business professionals who were planning to participate in a trial volunteering role with a rural agency in Queensland, Australia. This element of the program of research was particularly important as, until this point, participants' views had been based on a hypothetical volunteering scenario. Individuals were asked to verify items contained within the model (e.g., behavioural, normative and control beliefs, and self-identity) in terms of their relevance and inclusiveness for them personally, as well as for retirees, generally. Although there was some variation in terms of the relevance of the model components for individual participants, support was found for all items within the model for older people, generally. Several additional beliefs (e.g., volunteering would provide a sense of status for the volunteer) were noted by participants, however, and the potential for these items to strengthen the explanatory value of the final model should be considered.

Overall, this program of research has made a very important contribution to the field of volunteering. The findings confirm that there is a positive attitude among retirees toward this novel type of volunteerism which has the potential to make a significant contribution to the sustainability and growth of grassroots agencies in rural communities. The model of decision making has provided detailed information as to how the appeal of this volunteering can be optimised for older adults, including sources of normative support which will play an important role in their involvement and knowledge of the barriers which will need to be addressed to encourage their participation. Importantly, the research added to the pool of studies which have found support for the TPB as a useful model for explaining volunteering behaviour across many different volunteering populations and settings and has highlighted the potential need for the VFI to be modified to better reflect the motives of current day older volunteers in contemporary volunteering contexts. In addition to the many strengths of

the research, a number of study limitations are acknowledged. These issues are discussed within the thesis, along with directions for future research.

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List of Abbreviations and Acronyms

ABS	Australian Bureau of Statistics
ANOVA	Analysis of Variance
EFA	Explanatory Factor Analysis
FAV	Functional Approach to Volunteering
IAVE	International Association for Volunteering Effort
KMO	Kaiser-Meyer-Olkin
MANOVA	Multivariate Analysis of Variance
M	Mean
N	Number of participants
OECD	Organisation for Economic Cooperation and Development
PCA	Principal Component Analysis
PBC	Perceived Behavioural Control
SD	Standard Deviation
TPB	Theory of Planned Behaviour
VFI	Volunteer Functions Inventory
UN	United Nations

Statement of Original Authorship

The work contained in this thesis had not previously been submitted for a degree or diploma at any other higher education institution. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due reference is made.

QUT Verified Signature

Signed:

Date: 9th December, 2013

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Chapter 1: Introduction

Approximately one third of the Australian population live outside of metropolitan areas in regional communities (Australian Bureau of Statistics, 2011). Many rural townships rely heavily on small community based agencies to provide services which would otherwise be unavailable, such as sporting and cultural opportunities and local fire and rescue facilities (Lee-Ack, 2008). A large proportion of these community groups, referred to as grassroots organisations (Smith, 2000), function primarily through the hard work of a dedicated voluntary workforce who face an ongoing battle to acquire resources essential for their sustainability. These agencies have had to become increasingly proficient in areas such as planning, service marketing, and relationship building (Leader-Elliott, Smiles, & Vanzo, 2008) not only to maintain and improve their financial status but to simply survive. While some grassroots organisations may be able to source these skills from within their contingent of members, many cannot. Programs which assist these groups to improve organisational capacity are needed and will help to build important social capital within rural communities (Gauntlett, Hugman, Kenyon, & Logan, 2000).

At the same time that grassroots agencies face this dilemma, Australia has a growing number of older citizens who are eager to lead an active and productive retirement. Expected to live longer than prior generations, the up and coming Baby Boomer population (i.e., individuals born 1946-1965; Australian Bureau of Statistics, 2003) is reportedly viewing retirement positively and as a time to continue their engagement in meaningful activities (Esmond, 2001; Rotolo & Wilson, 2004). As a means of remaining active and continuing their contribution to society, many Baby Boomers are looking to engage in episodic volunteering opportunities (Bryen & Madden, 2006) that will utilise their pool of skills and experience, and which match

their interests (Warburton & Stirling, 2007). Episodic volunteering involves short term or discrete periods of assistance as opposed to an ongoing commitment to an organisation (McDuff, Graff, & Millgard, 2004). Given their reported interest in short term volunteering tenures and their wealth of knowledge and experience, retired professionals may represent one viable, yet unexplored, source of skill assistance for grassroots agencies which will have significant implications for the sustainability and growth. Importantly, the advantages for retirees may also be substantial.

Given the potential value to be gained by engaging retired business professionals as volunteers in rural, grassroots agencies, the principal aim of the current research was to develop a theoretically informed model of the salient factors influencing older peoples' intentions to participate in episodic, skilled volunteering in rural settings (i.e., Aim 1). Model development was informed by two theories: the theory of planned behaviour (TPB; Ajzen, 1991) and the functional approach to volunteering (FAV; Clary et al., 1998). Although these theories, and justification for their use within the program of research, are discussed in detail in Chapter 3, the FAV is a framework representing intrinsic motives for volunteering. Associated with the FAV is the volunteer functions inventory (VFI; Clary et al., 1998), a 30 item scale measuring the key components of the FAV. The VFI is noted as the most prominently used tool for assessing motivation to volunteer from a multidimensional perspective (Hustinx, Cnaan, & Handy, 2010). Comparably, the TPB is a social-cognition decision making model which, in addition to accounting for the intrinsic determinants of behaviours (i.e., attitude and subjective norms), considers the contextual barriers and facilitators likely to impact on the performance of acts such as volunteering The value of the TPB as a model for predicting social behaviours is

well recognised (Ajzen, 2011) and its application within the current research was seen to be relevant and important given that volunteering behaviour is likely to be at least partially influenced by factors extending beyond the control of the individual.

Additional aims of the research were to validate the explanatory value of the TPB (Aim 2) and the VFI (Aim 3) within a contemporary older population and in relation to a unique and challenging type of volunteering expected to be of interest to older people. While the VFI has been applied in many volunteering populations and settings, the factor structure of the inventory, in relation to episodic, skilled volunteering by older citizens, had yet to be scrutinized by empirical research. Although the value of the TPB has been substantiated across many different settings and populations, it's utility in volunteering research remains limited. In particular, the capacity of the model to explain volunteering in older populations and in relation to short term, skilled volunteering has received limited attention within scholarly enquiries. The current program of research addressed these gaps in the volunteering literature.

The PhD was a thesis by publication; the format of the dissertation reflects this approach. The thesis contains 11 chapters, beginning first (i.e., Chapter 2) with a review of the literature relevant to the volunteering context and research aims. Chapter 3 describes the theoretical frameworks utilised within the program of research, and provides a critical analysis of studies relevant to these frameworks. Importantly, Chapter 3 provides clear justification for the use of the TPB and the FAV as guiding frameworks for the devise of the volunteer decision making model. Chapter 4 provides a detailed description of the program of research, including reiteration of the research aims and definition of the three main studies. The research method and parameters are also outlined in Chapter 4. Chapters 5, 7, 8 and 10

present the research papers comprising the thesis by publication. Chapter 6 and Chapter 9 provide additional information from the studies which is not reported in the papers but which contributes significantly to the understanding of the findings of the program of research. Last, Chapter 11 integrates and discusses the key findings of all three studies to arrive at final conclusions relating to the research aims. The theoretical and applied implications of the results, along with strengths and limitations of the investigations, are also discussed in the final Chapter.

Chapter 2: Literature Review

The following literature review details research relating to the context and aims of the program of study. First, literature relating to the value of volunteering and the current status of volunteering in Australia is described. Next, the rationale behind the concept of engaging retired business professionals as episodic, skilled volunteers in rural agencies is presented. The literature review then critically analyses past volunteering research of relevance to the current program of investigation highlighting, in particular, important associations between prior research findings and the current research aims. Importantly, the literature review explains how the current program of research makes a unique contribution to the field of volunteering.

2.1 Volunteering Trends in Australia

The economic and social benefits resulting from Australians volunteering are substantial (Australian Bureau of Statistics, 2012a). Australians donate 713 million hours of voluntary service to the community each year (Australian Bureau of Statistics, 2007); the financial value of this contribution to the Australian economy equates to $14.6 billion annually. This voluntary contribution supplements the often limited budgets of non-profit organisations, allowing the dedication of available funds to other important areas of their service (Australian Bureau of Statistics, 2013). Given the social and economic benefits aligned with volunteering, research which furthers the understanding of the behaviour and which investigates ways of increasing rates of volunteering in specific age cohorts is important.

In 2010, 36% of Australians over the age of 18 years participated in some form of formal volunteering through an organisation (Australian Bureau of Statistics, 2010b). Composing this overall figure, 38% of Australian women and 34% of

Australian men volunteered (Australian Bureau of Statistics, 2013). Although Australian volunteers participate in a variety of activities, the most common forms of volunteering, for both men and women, is fundraising/sales (Australian Bureau of Statistics, 2013). Comparatively, women are more likely to undertake voluntary work relating to food services, whereas men participate in roles pertaining to maintenance/repair or gardening, coaching, refereeing, and judging (Australian Bureau of Statistics, 2013). In 2010, older individuals (i.e., 65 years and older) most frequently dedicated their time to charity and community agencies (Australian Bureau of Statistics, 2010b). In the same time period, the majority of volunteers (i.e., 58%) had provided their services to a single agency in the previous year. A much smaller percentage (23%) had been involved with two organisations and 19% had spread their time across three or more agencies (Australian Bureau of Statistics, 2010b).

2.2 Defining Volunteering

Despite the import contribution made to society by volunteers, a universally accepted definition of the behaviour is yet to be derived; a deficiency which has perhaps arisen due to the diverse nature of the act. Volunteering encompasses a broad range of tasks and activities which are performed by many different population sectors, across many different contexts and through both formal and informal avenues. Whereas gifting one's time through an agency is coined 'formal' volunteering, acts of helping which are performed within the home environment or for family members fall within the domain of 'informal volunteering' (Warburton & Oppenheimer, 2000). To date, research pertaining to informal forms of volunteering has been limited; most empirical studies have focused on formal forms of volunteerism (Petriwskyj & Warburton, 2007).

Indeed, definitions of volunteering offered by peak organisations including Volunteering Australia (VA), the United Nations (UN), the Australian Bureau of Statistics (ABS) and the International Association of Volunteering Effort (IAVE), vary in their explanation of what constitutes volunteering and their level of ability to encompass both formal and informal types of the activity. However, a number of attributes are common to some definitions, including the stipulation that an individual's donation of time must be an act of free will (Warburton & Oppenheimer, 2000) and their engagement in volunteering must not attract personal financial gain. These attributes are shared across the definitions currently provided by VA (2013), the UN (2013), and the IAVE (2013). In terms of discrepancies between definitions, only some descriptions, such as those used by the IAVE (2013) and the UN (2013), encompass both formal and informal types of volunteering. The descriptions adopted by the ABS (2010a) and VA (2013), only acknowledge commitments of formal volunteering, stipulating that volunteering must be undertaken through an agencies or organisation, or within specified volunteering positions. Additionally, whereas some definitions, such as that offered by the UN (2013) and the IAVE (2013) indicate that volunteering must aide a third party or the wider community (i.e., not just the volunteer), this requirement is not specifically noted in other explanations of the behaviour.

The lack of a collectively accepted definition of the behaviour is an issue which, at times, has inhibited volunteering research (Petriwskyj & Warburton, 2007; Warburton & Oppenheimer, 2000). It is evident that volunteering research would benefit from a universally accepted definition of volunteering that would allow comparative analysis across studies. In the absence of such a definition, the description provided by the ABS (Australian Bureau of Statistics, 2010a) was

adopted for the purpose of the current research. The definition states that a volunteer is "someone who, in the past twelve months, willingly gave unpaid help in the form of time, service or skills, through an organisation or group" (Australian Bureau of Statistics, 2010a). This definition was selected in preference to others reported within the literature given that it captures the skilled and formal nature of the type of volunteering under examination and its organisation through a not for profit agency.

2.2.1 Defining episodic, skilled volunteering. The current research sought to establish a theoretically informed model of the salient factors influencing retired business professionals' intentions to engage in episodic, skilled volunteering in rural, grassroots agencies. Episodic volunteering encompasses short term or discrete, task-specific volunteer projects (see McDuff et al., 2004). Also referred to as 'new' volunteering (i.e., as opposed to 'old'), this type of volunteerism is primarily projects based with established boundaries in terms of duration and the nature of one's involvement (Rehberg, 2005).

According to McDuff et al. (2004) there are three main types of episodic volunteers. A temporary volunteer is someone who offers their services for a very restricted period of time (i.e., no more than several hours in a day) and who maintains no ongoing relationship with the organisation beyond the completion of this task. An occasional episodic volunteer is someone who maintains an ongoing commitment to an agency, but their engagement as a volunteer is periodic. Characteristically, occasional volunteers engage for brief periods of time (e.g., one day up to several months) and will return on an annual basis to provide assistance. For example, a professional volunteer may complete the accounting work for a non-profit agency in June every year. In contrast to these two types of episodic volunteering, 'interim' volunteers provide a regular service to an agency for a period

of less than 6 months. Hence, an interim volunteer may work on a funding acquisition project, one day each week, for a period of 5 months. Within the current research episodic volunteering was operationalised as interim volunteering whereby retired business professionals would assist rural agencies for no longer than 6 months.

Although there does not appear to be a formally accepted definition of skilled volunteering noted within the literature, within the current program or research, skilled volunteering was understood to be that which occurs in non-profit organisations and which involves the application of an individual's vocational skills and experience in a voluntary capacity (Corporation for National and Community Service, 2012). A definition for episodic, skilled volunteering was created for the current research by combining the above mentioned descriptions of the two forms of the behaviour. Hence, episodic, skilled volunteering was defined as the voluntary application of an individual's vocational skills, on an interim basis, to complete a discrete business oriented project.

2.3 Retired Business Professionals and Rural Agencies: A Logical Partnership

The rational for engaging retired business professionals as skilled volunteers in rural, grassroots agencies stems from two significant societal trends. First, there is a need to build organisational capacity within rural, grassroots agencies. Grassroots organisations are those which are situated within local communities and which function primarily through the work of dedicated volunteers (Smith, 2000). Three quarters of grassroots agencies function without any paid employees (Smith, 2000). This group of smaller agencies make a valuable contribution to the sustainability and liveability of rural townships, providing an array of services (e.g., sports, arts and cultural) which would otherwise be unavailable to community residents.

Organisational capacity encapsulates the attributes within an agency which enable the fulfilment of its purpose (Eisinger, 2002). Within the context of non-profit agencies, three core elements contribute to organisational capacity: financial assets, human resources, and structural capital (Smith, 2000). Although Australian data relating to the organisational capacity of this division of the non-profit sector appears scarce, many grassroots agencies exist on limited financial resources and struggle to compete with more established and larger not for profit organisations for available sources of grant funding (Smith, 2000). Further, as human capital in grassroots organisations is dependent and perhaps restricted to the abilities, characteristics and motives of the individuals who voluntarily join the agency, grassroots organisations often lack the skills needed to function effectively and to develop. The structural capacity of grassroots organisations is also often limited. While they may foster relationships and connections which support the delivery of their service, effective organisational structures and processes are often lacking, including their ability to plan. The absence of these essential building blocks can inhibit the sustainability and growth of these important entities. Indeed, projects which aim to assist grassroots agencies to develop organisational capacity, through strategies such as effective planning, may foster positive growth outcomes for this sector (Trzcinski & Sobeck, 2012).

Given the reported decline of many small rural towns in recent times (Cocklin & Dibden, 2005), the lack of organisational capacity anticipated to exist within many rural grassroots agencies is concerning. Notably, a number of government initiatives are available to assist these agencies and groups to maintain and improve the delivery of their services within their communities. The application processes to acquire assistance and funds, however, can be quite arduous and may

require skills or time that the volunteers within grassroots organisations do not have. There is also no guarantee that an agency will be granted skill assistance or the capital within what is now a highly competitive funding environment. A broader range of strategies is urgently needed to support the sustainability and growth of this important group.

The second societal issue contributing to the rationale for the engagement of retired business professionals in episodic, skilled volunteering in rural settings is the phenomenon of population ageing and the anticipated variant volunteering interests and expectations of the growing older cohort. The ageing of the 'Baby Boomer' generation (i.e., individuals born 1946 – 1965; Australian Bureau of Statistics, 2003) who are now in their 50s and 60s and are beginning to retire (Winston & Barnes, 2007), combined with improved health, increased longevity and society's declining birth rates, is transforming the demography of Australian society. The Organisation for Economic Co-operation and Development (OECD, 2006) reports that, in Australia, the percentage of the population aged 65 years or older is projected to rise from 12.6% in 2000 to 22.1% in 2030. The Baby Boomers are soon to be the largest group of senior citizens to have ever existed.

It appears that the Baby Boomers ideology of retirement differs to that of their predecessors (Quine & Carter, 2006). Notably, they anticipate a longer life span and expect their retirement years to be activity rich as opposed to a period of decline and cessation; many are seeking meaningful ways to spend their later years (Esmond, 2001; Rotolo & Wilson, 2004). They are likely to pursue new opportunities and will be supporters of learning across the life course (Wilson & Simson, 2006). They appear to be seeking a retirement lifestyle with a balanced representation of work and leisure and the "freedom to do things their way" (Winston & Barnes, 2007, p. 155).

While Einolf (2009) predicted that the Baby Boomers will volunteer at higher rates than the silent generation who, within their study included individuals born between 1936 and 1945, the distinctiveness of the Baby Boomer generation is regularly recognised (Hudson, 2009) and there remains a degree of ambiguity around this cohort's dedication to formal volunteering. Their participation in voluntary work is likely to be determined by the meaningfulness of the role and by the degree of opportunity offered to them to apply their accumulated skills and experience in a challenging and flexible arrangement (Morrow-Howell, 2007; Volunteeer Match, 2007; Wilson & Simson, 2006).

Recent data suggest that the Baby Boomer generation may, indeed, approach volunteering with caution. A qualitative study of women representing the early Baby Boomers (i.e., born 1946-1954; $N = 19$) found their attitudes toward formal volunteering in retirement to be less than positive (Seaman, 2012). Less than half of the sample planned to volunteer during retirement. Their intent to highly scrutinize the costs and benefits aligned with volunteering and to set clear guidelines for their participation were clearly articulated. They expressed openly that their involvement in volunteering would be based around personal rather altruistic motives. Their reluctance to volunteering during retirement was often based around the desire not to be tied to any particular person or process and to remain free of commitment. For those willing to consider volunteering, their provision of assistance would be based on their terms, which would include a high degree of flexibility and firm boundaries.

As the Baby Boomers progress into retirement, the question as to the availability of appropriate volunteering opportunities, which are well matched to their expectations and abilities, has been raised (Harlow-Rosentraub, Wilson, & Swindell, 2011). Wilson and Simson (2006) note that in order to harness the potential

aligned with this upcoming, large contingent of volunteers, the number of volunteering opportunities will need to be increased as will the quality and range of volunteering roles. Older volunteers may be looking for greater variety in volunteering opportunities (Hustinx & Lammertyn, 2003). The successful engagement of this unique older population may require a new approach by non-profit organisations and significant changes to their organisational structures and policies whereby they reconceptualise and reorganise their volunteering programs to achieve their goals (Wilson & Simson, 2006).

Although the current research does not examine Baby Boomers specifically, investigating older citizens' involvement in episodic, skilled volunteering within rural settings is timely and important given the reported changing profile of older volunteers. Episodic, skilled volunteering in rural settings will allow older people, both currently and in the future, to use their accumulated life skills in an interesting and challenging context and on a flexible, shorter term basis, while also providing a means for grassroots agencies to access needed skill assistance. A precursor to harnessing this volunteering potential, however, is a clear understanding of the factors influencing the cohort's involvement in this type of volunteering. By developing a theoretically informed model of the salient factors influencing retired business professionals' participation in this type of volunteering, the current program of research will provide this important formative information.

2.3.1 The Australian grey nomads. There is already some indication that retired Australians may be interested in volunteering in rural communities. For the Australian grey nomad contingent (i.e., individuals over the age of 50 years who undertake independent, extended periods of travel within their own country; Onyx & Leonard, 2010, p. 385), the opportunity to travel to and volunteer within rural

locations appears highly appealing. Recent research by Leonard and Onyx (2009) and by Onyx and Leonard (2010) suggests that a large proportion of the grey nomad contingent is willing to assist rural communities through volunteering.

Some research has already been directed towards the possible benefits aligned with rural and remote areas engaging the assistance of the grey nomads. For example, Onyx and Leonard (2006) received federal funding in conjunction with Volunteering Australia to develop a model to enhance the travel experiences and well-being of grey nomads through engaging in voluntary work as they venture through rural towns. Leonard and Onyx (2009) identified a variety of voluntary projects of interest to this travelling population, some of which involved skilled volunteering opportunities (e.g. facilitating brief training programs relating to their past vocational expertise, assisting with the development of local cultural, recreation, and historical facilities and events). Their study identified that grey nomads with higher educational levels reported significantly higher levels of motivation to volunteer, suggesting that retirees with professional backgrounds (i.e. those targeted by the current study) may be particularly interested in rural volunteer. The current program of research is an important extension of these investigations which indicate support for the concept of retirees as a valuable skill resource for rural communities.

The current research, which employs psychological theory (i.e., the TPB and the FAV) to inform the development of a model of volunteer decision making, will provide a comprehensive understanding of the feasibility of engaging retired business professionals as a source of skill assistance within rural, grassroots organisations and, importantly, will detail the salient factors influencing their participation. Before examining the two theories in depth in Chapter 3, and providing a rationale for their utility within the existing program of study, it is

pertinent to examine the current status of volunteering research, broadly, and to critically analyse prior study findings in terms of their value to the current research aims, in particular, to model development.

2.4 Volunteering Research

Volunteering research is a focus of interest across a number of research disciplines including sociology, psychology, economics, and the political sciences (Hustinx et al., 2010). While studies focusing on 'who' volunteers and 'why' people volunteer have dominated research in the past, the field has diversified somewhat in recent times and studies are now considering volunteering behaviour from a variety of perspectives (see Wilson, 2012). Recently, scholarly research has considered the link between volunteering and personality traits (see Bekkers, 2005 ; Omoto, Snyder, & Hackett, 2010), human resources (e.g., race; Rotolo, Wilson, & Hughes, 2010), and life circumstances (e.g., Socioeconomic status of one's family during childhood or attendance at private vs. public schooling; see Brown & Lichter, 2007; Dill, 2009). Research has also examined the association between one's social setting and volunteering (e.g., the extent of one's social network; Lee & Brudney, 2010).

It is relevant to examine the link between demographic variables and volunteering, given that these attributes may influence volunteer decision making in the current context. Age can be an important determinant of volunteering. Overall, research suggests that participation in volunteering peaks during middle age (Musick & Wilson, 2008). Interestingly, however, recent Australian statistics suggest that while volunteering by women is highest during the middle stage of life, the peak for men does not occur until the age bracket of 55 to 64 years. In fact, the rate of volunteering by men in this age bracket may be improving; their dedication to volunteering during these later years of life increased by 20% between 2006 and

2010. This statistic has positive implications for the current research in terms of recruiting men for rural volunteering during the years leading up to retirement. Correspondingly, the influence of gender fluctuates across the lifespan. While younger women volunteer at higher rates than young men (Musick & Wilson, 2008), this relationship reverts in the older cohort (Musick & Wilson, 2008).

As the current program of research considered volunteering by older citizens, specifically, it is appropriate to review the findings of studies examining the association between demographic variables and volunteering in older citizens more closely, particularly those factors likely to influence episodic, skilled volunteering during retirement. This information provides insight as to the importance of accounting for demographic factors within the development of the volunteer decision making model.

Studies by and Chambre (1984) and Caro and Bass (1997) identified that older people who were still working were more likely to volunteer than those who had left the workforce. Further, those in part time work have been found to elicit greater levels of volunteer participation than those working in a full-time capacity (Herzog & Morgan, 1993). These empirical findings are reflected by current Australian statistics whereby rates of volunteering, across the population, are higher in those who are working compared to those who are unemployed or who do not participate in the workforce (Australian Bureau of Statistics, 2013). In terms of explaining these trends, higher rates of volunteering by individuals engaged in part-time work may stem from their greater exposure to volunteering opportunities as a consequence of their broader social network which develops as a consequence of working. Part –time workers may also have more free time to dedicate to helping others. Hence, being more socially connected and having time available creates a

powerful circumstance supporting participation in volunteering (Musick & Wilson, 2008). Given the strong link between part-time work and volunteering, the current research included a sub-group of semi-retired business professionals.

In addition to employment status, Chambre (1984) also found an association between higher levels of income during retirement and higher levels of commitment to volunteering by older people. Similarly, The Marriott Senior Volunteerism Study (Marriott Senior Living Services, 1991) reported a higher incidence of volunteering in older adults who had college qualifications, as opposed to those who had only completed high school. The link between higher levels of education and volunteering was recently identified by Kim, Jeong-han, Lee, and Lee (2007). Indeed, education has been identified as the "most consistent, and often strongest, predictor of volunteering" in adults (Musick & Wilson, 2008, p. 119). Musick and Wilson (2008) suggest a variety of reasons as to why the more educated are more likely to participate in volunteering. Notably, a higher level of education generally correlates with higher levels of self-confidence, greater awareness of a society's social issues and greater empathy for others whose life experience has been less positive than their own. Further, those who have received more schooling often have larger and more diverse social networks, placing them in a position whereby they are more likely to receive an invitation to volunteer.

The importance of education to volunteering may vary, however, depending on the type of volunteering task (Omoto & Snyder, 1993) and on whether the assignment requires literary or social skills (Okun & Eisenberg, 1992). Whereas a better knowledge of societal issues and stronger cognitive ability may assist in more challenging volunteering roles, more educated people may be less inclined to volunteer for routine, social tasks (Musick & Wilson, 2008). Choi (2003) concluded

that working in or having worked in a non-manual position (i.e., which would imply higher levels of education) was an important factor in determining levels of volunteering by older citizens. As such, those engaged in managerial, professional, clerical sales, or service positions were more likely to participate in volunteering. This finding reflects statistics of the Australian population, generally, wherein individuals who are working in a white collar role exhibit higher rates of volunteering than those involved in blue collar occupations, such as labouring and the trades (Australian Bureau of Statistics, 2013). As the current study considered the engagement of retired business professionals in skilled volunteering (i.e., as opposed to non-skilled forms of volunteering), these findings relating to demographic variables and volunteering by older citizens are promising.

A number of studies have also found relationships between volunteering and demographic variables including better health, religious affiliation, larger social networks and past volunteering behaviour (Chambre, 1984; Choi & Jing-Ann Chou, 2010; Davis Smith, 1998; Kim et al., 2007). While the link between religion and volunteering continues to be explored (see Joonmo & Wilson, 2012), the connection has been associated, at least to a degree, with the extended social network that comes with being part of a religious group (Wilson & Janoski, 1995). The reasons underpinning the relationship between social resources (i.e., greater social networks) and volunteering is yet to be fully understood (Wilson, 2000), but is likely associated with normative influence whereby individuals strive to meet the expectations of their acquaintances (Wilson, 2000) or with greater feelings of trust between members of the network which, in turn, makes it easier for individuals to offer assistance (Brady, Schlozman, & Verba, 1999). People who have larger and more diverse social networks are also better placed to be invited to volunteer. What is gained from

findings such as these is the potential role that normative influence may play in volunteering behaviour and the need for the theoretically derived decision making model to consider and capture sources of normative influence which may impact retirees' intentions to engage in episodic, skilled volunteering within rural settings.

For reasons which are obvious, older individuals who are in poor health are less likely to volunteer. From the opposite perspective, however, a variety of health benefits are aligned with volunteering. Shmotkin, Blumstein, and Modan (2003) found volunteers maintained a more active lifestyle, had higher perceptions of personal health, and displayed stronger abilities in the areas of cognitive functioning, affect, and socialisation. The mortality risk of volunteers has also been found to be less than that of non-volunteers (Shmotkin et al., 2003).

Essentially, data pertaining to the influence of demographic influences on volunteering provides beneficial insight as to the personal determinants which may impact on retired business professionals' intention to volunteer in short term, skilled volunteering in rural settings. In developing a model of the salient factors driving volunteering in this context, the research aimed to draw from theory which could accommodate the diversity of demographic characteristics likely to influence volunteering behaviour. As will be described in detail in Chapter 3, the TPB has the capacity, through its standard variables, to account for the influence of demographic variables on behavioural intention. This capability provides an important justification for its use as an informing framework for the development of the volunteer decision making model. Further, establishing whether the TPB adequately explained demographic characteristics aligned with volunteering, within the unique volunteering context (i.e., episodic, skilled volunteering in rural settings by contemporary older people) was an important aspect of validating the TPB with a

contemporary volunteering context and population (i.e., Aim 2 of the program of research).

2.4.1 Motivation to volunteer. Understanding the reasons why people volunteer is particularly important in terms of being able to improve rates of volunteering. Like the demographic influences of volunteering, motivation to volunteer has also received substantial focus within volunteering research. Historically, researchers have explained motivation to volunteer in a variety of ways. While some conceptualised motivation to volunteer from a one-dimensional perspective, others have demonstrated its multidimensional nature (Okun, Barr, & Herzog, 1998). The one-dimensional model of volunteer motivation suggests that "individuals act not from a single motive or a category of motives, but from a combination of motives that can be described as a rewarding experience" (Cnaan & Goldberg-Glen, 1991, p. 281). The one dimensional conceptualisation is seen to be in line with models, such as social exchange theory, wherein individuals are "motivated by a particular meaningful whole which is relevant to them" (Cnaan & Goldberg-Glen, 1991, p. 281). In contrast, the two factor model suggests that there are two primary types of motivation; altruistic and egoistic motives. Hence, individuals are driven to volunteer both out of their non-selfish interest in helping others and for self-oriented reasons. Okun et al. (1998) were unable to find support for the one and two factor models of volunteer motivation, suggesting that more elaborate models of the construct may be needed. In line with this notion, the FAV (Clary et al., 1998) represents a multidimensional model of motivation to volunteer, espousing that the drive to gift one's time through volunteering develops not only from the satisfaction of motives, but also by the fulfilment of needs and the achievement of desired goals. The FAV suggests that volunteer motives fall into six

core categories (values, enhancement, understanding, protection, social and career), which have both an altruistic and egoistic underpinnings. This theory has been used extensively within research to date and is one of the main theories examined within the current program of research. Research pertaining to the FAV will be discussed further in Chapter 3.

2.4.1.1 Volunteer tourism – motivations. Scholarly literature relating specifically to the motives underlying episodic and skilled types of volunteering is limited. Insight can be drawn, however, from related research pertaining to Volunteering Tourism. This literature may have particular relevance to the current research as it is anticipated that one of the main drivers of volunteering with rural agencies may be the tourism component of the experience.

Volunteering Tourism, also known as 'Voluntourism', is a distinct type of travel which is becoming increasingly popular (Callanan & Thomas, 2005). Volunteer tourists are defined as "people who invest their time, budgets and manpower at a destination far from home to gain cultural, environmental, and spiritual experiences" (Wearing & Wearing, 2001, p. 4). Despite its growth in popularity, however, academic study of the field is limited particularly in respect to gaining an understanding of the phenomenon from the volunteer's perspective. According to Brown and Morrison (2003), there are two main groups within the volunteer vacationer cohort: those whose primary focus is on the vacation element of the experience and, conversely, those for which volunteering is their primary purpose, with the vacation aspect being of less importance. As visiting and seeing rural areas of Australia may be an important factor for some retired professionals who undertake volunteering with a rural agency, the current strand of volunteering can be likened somewhat to volunteer vacationing. Indeed, episodic, skilled

volunteering in rural settings could represent a new form of Volunteering Tourism within the Australian Tourism market.

Research which has examined motivations associated with Volunteering Tourism concur that the motives are both altruistic and egoistic in nature (Guttentag, 2009). While considerable research has investigated the factors underlying Voluntourism in those who are primarily interested in the volunteer aspect of the experience, research endeavouring to understand the motivational antecedents of Voluntourism of those who are predominantly vacation focused is more limited (Brown, 2005). In a qualitative study of individuals with volunteering tourism experience across varied domestic and international locations, Brown (2005) found individuals were motivated to participate in volunteering during their holiday for four key reasons: to have an in depth cultural experience, to give back and to achieve something that would make a difference, for social reasons, and to enable their children to have an enlightening experience and to connect with others. Many identified the volunteering component of their vacation as the highlight of their venture, and noted follow-on benefits of the experience, including self-development, greater feelings of self-fulfilment and more positive relations within their family units.

Evidently, understanding the motivations and benefits aligned with volunteering tourism may hold a degree of relevance to the current research. In particular, establishing whether the two mindsets identified by Brown and Morrison (2003) exist within the current volunteering context may be useful both for volunteer recruitment and management. Similarly, examining whether individual's motives for episodic, skilled volunteering in rural settings mirror those of Voluntourism, will

provide insight as to whether this type of volunteering could be marketed as part of a broader tourism strategy.

2.4.1.2 Volunteer motives of the grey nomads. Insight into the potential motives underlying retirees' engagement in episodic, skilled volunteering in rural settings may also be gained from a study by Leonard and Onyx (2009) which examined the motives underlying the grey nomads' interests in volunteering during their travels. Through a survey, the study investigated the relevance of four motives for volunteering within the group: "meeting locals, using their skills, helping the towns, and learning something new" (Leonard & Onyx, 2009, p. 321). These motives were seen to align with four of the domains of the FAV/VFI, namely the values, social, enhancement and understanding functions. Seventy seven percent and seventy two percent of the sample, respectively, agreed that getting to know the local community members and learning something new were important motives for their involvement in volunteering. Sixty nine percent and sixty seven percent (respectively) agreed that they were driven to volunteer by the opportunity to use their skills and to help the local township.

Although the current study did not specifically focus on the grey nomads, it was expected that this group would form part of the broader sample. An important aspect of the program of work, therefore, was to consider the degree to which grey nomad status influenced intention to volunteer in this context and, if a relationship was found to exist, to ensure that this variable was accounted for within the volunteer decision making model.

2.4.1.3 Volunteering across the lifespan. Knowledge of motives relating to volunteering by the older cohort can be gained also from the literature relating to volunteering across the lifespan. Research suggests that volunteering has different

meanings and serves different purposes for individuals across various stages of life (Omoto, Snyder, & Martino, 2000). Indeed, those explaining volunteerism from a life-course perspective propose that, at different points along the continuum of existence, individuals will pursue volunteering as a means of addressing specific agendas or concerns experienced during that particular life period (Omoto et al., 2000). These agendas generate from underlying needs, personal perceptions of one's life purpose and personal motives (Omoto et al., 2000). For example, Omoto et al. (2000) suggested that, in earlier periods of adulthood, individuals will be driven to volunteer by agendas relating to interpersonal relations. In comparison, people in the later stages of adulthood will be drawn to volunteering to meet concerns about maintaining purpose in life or to gain a sense of competence. For older people, volunteering may serve as a replacement activity which they are no longer able to pursue as a result of ageing (Hendricks & Cutler, 2004). Omoto et al.'s (2000) proposition is based on the premise that until the very later stages of older age, older adults maintain social contacts and are no lonelier than the younger population (see Schultz & Moore, 1986) who may be striving to establish relationships. As expected, their study identified that younger people (i.e., individuals aged 19-39 years) were more likely to volunteer to satisfy relationship needs as opposed to older volunteers who reported greater levels of motivation relating to maintaining life purpose and competency.

Overall, motivation to volunteer represents an important component of volunteer decision making. Undoubtedly, a model explaining retirees' decision to partake in episodic, skilled volunteering in rural, grassroots agencies should include a motivational dimension. As a prominently used model of volunteer motivation the FAV/VFI was drawn upon, within the current research, to inform model

development. The theory, and the justification for its use within the program of research, will be discussed further in Chapter 3.

2.4.2 Contextual factors impacting participation in volunteering. In addition to intrinsic factors influencing volunteering (e.g., motivation to volunteer), there are a variety of factors within the broader contextual environment which, although being beyond the control of the individual, may influence volunteering behaviour in older citizens (Warburton, Paynter, & Petriwskyj, 2007). Studies examining the contextual factors which encourage or stop older adult's participation in volunteering in Australian contexts, however, are rare (Warburton et al., 2007). Recognising this paucity in information, Warburton et al. (2007) recently completed a review of national and international scholarly literature, identifying the salient barriers and incentives of volunteering which were anticipated to be appropriate to older Australians. Barriers to volunteering cited within prior literature included financial costs, the lack of volunteering roles allowing a flexible commitment, time constraints, perceptions of ageism within non-profit agencies (including the perception that agencies prefer younger volunteers), anticipated poor standards of volunteer management within agencies, restricted volunteering role opportunities, being unwelcomed by existing volunteers, and the failure of voluntary agencies to use seniors' skills effectively. Conversely, the study by Warburton et al. (2007) reported nine potential facilitators of volunteering evident within the literature, including increasing the number of volunteering programs suited to older people and improving the communication of volunteering opportunities to the older population. Noted facilitators also include assisting organisations to make their volunteering programs more inclusive, and encouraging their support of older people's involvement in corporate volunteering opportunities. Providing greater flexibility in

volunteering roles, and offering more options for younger and older volunteers to work together were also highlighted enhancers of volunteerism. Providing training opportunities for those interested in skill development and offering greater volunteering opportunities for older people, who are unemployed, were also identified potential strategies for improving the participation of older people in volunteerism.

Using an on-line questionnaire, Warburton et al. (2007) subsequently assessed the importance of these 18 items in a sample of older people (i.e., aged 50 years and older; $N = 106$) drawn from the Australian National Seniors Association. The only two barriers noted to be important or highly important to participants were the costs associated with volunteering and the inability of agencies to effectively use the skills of older volunteers. Examination of the difference in the importance of barriers across volunteers and non-volunteers, however, raised a number of important findings. Non-volunteers were significantly more likely to perceive that new volunteers would not be welcomed by existing agency volunteers and, further, that the time requirements of volunteering were inflexible. Non-volunteers were also significantly more likely to believe that volunteering would be uninteresting. Further, the study found that non-retired individuals were significantly more likely to perceive that non-profit agencies would have a preference for younger volunteers, that as older volunteers they may endure ageist attitudes, and that existing volunteers would be non-welcoming to new volunteers. In terms of facilitators of volunteering, the study by Warburton et al. (2007) found that greater training opportunities, the opportunity to engage in volunteering opportunities involving both younger and older people, greater flexibility in volunteering opportunities, and more volunteering

options for the unemployed were important incentives for volunteering within the older sample.

It is evident that there are a range of contextual factors influencing volunteering by older citizens. The above mentioned research findings highlight the importance of incorporating these factors into the model explaining retirees' decision to engage in episodic, skilled volunteering in rural settings. As knowledge about the contextual and structural factors impacting volunteerism by older Australians is currently limited, the research findings will address a significant gap in the literature.

2.4.3 The need for theory based research. Although research relating to the demographic and contextual determinants of volunteering is useful, volunteering research has been criticised in the past for its limited theoretical grounding (Warburton & Terry, 2000). Hall (2008) reports that, despite the significant contribution made to society by volunteers, the scholarly investigation of the factors that contribute to successful volunteering outcomes remains at a developmental stage. Unquestionably, advancing theoretically based volunteering research will substantially improve the understanding of volunteering and, consequently, the ability to encourage its occurrence.

The repertoire of theoretically informed studies has increased in recent times. For example, contemporary research has examined volunteering from the perspective of normative theory (Son & Wilson, 2012), self-congruity theory (Randle & Dolnicar, 2011), self-determination theory (Grano, Lucidi, Zelli, & Violani, 2008), role identity theory (Finkelstein & Brannick, 2007), the TPB (Hauser, Koontz, & Bruskotter, 2011), the functional approach to volunteering (Agostinho & Paço, 2012), social capital theory, and socio-structural resources theory (see Warburton & Stirling, 2007). Of late, scholarly research has also attempted to provide more

integrated representations of volunteering theories such as the work of Einolf and Chambre (2011). Their study categorised volunteering theories into three main domains: social theories, individual characteristics, and resource theories, and examined whether variables from each of the categories could be combined to create one effective model of prediction for volunteering behaviour.

Despite the advancement in the empirical examination of volunteering in recent times, there is still much scope for theoretically based research to further the understanding of volunteering behaviour, including knowledge of the array of intrinsic and external factors influencing participation in this important social activity. The current program of research makes several significant contributions to the body of theoretically based research. In addition to developing a theoretically informed model of volunteer decision making relevant to a type of volunteering likely to hold great appeal for older citizens, the research also assessed the explanatory value of the TPB and the VFI within this unique context. Given that older people are a critical cohort of volunteers, research such as this which uses theory to understand the factors influencing their engagement in novel kinds of volunteering, such as episodic, skilled volunteering in rural settings, is especially important and may help to offset the decline in rates of volunteering which currently occurs when individuals move beyond 55 years of age. Indeed, the current research was noted within the Queensland Government's Positively Ageless Seniors Strategy 2010-20 (Queensland Government, 2010) as an important initiative for enhancing volunteering by older adults and as a strategy for supporting community participation and age-friendly communities. The current program of research makes a significant contribution to theoretically informed volunteering research.

2.5 Chapter Summary

In summary, the literature review provided in Chapter 2 presented relevant contextual information relating to the program of research. First, the review identified the definition of volunteering applied within the research, including a description of episodic, skilled volunteering. Second, an explanation of the rationale behind the concept of engaging retired business professionals as episodic, skilled volunteers in rural agencies was provided. Third, the Chapter reviewed literature relating to demographic, motivational and contextual determinants of volunteering, and explained the importance of theoretically based volunteering investigations, such as the current work, in terms of strengthening the understanding of volunteer behaviour and influencing its occurrence. Importantly, the review explained the relevance of the aforementioned factors to the aims of the research program.

Through reviewing relevant literature, the importance of the current research to the field of volunteering was also demonstrated. The development of the model of volunteer decision making represents a significant addition to the scant literature pertaining to episodic, skilled volunteering. By assessing the utility of the TPB and the VFI within a contemporary older population and volunteering context, the research program also makes a valued contribution to theoretically based volunteering literature, generally. Chapter 3 will explain these theories in detail and will highlight further their justified use within the current enquiry.

Chapter 3: Theoretical Frameworks

The development of the theoretical model of volunteer decision making was underpinned by two frameworks: the functional approach to volunteering (FAV; Clary et al., 1998) and the theory of planned behaviour (TPB; Ajzen, 1991). The FAV (Clary et al., 1998) is a popular conceptualisation of volunteer motivations. The functional approach to volunteering underpins the Volunteer Functions Inventory (VFI Clary et al., 1998), a generic tool for evaluating and understanding motivation to volunteer across a range of populations and contexts. The TPB (Ajzen, 1991) is a well substantiated social cognition model of behavioural decision making which has had limited use within the context of older people volunteering, particularly in contemporary forms of volunteering. The current chapter will explain each of these theories and will review the literature regarding their application within the field of volunteerism, particularly their use in explaining volunteering behaviour in older adults. Within the review of the literature relating to the two core theories, their use within the current research to inform the theoretical model of volunteer decision making will also be explained. Literature relating to theories and constructs used within the program of research to extend the TPB and the FAV (i.e., continuity theory of normal ageing; Atchley, 1989, self identity, and adjustment to retirement), is also examined within Chapter 3.

3.1 The Functional Approach to Volunteering and the VFI

The FAV (see Clary & Snyder, 1999; Clary, Snyder, & Ridge, 1992) and the associated VFI (Clary et al., 1998) derives primarily from the functional approaches used to understand attitudes and persuasion proposed by Katz (1960) and Smith, Bruner, and White (1956). According to the functional approach, the attitudes that individuals hold reflect a number of psychological and social needs (i.e. motivational

functions) and this association between attitudes and needs may vary between people in that a particular attitude may correspond to different underlying motivational functions for different individuals (Clary, Snyder, Ridge, Miene, & Haugen, 1994). In terms of attitudinal change, the functional approach espouses that the success of interventions will be largely determined by their ability to influence the function that the attitude represents.

The initial functional taxonomies offered by Katz (1960) and Smith et al. (1956) encompassed four functional domains. Although the authors provided alternate names to denote the functions, individual's attitudes were believed to serve a knowledge function, a values expressive function, and an ego defensive function. Respectively, attitudes were seen to be the means through which people gained an understanding of the society in which they functioned, expressed their values, beliefs and personalities which were important to them, and protected themselves from personal attacks. In addition to these functions which were common to both taxonomies, Katz (1960) also suggested that attitudes served a practical function whereby they represented the positive and negative experiences to which a person was subjected. Similarly, Smith et al. (1956) proposed that attitudes also serve the purpose of helping individuals to gain acceptance within groups which are important to them.

Drawing from these functional domains, Clary et al. (1998), espoused the functional approach to volunteering which includes six motivational domains. The authors subsequently derived and tested a corresponding conceptual inventory of volunteer motives now known as the VFI. Essentially, the FAV provides a framework for understanding the psychological and social functions, or motivations, which individuals seek to fulfil through volunteering and which represent the

substructure of their attitudes toward volunteering. Importantly, the functional explanation of volunteering suggests that, although there will be substantial variation between individuals in terms of the motivational functions influencing their intention to participate in volunteering, all psychological and social drivers can be explained through six fundamental, intrinsic functions. Individuals participate in volunteering for altruistic reasons (i.e., values function), to enhance their self-esteem (i.e., enhancement function), to negate negative affect (i.e., protective function) and to facilitate employment or career advancement (i.e., career function). Individuals may also seek volunteering opportunities to support companionship and/or to adhere to the normative influence of important others (i.e., social function), or to promote personal learning (i.e., understanding function). When individuals perceive that their needs will be met through a volunteering role, they are more likely to commit to the experience (Clary & Snyder, 1999; Clary et al., 1992). Similarly, satisfaction of salient volunteer functions may facilitate ongoing engagement (Clary & Snyder, 1999; Clary et al., 1992)

The VFI (Clary et al., 1998) is a 30 item inventory, based on the FAV, which was initially developed as a tool for evaluating motivation to volunteer prior to and following a volunteering tenure. Notably, the inventory was not initially intended to be a predictive model (Clary et al., 1998). The measure incorporates six subscales representing the six motivational functions noted previously. Items measuring the values subscale include statements around compassion and concern for others and underlying values pertaining to the importance of helping others. The enhancement function is operationalised using items relating to the extent to which volunteering makes the person feel important, needed and better about themself. Items measuring the understanding function focus on the degree to which volunteering allows an

individual to learn more about the group to which they gift their help, to heighten their ability to interact with different people and to explore their personal abilities. Further, the social function captures the degree to which an individual's motivation to volunteer stems from the impact of social influences. Scale items, therefore, tap a person's perceptions of the degree to which referent others expect them to volunteer and how important and prominent volunteering is among their friends and acquaintances. The protective function is measured using statements which consider the degree by which volunteering helps an individual to relieve loneliness and to remove themselves from or address their own troubles. Last, items representing the career function focus on the vocation advantages that can generate from volunteering, including broadening and strengthening career options, facilitating success in one's profession, and expanding useful career contacts.

The VFI was substantiated initially using a highly educated sample of volunteers (N = 365, M_{age} = 40.9 years, SD = 13.38) who were actively participating in a wide range of voluntary roles (e.g., within social services, child services, blood and disaster relief services). The scale continues to be widely used to examine motivation to volunteer across a variety of populations and settings. For example, the functional approach and inventory has recently been applied to understand motivation to volunteer in university students (Francis, 2011; Wu, Lo, & Liu, 2009), food bank volunteers (Agostinho & Paço, 2012), sporting volunteers (Kim, Zhang, & Connaughton, 2010), volunteer tutors (Gonzalez, 2010), government volunteers (Salas, 2009) and animal welfare volunteers (Neumann, 2010).

3.1.1 Validation of the VFI within older populations. Irrespective of the popularity of the functional approach and the VFI within volunteering research (Hustinx et al., 2010), it is important to recognise that the model was developed as a

tool for assessing motivations which hold "generic relevance to volunteerism" (Clary et al., 1998, p. 1519). It is logical to assume, therefore, that if the motivational profile of older volunteers' changes, the applicability of these generic domains may also become questionable and additional motivational categories may become pertinent. Although several studies have examined motivation to volunteer in older samples from the perspective of the VFI, few have examined the validity of the inventory within a contemporary population of older adults or in relation to novel forms of volunteering which are likely hold appeal to current day and future older volunteers. Further, few studies appear to use the FAV as a framework for qualitative research or as a basis for exploring motives underlying novel volunteering opportunities. As older volunteers are anticipated to be drawn to volunteering experiences which are highly flexible, short term, and which allow the use of their accumulated life skills, assessing and understanding motivation to volunteer within the context of episodic, skilled volunteering is important. Assessing the validity of the instrument within this context will provide some preliminary information as to how well the measure explains the volunteering motives of the contemporary older population in more novel volunteering environments.

The motivational functions of the VFI most relevant to older people (i.e., 51-79 years of age), who were both actively volunteering and not volunteering, were assessed quantitatively by Yoshioka, Brown, and Ashcraft (2007). Notably, the 'career' function was removed from the model due to its irrelevance to the older sample, most of whom (i.e., 81%) were retired. Factor analysis found support for a four factor model, which combined the enhancement and understanding functions, rather than the anticipated five factor structure (i.e., excluding the career function). The values and social functions were salient predictors of volunteering for both

volunteers and non-volunteers. The variation in the factor structure identified by this study exemplifies the generic nature of the VFI and, in particular, how the specific domains may hold greater or less relevance according to the population and setting under consideration. This variation also highlights the importance of formative research to validate the VFI in novel volunteering settings.

The salient functions underpinning volunteerism in older people was explored also by Okun, Barr, and Herzog (1998). The study included two groups of older (i.e., 65 years and over) volunteers; those who were volunteering in either a health care centre or, alternatively, in a volunteer matching service. Although support was found for all six motivational categories of the VFI, across both samples, older volunteers' reasons for volunteering related predominantly to the values, understanding, and enhancement domains of the framework. The value of the VFI for explaining variation in volunteering behaviour in older people was also considered by Greenslade and White (2005). Within this study, which focused on individuals who volunteered at rates higher than the Australian national average (i.e., 3 hours per week), the social function was the only factor to significantly predict self-reported, volunteering behaviour.

The existence of additional motivational functions relevant to older volunteers, which complement the fundamental VFI functions, is evidenced in qualitative research by Stergios and Carruthers (2002). This enquiry found support for five of the six motivational domains; motives fell principally into the values, social, and enhancement themes. The understanding and protective functions were relevant for only some participants in their study. Notably, however, the research also identified an additional motivational element relevant to some individuals, termed 'continuity'. For those participants who had held professional roles or had

worked with children, the new theme captured the opportunity afforded through volunteering to continue to use one's vocational skills or to sustain their work with the younger generation. While some may argue that this motivational dimension could be captured within the understanding function of the VFI, which refers to the application of "knowledge, skills, and abilities that would otherwise go unpractised" (Clary et al., 1998, p. 1518), it is the motivation to continue to pursue previously valued activities and the link between continuity and the maintenance of one's self-identity that potentially differentiates this novel construct from the existing functional category (Stergios & Carruthers, 2002).

Essentially, current research suggests that the VFI is a useful tool for understanding motivation to volunteer in older populations. Findings from prior studies do suggest, however, that within certain contexts and populations, the factor structure may not be definitive as some domains may merge or may be less important than others. Additionally, there is some evidence that the factor structure of the VFI may be enhanced by the addition of other motivational constructs.

Given that intrinsic motivations play an important role in volunteer decision making, and the importance of including a motivational constituent within the model of decision making (i.e., Aim 1 of the research), the program of research drew from the FAV for model development. The FAV was first used as a framework to qualitatively explore motivation to volunteer in this context. The qualitative findings were then used to inform how the functions of the VFI could be combined with the constructs of the TPB to provide an efficacious model of volunteer decision making. Second, and separate to model development, the program of work validated the explanatory value of the VFI in a modern day population of older citizens who are retired or approaching retirement. The potential value of adding additional

motivational categories to the VFI to better explain the internal influences of volunteering was also considered. In particular, given that Stergios and Carruthers (2002) identified continuity as a possible motive for volunteering in retirees, the research assessed the value of a 'continuity of work' function as an alternate subscale for the career function which is often deemed redundant when the VFI is used in older populations. Continuity of work may represent an important motive for undertaking skilled volunteering in the later years of life, particularly if contemporary older people are dedicated to maintaining an active lifestyle and to engage in volunteering roles which enable them to use their accrued skills. The current program of research drew upon Atchley's (1989) continuity theory of normal ageing to achieve this aim.

3.2 Continuity Theory of Normal Ageing

Continuity theory of normal ageing (Atchley, 1989) offers one rationale as to how people of middle or older age adjust to becoming older. The theory proposes that adaptation to ageing is facilitated through the maintenance of existing internal and external life structures which individuals strive to achieve by "applying familiar strategies in familiar arenas of life" (Atchley, 1989, p. 183). As such, continuity has been likened to "improvising theatre, whereby the settings, characters and actions are familiar, and change comes mostly in the form of new episodes" (Atchley, 1989, p. 185). Hence, at the core of the continuity theory of normal ageing is the notion that adjustment to ageing is achieved by seeking familiarity in one's pursuits (Atchley, 1989).

According to the theory, older people adjust to ageing by seeking stability both in their personal, internal psychological structures as well as in relation to their outer setting and related social behaviours. Whereas internal continuity relates to the

maintenance of one's memories of personal attributes, such as one's character, abilities, and life experiences, external continuity captures familiarity relating to one's social and physical surrounds, the activities that one undertakes and the relationships that accompany the roles which have typified one's life. Individuals seek internal and external continuity for a variety of reasons; the desire for internal continuity is driven by the need to preserve one's ego, to maintain self-esteem, and as a way of supporting the attainment of needs which rely heavily on the personal characteristics of the individual remaining dependable over time (e.g., personality, identity). The relationship between the preservation and predictability of an older persons' personality traits and the ongoing ability to interact easily with others in social situations (i.e., which may be novel) illustrates the latter of these three motives (Atchley, 1989). Of particular note, also, is that there may be aspects of internal continuity which overlap with the enhancement and protective functions of the VFI (e.g., increased self-esteem and ego protection). The potential for the continuity function to merge with the enhancement and/or protective functions was, therefore, of interest to the current enquiry.

Continuity of one's external environment and associated social behaviour may be linked to the need for predictable social support from one's social network. By restricting the range of personal goals pursued by the older person to those which represent a continuation of the past, external continuity may also provide individuals with a sense of clarity during a stage of life which is often marked by significant change or ambiguity in terms of the direction that one's life should take. Individuals may seek external continuity also as a mechanism for coping with physical and cognitive changes typically aligned with normal ageing (Atchley, 1989).

When considering continuity of work as a motivational function facilitating older citizen's participation in skilled volunteering, retired workers may look to engage in this type of volunteerism as a means of gaining a sense of both internal and external stability. Skilled volunteering allows the ongoing use of familiar vocational skills, participation in familiar types of relationships, and the opportunity to function within a work setting which is recognisable to the individual. The opportunity to engage in professional based roles may support also an individual's professional identity which may remain salient during retirement (Teuscher, 2008). Retired business professionals, whose professional identity remains an important part of their self-concept, may come to terms with ageing by participating in activities which keep them connected with their work at both a psychological and physical level (Kim & Feldman, 2000). In essence, continuity of aspects of one's professional life (i.e., continuity of work) may represent a significant factor supporting this group's transition to ageing. Skilled volunteering may provide an avenue for obtaining sought after continuity.

Although Stergios and Carruthers (2002) qualitatively identified continuity as a possible motivational function for volunteering, quantitative research endeavouring to develop scale items to tap this potential motive (i.e., both internal and external elements) is currently lacking. Specifically, studies have yet to investigate the usefulness of continuity of work as a viable construct within the VFI for when it is used to assess motivation to volunteer in older populations and, further, the value of this novel construct in terms of its ability to predict intention to volunteer in skilled volunteering environments. There is strong theoretical reasoning supporting the inclusion of the continuity construct within a motivational assessment tool for older volunteers. The current program of research is the first to quantitatively assess the

value of the construct as an addition to the VFI. If the variable is found to be important, in terms of explaining older peoples' motivation to volunteer and predicting volunteering intentions, it may well provide a replacement category for the career function when the inventory is used to assess motivation to volunteer in older cohorts.

3.3 The Theory of Planned Behaviour (TPB)

Although some research has examined the explanatory utility of the TPB (Ajzen, 1991) within volunteering, its use to consider the factors determining volunteering in older populations remains limited. Indeed, no studies have used the TPB to explain the antecedents of older people's engagement in episodic, skilled volunteering in rural settings. The use of the model within the current research will, therefore, make a valuable contribution to the literature.

The TPB (Ajzen, 1991) is a social cognition model of behavioural decision making which recognises that human behaviour, such as volunteering, may be influenced by factors which are both within and beyond the control of the individual and captures these important aspects of the decision making process. The predictive value of the TPB was substantiated in a meta-analysis incorporating a diverse range of behavioural domains (e.g., physical activity, smoking, dietary intake, and leisure activity; Armitage & Conner, 2001). Across 161 research articles, the model explained 39% of variance in people's behavioural intention and 27% of actual behaviour. By looking beyond individual difference variables, the model may provide a means of explaining a greater degree of variance in volunteering behaviour, particularly given the theory's demonstrated predictive utility in related fields, such as charitable giving (Smith & McSweeney, 2007; van der Linden, 2011), blood donation (Reid & Wood, 2008), and organ donation (Hyde & White, 2009b).

The underlying premise of the TPB (Ajzen, 1991) is that actual behaviour is best predicted through an individual's intent to perform the behaviour. Three standard constructs contribute to behavioural intention; attitude, subjective norm, and perceived behavioural control (PBC). Attitudes reflect the degree to which a person has favourable or unfavourable views toward a specified behaviour (i.e., their overall positive or negative assessment of enacting the behaviour). Subjective norm is a measure of individuals' perceptions of the social pressure they are under, from significant others, to either perform or not perform the behaviour. PBC relates to an individual's perception of the degree to which the enactment of the behaviour is within their control, and how easy or difficult they feel it will be for them to perform the behaviour. PBC comprises perceived levels of self-efficacy and controllability (Ajzen, 2002b). In addition to being mediated through behavioural intention, PBC may also predict, independently, actual behaviour. Overall, intention to volunteer reflects the combined effect of attitudes, subjective norm, and PBC; the contribution of each variable varying in accordance with the particular behaviour and population under consideration (Ajzen, 1991). Basically, the more positive an individual's attitude is toward a behaviour, and the higher their perceptions of normative support and PBC, the more likely they will be to intend to engage in the behaviour and to actually carry out the behaviour. The association between the three standard TPB constructs and intention to volunteer, and actual behaviour, is conceptualised as the 'direct' component of the model. The predictive influence of each of the three standard variables may differ across behaviours and contexts. Prior studies have demonstrated that the strongest predictive relationship within the TPB is between attitudes and intentions (Conner & Sparkes, 2005). In comparison to attitude and

PBC, some researchers have also found subjective norm to be a weaker predictor of behavioural intention (Armitage & Conner, 2001).

Attitude, subjective norm, and PBC are, in turn, determined by sets of behavioural beliefs, normative beliefs, and control beliefs; the relationship between beliefs and the standard TPB constructs, forms the 'indirect' component of the framework. The current research examines the explanatory value of both the direct and indirect components of the model within the context of episodic, skilled volunteering in rural settings. Behavioural beliefs capture an individual's perceptions of the advantage and disadvantage of performing a behaviour and normative beliefs relate to a person's beliefs about whether referent others would approve or disapprove of them undertaking the act. Control beliefs reflect an individual's perceptions of the extent to which both intrinsic and external factors may either support or inhibit one's performance of behaviour (i.e., their perceptions of the facilitators and barriers to performing the behaviour). The TPB model is demonstrated in Figure 1.

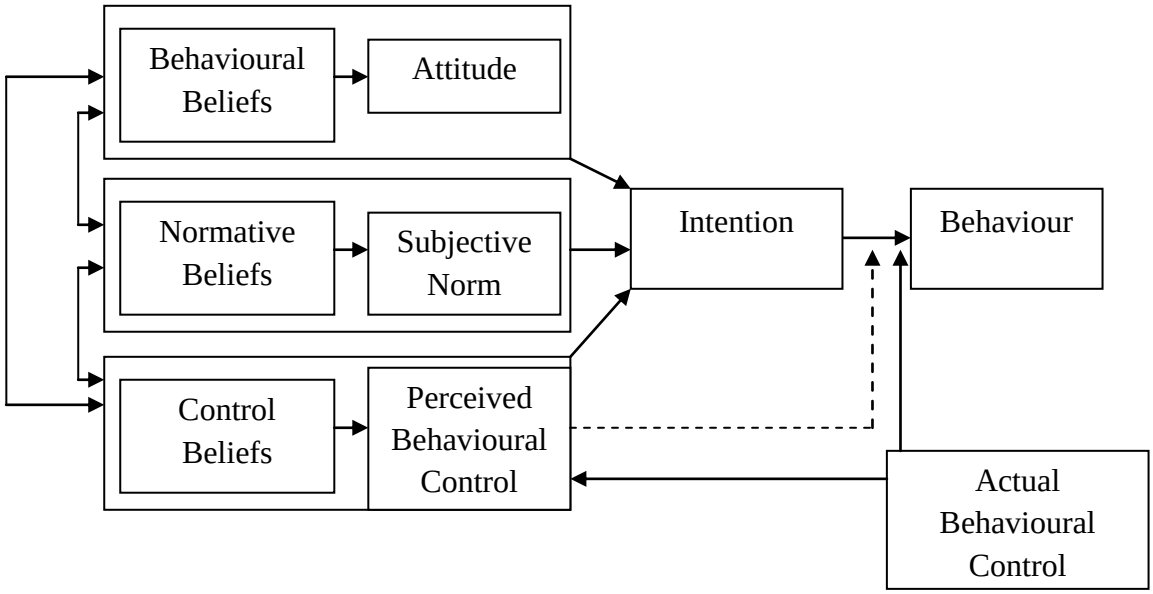

Figure 1. An illustration of the TPB (Ajzen, 1991)

When undertaking TPB research, salient behavioural, normative, and control beliefs are typically elicited through a preliminary qualitative enquiry (see Francis et al., 2004). The identification of salient beliefs is considered an important step when novel behaviours and/or populations of interest are being examined, given that the factors underlying attitudes, subjective norms, and PBC may differ across different behaviours and groups (Ajzen & Fishbein, 1975). Within the TPB approach, salient beliefs can be used to understand decision making relating to a specific behaviour and to differentiate individuals according to their level of intention to perform or refrain from undertaking the behaviour or upon their behavioural performance. A further benefit of the model is that it may be used to highlight beliefs which, when targeted through tailored strategies, may promote volunteering by those who do not currently volunteer, as well as reinforcing or potentially improving volunteering behaviour of those who are already volunteering or who have high intentions to volunteer.

Indeed, one of the benefits of the TPB over the VFI is that, through the elicitation of behavioural, normative and control beliefs, the model provides a highly specialised understanding of the constituents underpinning intention to volunteer. Hence, as opposed to the VFI which is pre-structured in terms of the motives that it assesses, the TPB allows a more tailored approach to understanding the beliefs which influence a specific behaviour. Additionally, the TPB has the facility to capture the contextual issues influencing engagement in volunteerism, an important aspect which is not met by the VFI. Indeed, one of the justifications for selecting the TPB as a theoretically appropriate framework for informing the development of the model of volunteer decision making was its ability to account for the range of contextual factors which may both inhibit or encourage volunteering. By doing so, the research

would also make a valuable contribution to the scant literature relating to the contextual determinants of volunteerism. Further, the TPB postulates that the relationship between socio-demographic factors and behaviour is indirect; the influence of these variables is accounted for through the effect of the three standard predictors (i.e., attitude, subjective norm and PBC). In relation to volunteering, therefore, the TPB may account for, yet also extend beyond, the socio-demographic variables which have historically been the focus of volunteering research. The ability of the TPB to account for demographic variables, which have been shown to influence volunteering behaviour, was another reason supporting its application within the current research. It should be noted also, however, that given the VFI was derived from the functional approach to attitudes, and the TPB also includes an attitude component, that there may be some overlap between the two guiding frameworks. Considering the level of overlap between the two models was an interesting aspect of the research.

3.3.1 TPB based volunteering research. Although still quite limited, the TPB has been used to explain volunteering within some contexts and populations. Okun and Sloane (2002) used the model to examine intention to volunteering and volunteering behaviour in a university student sample (N = 647, modal age = 19 years). Volunteering included participation in an on campus volunteering initiative. All three standard TPB variables predicted intention to volunteer. Hence, more positive attitudes, higher perceptions of normative support, and of personal control over volunteering produced higher levels of volunteering intentions. The linear combination of the TPB variables accounted for 62% of the variability in intention scores. Further, intention to volunteer was the only significant predictor of actual volunteering behaviour.

Fielding, McDonald, and Louis (2008) applied the TPB in the context of environmental activism. Participants included first year university students, attendees of a conference relating to environmental sustainability, and members of environmental groups (N = 169; M_{age} = 22.46 years). The study examined individuals' intent to participate in activities relating to environmental action within the six months following the completion of a questionnaire. In addition to the standard TPB constructs, the research included measures of self-identity (e.g., operationalized as environmental activist), general attitudes towards the environment, and group membership (i.e., current membership with an environmental activist group). General attitudes to the environment were entered in Step 1 of a hierarchical multiple regression analysis, followed by the three TPB constructs in Step 2 and self-identity and group membership in Step 3. Attitude, subjective norm and PBC significantly predicted intention to volunteer in Step 2 (i.e., along with general attitudes to the environment). In Step 3, only attitude (β = .18) and subjective norm (β = .10) were significant predictors of intent to volunteer, along with group membership (β = .20) and self-identity (β = .59). Hence, in this setting and population, self-identity was the strongest predictor of a student's intention to volunteer. The TPB variables on their own (i.e., Step 2) accounted for 32% of variation in volunteering intentions.

Recently, Hauser et al. (2011) applied the TPB to predict voluntary engagement in watershed partnerships (i.e., "collaborative partnerships engaging private and government representatives who, through self-directed means, address issues pertaining to water at the watershed level"; Hauser et al., 2011, p. 78). Although not considering older volunteers specifically, the research examined the predictive power of the TPB variables along with the influence of 'personal appeal'

(i.e., being directly approached to volunteer) and individuals' level of identification with a watershed partnership. Logistic regression found only the three standard TPB variables (i.e., attitude, subjective norm, and PBC) to be a good fit, correctly classifying 66% of participants in terms of their active participation as a volunteer. However, only attitude and subjective norm were significant predictors. Hence, this study did not find PBC to be a significant predictor of volunteering behaviour. The inclusion of the additional variables to the standard TPB framework increased the classification accuracy to 71%. Within the extended version of the framework, subjective norm and personal request were found to be significant predictors of participation, while identification with watershed partnerships had no significant predictive influence.

Hyde and Knowles (2013) used the TPB to examine the factors influencing Australian university students' (N = 235, M_{age} = 22.09 years) participation in volunteering in community service agencies. Attitude, subjective norm, and PBC explained 36% of additional variance in intention to volunteer (Step 2), on top of 24% accounted for by past behaviour and relevant demographic variables (Step 1). This model included also a measure of moral norm which improved the prediction of intention to volunteer by a further 7% (Step 3). Overall, the extended TPB explained 67% of variability in intention to volunteer. Significant predictors included the three standard TPB variables along with moral norm. Prior volunteering experience and marital status were the only demographic variables to significantly predict students' volunteering intentions.

The research by Hyde and Knowles (2013) also elicited the key motives and constraints underpinning young people's participation in volunteering. Key factors supporting their participation in volunteering included the desire to assist others and

to provide support to the community, engaging in convenient and pleasing volunteering activities, and being able to participate in activities of personal relevance or which may contribute to their academic or vocational success. Insufficient time, insufficient funds, a lack of drive to volunteer, and unawareness as to how to engage in volunteering, were salient inhibitors of volunteering articulated by the sample.

The above discussion relating to studies which have used the TPB to understand volunteering behaviour demonstrate its efficacy as a predictive framework and provided justification for its use as an informing model within the current program of research.

3.3.2 TPB based research relating to volunteering in older people. Few enquires have examined the TPB in relation to older populations and volunteering. In one study, Greenslade and White (2005) found support for the TPB in predicting individuals' intention to volunteer and self-reported volunteering behaviour (N = 141). The target behaviour in this instance was formal volunteering through a group or agency at a rate exceeding that of the national Australian average (i.e., 3 hours per week or more). Within the research, Greenslade and White (2005) examined specifically the self-efficacy component of PBC. Regression analyses identified the linear combination of the three standard TPB variables to account for 75% of variability in people's intention to volunteer. While all three TPB variables independently predicted behavioural intention, self-efficacy held the strongest predictive power, followed by attitude and subjective norm (i.e., according to the reported beta weights). In essence, the findings indicated that individuals would be more likely to intend to volunteer if they held a positive attitude toward volunteering, perceived approval from significant others in respect to volunteering,

and if they confidently believed that volunteering, on an ongoing basis, would be easy to enact. This study also found intention to volunteer to be a significant, positive predictor of people's actual volunteering behaviour.

In addition to the above mentioned research, several enquires have considered the predictive efficacy of extended versions of the TPB. In accordance with Ajzen's (1991) recommendation that additional variables may improve the predictive ability of the conceptual framework, in certain contexts and for certain behaviours, Warburton and Terry (2000) examined the ability of a TPB framework, which also incorporated the assessment of moral norm (i.e., social expectations aligned with the behaviour which are internalised) and behavioural norm (i.e., norms reflecting the engagement of significant others in the behaviour), to predict people's volunteering intentions. Within a sample of older adults (i.e., aged 65 – 74 years) who reported undertaking a range of formal volunteering activities, support for the predictive power of the standard TPB was demonstrated. The linear combination of the three TPB variables accounted for 55% of the variability in individual's intention to volunteer. Further, each of the standard TPB constructs was a significant and independent contributor within the framework.

When moral obligation and behavioural norm were entered at the final step of the regression analysis, these variables enhanced the predictive power of the TPB by a further 11%. However, at this concluding step, while both moral obligation and behavioural norm predicted intention to volunteer, attitude became non- significant. Further, although several socio-demographic variables (i.e., health status and attendance at church) predicted people's intention to volunteer, the effect of these demographics was negated by the standard and additional TPB variables when they

were subsequently added to the analysis. Notably, past volunteering behaviour was also found to influence volunteering intentions through the standard TPB variables.

Theorising that an individual's motivational and regulatory processes may influence volunteering intention through the standard constructs of the TPB, (Grano et al., 2008) combined self-determination theory (SDT; Ryan & Deci, 2000) with the TPB and an additional measure of self-efficacy. The research (N = 615; 86% retired) sought to establish if changes in older people's participation in volunteering over a given time period could be explained by their motivational orientation and the impact that this orientation had on the beliefs underpinning their intent to volunteer. This sample included older adults from Italy between the ages of 60 and 90 years who were actively participating in a variety of volunteering organisations (e.g., providing services in schools, libraries, blood donation facilities, health support agencies). The study included a small sub-sample (i.e., 2%) of professionals who donated their time to promoting positive international relations. The TPB variables were assessed according to the recommendations of Ajzen (1991). The motivation to volunteer scale (i.e., a framework based on SDT) was used to measure individuals' motives for volunteering.

The study involved two points of assessment. An initial questionnaire, investigated the three standard TPB constructs (i.e., attitude, subjective norm, and PBC), self-efficacy, intention to volunteer and motives for volunteering. A second follow-up survey documented self-reported, actual volunteering behaviour during the previous three months. Within this context, the longitudinal study found attitude (β = .40) and PBC (β = .44) to be the strongest determinants of intention to volunteer. Subjective norm was a relatively weaker predictor (β = .12), as was self-efficacy (β = .19). Overall, the TPB accounted for 80% of variance in intention to volunteer in this

population and volunteering context. The effect of SDT motives on intention to volunteer and volunteering behaviour was indirect, through the TPB variables and self-efficacy, suggesting that the TPB represented a useful model for explaining volunteering behaviour.

While the above mentioned studies used the direct component of the TPB (i.e., attitude, subjective norm and PBC) to explain volunteering behaviour in older populations, very few studies have examined the beliefs underlying volunteering in this group (i.e., the indirect component of the TPB) and in relation to specific types of volunteering (e.g., skilled volunteering). A detailed understanding of older people's behavioural, normative, and control beliefs underpinning their engagement in different types of volunteering will be important for increasing their participation in volunteerism in times to come. One of the limited studies to apply the belief component of the model was undertaken by Warburton, Terry, Rosenman, and Shapiro (2001). Beliefs were initially elicited through an open-ended survey mailed to older people (aged 65-74 years) who were registered on the electoral roll in Brisbane, Australia and the national (i.e., Australian) telephone database. The importance of salient beliefs elicited in stage one of the research, to volunteering undertaken within the next month, was subsequently assessed in a quantitative survey. Self-reported volunteering behaviour was then assessed one month after the completion of the questionnaire to establish the relationship between beliefs and actual volunteering behaviour. The study was particularly interested in establishing which beliefs would significantly differentiate non-volunteers from volunteers. Participants who were involved in volunteering one month post questionnaire completion were helping within a range of non-profit agencies, and were performing a variety of roles (e.g., working on committees, food preparation, raising money).

The questionnaire assessed the importance of ten behavioural beliefs. Items reflecting the advantages of volunteering included, “feeling useful, providing assistance to those in need, gaining pleasure and satisfaction, meeting people, and being busy and active” (Warburton et al., 2001, p. 596). The study identified that volunteers were significantly more likely than non-volunteers to believe that volunteering would make them feel useful, would enable them to help others in need, would provide feelings of pleasure and satisfaction, and would enable them to meet people. Key disadvantages of volunteering that were assessed by the research included, “being overcommitted, being taken for granted, being tied down, performing boring work and encountering difficult people” (Warburton et al., 2001, p. 596). Only one disadvantage of volunteering discriminated between non-volunteers and volunteers. Volunteers were significantly less likely to report that volunteering would tie them down.

Warburton et al. (2001) identified important sources of normative influence to include “one’s spouse/partner, family, friends, doctor, people generally and charitable groups” (p. 597). Volunteers were significantly more likely than non-volunteers to believe that people within all six of these categories would think that they should volunteer. In terms of control beliefs, the study investigated the importance of seven barriers to volunteering, these being: “being in poor health, looking after family, doing paid work, feeling too old, having transport problems, preferring other activities, and fear of financial costs” (Warburton et al., 2001, p. 597). Only one barrier differentiated volunteers from non-volunteers. Volunteers were significantly less likely than non-volunteers to perceive that they were too old to volunteer and that they would prefer to engage in other activities.

The research presented above supports the TPB as a useful framework for investigating and understanding volunteering behaviour. Although used across a variety of volunteering settings and populations, there is currently a paucity of research relating to the validation of the model within older populations and, in particular, in relation to contemporary volunteering settings which are likely to be appealing to this cohort. The current research addresses this limitation.

3.3.3 An extended TPB model. Given that prior studies found support for extended versions of the TPB, the current research aimed also to explore the value of other constructs which, in addition to the three standard TPB variables, may explain further variance in retirees' decision to participate in short term, skilled volunteering in rural settings. In particular, the research aimed to explore the additional value to the TPB, of constructs raised as important determinants of volunteering during a qualitative exploration of the beliefs influencing volunteering. Two additional constructs which were of interest at the outset, were self-identity (i.e., operationalized as one's professional identity) and the process of adjusting to retirement.

Self-identity. According to identity theory (see Stets & Burke, 2000; Stryker, 1968), individuals draw from specific categories to establish their self-identity. The categories and roles that construct one's identity are varied, relating to social responsibilities (e.g., mother/father), types of social actions (e.g. being a business professional, an activist or a smoker) or the qualities that define our individuality (e.g., being personable, friendly, caring: Rise, Sheeran, & Hukkelberg, 2010). Individuals may hold a variety of identities, some of which will be more or less salient at any given time (Stryker & Burke, 2000).

Further, identity theory postulates that salient identities influence an individual's behaviour choices; a salient identity is more likely to stimulate an individual to seek behaviours which are identity supporting (Stryker & Burke, 2000). Although the logical identity to explore within the current volunteering environment may be individuals' perceptions of themselves as volunteers, it is feasible to suggest that a retirees' connection with their professional, work identity may be strongly linked, within this context, to volunteering intentions. Should the professional identity remain salient for older individuals (i.e., which is likely to be the case for retirees who have worked extensively in a professional setting), the need to continue activities which support and reinforce this identity may have a positive impact on intention to volunteer.

Support for the persistence of the professional identity during retirement, at levels equivalent to that in pre-retirement, was demonstrated by Teuscher (2008). Interestingly, professional identity salience was not significantly correlated with duration in retirement, inferring that the professional identity is highly durable following the cessation of work. Indeed, retirees within the study identified their profession as a more important domain for self -classification than retirement status itself. This notion is supported also by continuity theory of normal ageing (Atchley, 1989), which espouses that older individuals who maintain a high work identity will seek continuity in the structure of their life by partaking in related professional activities.

There has been considerable debate in the literature as to whether self-identity will enhance the predictive power of the standard TPB. From one perspective, the influence of self-identity on behavioural intention is believed to be accounted for through attitude and past behaviour. An alternate perspective suggests, however, that

the motives underlying attitude and self-identity are clearly different and self-identity represents a valid, independent addition to the TPB (Biddle et al., 1985, as cited in Rise et al., 2010). A recent meta-analysis by Rise et al. (2010) found support for self-identity as a unique contributor to behavioural intention, over and above the three standard TPB variables. When self-identity was combined with attitude, subjective norm, and PBC, the model accounted for 42% of variance, 6% of which was attributed uniquely to self-identity. In their study, attitude and self- identity were the strongest predictors within the group of variables. When controlling for past behaviour, support was found also for the autonomous predictive value of self-identity.

The value of self-identity as an additional construct within the TPB framework has been supported in a variety of studies, including those relating to healthy food choices (Dean, Raats, & Shepherd, 2012) and pro-environmental behaviour (Whitmarsh & O'Neill, 2010). Research pertaining to environmental activism (i.e., a recognised form of volunteerism; Petriwskyj & Warburton, 2007) also identified self-identity as a valuable predictor within the TPB paradigm (Fielding et al., 2008). Individuals who identified more strongly as environmental activists were significantly more likely to intend to engage as activists. This research, when combined with the notion that professional identity remains salient during retirement, would suggest that the addition of self-identity, operationalised as professional identity, may be particularly useful in the context of skilled volunteering.

Adjustment to retirement. It is well established that retirement can be a time of substantial adaptation and challenge for older people (Wang, Henkens, & van Solinge, 2011). Adjustment to retirement is defined as “the process of getting used to

the changed circumstances of life in retirement" (van Solinge & Henkens, 2008, p. 423), as compared with retirement satisfaction, which relates to "contentment in one's life in retirement" (van Solinge & Henkens, 2008, p. 423). An individual is said to be adjusted to retirement when they are no longer highly focused on the transition to this life stage and are at ease with their new post work status (Schlossberg, 1981). Research explains adjustment to retirement from a variety of theoretical perspectives including role theory, continuity theory, and stage theory (Wang et al., 2011). The phenomenon has also been considered from a resources perspective wherein the resources available to an individual may be associated with their adjustment to retirement; when the resources older people require to fulfil their needs during retirement are available to them, their adjustment to retirement will be less challenging (Wang et al., 2011). Adjustment to retirement may be influenced by a range of factors, including how well an individual is resourced in terms of their physical, emotional, financial and motivational capabilities and circumstances. In terms of volunteerism, Wang et al. (2011) suggest that adjustment to retirement may be improved through volunteering as it contributes to the pool of social resources available during this life stage. Social resources refer to the support one receives from others and the social network to which they belong. Indeed, Kim and Feldman (2000) also suggested that adjustment to retirement may be facilitated in some older people through participation in volunteering.

It would seem, therefore, that older people who lack the social resources to meet their needs in retirement or who are struggling to adjust to retirement as a result of other resource deficits, may look to volunteering as a means of obtaining these important requirements. As such, it could be assumed that individuals who are finding adjustment to retirement difficult, or anticipate the transition to be

challenging, will be more likely to engage in volunteering opportunities. To date, limited research has examined the role of adjustment to retirement in predicting volunteering intentions. The current study sought, therefore, to establish whether the adjustment to retirement may add to the predictive capacity of the TPB and whether the construct represented an important element in the volunteer decision making model.

3.4 Chapter Summary

The current chapter has outlined the key theories underlying the current program of investigation. The research drew from the TPB and the FAV to establish a parsimonious model of the key factors influencing retirees' intentions to engage as episodic volunteers in rural communities. The FAV (and the associated VFI) is a well substantiated, generic framework representing the internal drivers of volunteerism. The TPB is a model of decision making which explains volitional behaviours from a social cognition perspective and encompasses both internal and contextual determinants of behaviour.

The material presented within the current chapter has highlighted the potential benefit of using these two models to establishment a theoretically informed model of volunteer decision making relevant to the context at hand. Further, the Chapter has articulated the need to examine further the explanatory value of these two conceptualisations within the older population and in respect to a novel context. In addition to these two theories, the research recognises the potential for other psychological constructs (e.g., self-identity and adjustment to retirement) to play an important role in volunteering in this setting and, thus, the need to consider the value of these additional variables within the development of the theoretical model of volunteer decision making.

The following chapter (i.e., Chapter 4) will describe the scope and structure of the research program in terms of the different studies which contribute to the development of the theoretical model and the validation of the VFI and the TPB within the novel context. The structure of the thesis, in terms of how the various chapters are organised, is also outlined. Further, as this dissertation is a PhD by publication, Chapter 4 will also demonstrate the link between the studies comprising the research, the research aims, and the four manuscripts prepared as part of the research program.

Chapter 4: Overview of the Program of Research

The program of research aimed to develop a theoretically informed model of the salient factors influencing older people's intention to engage as episodic, skilled volunteers for rural, non-profit agencies. Further, the research sought to examine the utility of the existing decision making model, the TPB, and an existing volunteer motivations model, the VFI, within the context of a contemporary older population and volunteer setting. Within this dissertation, Chapter 2 described the potential for harnessing older skilled volunteers, examined the volunteering literature and highlighted the need for the theoretical study of contemporary forms of volunteerism which are likely to hold appeal for older citizens. Chapter 3 described the theoretical frameworks of the program of research (i.e., the TPB; Ajzen, 1991; the FAV, and the VFI; Clary et al., 1998), presenting details of prior volunteering studies relating to the application of these models in older populations. Notably, this discussion highlighted the reasoning behind using these two frameworks to inform the development of the model. Chapter 3 also described the limited number of studies which have used the TPB to explore volunteering in older populations and, similarly, the scarcity of empirical research validating the VFI in contemporary volunteering contexts of interest to older citizens. In particular, no studies to date have used the VFI or the TPB to develop a model of the salient factors underpinning retirees' engagement in episodic, skilled volunteering in rural settings. Following on from these initial chapters, Chapter 4 (i.e., the current Chapter) will outline the scope and structure of the program of research and of the corresponding dissertation. As the PhD was completed as a thesis by publication, the current chapter provides overviews of the four publications incorporated within the program of research. The association between the papers and the research aims is also outlined.

4.1 Scope of the Current Program of Research

4.1.1 Older adults. The program of research looked specifically at the factors influencing retired business professionals' intention to volunteer, on an episodic basis, in rural agencies. Hence, while the research related to the engagement of older people in a novel form of volunteering, the focus of the enquiry was on retirees as opposed to a specific chronological age bracket of individuals per se. The research included individuals who were fully retired, semi-retired and anticipating retirement within two years. The decision to include sub-samples of individuals at various stages of the retirement continuum was based on past research which suggests that employment status is an important factor influencing volunteering behaviour. Individuals who are in part-time work demonstrate higher rates of volunteering, as compared to those in full-time employment or who are fully retired (Choi, 2003). Individuals who commence volunteering while working may also be more likely to continue this commitment during retirement (Zedlewski, 2007). There may, therefore, be benefit in directing recruitment campaigns for this type of volunteering at the semi-retired population. Notably, while it was not the purpose of this research to develop unique decision making models for each of these subpopulations, including the three categories allowed for an initial assessment of how the factors influencing volunteering may vary across the groups and whether generic recruitment strategies will suffice in terms of engaging individuals across the different stages of retirement.

4.1.2 Specific skill domains. The research sample included only individuals with past experience in the following vocational domains: business development, business management, finance, accounting, marketing, promotions, human resource management, and public service administration. These vocational areas were chosen

based on the need to assist rural grassroots agencies to build organisational capacity in terms of financial, human and structural capital, and to optimise the benefit of the research findings for this specific type of organisation.

The current research did not claim to address the formal skill shortage dilemma faced by many Australian communities. A skill shortage is deemed to occur "when the demand for workers is greater than the supply of workers who are qualified, available, and willing to work under existing market conditions" (Shah & Burke, 2003, p. v). While recognising that some non-profit agencies may be affected by skill shortages, overcoming this phenomenon through the engagement of skilled retirees was not the focus of the program of research.

4.1.3 Psychological perspective. The current research considered volunteering from a psychological viewpoint and developed the theoretical model of volunteer decision making accordingly. Two psychological theories were used to understand volunteering in this population and context: the TPB (Ajzen, 1991) and the FAV (Clary et al., 1998). These theoretical frameworks were explained in Chapter 3, along with literature demonstrating their predictive and explanatory value.

4.1.4 Aims of the research program. Harnessing the volunteering potential of the expanding older population will rely heavily on being able to offer the contemporary older cohort a range of volunteering experiences which meet their interests and expectations. Theoretical research offers a tool for identifying and understanding the salient factors likely to impact on their involvement in novel types of volunteering experiences. While a key aim of the current program of research was to develop a theoretically informed model of volunteer decision making using the TPB (Ajzen, 1991) and the FAV (Clary et al., 1998), the research also provided an opportunity to assess the explanatory value of these psychological theories within the

unique volunteering context. While the TPB (Ajzen, 1991) has had some use in volunteering research, the current study is the first to utilise the model within the specific context of episodic, skilled volunteering in rural settings. The FAV (Clary et al., 1998) and the associated VFI is a highly popular model which explains motivation to volunteer. As current and future older volunteers may be more interested in short term, professional roles, validating the inventory within a contemporary population and volunteering scenario is likely to be very useful. As such, the research program had the following overarching aims:

1. Develop a theoretically informed model representing the salient factors influencing older peoples' intention to engage in episodic, skilled volunteering in rural agencies and assess the relevance and inclusiveness of this model for volunteer recruitment;
2. Explore the explanatory value of the TPB (i.e., the direct and indirect components of the model) within the new volunteering context, and contribute to the substantiation of the model within volunteering research.
3. Validate the VFI within a contemporary older population and volunteering context;

4.2 Method and Structure of the Program of Research

A mixed methods approach was applied including three unique but interrelated studies (see Figure 2). Mixed methods research is defined as that "in which the investigator collects and analyses data, integrates findings, and draws inferences using both qualitative and quantitative approaches or methods in a single study or program of enquiry" (Tashakkori & Creswell, 2007, p. 4). The mixed methods strategy was selected given that the program of research included both exploratory and confirmatory research questions. Hence, Study 1 involved qualitative

focus groups to identify and understand the salient factors underlying retirees' involvement in episodic, skilled volunteering in the rural setting. Study 2, using a cross sectional survey, confirmed the importance of these factors for retirees and eventuated in the development of the theoretically informed model of volunteer decision making. Study 3 examined the relevance and completeness of the final model of decision making within a sample of actual volunteers. Each study was informed by data from the previous investigation and co-contributed to the attainment of one or more research aims. Further, data from all studies were triangulated to arrive at final conclusions. The advantages of a mixed methods approach, including the ability to address investigative and confirmatory research questions at the same time and arriving at stronger conclusions, are well recognised (Teddlie & Tashakkori, 2009). This strategy added rigour to the research and validity to the research findings (Rank, 2004).

The target group for the entire research program was older individuals who were fully-retired, semi-retired, or planning to retire within two years. Within the thesis, the terms retiree and older people are used interchangeably. All participants were residents within Queensland, Australia and had past vocational experience in one of the following professional domains: business development, business management, information technology, accounting, finance, business marketing/promotions, human resource management, and public service administration.

4.2.1 Study 1. Using the FAV and the TPB as guiding frameworks, the initial stage of the research entailed a qualitative exploration (i.e., Study 1) of the range of beliefs, motivations and broader psychosocial constructs influencing older people's intentions to engage as episodic, skilled volunteers in rural settings. Given that Study

1 sought to obtain a rich and detailed understanding of the factors which may influence volunteering behaviour, information was sought through focus group discussions (N = 32) and personal interviews (N = 3). A theoretical thematic analysis (Braun & Clarke, 2006) was completed which, although focusing primarily on the key constructs of the FAV and the TPB, also identified other pertinent variables which were evident within the data.

Data obtained from this initial phase contributed to multiple research aims. First, by identifying and exploring the many internal and contextual factors underpinning volunteer decision making within this context, Study 1 contributed to the first aim of the program of research. This phase of the research providing important insight as to how the factors representing the constructs of the two theoretical frameworks (i.e., the VFI and the TPB) may combine to produce the most effective model of volunteer decision making. Further, by identifying additional psychological constructs which may increase the explanatory value of the TPB and the VFI within this population and volunteering setting, Study 1 informed Study 2 and, therefore, also contributed to Aims 2 and 3 of the research program. In essence, Study 1 laid the foundations for model development and for the establishment of extended versions of the TPB and the VFI, the explanatory values of which were assessed subsequently within a larger representative sample in Study 2 of the research. This formative stage of the research program is reported in Paper 1 (i.e., Chapter 5) entitled “Exploring the beliefs and motives underlying episodic skilled volunteering by retirees using the theory of planned behaviour and the functional approach to volunteering”.

4.2.2 Study 2. From the outset, Study 2 of the program of research included three components: Study 2a, 2b, and 2c. Data for all components were obtained through a single, quantitative questionnaire (N = 187).

Study 2a assessed the discriminatory power of the belief component of the TPB (i.e., the behavioural, normative and control beliefs elicited in Study 1), making a significant contribution to the development of the theoretical model of volunteer decision making (i.e., Aim 1). The findings of Study 2a are presented in Paper 2 entitled "Differences between the key beliefs of low and high intenders: An elicitation study of older skilled volunteers". By considering the explanatory value of the indirect component of the model, Study 2a contributed also to the attainment of research Aim 2 (i.e., the validation of the TPB as a useful tool for explaining volunteering behaviour).

A second component of Study 2 (i.e., noted as Study 2b) assessed the explanatory value of the direct TPB (i.e., attitude, subjective norm and PBC), and of an extended TPB (i.e., including self- identity and adjustment to retirement), making a further contribution to the development of the theoretically informed model of volunteer decision making (i.e., Aim 1). The findings of Study 2b are presented in Paper 3 entitled "Enhancing the engagement of retirees in episodic skilled volunteering: A theory of planned behaviour perspective". Once again, this assessment provided a means also of substantiating the value of the TPB within volunteering research (i.e., Aim 2). Study 2c, validated a modified version of the VFI in relation to the engagement of older people in short term volunteering in rural settings. Hence, Study 2c related to Aim 3 (i.e., validation of the VFI within a contemporary older population and volunteering context) of the program of research. The findings of Study 2c are presented in Paper 4 entitled "Exploring the validity and

predictive power of an extended VFI within the context of episodic skilled volunteering". Figure 2 depicts the papers that relate to each of the sub-studies comprising Study 2 and demonstrates how each sub-study links to the research aims.

4.2.3 Study 3. The final stage of the research (i.e., Study 3) involved the qualitative validation of the theoretically derived model of volunteer decision making (i.e., Aim 1) in a small sample of actual volunteers (N = 4). As such, this element of the program was achieved through personal interviews with individuals who were planning to participate in a volunteering trial to be held in Queensland, Australia. The data from this study was particularly important as it was based on the views of individuals who were actually intending to volunteer, as opposed to opinions about a hypothetical context. Individuals were asked to validate the model in terms of its relevance for them, personally, as well as for older volunteers, generally. Hence, Study 3 of the program of research confirmed the representativeness and inclusiveness of the volunteer decision making model and was the final step in the achievement of Aim 1 of the research program. As this phase of the program of research focused on the assessment of the model presented across papers 1, 2, and 3, the findings are presented within an independent Chapter (i.e., Chapter 9) and also within the general discussion in Chapter 11.

4.3 Structure of the Thesis

Chapter 1 provided a brief introduction to the research and corresponding thesis. Chapter 2 discussed the literature relating to the context of the program of research. Chapter 3 outlined the two theoretical frameworks used to develop the model of volunteer decision making and which the research studies sought to assess and validate within a contemporary older population and volunteering setting. Chapter 3 also presented literature relating to self-identity, adjustment to retirement

and continuity theory of normal ageing (Atchley, 1989), as these constructs and frameworks were believed to be important to the understanding of volunteering intentions in this group and setting.

The current chapter, Chapter 4, presents an overview of the aims, structure, and scope of the program of research. The association between each study of the research and the research aims was outlined, as was the link between the distinct studies and the prepared papers. Before presenting each of the four papers in Chapters 5, 7, 8, and 10, and Study 3's results in Chapter 9, an overview of each of the manuscripts, highlighting their unique contribution to the research aims, is provided. The thesis concludes in Chapter 11 with a discussion of the integrated research findings, consideration of the strengths and limitations of the research program and thoughts for future research.

4.4. Overview of Papers and their Contribution to Research Aims

Four papers were produced from the program of research. The PhD candidate was the principal author for all four manuscripts. Authorisation was sought from all co-authors prior to including the papers in this thesis (see Appendix A).

4.4.1 Paper 1. Brayley, N., Obst, P.L., Lewis, I. M., White, K.M., Warburton, J., & Spencer, N. Exploring the beliefs and motives underlying episodic skilled volunteering by retirees using the theory of planned behaviour and the functional approach to volunteering. Manuscript currently being revised for consideration by the *Third Sector Review*.

This paper reported on the initial qualitative exploration of the factors influencing older peoples' participation in episodic, skilled volunteering in rural settings and, as such, pertains to the first research aim. Using the VFI (Clary, et al., 1998) and the TPB (Ajzen, 1991) as guiding frameworks, the manuscript details

those behavioural, normative, control beliefs, and motives which are most influential on individuals' intention to volunteer in this setting. Further, the article identifies that, in this context, motivations for volunteering directly mirror older citizens' perceptions of the advantages (i.e., behavioural beliefs) of engaging in this type of volunteering. Hence, motivations to volunteer were subsumed within the behavioural belief component of the indirect TPB. While motivations for volunteering and the advantages of volunteering were interchangeable within this context, though, two motives for volunteering (i.e., volunteering to continue to use professional skills and to gain intellectual stimulation) were not represented by the standard functions of the VFI. The paper recommends the ongoing assessment of these items as a potential motivational category for older volunteers (i.e., continuity of work), an objective which was subsequently addressed in Study 2c (i.e., Paper 4). The article provides support for the VFI and the TPB as useful frameworks for exploring and understanding volunteering behaviour. As such, the paper supports Aim 2 and Aim 3 of the program of research. Aim 2 pertains to the exploration of the explanatory value of the TPB within the novel volunteering context. Aim 3 relates to the validation of the VFI within a contemporary older population and volunteering context.

4.4.2 Paper 2. Brayley, N., Obst, P. L., White, K.M., Lewis, I.M., Warburton, J., & Spencer, N. Differences between the key beliefs of low and high intenders: An elicitation study of older skilled volunteers. Manuscript under review with the *Journal of Community and Applied Social Psychology.*

Paper 2 focuses on the assessment of the indirect component of the TPB (i.e., Study 2a) and relates to Aim 1 and Aim 2 of the research program namely, the development and validation of the theoretical model of the salient factors influencing

older peoples' intention to volunteering in this context and the exploration of the explanatory value of the TPB within the given volunteering population and context. Specifically, the paper assesses the discriminatory capacity of the salient behavioural, normative, and control beliefs identified in Study 1 to determine older peoples' intention to volunteer in rural settings. Belief profiles differentiating high and low intenders of volunteering were established for the advantages, disadvantages, facilitators and barriers of volunteering, and for sources of normative influence. As discussed in the paper, this information has value for customising recruitment strategies aiming to enhance the participation of those who are more and less likely to donate their time to episodic, skilled volunteering.

4.4.3 Paper 3. Brayley, N. Obst, P.L., White, K.M., Lewis, I.M., Warburton, J., & Spencer, N. (2012). Enhancing the engagement of retirees in episodic skilled volunteering: A theory of planned behaviour perspective. Manuscript under review with the *Journal of Applied Social Psychology.*

Assessing the explanatory value of the direct TPB is the focus of Paper 3 (Study 2b). The study examined the explanatory value of the standard TPB (i.e., attitude, subjective norm, and PBC) as well as an extended model which included self-identity (operationalized as professional identity) and adjustment to retirement. The addition of these two constructs to the model stemmed from the initial qualitative exploration wherein older people's professional identity and state of adjustment to retirement appeared to be associated with levels of intention to volunteer. The study provided important information regarding the relative predictive strength of the variables and made a valuable contribution to the development of the theoretical model of volunteer decision making. The investigation also provided additional support for the explanatory value of the TPB (and extended versions of the

model) within volunteering research. The paper contributed, therefore, to Aim 1 and Aim 2 of the program of research.

4.4.4 Paper 4. Brayley, N. Obst, P.L., White, K.M., Lewis, I.M., Warburton, J., & Spencer, N. (In press). Exploring the validity and predictive power of an extended volunteer functions inventory within the context of episodic skilled volunteering by retirees. *Journal of Community Psychology.*

The fourth paper discusses the validity of the VFI within the context of episodic, skilled volunteering by older people. As such, Paper 4 relates to Aim 3 of the program of research (i.e., to validate the VFI within a contemporary older population and volunteering context). Recognising that the interests and profile of older volunteers may be changing, the article considers the stability of the standard VFI factor structure within a contemporary older population and context. Additionally, the article investigates the explanatory value of a new construct 'continuity of work', a potential replacement for the career function when the inventory is used to assess motivation to volunteer in older individuals. The decision to assess the value of the novel continuity of work function originated from the initial qualitative enquiry (i.e., Study 1) wherein older people identified the opportunity to continue to use their professional skills and intellectual stimulation as advantages/motives for volunteering. Continuity of work skills was anticipated to represent an adaptive strategy for coming to terms with ageing; a notion which may be explained by the continuity theory of normal ageing (Atchley, 1989). The study developed an initial set of 10 items to tap this novel construct which, in turn, was found to be a significant predictor of older people's intention to volunteer in this context.

4.5 Chapter Summary

Chapter 4 has provided an overview of the doctoral program of research. The three distinct studies of the research program were described and the relationship between these studies and the aims of the research were outlined. An overview of the papers generating from the research was also provided and the relationships between the papers, the research studies, and the research aims were defined.

The papers are now presented in Chapters 5, 7, 8 and 10 of this dissertation. In keeping with the requirements of a thesis by publication, one of these papers (i.e., Paper 4) has been accepted for publication by the Journal of Community Psychology. Two papers are currently under review for publication; the remaining manuscript (Paper 1) is being revised for submission to a journal (i.e., Third Sector Review). To enhance the readability of the document, references for all papers are presented at the end of the thesis.

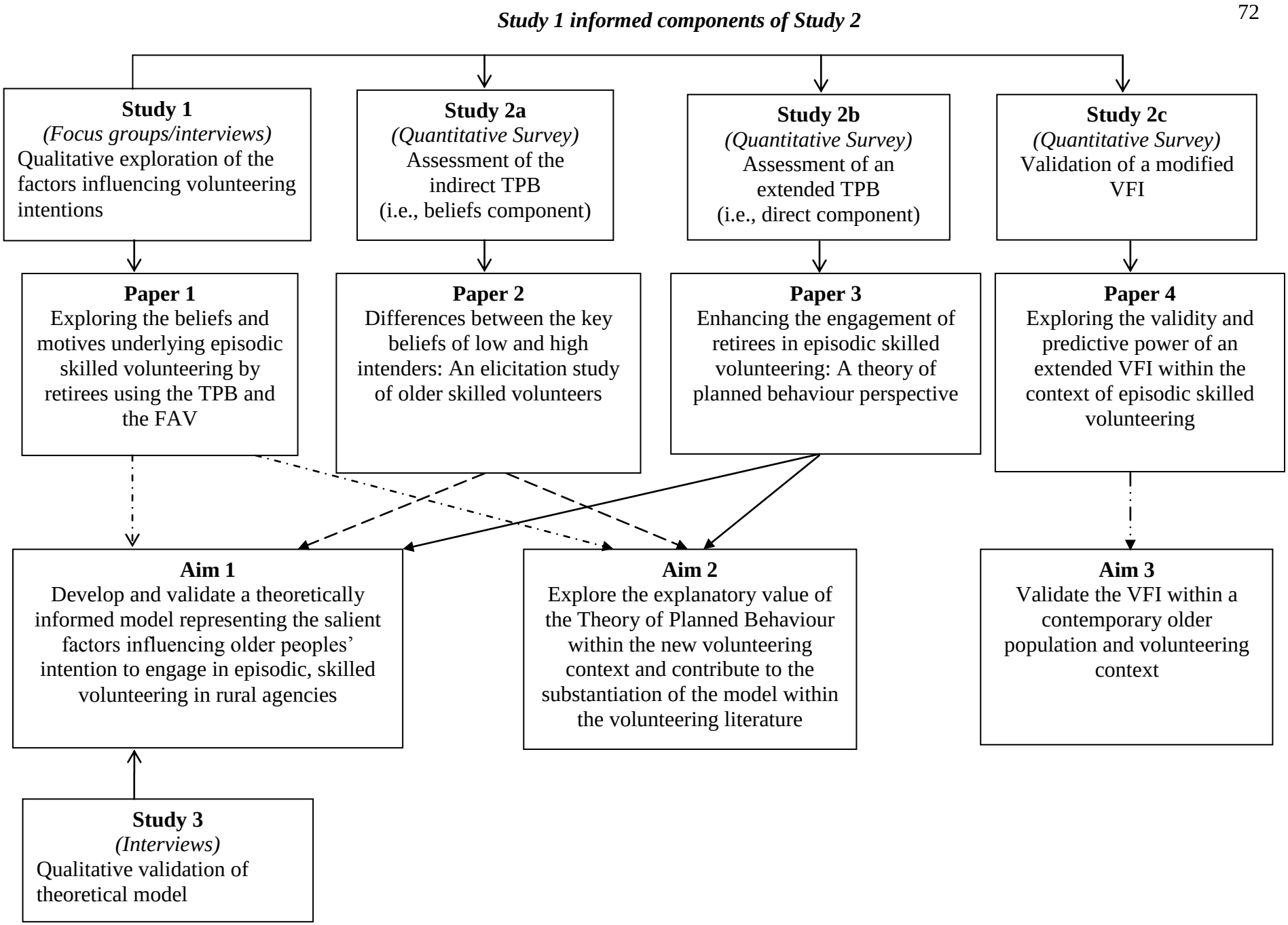

Figure 2. Overview of program of research. Relationships between studies, papers, and research aims.

Chapter 5: Paper 1 (Study 1)

Beliefs and Motives Underlying Episodic Skilled Volunteering

5.1 Notes

This paper is currently being revised for consideration by the *Third Sector Review.*

Brayley, M.N., Obst, P.L., Lewis, I.M., White, K.M., Warburton, J., & Spencer, N. Exploring the Beliefs and Motives Underlying Episodic Skilled Volunteering by Retirees using the Theory of Planned Behaviour and the Functional Approach to Volunteering.

The doctoral candidate is the first author on this paper and prepared all components of the manuscript including reviewing the literature, data collection, data analysis, and writing the paper. All other authors are members of the candidate's supervisory team. Their contribution to the research and to the writing of the paper was of a supervisory nature. Written permission to include this paper in the candidate's doctoral thesis has been obtained from all co-authors.

The content of this paper was presented at the 2012 conference for the Society of the Psychological Study of Social Issues (North Carolina, USA). Only the abstract of the paper was included in conference proceedings.

This study relates to Aims 1, 2, and 3 of the program of research and was undertaken as Study 1 of the research agenda. The interview schedule used to collect the qualitative data for this study is presented in Appendix B.

5.2 Abstract

The current study explored the beliefs and motivations influencing retirees' engagement in episodic, skilled volunteering from two theoretical perspectives, the theory of planned behaviour (TPB; Ajzen, 1991) and the functional approach to volunteering (FAV; Clary et al., 1998). Thirty five retired professionals participated in focus groups and interviews. For the TPB, a theoretical thematic analysis identified a range of behavioural beliefs (e.g., advantages: helping rural communities, continued use of professional skills; disadvantages: leaving family), and control beliefs (i.e., facilitators: accurate role information; barriers: volunteering expenses) associated with this novel type of volunteering. Normative beliefs were restricted to family members only. From the functional approach perspective, retirees' motives for volunteering fell principally within the values, enhancement and understanding domains. Two motives (i.e., intellectual stimulation and continued skill use), were not explained by the functional framework. The findings will inform strategies used to engage retirees within this volunteering context. The study demonstrates, also, the continued value of the functional approach to understanding volunteering in older populations and the explanatory benefit of the belief based TPB within volunteering research.

5.3 Introduction

Volunteers within the non-profit sector make an outstanding contribution to the provision of community services in Australia. While the prevalence of volunteering by people over 18 years of age has increased substantially over past decades, the proportion of Australians volunteering shows a concerning decline from the age of 55 years onwards (Australian Bureau of Statistics, 2010b). Although the number of people engaging as volunteers reduces in the later stages of life, the median number of hours of volunteering undertaken by older Australians (i.e., aged 55 to 84 years) exceeds that of younger adults (Australian Bureau of Statistics, 2010b). As such, strategies which successfully increase the number of older people volunteering are particularly important.

While population ageing (Anderson & Peter Sotir, 2000) may have a positive effect on the number of older volunteers (Einolf, 2009), sustaining and increasing rates of volunteering by older citizens, both now and in the future, is unlikely to occur without specific challenges. In particular, the variant profile and expectations of the Baby Boomer generation (i.e., Born 1946-1965; Australian Bureau of Statistics, 2003), who are now beginning to enter retirement (Australian Bureau of Statistics, 2009) may make the recruitment and retention of older volunteers more difficult. Although empirical research examining the volunteer interests of the Australian Baby Boomers is currently limited (Esmond, 2001), government commissioned reports suggest that they are seeking opportunities which are "interesting, challenging and meaningful, temporary and flexible" (Esmond, 2001, p. 18) and which "allow them to utilize their life skills" (Salt & Mikkelsen, 2009, p. 47).

In addition to being concerned about time commitments and expressing greater interest in short-term, flexible projects that fit with their busy lifestyles (Warburton et al., 2007; Warburton et al., 2001) research suggests also that Baby Boomers will be more attracted to voluntary roles which make a valuable contribution to society (Rotolo & Wilson, 2004; Warburton, 2012). Further, although Baby Boomers who come from professional backgrounds may be well resourced in terms of high levels of education, income and health, variables which are closely aligned with increased rates of volunteerism (Erlinghagen, 2010; Kaskie, Imhof, Cavanaugh, & Culp, 2008), this group may be more inclined to freely reject roles which do not meet their personal interest or which they do not believe are sufficiently challenging (Morrow-Howell, 2007; Volunteeer Match, 2007). As many within this cohort are likely to have been exposed to corporate social responsibility programs within the workplace, their expectation regarding volunteering may be particularly high (Gonyea & Googins, 2006). In essence, research suggests that the future cohort of older volunteers will need to be offered interesting and valuable roles, particularly short-term projects, and have volunteering promoted to them as an activity of choice among a range of potential options (Warburton et al., 2007). It appears that those responsible for enlisting the help of older people in times to come may experience a different 'brand' of older volunteer than previously encountered in large numbers.

Valuable contribution of theoretically based research. Successfully engaging older volunteers both now and in the future will require an approach which strongly supports their specific needs and expectations (Brudney & Meijs, 2009). Although, to date, much of the research pertaining to volunteering has been atheoretical (Hall, 2008; Warburton & Terry, 2000), the greater use of theory within

empirical inquiries may foster a better understanding of the factors underlying volunteer decision making by older people, and may facilitate the development of tailored initiatives which are more likely to secure their participation. The current qualitative study makes a valuable contribution to theoretically based volunteering research by exploring volunteer decision making, in older people, from the perspective of two well validated conceptual theories. The first framework, the theory of planned behaviour (TPB; Ajzen, 1991), is a belief based model of behaviour prediction. The TPB has received minimal empirical investigation in the volunteering literature, despite being well validated as a useful theory and predictive model across a diverse range of behaviours including altruistic-related actions such as organ donation (Hyde & White, 2009a), blood donation (Reid & Wood, 2008), and charitable giving (Smith & McSweeney, 2007; van der Linden, 2011). The second framework is the functional approach to volunteering (FAV; Clary et al., 1998); a model which was developed within the volunteering context. The research aims to explore the potential contribution of both theoretical models to understand volunteerism in contemporary older populations.

The Theory of Planned Behaviour (TPB). The TPB (Ajzen, 1991) proposes that behavioural intention represents the most proximal predictor of actual behaviour. Consequently, intention to volunteer, within a given context, can be used to predict an individual's actual engagement as a volunteer. The theory suggests that an individual's attitudes (i.e., favourable or unfavourable evaluation of the behaviour), subjective norm (i.e., perceived approval or disapproval from important others for behavioural performance), and perceived behavioural control (PBC: the perceived ease or difficulty of performing the behaviour, also proposed to influence behaviour directly) influence their intention to perform a particular behaviour and each of these

constructs (i.e., direct measures) is underpinned by a series of beliefs (i.e., indirect measures). Specifically, attitudes are based on behavioural beliefs relating to the possible advantages and disadvantages of performing the behaviour. Subjective norms are based on normative beliefs regarding what the individual believes significant others would want them to do. (i.e., whether people and groups who are important to them would approve or disapprove of the behaviour). Finally, PBC is based on control beliefs regarding the extent to which an individual perceives that they have the ability to perform the behaviour. PBC is thus based on the individuals' appraisal of internal and external factors that may facilitate or impede the behaviour. The elicitation of beliefs may provide important insight into the foundations of a particular behaviour, and, ultimately, may provide guidance for the development of interventions aiming to promote volunteerism to a given population.

Despite the specific focus of the TPB on both intrinsic and external determinants of behaviour and the relevance of both types of determinants to volunteer decision making, there are currently few examples of studies utilising the TPB as a basis for understanding volunteering behaviour. Warburton and Terry (2000) demonstrated the efficacy of the TPB in predicting intention to volunteer in a random sample of older Australians (i.e., 65 – 74 years), based upon an extended TPB framework which including additional constructs of moral obligation and behavioural norm. The TPB's constructs of attitudes, subjective norm, and PBC were found to significantly and positively predict older Australians' intention to volunteer. Furthermore, people's intentions to volunteer were strongly and positively associated with their volunteering behaviour. The findings, therefore, provide support for the predictive capacity of the TPB and its hypothesised tenets in the volunteering context. The predictive utility of the TPB was also demonstrated in a study by

Greenslade and White (2005), whereby the predictors of intention to volunteer were explored in a sample of individuals who volunteered more frequently than the Australian national average (i.e., three hours/week). Once again, the TPB's key measures (i.e., attitudes, subjective norm, and PBC) were significant predictors of people's intention to volunteer.

Notably, both of the aforementioned studies applied quantitative methods and restricted their TPB-based enquiries to assessments of the direct measures of attitudes, subjective norms, and PBC, and their association with intention to volunteer and volunteering behaviour. These enquiries did not investigate the beliefs, or the indirect measures, underpinning the three constructs of the TPB. In light of the value of eliciting the salient behavioural, normative, and control beliefs in understanding determinants of behaviour and to the development of behaviour change interventions, qualitative enquiries which elicit such beliefs are particularly valuable.

Functional Approach to Volunteering. The FAV and the associated Volunteer Function Inventory (VFI; Clary et al., 1998) derives from the functional approach to attitudes and persuasion (Katz, 1960). According to this model, the attitudes that individuals hold reflect a number of psychological and social needs (i.e. motivational functions) and this association between attitudes and needs may vary between people (Clary et al., 1994) in that a particular attitude may correspond to different underlying motivational functions for different individuals. The FAV, therefore, provides a theoretical framework for understanding the psychological and social functions, or motivations, which individual's seek to fulfil through volunteering and which represent the substructure of their attitudes toward volunteering.

Importantly, the functional explanation of volunteering suggests that, although there will be substantial variation between individuals in terms of the motivational functions influencing their intention to participate in volunteering, all psychological and social drivers can be explained through six fundamental, intrinsic functions. Individuals participate in volunteering for altruistic reasons (i.e., values function), to enhance their self-esteem (i.e., enhancement function), to negate negative affect (i.e., protective function) and to facilitate employment or career advancement (i.e., career function). Individuals may also seek volunteering opportunities to support companionship and/or to adhere to the normative influence of important others (i.e., social function), or to promote personal learning (i.e., understanding function).

The assessment of volunteer motivations has practical application in terms of influencing attitudinal change (Clary et al., 1994). By targeting persuasive messages to the function or functions that hold particular value for an individual, volunteering behaviour may be influenced. Hence, a persuasive message which focuses on the values function of the model (e.g., helping others through volunteering) is likely to be more effective in influencing attitudes to volunteering in individuals whom the values function is salient. Looking beyond volunteer engagement, voluntary activities which result in benefits that fulfil a volunteer's underlying motivations may lead to the volunteer feeling more satisfied and remaining in a volunteering role for longer (Clary et al., 1998).

The motivational functions most relevant to older people (i.e., 51-79 years of age), who were both actively volunteering and not volunteering, were assessed quantitatively by Yoshioka et al. (2007). Notably, the career function was removed from the model due to its irrelevance to the older sample, most of whom (i.e., 81%)

had left paid employment and were retired. Factor analysis found support for a four factor model, which combined the enhancement and understanding functions, rather than the anticipated five factor structure (i.e., minus careers). The values and social functions were salient predictors of volunteering for both volunteers and non-volunteers. Although the enhancement/understanding and protective functions were relevant to both samples, non-volunteers were significantly more likely to be motivated by the opportunity to learn new things (i.e., enhancement/understanding dimension) and for protective reasons than those who were already involved in volunteering. Okun et al. (1998) also investigated the relationship between salient volunteer functions and demographic variables, including age, across two separate cohorts of older people (i.e., individuals 50 years and older volunteering in either a health care centre or volunteer matching service). Although support was found for all six motivational categories of the functional model, across both samples, older volunteers' reasons for volunteering fell predominantly into the values, understanding, and enhancement dimensions of the framework.

Despite the popular application of the functional approach within volunteering research (Hustinx et al., 2010), it is important to recognise that the model was developed as a tool for assessing motivations which hold "generic relevance to volunteerism" (Clary et al., 1998, p. 1519). Qualitative research which uses the functional approach as a foundation for exploring volunteer motivation within older populations and contemporary contexts, and which allows for the uncovering of additional motives should they present, may be particularly insightful for those endeavouring to effectively engage contemporary, older volunteers. Stergios and Carruthers (2002) investigated, via qualitative means, the motivations underpinning volunteering (i.e., from the functional perspective) in a sample of

senior volunteers. Although support was found for five of the six motivational domains of the FAV, motivations were found to fall principally into the values, social, and enhancement themes; the understanding and protective themes were found to hold relevance for only some participants in the study. Importantly, the study also identified an additional motivational element that was relevant to some individuals, termed ‘continuity’. For those who had held professional career roles, the theme captured the opportunity afforded through volunteering to continue to use one’s vocational skills, to continue to pursue previously valued activities, and, importantly, to subsequently maintain one’s self-esteem. Stergios and Carruthers’ (2002) study exemplifies the ongoing benefit that can be gained by using the functional approach within qualitative research as a basis for assessing and comparing motivation to volunteer in older populations and for uncovering novel motivations should they exist.

The Current Study

In light of population ageing and the reported changing profile of the current older population, it is timely to use a strong theory base to explore the salient factors that underlie older people’s involvement in volunteering. The present study adopted a theoretical approach to consider volunteer decision making by retired business professionals within the context of episodic, skilled volunteering in rural agencies. Skilled volunteering is a style of volunteering which involves the use of one’s work related knowledge and expertise on a voluntary basis within non-profit agencies (Corporation for National and Community Service, 2012). Episodic volunteering, also referred to as ‘new’ volunteering, refers to short term or discrete, task-specific volunteering, wherein the boundaries are clearly defined (Rehberg, 2005). Professional skill deficiencies endured by rural agencies in Queensland (i.e., where

the study was undertaken), are extensive (Miles, Marshall, Rolf, & Noonan, 2004) and are a major inhibitor to the survival and prosperity of townships. The skill sets selected for examination within the research were chosen based on the expressed needs of rural agencies in Queensland, Australia (the district in which the study was conducted and in which future volunteering roles would be located). This context provides, then, an appealing volunteering setting in which retirees can see that their skills and experience are genuinely needed and that they can make a significant contribution to society. It is also a type of volunteerism whereby contemporary older Australians can continue to use their professional skills on a short term and highly flexible basis, conditions which are reportedly very attractive to this population.

The qualitative enquiry examined the factors contributing to volunteer decision making from the perspective of the TPB (Ajzen, 1991) and the FAV (Clary et al., 1998). Examination of the indirect measures of the TPB (i.e., behavioural beliefs, normative beliefs, and control beliefs) provided an understanding of the internal and external factors likely to contribute to retirees' decisions to volunteer. The FAV was also used to investigate intrinsic motivations underlying contemporary older people's engagement in volunteering. Specifically, the study explored present day retirees' motives for volunteering in terms of how well they were explained by the functional model and considered the extent to which these motivations reflect the motivational functions aligned with previously studied senior populations.

It is noted from the outset that overlap between the findings of the two frameworks was anticipated as motivations which underpin older peoples' engagement in volunteering (i.e., personal and social drivers of volunteering) may closely reflect individuals' salient behavioural beliefs (i.e., in particular beliefs regarding the advantages of volunteering) and/or normative beliefs (i.e., beliefs

relating to approval/disapproval of volunteer behaviour by important others) which underlie intention to volunteer within the TPB. Where applicable, overlaps between the findings from each theoretical perspective will be noted.

In summary, the study addressed the following broad research questions (a) What are the key behavioural beliefs, normative beliefs and control beliefs influencing contemporary older people's intentions to undertake episodic, skilled volunteering with rural agencies? (b) What explanatory value does the assessment of the indirect measures of the TPB contribute to our theoretical understanding of volunteer behaviour when used as a framework for qualitative research? (c) What are the key motivations underpinning older people's decision to engage in episodic, skilled volunteering with rural agencies and how do these motives compare to those of other populations of older volunteers? (d) How well are motivations for volunteering of contemporary older people, within the context of episodic skilled volunteering in rural locations, explained by the FAV and what value can be gained by continuing to explore motivation to volunteer, from the functional perspective?

5.4 Method

Procedure. Data were drawn from six focus groups and three individual interviews completed between June and October, 2010. Focus groups were selected as the method for data collection given that the research was focused on exploring and gaining a rich understanding of the beliefs held by retirees regarding episodic, skilled volunteering in rural settings. Focus groups provided an effective means of gaining the insights of multiple people simultaneously (Krueger & Casey, 2000). Although the social setting of focus groups was useful for stimulating discussion and for generating ideas (Barbour & Kitzinger, 1999), numerous challenges associated with focus groups were also given due consideration. Issues such as the impact of

dominant participants and the influence of the opinions and attributes of the facilitator on group process (Barbour & Kitzinger, 1999) were considered both during focus group discussions and during data analysis.

Discussion forums were held at a range of community venues across both metropolitan and inner regional districts within a 200km radius of Brisbane, Australia. Although it was not initially intended to undertake individual interviews, these were performed to accommodate persons who could not viably attend a group session or who expressed interest in attending a focus group which did not eventuate. The combination of data collection methods was considered an asset of the research, allowing the triangulation of data from both techniques (Turner & Turner, 2009).

All participants were provided with an information sheet that detailed their voluntary involvement in the group discussion/interview and their rights as a research participant. Written consent was obtained from all participants prior to their engagement in the research. The purpose of the research was also reiterated at the commencement of all discussions and participants were informed that the views of all group members were sought and valued. A semi-structured interview schedule guided all sessions. Participants were asked to respond to the questions within the context of their participation in episodic, skilled volunteering with rural based agencies (i.e., not for profit and local government agencies). Although questions sought to explore the key constructs of the TPB and the FAV, the order of questioning was determined by the direction of the group dialogue and questions were refined over time, and at times expanded upon, to reflect the findings of preceding groups. This approach allowed the researcher to obtain a much deeper understanding of the key factors influencing retirees' decision to volunteer. All discussions were audio taped.

The following types of questions were used to explore behavioural, normative, and control beliefs, respectively, aligned with the TPB: 'What do you think would be the advantages of volunteering with a rural agency on an episodic basis', 'What would others, who are important to you, think about you volunteering?' 'What types of things would stop you from volunteering with a rural agency?' The enquiry of intrinsic motivations, in line with the FAV, was prompted by questions such as "what would motivate you to take on this type of role with a rural agency?'

Member checking was conducted throughout discussions to confirm the facilitator's (i.e., first author) understanding and interpretations (Murphy & Dingwall, 2003). At the end of each discussion, the facilitator provided a summary of the session's findings, at which time participants were invited to add any further comment and/or clarification they believed relevant. The decision to cease data collection after six focus groups and three interviews was based on the researchers' informed conclusion (i.e., arising from simultaneous data collection and analysis, including memo writing) that theoretical saturation had been reached (Morgan, 1998).

Participants. Participants were recruited from a range of seniors' and volunteer networks (e.g., National Seniors, Sixties and Better programs) within the Brisbane and wider Brisbane area. Advertisements were also placed in local newspapers and were distributed, directly by the researcher, at a number of seniors' meetings and forums. Individuals registered their interest in participating in a discussion forum via email or telephone, at which time they were screened against selection criteria to verify their suitability for the research. Participants were required to be fully retired, semi-retired, or planning retirement within two years. Professional experience in one of the following business domains was also essential: business

development, business management, human resource management, information technology, public service administration, finance, accounting, and business marketing. Formal qualifications in these fields were not required. An $AUD50 gift voucher was provided to all participants.

Thirty five individuals (F = 12, M = 23) took part in the study. Group sizes ranged from two to twelve participants; however, most sessions contained between 5 and 7 participants. Discussions/interviews varied in duration from 1.5 to 2 hours. Participants ranged in age from 54 to 78 years (M = 65.3 years). Twenty one participants were fully retired, ten were semi-retired, and three were planning retirement within two years. Five participants received a full government pension, 11 received a part government pension, and 18 received no government pension. While 23 participants (65%) had prior experience as a volunteer, 11 (31%) had not previously participated in volunteering. Participants resided in Brisbane (Queensland, Australia), the wider Brisbane area, or large regional centres in Queensland.

Analysis. Data from each discussion were transcribed verbatim by a professional transcription company. A theoretical thematic analysis (Braun & Clarke, 2006), encompassing data from all focus groups and interviews, was completed by the first author. Analysis was carried out in several cycles and was largely deductive (Saldana, 2009) as the overarching themes were determined by the theoretical framework of the study. Interest was also paid, however, to other themes which were evident within the data but which fell beyond the boundaries of these theories. In the first cycle, data were structurally coded according to the constructs of the TPB and the functional approach to volunteering (Saldana, 2009). This first stage analysis was

deemed appropriate as the study was responding to specific research questions, as opposed to formulating innovative theory (Saldana, 2009).

The second cycle of coding involved the reorganisation and refinement of cycle one codes into more specific codes within each of the a priori categories. For example, the data falling within the control beliefs (facilitators and barriers) domain of the TPB was examined and coded into an array of quite explicit codes (e.g., participants' accommodation costs, travel costs, accurate role match). These very specific codes were subsequently re-examined and those which were conceptually similar were combined into more common, overarching themes and those which were mentioned by few participants were eliminated. For example, specific codes relating to volunteer expenses were coded into an overarching theme of 'volunteer costs'. Themes were based on the level of intensity and extensiveness of discussion around the concepts during discussions, along with their frequency. The entire list of beliefs and motives elicited during this study, along with the number of groups/interviews in which they were reported is provided in Appendix C. A list of additional supporting quotes is provided in Appendix D.

The findings are presented and discussed in relation to the indirect measures of the TPB and the functional categories. The research generated extensive qualitative data. In light of volume of findings and as there was considerable overlap between the findings generated by the two theoretical approaches (i.e., motives for volunteering mirrored advantages associated with volunteering), the outcomes are summarised in Table 1. Given this summary, the following section will concentrate on the most salient beliefs and motivations (i.e., those which received frequent, extensive, and intense discussion) which may influence volunteer decision making by older people within the specified context. Notably, as the focus of the current

study was on identifying the array of factors influencing retirees' decision to volunteer, generally, analysis of the data according to the three cohorts (i.e., retired, semi-retired, planning to retire), or by gender, were not significant aims of the data analysis. Where identified, however, differences are noted. To maintain the anonymity of participants, supporting quotes are denoted only by the individual's gender.

5.5 Findings and Discussion

TPB Behavioural beliefs: advantages. Participants' attitudes to this type of volunteering were generally positive and they believed there to be many advantages associated with undertaking episodic, skilled volunteering in rural locations. Benefits associated with volunteering fell into two main categories; those which were oriented towards helping others (i.e., altruistic) and those which benefited the volunteer directly (i.e., self-oriented).

Altruistic based advantages. While participants in some groups articulated their interest in simply 'helping others', individuals' altruism was often linked to the view that they would be assisting agencies who have a true need and who are deserving of assistance. Hence, their interest lay in providing help to what they perceived to be a worthy and genuine cause. The belief that volunteering would contribute to the growth and sustainability of rural communities was also a specific and strong theme expressed within some groups. Although the chance to 'give something back' was voiced within several sessions, the intensity of discussion around this belief was not particularly strong. There was very limited discussion relating to moral obligation and volunteering. At times, the lack of extended discussion surrounding altruistic oriented beliefs suggested that some individuals

may have felt obliged to raise these types of advantages and were, perhaps, offering a socially desirable response.

Self-oriented advantages. Self-oriented beliefs were prevalent across all discussions/interviews. Indeed, discussion pertaining to egoistic centred advantages of volunteering consumed a greater proportion of session time than discussion relating to altruistic oriented benefits. Furthermore, self-oriented benefits appeared to have greater influence on retirees' decision to volunteer. While there were some participants who indicated a desire to simply help in whatever way was needed and with a high degree of flexibility, for many, their involvement was tightly tied and conditional on there being 'something in it for them' and to their performance of clearly defined roles that matched their interests. The following quotation illustrates how candidly participants expressed their need for personal benefit:

'We're at a stage of our life where our lives are rich and full and enjoyable, so if you're doing something, well what's in it for you too?' (Female)

The focus on egoist beliefs perhaps reflects previous research which confirmed a decreased interest in volunteering when individuals perceived that they were not gaining personal benefit (Callow, 2004). Furthermore, this finding prompts consideration as to whether the decision making approach of retirees may reflect rational choice theories of volunteering (i.e., Neo-classical approach) whereby individuals base their decision to volunteer on an evaluation of the costs and benefits associated with their involvement (Lee & Brudney, 2010).

Intellectual stimulation. The 'use it or lose it' sentiment or the thought that volunteering would be a means of keeping one's brain active was frequently identified as an advantage associated with episodic, skilled volunteering. For some, the opportunity to engage in intellectually stimulating work was seen as a means of

preventing dementia or offsetting cognitive decline that can accompany normal ageing.

'Keeping that active. Your brain. That's the primary requirement, is keeping that active. So that you don't go into the… you know where you go?' (Female)

Maintaining professional interests/sense of purpose. Keeping one's interests up in retirement, in terms of continuing to use one's professional skills and knowledge, was also expressed as an advantage of skilled volunteering across a number of groups. Comments, such as 'you've still got to keep your interests up in the fields you know well' demonstrate this theme. The opportunity to 'learn new things', was also explicitly stated by participants in several group discussions. Tied in with keeping one's interests up during retirement was the strong belief held by many participants that volunteering would provide them with a sense of purpose during retirement. Some individuals also articulated that volunteering would make them feel valued.

'…there's this very interesting thing I'm finding in my life is that you're sixty and so they die at eighty five or whatever and twenty five years sounds like a really long period of time and that it should be way off there, but in another way it feels so close and the whole retiring thing and things finishing, pushes you into that phase. And so it's like about doing something with your life that's ...that.....yeah that still fills your life you know, otherwise you know you're not quite ready yet to just sit back in the chair and wait to die.' (Female)

Opportunity to travel and experiencing rural life. The opportunities to travel and see the country and to experience life in rural communities were also important benefits aligned with this type of volunteering. The prospect of 'seeing the country' was prominent across all discussion groups. Some viewed volunteering as a means of

seeing areas of Australia in a way that would not be possible as a tourist. However, participant accounts suggest that the pool of potential volunteers may be segmented based on this belief. While the opportunity to travel and see the country was appealing to some, for others this opportunity was much less of a motivator, with the focus of the latter group being principally on the volunteering role. A similar delineation is seen in the field of volunteer tourism whereby individuals are either motivated by the vacation or volunteering aspects of the experience (Brown & Morrison, 2003). This segmentation does not appear to be linked to the stage of retirement of the individual (i.e., retired, semi-retired, or planning to retire). This potential segmentation of the target group is portrayed through the following quotations:

'Well, the thought that comes into my mind first is the selfish one of travelling, not the altruistic one necessarily of serving others, but I think travelling but as I…what I was saying before about like connecting with communities and really having a sense of what was umm…happening for people there and what their life was like.'

(Female)

In contrast to:

'But the idea would be to get out there and do it, not get out there and do all the tourist things…

So your focus would be more on the role and then? Absolutely…' (Male)

Those wishing to engage older volunteers within this context will need to be mindful of potential heterogeneity within the pool of retired volunteers. In keeping with the growing tendency to adopt market oriented approaches within the non-profit sector (Callow, 2004) and to realign volunteer recruitment strategies towards the

needs of the volunteer (Brudney & Meijs, 2009), it will be important to structure volunteering roles to respect this variation.

Adjustment to retirement. There was generous discussion across several groups/interviews regarding the view that volunteering would be a means of adjusting to retirement, and may be more appealing to the newly retired as opposed to those who had an established retirement routine. While this belief was expressed often by participants who were themselves adjusting to retirement, it was also commonly raised by retirees who were reflecting on their own transition to the post work lifestyle. There was dialogue within a few groups/interviews, however, around the fact that individuals' interest in this type of volunteering may not be associated with stage of retirement:

'Yes it's difficult to generalise, I mean some people who have just recently retired might want a bit of a break from work, whether its volunteering or full time work and they might have an overseas trip or relocate to the [Place Name] or something so they might want a break. Others that you say might want to continue keeping their mind active so it's very difficult to say.' (Female)

Social benefits. Engaging in volunteering for social benefits (e.g., meeting new people, making new friends, volunteering alongside existing friends) did not emerge as a particularly strong theme. While the opportunity to meet new people and the camaraderie associated with volunteering were raised within a few groups, discussion around this specific belief was not extensive, despite an expressed interest by some to 'experience life in a rural community'. Although prior research has identified the social aspect of volunteering as an important motive (Stergios & Carruthers, 2002), promoting the social advantages of volunteering may not be an effective strategy for gaining the attention of this group.

TPB-Behavioural beliefs: disadvantages. The potential cost (i.e., accommodation and travel expenses) to retirees was articulated as a key disadvantage of volunteering by many participants as were leaving one's family and having existing commitments interrupted. The latter two disadvantages, however, were not discussed as extensively and with as much rigour as the issue of volunteering costs. This finding suggests that the former issue may represent a more poignant concern for retirees.

Given the dominant focus by participants on self-oriented advantages of volunteering, roles and recruitment initiatives will need to be designed to accentuate these beliefs. Campaigns which fail to respect the need for there to be 'something in it' for the volunteer are unlikely to be as fruitful. Explicitly, recruitment and management strategies should promote volunteering as a means of gaining intellectual stimulation, an opportunity to maintain vocational interests, a chance to travel and experience life within a rural community, and as an activity that can bring a sense of purpose and value to one's retirement years. Campaigns aiming to lure those approaching retirement or the semi-retired may benefit from also promoting volunteering as a means of adjusting to this new phase of life. Targeting those planning to retire or in early retirement, prior to the establishment of a retirement routine may also be lucrative, particularly as prior research suggests that those who begin volunteering while working are more likely to continue volunteering during retirement (Zedlewski, 2007).

Altruistic beliefs should not be ignored, however, as a means of influencing the engagement and management of older volunteers in this context, as for some retirees 'helping others' was a critical element in their decision to volunteer. Even for those with a strong focus on egoistic beliefs, the opportunity to help agencies who

have a true need and to contribute to their growth and development is likely to be appealing, particularly as reports suggest that retirees are looking for meaningful activities that will make a significant contribution to society (Esmond, 2001).

TPB - Normative beliefs. Spouse/partners, children and grandchildren were very often the only sources of normative influence noted by retirees and, in a majority of cases, participants perceived that they would receive a high degree of support from these family members if they chose to engage in volunteering. For most, the opinion and support of their spouse was particularly important to their decision to volunteer. The true impact of the social influence of this important referent group is evidenced by the fact that the involvement of many retirees was contingent on their spouse/partner being able to travel with them.

'Well I talked about my wife before, I would only do it if she could go as well and she was accepting of what I was trying to do. She's the only significant other that would have an influence on me.' (Male)

For the few participants who questioned their availability to engage as a volunteer in a rural agency, existing commitments to their spouse/partner, children or grandchildren was often voiced as one of the key reasons for their inability to participate.

TPB - Control beliefs (facilitators and barriers). Although those who expressed an interest for episodic volunteering in rural locations also generally articulated a high degree of perceived behavioural control in relation to their participation, there was extensive and often intense discussion around the many facilitators and barriers associated with volunteering of this nature. Most importantly, although a majority of retirees confirmed that they believed that they 'could' participate in this type of volunteering and would enjoy doing so, their commitment

was highly conditional on various facilitators being met and barriers negated. They portrayed a message (both through their verbal word and body language) that the volunteering role and service would need to meet a high professional standard and level of appropriateness to secure their involvement.

Facilitators. Factors likely to enhance participation in volunteering fell into five overarching categories: perceived role achievability, role accuracy, role interest, volunteering costs, and personal factors.

Perceived role achievability. Role achievability was a very prominent theme and was principally associated with the belief that retirees would be more likely to volunteer if the assignment was an appropriate match with their vocational skills and experience.

'Yeah I'd be pretty, I'd feel confident especially if somebody had done or you know there'd been a process beforehand about the matching and there's a clear understanding what the conditions were going to be when you got there and what the responsibilities are.'(Female)

Rarely did participants raise the desire to volunteer in a role that deviated from their past vocational field. Positive working relationships were also a very prominent sub-theme within this category (i.e., many expressed the importance of being able to 'get along' with agency staff and of being accepted and welcomed by existing personnel and the local community). Furthermore, an important facilitator for many retirees was the availability of good decision making support while completing a volunteering placement.

Role accuracy. Another widely discussed facilitator was the need for comprehensive and accurate role information that would enable retirees to make an informed decision about the acceptance of the voluntary appointment. Although a

few participants identified that they would be happy to do ‘whatever was necessary’ during the time they were in a rural community, the majority felt very strongly about having clear and accurately defined roles and time lines. They quite often expressed concern about the process to be followed should they be requested to complete a task that fell beyond the original agreement. There was also concern that the skill assistance requested by the agency may deviate from that which is truly needed once assessed by a volunteer with appropriate experience and knowledge.

‘And if the problem, when you get out there, is not how you understood it or it was presented to you, that would be quite confronting I would imagine … that would bother me.’ (Female)

When considering the significant emphasis that participants placed on role achievability and role accuracy, it was apparent that this focus was linked to retirees not wishing to have their time wasted. Corresponding with this belief was a strong sub-theme whereby many participants highlighted the need for a clear exit strategy; a plan for discontinuing the volunteer placement should the role not go to plan or if the assignment deviated from what had been agreed to. They expressed disinterest in continuing roles which became too difficult to accomplish, whether this be due to the nature of the task, complicated human relationships or agency ‘red tape’.

‘As things unfold, you can get to a stage with some organizations where you realise it’s not going to work…and to be able to see that pretty quickly and not waste your time there, it’s very necessary.’ (Male)

Role interest. Being able to pick and choose roles which are of personal interest was a major facilitator of volunteer engagement. Participants required ‘freedom of choice’ and this prerequisite was closely aligned with the belief that there had to be ‘something in it for them’. Their confidence to reject unsuitable or

uninteresting roles was clearly evident and supports the findings of previous research (Volunteeer Match, 2007).

Volunteering Costs. Financial assistance for costs associated with volunteering was likely to support participation in volunteering. In most sessions, considerable time was spent discussing this issue (i.e., accommodation and travel expenses, and, to a lesser degree, food, which may be more expensive in rural locations). Very few retirees considered nominal payment for their professional services to be appropriate (e.g., honorarium).

Participants' views on financial subsidy for volunteering costs varied. Many participants felt that volunteering should be 'cost neutral'. This attitude appeared to be tied to a desire to feel valued, as financial support would indicate that their services were appreciated by rural agencies. Importantly, some retirees believed that volunteering cost may actually stop some older people from volunteering as they simply would not be able to afford to participate. There were, however, some participants who approved of personally paying for 'some costs' but supported the subsidisation of volunteering expenses. A limited number of participants indicated that they would be happy to pay for all costs resulting from volunteering.

These findings suggest that securing ongoing funding for expenses will be imperative to the successful engagement of retired professionals in episodic volunteering of this nature. The Australian government recognises the substantial financial outlay that can be incurred by volunteers and how this financial responsibility can be a significant deterrent to participation. Historically, the Australian government has provided funding to non-profit agencies to cover travel costs aligned with some activities and some training costs (Australian Government, 2013). Although partial or full reimbursement of costs may be sufficient to secure the

involvement of some older volunteers, paying for accommodation or travel expenses ‘up front’ and waiting for reimbursement may stop the involvement of others. They simply will not be able to afford such expense and the potential pool of retired volunteers may be substantially reduced as a result. Financial costs could be a major inhibitor to older citizens’ involvement in this variety of volunteering and, as such, would represent a significant factor to be addressed.

Looked after by rural community and personal factors. Although social benefit was not a key behavioural belief underpinning intention to volunteer within this context, many participants expressed a need to be looked after by local communities when providing their services. Personal safety and adequate insurance cover were also commonly raised as important facilitators of volunteering participation within this setting.

‘I think you’d want some kind of community support when it comes to some kind of peer arrangement where people in the community would take you out or you go back to people’s places for a meal occasionally, something like that.’ (Male)

Barriers. Discussion relating to the factors that would actually ‘stop’ participation in volunteering (i.e., barriers) was often difficult to stimulate within the groups and may be indicative of the fact that the sessions typically attracted individuals who were indeed interested in this type of volunteering. This sampling bias occurred despite recruitment strategies stressing that individuals who were both interested and not interested in episodic, skilled volunteering were required for the research. Appreciably, the former, given the likelihood of having more interest in volunteering were more likely to be involved in this research.

Four overarching categories of barriers did evolve from the data, however, including, existing family/nonfamily commitments, volunteering costs (as previously

discussed), health issues (i.e., of self and others), and personal factors (see Table 1). Among these themes, health issues and personal factors received the least amount of discussion by participants.

Clearly, there are many factors that are relevant to engaging older people as episodic, skilled volunteers in rural locations. The use of the belief based framework of the TPB has facilitated the identification and understanding of these factors. By considering behavioural beliefs, the importance of self-oriented advantages aligned with volunteering, such as the strong association between volunteering and intellectual stimulation and the continued use of vocational skills, was revealed. Examination of normative beliefs has demonstrated the limited range of significant others that are likely to have an impact on retirees' intention to volunteer and how the ability to travel with one's spouse may be a deciding factor for some. Furthermore, exploration of control beliefs has highlighted the large range of contextual factors that will need to be addressed to increase the likelihood of volunteering by this population. This will be particularly important given that control beliefs contribute to PBC which may directly influence volunteering behaviour (Ajzen, 1991). Close attention will need to be given to ensuring roles are well defined and achievable (particularly given the episodic tenure of volunteering roles) and to the efficient match of volunteers' skills and interests with the requirements of the task. The volunteering service will need to be portrayed in a professional light while also emphasising a high level of choice and flexibility for volunteers. Although the desired outcomes of non-profit, rural agencies will be important, these requirements will have to be closely balanced with the needs of the volunteers. Comprehensive procedures will need to be in place to address unsuccessful or difficult volunteering appointments. Most importantly, the above mentioned

attributes of the volunteering service should be clearly communicated to retirees through tailored recruitment campaigns that address salient beliefs.

Functional approach to volunteering. In accordance with the underlying premise of the FAV (Clary et al., 1998), individuals were motivated to volunteer by their desire to fulfil a number of self and other oriented needs. While expressed motives reflected some of the six categories of the functional model, it was evident that some domains were more or less relevant than others and several motivations were not captured within the fundamental categories of the long standing theoretical framework. As was anticipated, participants' motivations for volunteering mirrored their behavioural beliefs regarding the advantages of undertaking skilled volunteering on an episodic basis. Although a close connection was also expected between normative beliefs and the 'normative influences' element of the 'social function' of the FAV, this overlap was not strongly evident given that the social influence of significant others was not a prominent normative belief or motivational influence for this group.

As can be seen in Table 1, salient motivations underpinning the potential engagement of the majority of older volunteers related principally to the values, enhancement and understanding functions of the functional model and perhaps the protective function. As such, the outcomes are in keeping with previous research undertaken by Okun, et al. (1998). Slight variation is seen in relation to the work of Stergios and Carruthers (2002), however, where motivations were found to fall mainly into the values, enhancement, and social domains. Although a few participants in the current research suggested that they sought social advantages from volunteering (e.g., volunteering to be with friends), this was not identified as a prominent motivator in the current findings, nor was volunteering driven by the

social influence of others. Similarly, the careers function did not hold relevance for this group. The protective function was evidenced within the findings by retirees' motivation to adjust to retirement. Although mainly relevant for those who were approaching or were in the early stages of retirement, volunteering was seen as a means of dealing with the sense of loss that can accompany this major life change.

A motivation expressed by many retirees but which was not encompassed by the six domains of the FAV was the desire to undertake volunteering to remain mentally active. As was outlined in the findings relating to the TPB component of this research, this motive was strongly linked to the need to offset cognitive decline that can accompany normal ageing or to prevent the onset of dementia. It is likely that this motivation may be more accentuated in the current volunteering context than it would be in other settings given that the research was enquiring about motivations to undertake skilled volunteering. Further, individuals appear to be drawn to this mode of volunteering by the opportunity to continue to use their professional skills and knowledge and, in doing so, engage in mentally stimulating activity. Once again, this driver (i.e., to continue to use one's skills and knowledge) is not captured in the generic categories of the functional approach and may reflect the findings of Stergios and Carruthers (2002) who identified an additional motivational category relating to 'continuity'. While the understanding function of the functional approach incorporates a desire to learn new things, the needs satisfied by the motivation to continue to use ones skills and knowledge may be quite different to those aligned with personal learning.

Additionally, these two additional motives may reflect prior research which suggests that older volunteers are looking for challenging and worthwhile roles (Esmond, 2001). Perhaps the need to offset cognitive decline and to continue to use

ones skills and knowledge are the underlying forces behind older people looking for more challenging roles. There may be value in establishing the level of importance of these novel motives within a larger sample of contemporary older volunteers. Potentially, they may represent new motivational categories to be included in the functional model when used to assess volunteer motivation in older populations.

For the practical application of the research findings, it is apparent that persuasive messages which target the values, enhancement, and understanding functions of the functional approach may achieve the greatest benefit in terms of the engagement of older volunteers within the stipulated context. The study has provided specific insight as to the type of language and content to be used to portray these functions within recruitment interventions. Focusing on the protective function (i.e., adjustment to retirement) may also be worthwhile when endeavouring to engage individuals who are in the early stages of retirement or who are planning to retire. Messages or interventions which focus on the social and career domains of the FAV are unlikely to be fruitful as these functions are less likely to hold value for potential older volunteers within this setting. Benefit may be also be realised through persuasive interventions which tap retirees' need for intellectual stimulation and/or the offset of cognitive decline and the desire to continue to use professional skills and knowledge.

Table 1

Summary of Salient TPB Beliefs and Motivational Functions and their Applied Implications for Engaging Older Volunteers in Episodic, Skilled Volunteering

Beliefs	Functions	Applied implications
Advantages		
Helping others with genuine need/growth and development rural communities	Values	Recruitment interventions should promote volunteering as an opportunity to help those with a genuine need, however, emphasising self-oriented beliefs will be critically important.
Feeling valued/Sense of purpose	Enhancement	Volunteering should be depicted as an activity that may provide individuals with a sense of purpose and value during their post work years. Reimbursing retirees for volunteering costs may enhance this sense of value as financial assistance may portray that their services are truly appreciated by rural communities.
Travel & experience rural life	Understanding	The opportunity to see rural communities and to experience the rural lifestyle may be appealing to some. For others, however, achievement of the volunteering role may hold greater importance to the volunteer than the travel benefits. Recruitment strategies and volunteering roles should be developed with consideration of market segmentation.
	Career	Volunteer engagement strategies should avoid promoting motivations relating to career advancement, as this motive was not found to be salient for this cohort.
Adjustment to retirement	Protective	Volunteering should be promoted to those who are planning retirement or in early retirement as a means of adjusting to and overcoming feelings of loss that may be associated with this significant life event.
Continued use of professional skills and knowledge	No Function	Recruitment strategies should promote volunteering as an opportunity for retirees to continue to use their professional skills and knowledge during their retirement years, in a flexible arrangement.
Keep my brain active (offset cognitive decline)	No Function	Significant value may be gained from recognising the belief, within engagement strategies, that volunteering may assist to offset cognitive decline.
Disadvantages		
Potential volunteering costs		Ideally, volunteering of this nature should be 'cost neutral' for retirees. Engagement initiatives should aim to cover costs 'up front' for volunteers who are not in a position to await reimbursement. Remuneration of volunteering costs should be actively promoted within recruitment messages and strategies.
Interference with existing commitments (family & other)		Recruitment interventions should promote this type of volunteering as a form which fits the busy lifestyle of contemporary retirees and should stress the flexible timing and duration of assignments. The opportunity to partake in E-Volunteering should also be emphasised within recruitment messages.
Normative beliefs	Social	Engagement strategies endeavouring to influence individual's decision to volunteer through normative influence, should focus primarily on retirees' spouse/partners. The opportunity to travel with or without one's spouse/partner may be important given that some retirees may only participate in volunteering if accompanied by their partner/spouse.
Control beliefs: Facilitators		
Evidence of role achievability Clearly defined roles/accurate role information Personal interest in volunteering role Clear exit strategy Decision making support Payment of volunteering expenses Flexibility to travel with spouse/partner Looked after by rural community Appropriate insurance cover Safe environment		Volunteering roles offered to retirees will need to be viewed by retired professionals as achievable. Roles which retirees perceive to be 'unachievable', whether this is due to inappropriate skill/role match, poor interpersonal relations, or red tape may be unappealing. Volunteer matching services should be portrayed in a highly professional light; a perceived lack of professionalism, at any level of the volunteering service, is likely to deter retirees' involvement. They should expect retirees to reject roles which are not of personal interest. Recruitment strategies should provide comprehensive and accurate role information, including defined start and finish dates. Recruitment interviews should be completed by individuals who are deemed capable and credible (i.e., by the potential volunteers). Intervention messages should assure retirees of their personal safety during volunteering and should promote appropriate insurance cover. The opportunity to discontinue volunteering roles which do not go to plan should also be communicated to potential volunteers, along with evidence of a clearly defined exit procedure. Volunteers should be invited to participate in community activities during their volunteering placements.
Control beliefs: Barriers		
Volunteering costs Existing commitments (Family/Other) Health issues (Personal and Family)		In addition to covering volunteering costs and offering highly flexible conditions, providing volunteering roles in locations with sound medical facilities may aide the recruitment of those with suboptimal health.

Value of the theoretical frameworks.

The current qualitative study has demonstrated the continued value of the functional approach to our understanding of volunteer behaviour. Despite the generic nature of this model, it continues to provide a sound basis upon which motivation to volunteer in various populations and settings can be assessed and compared. The current study has also highlighted the value of ongoing qualitative research to clarify how motivation to volunteer, in specific groups and contexts, may deviate from the generic motivational domains of the functional model. Information from such assessments is likely to enhance volunteer recruitment and retention, as persuasive strategies, which target the most salient functions, can be developed.

Given the valuable volunteering potential of the escalating older population and their anticipated variant interests and expectations in relation to volunteering, further exploration of the psychological and social drivers underpinning the engagement by this group as volunteers is justified. Furthermore, ongoing empirical investigation of motivation to volunteer within contemporary populations of older people, from the functional perspective, may confirm or negate the need for a modified version of the functional approach for use in contemporary senior populations. Hence, should future qualitative studies find support for additional motivational domains within other contemporary senior populations (such as was found by Stergios and Curruthers (2002) and the current study), an adapted version of the functional model, specifically for older adults, may warrant consideration. Older people are a very important cohort of volunteers; the devise and update of theoretically based models, such as the FAV, which assist practitioners to successfully secure their engagement, should be a priority for future research.

An important purpose of this study was to also investigate the explanatory value of the indirect measures of the TPB, within qualitative research, to aid our understanding of volunteer decision making. The findings support the TPB as a useful model for exploring internal and contextual factors which may influence intention to volunteer. The exploration of behavioural, normative, and control beliefs has provided a comprehensive understanding of the viewpoint retirees hold regarding the advantages and disadvantages of partaking in this type of volunteering, the extent to which others approval or disapproval may influence their participation in volunteering and the broad range of barriers and facilitators likely to prevent or enhance volunteer engagement. Importantly, the findings also provide an understanding of how the key TPB constructs may interrelate and the degree of impact that each of these constructs is likely to play in volunteer decision making, in particular, the dominating influence of control beliefs. The current study, as one of the first to demonstrate the explanatory value of the belief based component of the TPB in the volunteering context, has provided strong justification for continuing to use this model to advance our understanding of volunteerism. While based in Australia, the findings of the study may have much broader value, in so much as the research demonstrates the potential value of the TPB within the field of volunteering.

An additional strength of this research was also the examination of the TPB belief based framework using a sample of individuals with vocational experience from a broad range of business areas and who were in various stages of retirement (i.e., approaching retirement, semi-retired, fully retired). The study included, also, individuals who were both actively volunteering and those who had never before participated in formal volunteering. It is acknowledged, however, that other theoretical approaches (e.g., grounded theory, an approach which would not prompt

elicitation of ideas through theoretically based questions) may have arrived at different conclusions regarding the salient beliefs and motivations influencing volunteer decision making. Further quantitative research should, therefore, be undertaken to assess the extent to which the salient beliefs and motivations identified by the current research influence volunteer decision making (i.e., within the current context) in a larger, more representative sample of older volunteers. Examining how the beliefs of individuals who are approaching retirement (e.g., still working full-time), semi-retired or fully-retired differ may be particularly insightful. A quantitative evaluating of the beliefs which are associated with pro-volunteering decision making may provide useful information for developing interventions targeting positive volunteer behaviour by this group or, indeed, subgroups.

Conclusion

The current study has taken an instrumental step in initiating the investigation of the explanatory value of the TPB to our understanding of volunteer decision making and has provided initial confirmation of the relevance of the indirect measures of the TPB within the volunteering context. As theoretically based volunteering research has in the past been limited, exploring the benefits of the TPB to volunteerism should continue to be a priority for researchers. Additionally, while acknowledging the overlap in the findings of the TPB and the FAV, both approaches provide useful tools for researchers and practitioners. Further examination of motivations to volunteer in contemporary senior groups should be undertaken as such enquiry will inform the need for a modification of the functions served by volunteering in older skilled volunteers. Information about important beliefs and motivations underlying older professionals' volunteer decision making will play a

critical role in the development of persuasive interventions which successfully secure the participation of older volunteers in the future.

Chapter 6: Volunteer Motives

6.1 Introduction

The previous chapter outlined the findings of the first study of the program of research which aimed to identify the salient motives and beliefs underpinning retirees' engagement in episodic, skilled volunteering in rural settings. Within Chapter 5 (i.e., Paper 1), it was noted that motivations underpinning volunteering were effectively subsumed within the behavioural beliefs (i.e., advantages) component of the indirect TPB. Hence, all of the motives raised by participants in relation to volunteering were also reported as salient advantages of volunteering. Consequently, the discussion around motives for volunteering in Paper 1 (Chapter 5) was limited to avoid duplication of information. For the purpose of this dissertation, however, it is appropriate to provide a more detailed description of how, in this context, motivations for volunteering mirrored some of the advantages of volunteering raised by retirees. The current brief chapter addresses this gap in the information provided on motives for volunteering presented in Chapter 5. The findings contained in the current chapter were drawn from Study 1 and address Aim 1 of the research program (i.e., development and validation of a model of the salient factors influencing older peoples' participation in episodic, skilled volunteering in rural agencies).

6.2 Method

Motives from volunteering were identified within Study 1's focus groups and personal interviews. As such, the participants, procedure and data analysis were identical to that used in Study 1 (see Chapter 5; Paper 1). To reiterate, however, questions used to identify motivations for volunteering included, "What do you feel would be your underlying reasons for participating in this type of volunteering?",

"What would motivate you to take on this type of volunteering role with a rural agency?" or "What would you be looking to get from this volunteering experience?"

6.3 Results

Motives for volunteering. Older people indicated that they were driven to volunteer by a variety of factors. While some of these factors were altruistically based, many of the reported motives benefited the volunteer directly and were, therefore, egoistically oriented. A majority of participants' motivations for volunteering were captured within four of the standard functions of the FAV. Retirees' motives for engaging in episodic, skilled volunteering in rural settings related principally to the values, enhancement, understanding, and protective functions of the functional approach to volunteering. The key motives for volunteering and their representation according to the domains of the functional approach are discussed below.

Values. Motives relating to altruism were raised by participants. While a few individuals seemed passionate about helping others, however, it seemed that many raised altruistic based motives because they felt obliged to do so. There was a strong sense within group discussions and interviews that, while altruistic based motives were relevant, egoistic based motivations were more important. The desire to help others who really need help and to contribute to the growth and sustainability of rural communities were the strongest sub-themes to emerge within this category.

'I think helping people in the community who have got some sort of disadvantage. You don't like to use that word really for rural communities but you know there are small organisations that need a hand from time to time and even some of our XXX branches have a bit of trouble keeping their books. And you know getting themselves

organised or whatever and it's a feeling that people in rural areas can use a hand from time to time and if you can do something to help them…' (Male)

Although the notion of 'giving something back' was raised by a few participants as a motivation for volunteering, discussion around this motive was limited and was not particularly passionate. Helping others who genuinely need help and contributing to the growth and sustainability of rural communities were also raised as salient advantages of volunteering by the older participants and, thus, were subsumed by the behavioural belief component of the TPB

Enhancement. Motives relating to enhancement of self-esteem were also evident within the data. Volunteering to have purpose and to consequently feel valued was the strongest theme raised within this motivational domain.

'And get some professional reward. And I think your skills are still [valued] and you can make a contribution in different ways.' (Male)

Further, a few participants raised the notion that volunteering would provide a sense of satisfaction in retirement from completing something worthwhile. Once again, these motives mirrored salient advantages of volunteering and were captured within the indirect component of the TPB.

Understanding. The understanding function focuses principally on volunteering as an opportunity for new learning and to implement one's skills, knowledge, and talents which may otherwise go unused. Several clear and strong themes were evident within this motivational domain, including individuals' desires to travel and see the country and to experience life in a rural community and in a way that may not be possible as a tourist. These motives were raised in all six focus groups. Few individuals specifically expressed that they were motivated to volunteer by the need to learn new things through the actual volunteering task. Hence, their

learning interests appeared to be associated with the peripheral advantages of the voluntary engagement. Discussion relating to the acquisition of new professional skills through volunteering was extremely limited. Interest in participating in roles which did not relate to their vocational experiences was rare. One individual identified that their interest in volunteering was driven by a desire to learn new things about themself. As these motives were not reported extensively within the groups or interviews, they were not seen to represent salient drivers of volunteering in this context. The two key motives aligned with the understanding function (i.e., travelling around Australia and experiencing life in a rural community) were also salient advantages of volunteering and, once again, were subsumed within the behavioural belief component of the TPB.

Protection. Participants raised only one motive relevant to the protective function of the model. Individuals within five of the six focus groups suggested that older people may engage in volunteering to facilitate adjustment to retirement. Hence, older citizens who are new to retirement or who are approaching retirement may be motivated to participate in this form of volunteering as a means of settling into this new stage of life. This motive was also expressed as an advantage (i.e., behavioural belief) of volunteering.

'Certainly those who have just retired I think um, if you can do something with this as a bit of a phase down it helps.'(Male)

Social. The social function relates mainly to social influences driving volunteering behaviour. While Clary et al. (1998) explained the social function as motivation relating to having an opportunity to be with one's friends and to adhere to the expectations of important others, most of the items within the Volunteer Functions Inventory (VFI; Clary et al., 1998) which relate to this function focus on the latter of these two motivational aspects. No participants reported that they would engage in volunteering to be with friends. Further, engaging in volunteering to satisfy expectations of others was not raised as a motive for volunteering within discussions. Support from significant others for volunteering (as opposed to pressure to bow to expectations) was explored and was evident. This element of social influence was captured within the subjective norm component of the TPB based decision making model. Few individuals raised the opportunity to meet people and to socialise as a key motive for volunteering.

'I love people, I love solitude too and going somewhere where I'm volunteering and getting to mix with people but being able to walk away from them and hide in my room at night time and I don't have to know them. You know building friendships but not kind of you know short term ones and then moving on would be really good…' (Female)

Other motives for volunteering. Participants raised two motives for volunteering which did not fall within standard constructs of the FAV. Many participants identified that their involvement in volunteering would be driven by their need for intellectual stimulation. In some cases, the desire to keep one's brain active was linked to the intent of offsetting dementia or cognitive decline which often accompanies normal ageing. Keeping one's professional interests up during retirement (i.e., continuing to use professional skills) was also a key motive that was

not accommodated within the domains of the FAV. Hence, as opposed to learning new things or using skills which the individual had not had the opportunity to use, older adults voiced the desire to continue to apply their professional skills and knowledge as a significant motive for engaging in episodic, skilled volunteering in rural settings. Participants perceived these elements to be important advantages of volunteering also.

6.4 Discussion

This component of the program of research sought to explore the motivations underlying older adults' participation in short term, professionally oriented volunteering in rural agencies. Further, this aspect of the enquiry sought to demonstrate how motives for volunteering mirrored some of the advantages of volunteering which were elicited through the TPB based component of Study 1. The investigation was completed as part of the initial qualitative exploration of the factors determining older people's intentions to volunteer (i.e., Study 1). The investigation considered also whether the motives associated with this novel form of volunteering were captured effectively within the standard functions of the FAV. In particular, the study identified novel motivational constructs which were not explained by the standard structure of the model.

The findings suggest that, as with other forms of volunteering, individuals are prompted to volunteer by a variety of psychosocial motives. These motives are both altruistic and egoistic in nature, although, in this context, motivation to volunteer may be biased toward self-oriented benefits. Further, many, although not all of the salient motives aligned with older people's participation in this form of volunteering were captured within the standard domains of the FAV, suggesting that the model,

and indeed the VFI, may adequately represent motivation to volunteer in this contemporary population and setting.

Of interest is that new learning was expressed as a desire to explore areas of Australia and to experience rural life as opposed to professional learning per se. Within the FAV/VFI, the understanding function is represented by an opportunity to learn more about the cause for which the individual is volunteering, to gain a new perspective on things and to learn new things through direct, hands on experience. It is difficult to say whether these statements represent the essence of the learning that individuals are likely to gain through the experience of national travel and rural life. Although these were strong themes within this qualitative aspect of the research, the quantitative assessment of the understanding function in Study 2c of the research (i.e., validation of the VFI; Chapter 10, Paper 4) may provide further insight on this issue.

Two motivations for volunteering were not captured within the standard domains of the FAV. These included the desire to obtain intellectual stimulation through volunteering and the drive to continue to utilise one's professional skills. These two items were also noted as advantages of volunteering and could, therefore, be subsumed by the indirect component of the TPB. There seemed to be a connection between these drivers of volunteering and adaptation to ageing, demonstrated somewhat by the explicit link between volunteering, keeping one's brain active, and avoiding cognitive decline which was articulated by several individuals. Hence, individuals appeared to be driven to stay mentally active, through volunteering as a means of avoiding or coming to terms with getting older. As some participants were strongly motivated to volunteer by the need to continue to use their professional skills, which would also provide intellectual stimulation, the data suggest a new

motivational domain whereby older adults are seeking a degree of continuation to their working life, through volunteering, in order to adjust to getting older. This new motivational category, which may be explained through Atchley's continuity theory of normal ageing (1989), may provide an important motivation domain and a logical replacement for the career function when the FAV/VFI are used to explain motivation to volunteer in older populations. The discovery of these motives which fell beyond the scope of the standard FAV/VFI prompted the ongoing examination of the value of 'continuity of work' as a motivational function in the VFI within Study 2c of the program of research.

6.5 Chapter Summary

The current chapter has detailed the motives underpinning older people's engagement in episodic, skilled volunteering in rural agencies. As highlighted, all motivations for volunteering were also viewed as advantages of volunteering (i.e., the belief component of the indirect TPB) in this context. As motives were adequately accounted for through the behavioural component of the TPB, there was no opportunity (i.e., as had originally been anticipated) to combine the two frameworks to arrive at a more effective model of volunteer decision making. Specifically, it was not feasible to draw unique constructs from the FAV and from the TPB as a means of arriving at a parsimonious model. Recognising that the constructs of the VFI were represented by the beliefs of the TPB, the TPB was used from this point forward in the program of research as the guiding framework for the development of the theoretically derived model of volunteer decision making. Participants' expressed motives for volunteering (i.e., within the current study) will be examined in further detail, however, in the general discussion (Chapter 11). The patterns of volunteer motives evidenced in Study 1 (as discussed in the current

Chapter) are compared with the motivational profile of a larger sample of older individuals as measured by the VFI and with the motives for volunteering raised by actual volunteers during final interviews which examined the utility of the theoretically derived model for volunteer recruitment.

Chapter 7: Paper 2 (Study 2a)

Differentiating Low and High Intenders of Episodic, Skilled Volunteering

7.1 Notes

This paper is currently under review with the *Journal of Community and Applied Social Psychology.*

Brayley, M.N., Obst, P.L., White, K.M., Lewis, I.M., Warburton, J., & Spencer, N. (2012). Differences between the key beliefs of low and high intenders: An elicitation study of older skilled volunteers.

The doctoral candidate is the first author on this paper and prepared all components of the manuscript including reviewing the literature, data collection, data analysis and writing the paper. All other authors are members of the candidate's supervisory team. Their contribution to the research and to the writing of the paper was of a supervisory nature. Written permission to include this paper in the candidate's doctoral thesis has been obtained from all co-authors.

The questionnaire used to collect the quantitative data for this study is presented in Appendix E. The investigation represented Study 2a of the research program. The beliefs assessed in this component of the research, however, were elicited in Study 1 of the program of research. The most salient beliefs were selected from the entire list of compiled beliefs from Study 1 based on the extent to which they were identified across groups/interviews, and according to the depth and rigour of discussion relating to the belief. A full list of beliefs elicited during study 1 is presented in Appendix C along with information about the extent to which they were raised across the groups and interviews. The findings from this study/paper contributed to Aims 1 and 2 of the research.

7.2 Abstract

The current study investigated the utility of the belief-based component of the Theory of planned behaviour (TPB; Ajzen, 1991) within volunteering research. Specifically, the behavioural, normative and control beliefs of retired professionals (N = 187), who reported either high or low intentions to engage in episodic, skilled volunteering in rural agencies, were explored using a TPB beliefs based framework. Significant multivariate effects were found between low and high intenders (to volunteer) for all belief categories. High intenders differed from low intenders on seven behavioural beliefs including the principle that volunteering would increase their level of satisfaction with retirement. High intenders reported significantly higher levels of support from referent others (e.g., spouse/partner) for volunteering. Several facilitators (e.g., role achievability) and barriers (e.g., commitments) to volunteering also differentiated the groups. The research found support for the belief-based component of the TPB as a framework for advancing our understanding of volunteerism and for informing volunteer recruitment initiatives.

7.3 Introduction

In Australia, the non-profit sector relies heavily on the invaluable work performed by volunteers. The economic contribution made by Australian volunteers is reported to exceed $14.6 billion per annum (Australian Bureau of Statistics, 2006-2007). Despite the commitment by community members to volunteering, recruiting and retaining sufficient voluntary human resources is a perpetual challenge for many not for profit service providers (Shields, 2009). This challenge may be exacerbated in the future by significant changes in the volunteering landscape, whereby the interests and demands of volunteers may be changing. For example, expectations of greater variety in volunteering opportunities and the desire for episodic (i.e., short term) engagements which are strongly aligned with individuals' interests are evidenced within the literature (Hustinx & Lammertyn, 2003). The changing profile of volunteering has significant implications for the non-profit sector whose continued success may be strongly linked with their ability to offer more transitory volunteering arrangements which are more focused on the interests and requirements of the volunteer and which do not entail a long term commitment to an agency (Hustinx & Lammertyn, 2003).

Older citizens represent a highly important part of the Australian volunteering community and may not be exempt from the reported changing characterisation of volunteerism. Although many industrialised nations may experience a natural increase in the number of older volunteers as a result of population ageing (Einolf, 2009), maintaining and increasing rates of volunteering by older citizens in the future is likely to require a concentrated effort by government and agencies alike. In particular, the Baby Boomer cohort (i.e., individuals born 1946 - 1965; Australian Bureau of Statistics, 2003), who are now beginning to move from paid work into

retirement, may be looking for a different type of volunteering experience than previous generations of older people and their variant needs may make their engagement in volunteering more difficult. For example, their expectations of volunteering experiences are likely to be high, stemming, in some instances, from prior contact with corporate citizenship programs (Gonyea & Googins, 2006). The Baby Boomers may be more attracted to tasks which allow them to realise their personal objectives within a highly flexible arrangement and without a regimented and long term dedication to agencies (Esmond, 2001). This factor alone may present a new challenge for some non-profit organisations that rely on the ongoing, regular commitment of older volunteers to deliver community programs.

The Baby Boomer cohort are also expected to be more attracted to interesting and challenging volunteering roles which allow them to utilise the skills that they have accumulated throughout the course of their life (Salt & Mikkelsen, 2009). Given that many members of this cohort are highly educated (Australian Bureau of Statistics, 2005), they may be less interested in routine or simple tasks. In contrast, however, the higher education level of the Baby Boomers, combined with their reported interest in more difficult and stimulating responsibilities, may present an opportunity to increase their involvement in skilled volunteering projects which can be accomplished on a short-term and flexible basis. Overall, while there is a degree of optimism aligned with the dedication of the future cohort of older people to volunteering (Einolf, 2009), the anticipated changing interests and requirements of present day older volunteers may have substantial implications for non-profit organisations. Indeed, non-profit agencies may need to reconsider the strategies they employ to effectively recruit and manage older volunteers. Volunteering roles and recruitment initiatives which are tailored to the specific and unique needs of

contemporary older people are likely to facilitate greater participation in volunteerism by this group.

Increasing rates of volunteering by older people in the future will require a multi-faceted approach which focuses on both maintaining and enhancing the commitment of existing older volunteers while also securing the involvement of individuals who have not previously participated in formal volunteering. Achieving this aim will require a detailed understanding of the factors which are likely to both enhance and impede volunteerism by older people within contemporary contexts. Given that data pertaining to volunteerism by present day older people in modern settings are currently limited, theoretically based research which explores the specific factors influencing older citizens' decisions to volunteer within contemporary environments is a priority. Such research will play a pivotal role in informing the development of volunteering opportunities and recruitment strategies which are more closely aligned with the needs of the current day older population.

Various approaches have been applied within academic research to understand volunteering behaviour. Studies examining the link between volunteering and socio-demographic factors (Matsuba, Hart, & Atkins, 2007), personality traits (Einolf, 2008; Omoto et al., 2010), and motivation to volunteer (e.g., Clary et al., 1998; Mannino, Snyder, & Omoto, 2011) have made a valuable contribution to the field. An alternate approach which, to date, has received limited attention, is the application of social cognition models of behavioural decision making, such as the belief-based theory of planned behaviour (TPB; Ajzen, 1991). Examining volunteer behaviour from the decision making perspective of the TPB may facilitate the identification of salient intrinsic and contextual factors which can be used to enhance the appeal of volunteering, along with those factors which may

impede participation and will, therefore, need to be addressed to encourage people's greater engagement with volunteering. Importantly, by identifying salient beliefs, the TPB may offer insight into those factors which are influential in enhancing volunteering in individuals who are less likely to volunteer, as well as strengthening the likelihood of those who are more likely to engage in contemporary forms of volunteering. Overall, the TPB may provide a useful model for attaining information which can be used to inform targeted engagement strategies and which may increase rates of volunteering by older citizens. Examining the value of the belief-based TPB, as a framework for furthering our understanding of volunteering by contemporary older populations, was the focus of the current study.

7.3.1 Theory of planned behaviour. The TPB (Ajzen, 1991) is a belief-based, expectancy-value model of behavioural decision making which considers both intrinsic and external factors which underlie an individual's decision to partake in a specified behaviour (Armitage & Conner, 2001). Amongst social cognition theories, the TPB is noted as the most widely researched and is recognised as a useful model for both predicting behaviour and for instigating behavioural change (Hardeman et al., 2002). The predictive capacity of the TPB has been demonstrated across an array of behaviours, including helping behaviours, such as charitable giving (Smith & McSweeney, 2007; van der Linden, 2011), blood donation (Reid & Wood, 2008), and organ donation (Hyde & White, 2009a). The predictive strength of the model was articulated in a meta-analysis by Armitage and Conner (2001) whereby the TPB was found to explain 39% and 27% of variance in behavioural intention and actual behaviour respectively. The high degree of empirical support for the TPB, across related fields, suggests that the model may provide a very useful framework for improving our understanding of volunteering behaviour, particularly at a time when

the volunteering landscape may be changing. The TPB has two parts, a direct component and an indirect component. Although both parts of the model will be explained below and both elements of the framework are believed to be relevant to the study and enhancement of volunteerism, it is the potential value of the belief-based, indirect component of the model to volunteering research which is the specific focus of the current study.

Fundamentally, the TPB postulates that the most proximal and important determinant to actual behaviour is one's intention to perform the behaviour. Intention to perform a given behaviour is believed to encompass the motivational factors driving an individual's behavioural decision making as it is the final point in cognitive processing as to whether one will engage in action or inaction (Ajzen, 1991). Within the TPB, behavioural intention mediates the influence of three key constructs on actual behaviour; attitude, subjective norms, and perceived behavioural control. Attitudes relate to how favourably (or unfavourably) an individual feels towards a particular behaviour. Subjective norms refer to the perceptions individuals hold regarding what important others would want them to do (e.g., whether family members support them volunteering). Finally, perceived behavioural control (PBC) reflects the extent to which an individual perceives the performance of behaviour as something within their control and easy for them to enact. Within the TPB, PBC may also influence behaviour directly. Importantly, the framework proposes that increases in behavioural intention may result in the augmentation of actual behaviour. The predictive capacity of the 'direct' components of the TPB has been explored and substantiated by several studies related to volunteerism, including research by Warburton and Terry (2000), Greenslade and White (2005), and Hauser, Koontz, and Bruskotter (2011).

Of particular relevance to volunteering research and to the current study specifically, is that each of the three main constructs of the TPB (i.e., attitude, subjective norm, and PBC) is influenced by a set of beliefs. Within this 'indirect' component of the TPB framework, attitudes are driven by a collection of behavioural beliefs relating to the advantages and disadvantages of performing the behaviour. Subjective norms are based upon normative beliefs regarding the extent to which important others either approve or disapprove of one's engagement in the behaviour, and perceived behavioural control is underpinned by control beliefs regarding the extent to which both intrinsic and external factors may either support or inhibit one's performance of behaviour (i.e., facilitators and barriers). When undertaking TPB research, salient behavioural, normative, and control beliefs are typically elicited through a preliminary qualitative enquiry (see Francis et al., 2004). The identification of salient beliefs is considered an important step when novel behaviours and/or populations of interest are being examined, given that the factors underlying attitudes, subjective norms, and PBC may differ across different behaviours and groups (Ajzen & Fishbein, 1975). Within the TPB approach, salient beliefs can be used to understand decision making relating to a specific behaviour and to differentiate individuals according to their level of intention to perform or refrain from undertaking the behaviour or upon their behavioural performance. A further benefit of the model is that it may be used to highlight beliefs which, when targeted through tailored strategies, may promote volunteering by those who do not currently volunteer, as well as reinforcing or potentially improving volunteering behaviour of those who are already volunteering or who have high intentions to volunteer.

The utility of the belief-based component of the TPB, as a framework for improving our understanding of volunteerism and as a tool for improving the

efficacy of engagement strategies, has received limited attention within volunteering research (and particularly that relating to older volunteers). Warburton et al. (2001) used the belief-based component of the TPB to establish differences in beliefs between older volunteers and older non-volunteers (i.e., 65-74 years). The study examined the relationship between beliefs and actual behaviour, wherein volunteering included a range of skilled and unskilled activities which had been completed through community groups or agencies over the past month. Significant differences were found between older volunteers and non-volunteers in relation to all three categories of beliefs. Older volunteers, in comparison to older non-volunteers, held significantly stronger beliefs that volunteering provided them with a sense of purpose, enabled them to help those who needed assistance, increased their social contacts, and gave them a sense of fulfilment. For the disadvantages of volunteering, older non-volunteers were significantly more likely to perceive that volunteering would constrain their lifestyle.

Older volunteers were found to hold significantly more supportive normative beliefs than non-volunteers across all examined referent categories (i.e., spouse/partner, family, friends, doctor, people generally, and charitable groups). Only two control beliefs differentiated older volunteers from non-volunteers. Old age and the desire to pursue alternate activities were significantly stronger deterrents of volunteering for non-volunteers. Based on their findings, Warburton et al. (2001) offered suggestions for increasing volunteerism by older citizens, including the importance of fulfilling volunteers' personal motivations underlying their participation in volunteerism, greater availability of flexible and short term roles, and more opportunities whereby individuals may volunteer with their partner and/or acquaintances.

Although yet to be well substantiated within the field of volunteering, TPB belief-based research, such as that undertaken by Warburton et al. (2001), demonstrates the potential value of using the TPB to improve our understanding of volunteerism and to maximise the involvement of older people in volunteering. Although the focus of the aforementioned study was on formal volunteering generally, there may be benefit in exploring the use of the belief-based component of the TPB to understand the salient factors influencing the decision making of present day older people in relation to specific types of volunteerism (e.g., skilled volunteering).

7.3.2 The present research. Acknowledging the anticipated variant profile of older volunteers and the need to continue to explore the utility of theoretically based approaches for improving volunteer engagement, the present study used the indirect component of the TPB as a framework for investigating the beliefs underpinning retirees' intentions to partake in skilled volunteering, on an episodic basis, in rural, non-profit agencies in Queensland, Australia. This type of volunteering is new within Australia and is being considered as one potential strategy for alleviating professional skill shortages which impede the prosperity and sustainability of many rural communities (Miles et al., 2004). It is a form of volunteering which was anticipated to be attractive to contemporary retirees given their reported preference for volunteering roles which are challenging, flexible, make a valuable contribution to society, and involve the use of accumulated skills.

In exploring the value of the belief-based component of the TPB to volunteering, the current study aimed to investigate how salient behavioural, normative, and control beliefs, which underpin intention to volunteer and volunteering behaviour, can be used to inform the development of effective volunteer

engagement strategies. Importantly, the paper considers how salient beliefs can be used to positively influence volunteering behaviour in individuals who have both higher and lower intentions to partake in this unique type of volunteering.

7.4 Method

The study was part of a broader TPB based enquiry. The research was completed between July 2011 and February 2012. Approval to complete the enquiry was granted by the University Human Research Ethics Committee prior to data collection.

7.4.1 Questionnaire development. A belief-based questionnaire was developed in accordance with TPB conventions (see Francis et al., 2004). Beliefs included within the questionnaire were drawn from a prior qualitative study undertaken in 2010 (see Brayley et al., 2013). The questionnaire was initially piloted by six retired and semi-retired business professionals (aged 55 – 72 years). Minor refinements were made to the questionnaire based on feedback obtained from the pilot study.

The target behaviour was defined as episodic volunteering (i.e., either face to face or E-volunteering) with a rural agency (i.e., not for profit or local government authority) within Queensland, Australia. Although the TPB is traditionally an expectancy-value model, only the expectancy element of beliefs was examined within the current study, given that assessing both the expectancy and value component of beliefs reportedly offers little added benefit (Gagné & Godin, 2000). All belief-based items (i.e. dependent variables) were assessed using a seven-point Likert type scale (i.e., *Extremely unlikely* [1] to *Extremely likely* [7]). Behavioural beliefs were assessed by retirees rating the likelihood of eight advantages occurring as a result of volunteering (e.g., volunteering would keep my brain active). Similarly,

retirees rated the likelihood of three disadvantages occurring if they were to volunteer within this context (e.g., volunteering would interfere with my family commitments). Normative beliefs were evaluated using four items, which asked participants to consider the extent to which four types of referent others would think that they should volunteer with a rural agency on an episodic basis (i.e., partner/spouse, children, grandchildren, and friends). Control beliefs were evaluating by having participants rate the extent to which ten barriers would stop them from volunteering and, conversely, the extent to which ten facilitators would increase the possibility of them undertaking episodic volunteering with a rural agency. The independent variable was based on a measure of 'intention to volunteer', whereby participants were classified as either low or high intenders of volunteering. Intention to volunteer was measured using a scale comprised of four items (e.g., I intend to volunteer with a rural agency if a service is established) which were also measured on a seven point, Likert type scale ranging from *Strongly Disagree* [1] to *Strongly Agree* [7]. The internal reliability of the scale was sound ($\alpha = .96$). Although some TPB researchers deem it preferable to measure the relationship between beliefs and actual behaviour (opposed to behavioural intention), this approach was not possible within the current study as the volunteering service was not yet established. Furthermore, a primary purpose of the study was to obtain belief-based data that would inform the content and focus of engagement strategies for this novel volunteering opportunity. The assessment of belief-intention relations has, however, been noted to be satisfactory (Fishbein, von Haeften, & Appleyard, 2001).

7.4.2 Participants. Participants were fully-retired, semi-retired, or planning retirement within two years. Additional selection criteria included a primary place of residence within Queensland, Australia and prior vocational experience in areas identified as deficient by a number of rural volunteering agencies: business management, business development, human resources, information technology, finance, accounting, marketing, or promotions. The study was initially advertised on websites commonly accessed by seniors (e.g., organisations which advocate for healthy ageing, volunteering agencies) and in print media, such as district newspapers, seniors' magazines, and university alumni publications. The link for the on-line survey was also distributed directly to existing volunteers of a community support agency. Snowball sampling was also utilised. These approaches brought moderate success and, consequently, paper copies of the survey were distributed at shopping centres and sporting venues (e.g., golf courses).

Participants included 187 individuals (M = 103 F = 81), ranging in age from 49 to 86 years (M_{age} = 63.5 years). One hundred and fifty five participants undertook the survey online and 32 completed a paper copy. The majority of the sample (41.7%) was fully retired (not undertaking any form of paid work), 18.2% were fully retired, but undertaking occasional or periodic work, and 20.9% were semi-retired (i.e., undertaking regular casual or paid work). A further 18.7% were in full time employment but planned to retire within two years. Additional sample information is provided in Table 5.

Table 2

Demographic Characteristics of Study Participants

Characteristic	Total Sample (%)	Low Intenders (%)	High Intenders (%)
Gender			
Male	55.10	45.70	63.00
Female	43.30	51.90	36.00
Marital status			
Never married	3.70	6.20	1.00
Married/Defacto	72.20	74.10	73.00
Divorced	16.00	11.10	18.00
Widowed	5.30	4.90	6.00
Highest level of education			
Primary school	1.60	2.50	1.00
High school	18.20	24.70	12.00
Technical/trade certificate	19.80	22.20	19.00
Undergraduate degree	26.20	19.80	30.00
Postgraduate degree	33.20	30.90	36.00
Health			
Excellent	25.70	22.20	30.00
Very good	50.30	50.60	50.00
Good	17.10	21.00	13.00
Fair	3.70	3.70	4.00
Poor	0.50	0.00	1.00
First language			
English	96.80	97.50	96.00
Language other than English	1.10	1.20	1.00
Formal volunteering in past year			
Yes – varying frequency	56.60	59.30	57.00
Not at all	33.20	35.80	30.00
Years in retirement/semi-retirement			
0-1 years	15.00	13.60	17.00
1-2 years	13.90	16.00	12.00
2-3 years	9.60	6.20	13.00
3-4 years	7.00	7.40	7.00
4-5 years	8.60	7.40	9.00
5-10 years	19.80	25.90	14.00
More than 10 years	8.60	6.20	10.00
Gross annual income			
Less than $50 000	55.10	58.00	52.00
$51 000 - $100 000	31.00	24.70	36.00
$101 000 - $150 000	6.40	7.40	6.00
$151 000 - $200 000	1.60	1.20	2.00
More than $200 000	1.60	1.20	2.00
Association with rural Australia			
Lived in rural Australia	61.50	55.60	67.00
Worked in rural Australia	62.00	53.10	71.00
Member of family worked and lived in rural Australia	66.80	63.00	73.20
Undertaken extended road trip in caravan or similar (duration more than two weeks) in past two years	32.10	22.20	41.40

7.5 Results

7.5.1 Preliminary analysis. Data were cleaned and checked for assumptions. Some minor breaches of univariate normality and homogeneity of variance were evident and, as such, Pillai's Trace was applied to all MANOVA computations. Pillai's Trace is noted as the most reliable MANOVA test when assumptions of homogeneity are contravened and when sample sizes are equal (Field, 2009). No significant differences were found to exist in the findings based on mode of completion.

As has been performed in previous belief-based TPB studies (e.g., Horvath, Lewis, & Watson, 2012; Peach, Jimmieson, & White, 2005), a median split (Median = 5.00) was performed to divide participants into high intenders (N = 100) and low intenders (N = 81) on the independent variable (i.e., intention to volunteer). Subscales of behavioural beliefs, normative beliefs, facilitators, and barriers were not computed given that the principal aim of the research was to distinguish patterns of individual beliefs, within each belief category, which would identify those who were more likely or less likely to engage in volunteering. To achieve this aim, separate MANOVAs were completed for each of the four belief sets (i.e., behavioural, normative, facilitators, and barriers), enabling the multivariate comparison of high and low intenders of volunteering according to mean scores on individual belief items. Bonferroni adjustments were computed and used for each MANOVA to minimise the family wise error rate and the chance of type one errors (Field, 2009). Thus, behavioural beliefs were interpreted at the alpha level of .004, subjective norms were interpreted at the alpha level of .013, and facilitators and barriers were both interpreted at the alpha level of .005.

7.5.2 Analyses. Means, standard deviations, and multivariate results, for all beliefs, are provided in Table 6.

Demographic differences between low and high intenders of volunteering. The mean scores for intention to volunteer of low and high intender groups were 3.58 (*SD* = 1.11) and 5.70 (*SD* = 0.59) respectively. High intenders differed significantly from low intenders on gender, χ^2 (1, *N* = 178) = 5.04, *p* = .025. High intenders were significantly more likely to be male than female. High intenders were also significantly more likely to have worked in rural locations (χ^2 (1, *N* = 177) = 7.23, *p* = .007) and to be part of the Australian grey nomad phenomenon (i.e., individuals who undertake extended road trips in a caravans or similar), χ^2 (1, *N* = 180) = 7.45, *p* = .006. Similarly, those participants who travelled (at various frequencies) to rural locations using means other than a recreational vehicle (i.e., caravan or alike), were also significantly more likely to be high intenders of volunteering, χ^2(4, *N* = 179) = 15.51, *p* = .004. Health status did not differ significantly between the groups, χ^2 (4, *N* = 177) = 3.57, *p* = .468 and no significant difference in past volunteering experience was evident between high and low intenders of volunteering χ^2(1, *N* = 164) = .18, *p* = .672. Hence, high intenders of volunteering were not significantly more likely to have engaged in formal volunteering in the past year compared to low intenders of volunteering.

Behavioural beliefs. A significant multivariate effect was found for behavioural beliefs, *V* = .31, *F* (13,135) = 4.74, $p \leq .001$. As shown in Table 6, high intenders differed significantly from low intenders on seven of thirteen evaluated beliefs. High intenders believed, to a significantly greater degree, that by volunteering with a rural agency, they would be helping others and contributing to the growth and sustainability of rural communities. Furthermore, high intenders held

a significantly stronger belief than low intenders that this type of volunteering would allow them to maintain their interests during retirement, would make them feel valued, and would heighten their level of satisfaction with retirement. For the perceived disadvantages of volunteering, low intenders believed significantly more strongly than high intenders that volunteering of this nature would interfere with their existing family life and non-family commitments.

Normative beliefs. High and low intenders of episodic volunteering also differed significantly on a number of normative beliefs, $V = .13$, $F\ (4,156) = 5.99$, $p \leq .001$. High intenders perceived significantly more strongly than low intenders that their partner/spouse, children, and friends would be supportive of them volunteering. The groups did not differ statistically on their beliefs about the level of support they would receive from their grandchildren.

Control beliefs – Facilitators. A significant, multivariate effect was also evident for control beliefs, $V = .20$, $F\ (10,163) = 4.04$, $p \leq .001$. High intenders differed from low intenders on four of the ten beliefs. High intenders believed significantly more strongly that comprehensive role information, the opportunity to pick and choose roles, and a sound match between their skills, knowledge, and personality and the volunteering placement, would enhance their participation in volunteering. High intenders also rated being looked after by the local community while volunteering as a more influential facilitator of volunteering with rural agencies than low intenders.

Control beliefs – Barrier. High and low intenders of volunteering held significantly different beliefs relating to factors that would stop them from volunteering with rural agencies, $V = .27$, F (10,152) = 5.70, $p \leq .001$. High intenders were significantly less likely to believe that personal health issues would prevent them from volunteering. They were also significantly less likely to believe that existing family commitments and other commitments (i.e., non-family) would prevent them from volunteering. High intenders were significantly less deterred from volunteering by extreme weather conditions in rural locations and by the need to leave their homes unattended for periods of time. Finally, lack of time and lack of interest in rural volunteering were significantly less of a barrier to volunteering for high intenders compared to low intenders.

Table 3

Comparison of Low and High Intenders on Behavioural, Normative and Control Beliefs (*N* = 187*)*

	Dependent variable (belief)	Total Sample Mean (SD)	Low intenders Mean (SD)	High intenders Mean (SD)	F	Sig.	Partial η^2
Behavioural	Volunteering with a rural agency on an episodic basis would		(*n* = 69)	(*n* = 80)			
	1. Enable me to help others	5.74(1.25)	5.36 (1.53)	6.06 (.89)	11.99	.001*	.075
	2. Contribute to the growth and sustainability of rural communities	5.55(1.29)	5.14 (1.56)	5.90 (.82)	14.26	.000*	.088
	3. Help to keep my brain active	5.97(1.29)	5.74 (1.35)	6.25 (1.05)	6.76	.010	.044
	4. Enable me to keep my interests up in retirement	5.73(1.35)	5.33 (1.54)	6.11 (1.06)	13.26	.000*	.083
	5. Make me feel valued	5.71(1.34)	5.39 (1.46)	6.03 (1.07)	9.33	.003*	.060
	6. Enable me to travel and see the country	5.65(1.35)	5.43 (1.42)	5.95 (1.16)	5.96	.016	.039
	7. Enable me to experience life within a rural community	5.72(1.34)	5.52 (1.41)	6.05 (1.02)	7.00	.009	.045
	8. Help me adjust to retirement	4.36(1.61)	4.04 (1.72)	4.68 (1.45)	6.14	.014	.040
	9. Add to the level of satisfaction with retirement	5.10(1.39)	4.61(1.46)	5.54(1.09)	19.71	.000*	.118
	10. Help to offset the negative effects that typically accompany ageing	4.96(1.59)	4.63(1.72)	5.20(1.50)	4.78	.030	.031
	11. Incur costs that I can't afford	4.29(1.76)	4.32(1.87)	4.28(1.56)	.024	.876	.000
	12. Interfere with my existing commitments	4.30(1.62)	4.99 (1.53)	3.83 (1.52)	20.99	.000*	.125
	13. Interfere with my family life	3.99(1.66)	4.57 (1.71)	3.61 (1.51)	13.01	.000*	.081
Normative	How likely is it that the following people would think that you should volunteer with a rural agency on an episodic basis?		(*n* = 71)	(*n* = 90)			
	1. My spouse/partner	5.18(2.15)	4.51(2.35)	5.68 (1.83)	12.62	.001**	.074
	2. My children	4.99(2.08)	4.30 (2.24)	5.43 (1.82)	12.59	.001**	.073
	3. My grandchildren	5.24(2.44)	4.71 (2.67)	5.60 (2.23)	5.21	.024	.032
	4. My friends	4.68(1.73)	3.94 (1.76)	5.18 (1.51)	22.94	.001**	.126

Note. * $p < .004$, ** $p < .013$, *** $p < .005$

	Dependent variable (belief)	Total Sample Mean (SD)	Low intenders Mean (SD)	High intenders Mean (SD)	F	Sig.	Partial η^2
Facilitators	How likely is it that the following would increase the possibility of you volunteering with a rural agency on an episodic basis?		(*n* = 77)	(*n* = 97)			
	1. The ability to pick and choose volunteering roles which interest me	5.83(1.28)	5.53 (1.38)	6.08 (1.13)	8.32	.004***	.046
	2. Match between my skills, knowledge, experience and personality and the volunteering role	5.94(1.17)	5.51 (1.34)	6.31 (.86)	22.88	.000***	.117
	3. Comprehensive information on the volunteering role and conditions – so that I know what I'm in for.	6.01(1.19)	5.57 (1.39)	6.37 (.85)	21.91	.000***	.113
	4. The choice to discontinue in the volunteering role if things don't go to plan	5.76(1.33)	5.65 (1.47)	5.90 (1.13)	1.58	.211	.009
	5. Access to good decision making support while volunteering	5.80(1.16)	5.66 (1.35)	5.91 (1.01)	1.87	.174	.011
	6. Positive working relationships while volunteering	6.11(1.06)	5.88 (1.31)	6.32 (.76)	7.60	.006	.042
	7. Being looked after by the local community when volunteering (e.g., invited to events)	5.67(1.20)	5.39 (1.49)	5.92 (.86)	8.59	.004***	.048
	8. Financial assistance with costs associated with volunteering	5.80(1.38)	5.70 (1.61)	5.89 (1.71)	.77	.380	.004
	9. A safe environment while volunteering	6.03(1.17)	5.92 (1.42)	6.11 (.95)	1.13	.289	.007
	10. Appropriate insurance cover	6.15(1.21)	6.04 (1.45)	6.24 (.99)	1.14	.287	.007
Barriers	How likely is it that the following would stop you from volunteering with a rural agency on an episodic basis?		(*n* = 75)	(*n* = 88)			
	1. My own health issues	3.07(1.77)	3.53 (1.95)	2.73 (1.58)	8.50	.004***	.050
	2. Health issues of family members	3.68(1.98)	4.04 (2.20)	3.41 (1.79)	4.08	.045	.025
	3. Existing family commitments	3.84(1.75)	4.55 (1.80)	3.33 (1.57)	21.27	.000***	.117
	4. Other (non-family commitments)	3.73(1.75)	4.52 (1.81)	3.07 (1.48)	31.78	.000***	.165
	5. Having to pay for accommodation while volunteering	5.10(1.83)	5.40 (1.76)	4.82 (1.74)	4.49	.036	.027
	6. Having to pay for travel expenses (e.g., petrol) associated with volunteering	5.01(1.79)	5.29 (1.78)	4.74 (1.73)	4.06	.046	.025
	7. Lack of time	3.64(1.74)	4.47 (1.73)	2.97 (1.51)	35.00	.000***	.179
	8. Lack of interest in this type of volunteering	2.94(1.72)	3.76 (1.81)	2.31 (1.37)	33.87	.000***	.174
	9. Extreme weather conditions in the rural location	3.39(1.77)	4.00 (1.87)	2.91 (1.59)	16.19	.000***	.091
	10. Leaving my home unattended for periods of time	3.52(1.84)	4.27 (1.98)	2.91 (1.44)	25.46	.000***	.137

Note. * $p < .004$, ** $p < .013$, *** $p < .005$

7.6 Discussion

The current research aimed to explore the utility of the belief-based component of the TPB (Ajzen, 1991) as a framework for understanding the intrinsic and contextual factors that may impact on retirees' decision to engage in episodic, skilled volunteering in rural agencies. Specifically, the enquiry sought to explore the value of the belief-based model as a means of identifying the factors which, if taken into consideration when developing engagement strategies, may foster higher levels of intention to volunteer and volunteering behaviour by older citizens. By using the TPB belief-based framework, the study differentiated individuals according to those who would be more and less likely to participate in this type of volunteerism and clearly identified the beliefs which may represent targets for increasing the participation of those who are less likely to volunteer, while also supporting the involvement of those who have high intentions to volunteer. The research findings support the TPB as a useful theoretical model for achieving the aforementioned objectives and, thus, as a potential resource for enhancing volunteer participation by older people in the future.

7.6.1 Behavioural beliefs. By using the TPB belief-based approach, the research established that retirees perceived there to be many advantages aligned with this novel type of volunteering. In keeping with the findings of past research, retirees supported benefits of both an altruistic and egoistic orientation (Warburton et al., 2001). Importantly, high intenders were significantly differentiated from low intenders on several belief items and these beliefs may offer an opportunity for influencing volunteering behaviour. High intenders held stronger beliefs about the altruistic advantages of volunteering. Specifically, high intenders were significantly more likely to endorse the belief that volunteering would enable them to help others

and to contribute to the growth and sustainability of rural communities. Recruitment initiatives may, therefore, gain from highlighting the real benefits likely to be realised by rural communities as a result of the work of retired volunteers. Message content may be strengthened by not only demonstrating the value of the voluntary labour for the not for profit agency, but by accentuating the value to be gained also by the boarder rural community. While highlighting this information within engagement initiatives may reinforce the beliefs of high intenders and secure their participation, the altruistic beliefs of low intenders may also be strengthened by emphasising this information and may lead to greater involvement in volunteering by this group. Additionally, as high intenders of volunteering were significantly more likely to believe that volunteering would make them feel valued, retirees may also respond well to messages which emphasise the feeling of satisfaction and value that they themselves may gain as a result of helping others and, more specifically, contributing to the prosperity and sustainability of rural communities.

High intenders also agreed significantly more strongly than low intenders that volunteering would enable them to keep their interests up in retirement and that by volunteering they may become even more satisfied with this life stage. As retirees, in particular the Baby Boomer generation, may be more attracted to challenging roles which enable them to use their accumulated life skills (Esmond, 2001; Salt & Mikkelsen, 2009), highlighting the opportunity to participate in volunteering tasks which match their skills and experience will be imperative. This message will be particularly important in facilitating the participation of individuals who have high intentions to volunteer and for whom the ability to pick and choose volunteering roles was an important facilitator of volunteerism within this context.

High intenders and low intenders also held significantly different beliefs regarding disadvantages of volunteering. Low intenders agreed to a significantly higher degree than high intenders that volunteering would interfere with their existing commitments and with family life. High intenders were generally indifferent as to the impact of volunteering on existing commitments (M = 3.83) and family life (M = 3.61). These findings suggest that recruitment strategies may benefit from challenging the aforementioned negative belief of low intenders by emphasizing the highly flexible arrangements that can be offered to retirees in respect to rural volunteering, including the opportunity to select roles which suit their requirements and which do not require an ongoing obligation. The opportunity to participate through E-volunteering may also facilitate the involvement of retirees who are interested in the cause but who are unable to leave their families or who do not wish to travel. Promoting the opportunity for retirees to be accompanied by their spouse/partner while volunteering may also increase the participation of some low intenders.

This research highlighted also a number of beliefs which, while not differentiating significantly between the groups, were particularly strong or weak facilitators of volunteering for high intenders and which may be used to support the involvement of this group. For example, high intenders agreed to a high degree (i.e., mean scores for most variables fell around six on the seven point scale) that volunteering would help to keep their brain active, would enable them to travel and see the country and experience life in rural communities, and would help to offset the negative cognitive effects that typically accompany normal ageing. Incorporating these beliefs within recruitment strategies may, therefore, be advantageous. Furthermore, as high intenders of volunteering did not hold strong beliefs that this

type of volunteering may incur costs that are beyond their financial capabilities, they may not be receptive to messages which focus on this point or which highlight the subsidization of volunteering expenses to make the experience more affordable. Similar findings about the financial aspects of volunteering were noted by Warburton et al. (2001). Care should be taken also in promoting episodic, rural volunteering as a means of coming to terms with or easing into retirement as high intenders did not view this belief as a strong facilitator of volunteering. In contrast, messages which depict retirees as well adjusted, but who wish to 'add to their existing level of satisfaction' with retirement, may be more successful when endeavouring to engage high intenders of volunteering.

7.6.2 Normative beliefs. The TPB framework has highlighted the potential importance of normative beliefs in older people's involvement in contemporary volunteering opportunities. High intenders perceived that they would receive significantly greater support for volunteering from their partner/spouse, children, and friends than low intenders. Normative influence was found to also distinguish older volunteers from older non-volunteers in the research by Warburton et al. (2001), who suggested that the lack of participation by older citizens in volunteering may, at times, be connected to their social networks discounting volunteering as a suitable activity for later life.

The strong influence of normative beliefs on volunteer behaviour may be particularly useful for strengthening the participation of high intenders in episodic, rural volunteering. Recruitment messages which reflect strong levels of social support from retirees' partners/spouses, friends, and children may bring positive results. It may be useful also to explore further how higher levels of social support leads to higher intentions to volunteer in this context. For example, the level of

support from one's family may influence intention to volunteer as a result of retirees feeling more or less at ease about interrupting existing family commitments. Therefore, when family members are more supportive of retirees' volunteering, they may be more accommodating also of the impact that volunteering may have on family life and, subsequently, retirees may feel more comfortable about engaging in volunteer work which may interfere with family commitments. Greater insight as to how normative influence increases intention to volunteer, within this context, may improve our understanding of how best to use such beliefs to improve the rates of volunteering not only in high intenders, but in low intenders also.

7.6.3 Control beliefs: Facilitators. The belief base of the TPB also provided significant insight into the key facilitators which differentiate high and low intenders of volunteering. Comprehensive role information, the opportunity to select volunteering roles, and an appropriate match between the volunteer and the voluntary appointment were significantly stronger facilitators of volunteering for high intenders than for low intenders. High intenders were also significantly more likely to view that being looked after by the local community while volunteering was an important enhancer of episodic volunteering. These beliefs represent potential targets for recruitment campaigns endeavouring to secure or increase the involvement of those who are more likely to volunteer. Emphasising that volunteers will be welcomed and looked after by local community members will be particularly important for those who are attracted to this type of volunteerism by the opportunity to travel and to experience life in rural Australia.

As high intenders also agreed, to a moderately high degree (i.e., means scores approaching or above six on the seven point scale) that good decision making support, positive working relations, and the opportunity to discontinue in a role (i.e.,

should difficulties arise) would facilitate their participation in volunteering, emphasising these factors within recruitment messages may enhance the involvement of this group. Additionally, given that high intenders identified personal safety and appropriate insurance as strong enhancers of volunteerism, these conditions should be built into volunteering roles from the outskirts and should be strongly portrayed within recruitment initiatives.

Interestingly, while high intenders of volunteering did not believe strongly that volunteering would incur costs that they could not afford (i.e., behavioural belief), this group did agree that financial assistance for accommodation and travel costs would moderately facilitate (i.e., the mean score fell above 5.5 on the seven point scale) their decision to volunteer with a rural agency. Interpretation of these findings would suggest that, for high intenders, while retirees feel that they can in fact afford to pay for volunteering expenses, eliminating these costs may increase the likelihood of their involvement. For some, paying for accommodation and transport expenses relating to volunteering may be the deciding factor as to whether or not they donate their services, not because of their inability to pay, but because they believe that they should not bear these costs. Furthermore, some retirees may view the payment of volunteering expenses as a tangible representation that their voluntary contributions are valued. The Australian Government recognises volunteering costs as a significant inhibitor to volunteerism and currently provides some agency funding to address this issue (Australian Government, 2013). The revision of this policy to support the costs associated with new types of volunteering, as they become apparent, should be considered.

7.6.4 Control beliefs: Barriers. Numerous salient barriers to episodic, rural volunteering were identified. Many of these barriers are unique to this type of volunteering and, once again, demonstrate the advantage of the belief-based TPB as a framework for exploring the determinants of novel types of volunteering within a contemporary older population. Notably, however, neither low nor high intenders of volunteering viewed a lack of interest in this type of volunteerism as a strong barrier to participation. As such, based on the current study's sample, there appears to be support within the Australian community of retired business professionals for the provision of voluntary skill assistance to rural agencies on a transient basis. This finding is particularly promising as it suggests also that the factors attributed to lower levels of behavioural intention may be modifiable through targeted interventions.

The findings suggest that tailoring messages and volunteering roles to address retirees' negative beliefs relating to personal health issues may be advantageous. Although neither low nor high intenders of volunteering believed that personal health problems would stop them from volunteering (i.e., mean scores were 3.53 and 2.73 on the seven point scale, for low and high intenders, respectively), high intenders were significantly less likely to view personal ill health as a barrier to volunteerism. As there was no significant difference between the two groups in health status at the time of the enquiry, this finding is unlikely to result from high intenders experiencing better health. In light of these findings, recruitment campaigns may benefit from promoting the availability of volunteering roles in rural locations which have adequate medical facilities. The availability of medically safe locations may, in particular, help to increase intention to volunteering by low intenders or by those whose commitment to the cause may be inhibited by mild medical conditions or concerns which could be managed by rural facilities. Promoting roles in locations

with adequate medical assistance may also combat the fears of retirees who experience good health but who are deterred from volunteering in fear of becoming unwell during their volunteering tenure. For this subset of older volunteers, roles in less isolated rural locations may be more attractive.

Retirees who were more likely to volunteer were significantly less deterred by extreme weather conditions than those who were less likely to volunteer and were significantly less deterred by having to the leave their home unattended for periods of time. The assumption can, therefore, be made that high intenders may be amenable to volunteering placements across all seasonal periods. In the case of low intenders, however, promoting the availability of volunteering roles which are restricted to periods of the year which experience less intense weather conditions (e.g., the heat of summer or the cold of winter), may be beneficial. Furthermore, providing short term roles which closely meet the time requirements of the volunteer may circumvent the potential barrier aligned with leaving one's home unattended. Structuring volunteering appointments in such a way that allows the volunteer to return home at regular intervals or to provide their services via either face to face and/or E-volunteering may also lessen this concern for low intenders.

7.7 Strengths and Limitations.

The current study has demonstrated the value of using the belief-based component of the TPB as a framework for informing volunteer engagement initiatives. As the use of the model within volunteering research is currently limited, a particular strength of the enquiry was the examination of the TPB's explanatory value in relation to a specific type of volunteering which is believed to hold appeal for contemporary older volunteers. By considering the utility of the TPB within the realms of episodic, skilled volunteering in rural agencies, the present study advances

on the work of Warburton et al. (2001) which applied the indirect component of the model within a generic volunteering context. Undoubtedly, older people's beliefs are likely to differ in accordance with specific types of volunteering and, at a time when the profile of volunteering may be changing, understanding the determinants of various types of volunteering is particularly relevant. Ongoing TPB based enquires of novel types of volunteering believed to interest older people may shed further light on how best to effectively engage their services. Empirical investigators should also consider the utility of the model in advancing our understanding of volunteer decision making within other populations and settings.

Although the current research is based on an adequate sample of retired business professionals, the relatively small sample size is acknowledged as a potential limitation of the study. Reaching this highly defined population of older people was particularly challenging. It appears that many Australian, retired business professionals may not be associated with more traditional outlets such as typical seniors' networks, thus making recruitment for this study difficult. Future studies aiming to assess the volunteering interests of this population may need to consider less conventional strategies for engaging this group in research. Additionally, while the authors accept that the professional fields included within the study were somewhat narrow, the skill sets were selected based on the reported needs of rural agencies. Restricting the professional skill areas was important in optimising the usefulness of the findings for service providers. Further validation of the current findings, however, using a sample which includes individuals with previous experience in a broader range of professional skills may be useful.

7.8 Conclusion

The current study has demonstrated the potential value to be gained by using the belief-based component of the TPB within volunteering research and for informing the development of effective volunteer recruitment strategies. The findings of the research are particularly promising and imply that the model may be a very useful resource for understanding the intrinsic and contextual factors that influence volunteering behaviour in specific settings and populations. Indeed, the ongoing use of the TPB, within volunteering enquiries, may further our understanding of volunteerism and assist in the attainment of higher rates of volunteering within society.

By using the indirect component of the TPB, the research gained significant insight into the salient behavioural, normative, and control beliefs (i.e., facilitators and barriers) influencing retirees' decision to undertake episodic, skilled volunteering in rural agencies. The study identified a number of key beliefs which differentiated high intenders and low intenders of volunteering which, if targeted through tailored recruitment campaigns, may enhance the participation of retirees who are both less likely and more likely to volunteer within this setting. Given that episodic, skilled volunteering in rural communities is a new type of volunteerism in Australia, this information will be invaluable to those endeavouring to recruit older volunteers for this cause. As the profile of volunteering by older people is changing, the findings of this study will also add to empirical data relating to modern forms of volunteerism and can contribute to the ability of non-profit agencies to formulate appropriate responses to changes within this sector.

Chapter 8: Paper 3 (Study 2b)

A Theory of Planned Behaviour Perspective on Episodic Skilled Volunteering

8.1 Notes

This paper is currently under review with the Journal of Applied Social Psychology.

Brayley, M.N., Obst, P.L., White, K.M., Lewis, I.M., Warburton, J., & Spencer, N. (2012). Enhancing the engagement of retirees in episodic, skilled volunteering: A theory of planned behaviour perspective.

The doctoral candidate is the first author on this paper and prepared all components of the manuscript including reviewing the literature, data collection, data analysis, and writing the paper. All other authors are members of the candidate's supervisory team. Their contribution to the research and to the writing of the paper was of a supervisory nature. Written permission to include this paper in the candidate's doctoral thesis has been obtained from all co-authors.

This study relates to Aim 1 and 2 of the program of research and represents Study 2b of the research agenda. The questionnaire used to collect the quantitative data for this study is presented in Appendix E.

8.2 Abstract

The predictive value of an extended version of the theory of planned behaviour (TPB; Ajzen, 1991), including self-identity and adjustment to retirement, was examined within the context of episodic, skilled volunteering. Individuals who were retired or approaching retirement completed a questionnaire (N = 187). The standard TPB constructs (i.e., attitude, subjective norm, and perceived behavioural control) were anticipated to significantly predict retirees' intention to volunteer. Self-identity and adjustment to retirement were hypothesised to improve the predictive power of the standard model. The standard TPB accounted for a significant proportion of variance in retirees' intention to volunteer. While self-identity improved the predictive utility of the model, adjustment to retirement did not predict intention to volunteer in this context. Psycho-social variables, which were also explored, did not improve the predictive power of the TPB. The findings have significant value for the recruitment of older volunteers in this context.

8.3 Introduction

Volunteering is a pro-social behaviour of high value to society. While older people (i.e., aged 65 years and older; Australian Bureau of Statistics, 2012b) are a well-represented group within the volunteering population, participation in formal volunteering activities shows a notable decline when individuals reach their mid-fifties (Australian Bureau of Statistics, 2010b). As such, the notion that older citizens will be more likely to volunteer when they enter retirement, because they have superfluous time to do so, cannot be assumed (Erlinghagen & Hank, 2006). For those older people who do volunteer, however, the median number of hours that they dedicate to volunteerism exceeds that of other groups (Australian Bureau of Statistics, 2010b). As the health and wellbeing benefits associated with older people participating in volunteering are also well documented (McMunn, Nazroo, Wahrendorf, Breeze, & Zaninotto, 2009; Wahrendorf & Siegrist), research which focuses on ways to enhance volunteer participation by older citizens is important.

In the drive to maintain and increase rates of volunteering by the older cohort, it is important to respect that their volunteering interests and expectations regarding volunteerism may be highly specific and may vary over time. Indeed, the expectations of current day older volunteers may be particularly high, in some cases deriving from prior contact with corporate responsibility programs during their career (Gonyea & Googins, 2006). Currently, older citizens may be seeking a greater scope of choice within volunteering, along with briefer commitments (Hustinx & Lammertyn, 2003).

Further, although limited empirical research has examined the volunteering interest of the Australian Baby Boomers, (i.e., individuals born 1946-1965; Australian Bureau of Statistics, 2003; Esmond, 2001) some of who are now entering

retirement (Australian Bureau of Statistics, 2009), government commissioned reports suggest that this group will have very specific requirements underpinning their engagement in volunteering in late life. In addition to being attracted to roles which can be accomplished on a short term and highly flexible basis and which can be incorporated into their busy life schedules (Esmond, 2001), Baby Boomers motivations for volunteering may be particularly self-focused; they may be more attracted to roles which they find personally interesting, which are challenging and which allow the ongoing application of their acquired life skills (Salt & Mikkelsen, 2009). This latter trait may reflect the fact that a large percentage of Australian Baby Boomers are highly educated and will have worked in highly skilled positions (i.e., professionals, associate professionals; Australian Bureau of Statistics, 2005) . Indeed, older volunteers, especially those with professional backgrounds, may overtly reject roles which do not meet their personal requirements (Morrow-Howell, 2007; Volunteeer Match, 2007). Unfortunately, the preference to engage in short term, interesting, and challenging roles may be problematic for those agencies that have traditionally used older volunteers on an ongoing basis and to complete routine and less challenging tasks. This change may also present, however, opportunities for agencies to engage older volunteers in a greater variety of skilled or professional based roles.

Given the anticipated changes to the needs and expectations of older volunteers, theoretically based research investigating the factors influencing their participation in novel types of volunteering is timely. Specifically, studies pertaining to the determinants of short term, highly flexible, skilled volunteering opportunities, which are in line with the interests of this group, will assist governments and the non-profit sector to successfully raise rates of volunteerism in the older cohort in the

future. Further, studies which improve the theoretical understanding of volunteerism will make an important contribution to the volunteering literature which, to date, has been limited in scope (Warburton & Oppenheimer, 2000). The current research used the TPB (Ajzen, 1991) to explore the salient factors influencing the engagement of older people in episodic, skilled volunteering in rural, non-profit agencies, a type of volunteering anticipated to be appealing to the contemporary older population. Episodic volunteering refers to projects based volunteering, with established boundaries, in terms of duration and the nature of one's involvement (Rehberg, 2005). Skilled volunteering is defined by the application of an individual's vocational skills and experience in a voluntary capacity (Corporation for National and Community Service, 2012). While the current research was based around volunteering in a rural setting, the findings are expected to be relevant to the recruitment of older people in non-continuous forms of skilled volunteering in urban areas also.

8.3.1 The theory of planned behaviour. There has been a tendency in volunteering research in the past to focus primarily on the socio-demographic and personal characteristics of individuals which are linked to higher rates of volunteerism (e.g., marital status, education religious affiliation; see Einolf, 2008; Mannino et al., 2011; Matsuba et al., 2007). Alternatively, researchers have concentrated heavily on explaining the psycho-social motives driving individuals' participation in volunteering (Clary et al., 1998; Mannino et al., 2011; Stergios & Carruthers, 2002). An approach to understanding volunteering behaviour, which has so far received limited attention within research, is the use of social cognition models of decision making, such as the TPB (Ajzen, 1991). The TPB recognises that human behaviour, such as volunteering, may be influenced by factors which are both within

and beyond the control of the individual, capturing both aspects of the decision making process. By looking beyond individual difference variables, the model may provide a means of explaining a greater amount of variance in volunteering behaviour than other prominent models which focus on the intrinsic determinants of volunteering (e.g., the Volunteer Functions Inventory; Clary et al., 1998), particularly given the theory's demonstrated predictive utility in related fields, such as charitable giving (Smith & McSweeney, 2007; van der Linden, 2011), blood donation (Reid & Wood, 2008), and organ donation (Hyde & White, 2009a). The predictive value of the TPB was substantiated in a meta-analysis incorporating a diverse range of behavioural domains (e.g., physical activity, smoking, dietary intake and leisure activity; (e.g., physical activity, smoking, dietary intake and leisure activity; Armitage & Conner, 2001). Across 161 research articles, the model explained 39% of variance in people's behavioural intention and 27% of actual behaviour.

The underlying premise of the TPB is that actual behaviour is best predicted through an individual's intent to perform the behaviour. Three standard constructs contribute to behavioural intention; attitude, subjective norm, and perceived behavioural control (PBC). Attitudes reflect the degree to which a person has favourable or unfavourable views toward a specified behaviour (i.e., their overall positive or negative assessment of enacting the behaviour). Subjective norm is a measure of individuals' perceptions of the social pressure they are under, from significant others, to either perform or not perform the behaviour. PBC relates to an individual's perception of the degree to which the enactment of the behaviour is within their control, and how easy or difficult they feel it will be for them to perform the behaviour. Hence, PBC comprises perceived levels of self-efficacy and

controllability (Ajzen, 2002a). In addition to being mediated through behavioural intention, PBC may also predict, independently, actual behaviour.

Overall, intention to volunteer reflects the combined effect of attitude, subjective norm and PBC; the contribution of each variable varying in accordance with the particular behaviour and population under consideration (Ajzen, 1991) The association between the three standard TPB constructs and intention to volunteer, and actual behaviour, is conceptualised as the 'direct' component of the model. Attitude, subjective norm, and PBC are determined by behavioural beliefs, normative beliefs, and control beliefs; the relationship between beliefs and the standard TPB constructs, forms the 'indirect' component of the framework. The current research used the direct component of the model to establish the saliency of intrinsic and external factors impacting on older people's decision to participate in short term, skilled volunteering.

Prior studies have demonstrated that the strongest predictive relationship within the TPB is between attitudes and intentions (Conner & Sparkes, 2005). In comparison to attitude and PBC, some researchers have also found subjective norm to be a weaker predictor of behavioural intention (Armitage & Conner, 2001). Further, the TPB postulates that the relationship between socio-demographic factors and behaviour is indirect; the influence of these variables is accounted for through the effect of the three standard predictors (i.e., attitude, subjective norm and PBC). In relation to volunteering, therefore, the TPB may account for, yet also extend beyond, the socio-demographic variables which have historically been the focus of volunteering research.

Although becoming more evident, empirical assessment of the utility of the TPB as a model for facilitating the understanding of volunteerism is quite limited.

Additionally, few enquires have examined the TPB in relation to older populations and volunteering. In one study, Greenslade and White (2005) found support for the TPB in predicting individuals' (M_{age} = 52.23years) intention to volunteer and self-reported volunteering behaviour. The target behaviour in this instance was formal volunteering through a group or agency at a rate exceeding that of the national Australian average (i.e., 3 hours per week or more). Notably, Greenslade and White (2005) focused specifically on the self-efficacy component of PBC as opposed to including items relating to both self-efficacy and controllability within the PBC measure. Regression analyses identified the linear combination of the three standard TPB variables to account for 75% of variability in people's intention to volunteer. While all three TPB variables independently predicted behavioural intention, PBC (i.e., self-efficacy) held the strongest predictive power, followed by attitude and subjective norm (i.e., according to the reported beta weights). In essence, the findings indicated that individuals were more likely to intend to volunteer when they held a positive attitude toward volunteering, perceived approval from significant others in respect to volunteering, and if they confidently believed that volunteering, on an ongoing basis, would be easy to enact. This study also found intention to volunteer to be a significant, positive predictor of people's actual volunteering behaviour.

In addition to the validation of the standard TPB within older populations being limited, only a few enquires have considered the predictive efficacy of extended versions of the model. In accordance with Ajzen's (1991) recommendation that additional variables may improve the predictive ability of the conceptual framework, in certain contexts and for certain behaviours, Warburton and Terry (2000) examined the ability of a TPB framework, which also incorporated the assessment of moral norm (i.e., social expectations aligned with the behavior which

are internalised) and behavioural norm (i.e., norms reflecting the enactment of the behavior by significant others), to predict volunteering intentions. Within a sample of older adults (i.e., aged 65 – 74 years) who reported undertaking a range of formal volunteering activities, support for the predictive power of the standard TPB was demonstrated. The linear combination of the three TPB variables accounted for 55% of the variability in individual's intention to volunteer. Further, each of the standard TPB constructs made a significant and independent contribution within the model. When moral obligation and behavioural norm were entered at the final step of the regression analysis, these variables enhanced the predictive power of the TPB by a further 11%. At this concluding step, however, while both moral obligation and behavioural norm predicted intention to volunteer, attitude became non-significant. Further, although several socio-demographic variables (i.e., health status and attendance at church) predicted people's intention to volunteer, the effect of these demographics was negated by the standard and additional TPB variables when they were subsequently added to the analysis. Notably, past volunteering behavior was also found to influence volunteering intentions through the standard TPB variables.

Recently, Hauser et al. (2011) applied the TPB to predict voluntary engagement in watershed partnerships (i.e., "collaborative partnerships engaging private and government representatives who, through self directed means, address issues pertaining to water at the watershed level", Hauser et al., 2011, p. 78) . Although not considering older volunteers specifically, the research examined the predictive power of the TPB variables along with the influence of 'personal appeal' (i.e., being directly approached to volunteer) and individuals' level of identification with a watershed partnership. Logistic regression found a model containing only the three standard TPB variables (i.e., attitude, subjective norm, and PBC) to be a good

fit, correctly classifying 66% of participants in terms of their active participation as a volunteer. However, only attitude and subjective norm were significant predictors of engagement. The study did not find PBC to be a significant predictor of volunteering behaviour. The inclusion of the additional variables to the standard TPB framework increased the classification accuracy to 71%. Within the extended version of the framework, subjective norm and personal request were found to be significant predictors of participation, while identification with watershed partnerships had no significant predictive influence.

Given that prior studies have found support for extended versions of the TPB, the current research aimed to explore the value of other additional constructs which, in addition to the three standard TPB variables, may explain further variance in older people's decision to participate in episodic, skilled volunteering. In a recent qualitative study, Brayley et al. (2013) highlighted two additional psycho-social constructs which may be relevant to this type of volunteerism; self-identity (i.e., one's professional identity) and the process of adjusting to retirement. Hence, the current study also examined an extended version of the TPB which included the assessment of these two variables.

8.3.2 Self-identity. According to identity theory, individuals draw from specific categories to establish their self-identity (Stets & Burke, 2000; Styker, 1980). The categories and roles that construct one's identity are varied, relating to social responsibilities (e.g., mother/father), types of social actions (e.g. being a business professional, an activist or a smoker) or the qualities that define our individuality (e.g., personality traits: being personable, friendly, caring; Rise et al., , 2010). Hence, an individual's self-identity reflects their perception of themselves in terms of social roles, and the ideals and behaviours defining these roles. Individuals may hold

a variety of identities (e.g., mother, business professional) and these identities will vary in salience (Stryker & Burke, 2000).

Further, identity theory postulates that salient identities influence an individual's behaviour choices; salient identities are more likely to prompt the pursuit of behaviors which are identity supporting (Stryker & Burke, 2000). Although the logical identity to explore within the current context may be individuals' perceptions of themselves as volunteers, the saliency of an older person's connection with their professional identity may be strongly linked to volunteerism within this situation. Hence, should the professional identity remain salient for older individuals (i.e., which is likely to be the case for people who have worked extensively in a professional setting), the need to continue activities which support and reinforce this identity may have positive implications for volunteering.

Support for the persistence of the professional identity during retirement, at levels equivalent to that in pre-retirement, was demonstrated by (Teuscher, 2008). Interestingly, professional identity salience was not significantly correlated with duration in retirement, inferring that the professional identity may be highly durable following the cessation of work. Indeed, retirees within the study identified their profession as a more important domain for self-definition than retirement status itself. Further, within the qualitative study by (Brayley et al., 2013) many older people believed that short term, skilled volunteering would enable the continued use of their professional skills and abilities, suggesting that participation in volunteering may be underpinned by the need to sustain the professional identity. This notion is supported also by continuity theory (Atchley, 1989), which espouses that those older individuals who maintain a high work identity will seek continuity in the structure of their life by partaking in related professional activities.

There has been considerable debate in the literature as to whether self-identity will enhance the predictive power of the standard TPB. From one perspective, the influence of self-identity on behavioral intention is believed to be accounted for through attitude and past behavior. An alternate perspective suggests, however, that the motives underlying attitude and self-identity are clearly different and self-identity represents a valid, independent addition to the TPB (Biddle et al., 1985, in Rise et al.). A recent meta-analysis by Rise, Sheeran, and Hukkelberg (2010) found support for self-identity as a unique contributor to behavioural intention, over and above the three standard TPB variables. When self-identity was combined with attitude, subjective norm, and PBC, the model accounted for 42% of variance, 6% of which was attributed to self-identity. In their study, attitude and self-identity were the strongest predictors within the group of variables. Support was found also for the autonomous predictive value of self-identity within TPB analyses when controlling for past behaviour.

The value of self-identity as an additional construct within the TPB framework has been supported in a variety of studies, including those relating to healthy food choices (Dean et al., 2012) and pro-environmental behavior (Whitmarsh & O'Neill, 2010). Research pertaining to environmental activism (i.e., a recognised form of volunteerism; Petriwskyj & Warburton, 2007) also identified self-identity as a valuable predictor within the TPB paradigm (Fielding et al., 2008). Individuals who more strongly identified as environmental activists were significantly more likely to intend to engage as activists. This research, when combined with the notion that professional identity remains salient during retirement, would suggest that self-identity, operationalised as professional identity, may be an important determinant of skilled volunteering.

8.3.3 Adjustment to retirement. It is well established that retirement can be a time of substantial adaptation for older people. Adjustment to retirement is defined as "the process of getting used to the changed circumstances of life in retirement" (van Solinge & Henkens, 2008, p. 423), as compared with retirement satisfaction, which relates to "contentment in one's life in retirement" (van Solinge & Henkens, 2008, p. 423). Kim and Feldman (2000) suggest that adjustment to retirement may be facilitated in some older people through participation in volunteering. Limited research appears to have examined whether the process of adjusting to retirement predicts people's intention to volunteer. In their qualitative analysis of the factors influencing older peoples'' decision to engage in episodic, skilled volunteering, Brayley et al. (2013) identified that individuals who are adjusting to retirement may be more likely to engage as volunteers. The current study, therefore, sought to establish whether adjustment to retirement improves the predictive capacity of the TPB over and above the standard variables.

8.3.4 The current study. In light of the anticipated changing needs and interests of older volunteers, the current study applied an extended TPB to understand the salient determinants of older people's participation in episodic, skilled volunteering. In doing so, the research extends on the existing, limited research examining the predictive capacity of the TPB within volunteering environments and, in particular in relation to older volunteers in novel, appealing, contexts. The enquiry was undertaken in the context of episodic, skilled volunteering in rural agencies in Queensland, Australia. Hence, older people based in metropolitan areas would, ideally, travel to rural areas to offer skill assistance. Skilled volunteering pertained to the provision of assistance in a specified range of business skill areas (e.g., business

development, management, information technology) which were seen to be important to capacity building in non-profit agencies.

The research sought to assess the ability of the standard TPB, and an extended version of the TPB, to predict older peoples' intentions to volunteer. It was hypothesised that (1) the standard TPB constructs (i.e., attitude, subjective norm, and PBC) would significantly predict intention to volunteer and that all three variables would make a unique contribution to this prediction; (2) self-identity would improve the predictive power of the standard TPB, and (3) adjustment to retirement would improve the predictive power of the standard TPB. Additionally, in keeping with the conventions of the TPB, the enquiry explored whether socio-demographic variables were accounted for through the standard TPB variables.

8.4 Method

8.4.1 Participants. A total of 187 individuals, ranging in age from 49 to 86 years (M = 103, F = 81; three participants did not report their gender) took part in the study. The mean age of the sample was 63.5 years. Participants were required to be fully retired, semi-retired, or planning retirement within 2 years. The greater part of the sample (60.4%) classified themselves as fully retired. Those who were still working on a regular basis (i.e., those who were semi-retired and performed regular part time or casual paid work, or those working full-time but planning retirement within two years) comprised the remaining 39.6% of the sample. Within the current paper, the sub-samples are referred to as the 'fully retired group' and the 'working group'. The inclusion of the two sub-samples was an important element of the research, allowing for the identification of differences in intention to volunteer between individuals who were approaching and within retirement. Differences

between the groups in the determinants of volunteering (i.e., the standard TPB variables, self-identity and adjustment to retirement) were also considered.

Past vocational experience in one of the following professional business fields was a requirement of participation: business management, business development, human resource management, information technology, finance, accounting, marketing/promotions, and public service administration. The selected skill sets were based on the reported needs of rural agencies in terms of helping them to build organisational capacity, and the desire to optimise the worth of the research findings to service providers. Participants were also required to reside principally in Queensland, Australia. Ninety seven per-cent of the sample reported English as their first language. Among the 187 participants, 155 provided online responses and 32 people completed a paper version of the survey.

8.4.2 Procedure. A questionnaire, designed specifically for the research, included items targeting the direct component of the TPB (i.e., attitudes, subjective norms, and PBC) along with self- identity and adjustment to retirement. In respect to these elements, the questionnaire reflected typical TPB conventions, such as using inferential and experiential items to assess attitudes and including items relating to self-efficacy and controllability to evaluate PBC (Francis et al., 2004). A range of socio-demographic items was also incorporated, particularly those characteristics which have been linked strongly with volunteering behaviour previously (e.g., marital status, religion, health status, past volunteering behaviour). The preliminary questionnaire was piloted by six retired and semi-retired business professionals and minor refinements were made to the survey based on feedback provided by this group.

The survey was designed for electronic distribution and was promoted through advertisements on websites which were regularly accessed by older people (e.g., agencies advocating healthy ageing and volunteering organisations). Advertisements were also placed within print media, such as in district newspapers, seniors' magazines, and publications of an employee work union and a university alumnus. The survey link was distributed directly, via email, to volunteers registered with a community support agency. To ensure sufficient statistical power for regression analyses and to avoid any bias resulting from only undertaking on-line recruitment, paper copies of the survey were distributed also at shopping centres and sporting venues (e.g., golf courses).

8.4.3 Measures. The target behaviour within the study was defined as episodic, skilled volunteering (i.e., either face to face or E-volunteering) with a rural agency (i.e., not for profit or local government authority) within Queensland, Australia. Episodic volunteering was defined as an engagement which could last for several days up to 6 months at any one time. Participants were asked to respond to the items in light of the possibility that a volunteering service of this nature was established in the future. In accordance with TPB conventions, all components of the model were assessed at the same level of specificity (Conner & Sparkes, 2005).

Attitude. Attitudes was assessed using seven semantic differential scales in relation to the statement, "I think volunteering with a rural agency on an episodic basis would be...". Possible responses ranged from 1 to 7 for all semantic scales. Lower responses indicated a more positive attitude toward episodic volunteering with a rural agency; scores were reversed prior to analyses so as higher scores indicated more positive attitudes.

Other variables. Scale items assessing subjective norms, PBC, intention, self-identity and adjustment to retirement were measured on a seven point Likert type scale ranging from 1 (*strongly disagree*) to 7 (*strongly agree*). Although the items assessing subjective norms, PBC, intention and self-identity were the same for all participants, separate, but similar, item sets were used to assess adjustment to retirement in the fully-retired and working subsamples. Whereas statements assessing adjustment to retirement within the working sub-sample were prospectively oriented, items assessing adjustment to retirement in the fully-retired group required retirees to take a retrospective viewpoint. All items measuring adjustment to retirement were drawn from the work by (van Solinge & Henkens, 2008). Items used to assess self-identity (i.e., professional identity) were drawn from (Terry, Hogg, & White, 1999). Items for all scales are listed in Table 7.

A mean score was calculated for each scale (i.e., attitudes, subjective norms, PBC, self-identity and adjustment to retirement). Internal reliability of the scales were sound (attitude α = .92; subjective norm α = .85; PBC α =.70; self-identity α = .92, adjustment to retirement (semi-retired/working) α = .89, behavioural intention α = .96), with the exception of the scale items measuring adjustment to retirement in the fully retired sub-sample, which was slightly low (α = .68).

For the regression analysis considering the effect of demographic variables within the TPB, all demographic variables were entered as dichotomous variables with the exception of age, health status, and importance of religion, which were measured as continuous variables. Health status was assessed on a five point Likert type scale (1 = *poor* to 5 = *excellent*). Similarly, importance of religion in one's life was rated on a seven point scale (1= *extremely* unimportant to 7 = *extremely important*). Dichotomous variables included gender (male vs. female), marital status

(married vs. not married), education (university degree vs. no university degree), annual income (≤ $50,000/annum or ≥ 51,000/annum), income source (self-funded vs. government based pension), and past volunteering behaviour (engagement in formal volunteering in past year vs. no volunteering in the past year). The study also examined the influence of individuals having lived or worked in rural Australia (yes vs. no) and whether they had travelled through rural Australia as a grey nomad (extended travel of 2 weeks or more, through rural Australia, in a caravan or similar recreational vehicle in the past 2 years vs. no travel of this kind) or using other travel means (i.e., road travel in a car, staying in motels vs. no travel of this kind).

Table 4

Scale Items for Research Measures

Variable	Item
Intention	I plan to volunteer with a rural agency if a service is established. I intend to volunteer with a rural agency if a service is established. I would consider volunteering with a rural agency if a service is established. It is likely that I would volunteer with a rural agency if a service is established.
Attitude	I think volunteering with a rural agency on an episodic basis would be: Good/bad Useful/useless Satisfying/non satisfying Easy/Difficult Safe/Unsafe Interesting/Boring
Subjective norm	Most people who are important to me would approve of me volunteering with a rural agency if a service is established. Most people who are important to me would think that I should volunteer with a rural agency on an episodic basis. If a service is established, most people who are important to me would think that my volunteering with a rural agency is a good thing to do.
PBC	I have complete control over whether or not I volunteer with a rural agency if a service is established. It would be easy for me to volunteer with a rural agency if a service is established. I am confident that I could volunteer with a rural agency if a service is established. It is mostly up to me whether or not I volunteer with a rural agency if a service is established.
Self-identity	Engaging in activities that enable me to continue to use my professional skills and knowledge is an important part of who I am. I am the type of person who needs to remain engaged in activities that allow me to use my professional skills and knowledge. I would feel at a lost if I was forced to stop using my professional skills and knowledge completely.
Adjustment to retirement (Fully-retired sub-sample)	Adjustment to retirement was easy for me. It took quite some getting used to retirement for me.
Adjustment to retirement (Working sub-sample)	Adjustment to retirement will be easy for me. I am not concerned at all about being able to adjust to retirement.

8.5 Results

8.5.1 Pre-analyses. Checks of statistical assumptions identified the sample responses to be suitable for hierarchical regression analyses. A MANOVA analysis identified no significant differences in the findings across the two modes of survey completion (i.e., electronic vs. paper). While there was an expected difference between the mean age of the fully retired (M = 65.68 years) and working subgroups (M = 60.16), t (180) = 6.16, p = .000, importance of religion and health status did not differ significantly between the fully retired (M_{Religion} = 3.84 M_{Health} = 4.01) and working groups (M_{Religion} = 3.81, M_{Health} = 3.97).

8.5.2 Descriptive statistics. Descriptive statistics for the standard and additional TPB variables are provided in Table 8. All three standard TPB constructs were significantly, positively, and moderately correlated with each other. Similarly, all three standard TPB predictors held moderately high, positive and significant correlations with intention to volunteer. There was a significant, low to moderate, positive correlation between volunteering intentions and self-identity. Self-identity was significantly, yet negatively correlated with adjustment to retirement.

While participants' scores for attitudes toward this type of volunteering were high, the samples' mean score for intention to volunteer was only just above the midpoint of the seven point scale (i.e., 4), suggesting that individuals' intentions to engage as episodic volunteers (i.e., if this type of volunteering was available) were, on average, only slight. Further, participants, on average, agreed only to a slight degree that significant others would approve of their participation in episodic, skilled volunteering. The mean level of PBC for the sample also confirmed a low to moderate level of agreement among participants that they would be able to participate in this type of volunteering should they choose to. Although the

professional identity (i.e., the measure of self-identity used within the study) held a degree of importance for individuals, this level was quite low, the mean rating being only slightly above the midpoint of the seven point scale.

Table 5

Descriptive Statistics for Regression Variables

Variable	*M*	*SD*	*1*	*2*	*3*	*4*	*5*
1 Intention	4.75	1.36					
2 Attitude	5.73	1.18	.59***				
3 Subjective norm	4.99	1.20	.73***	.46***			
4. PBC	5.33	1.02	.73***	.50***	.69***		
5. Self-Identity	4.79	1.54	.35***	.29***	.20**	.23**	
6.Adjustment to retirement	5.07	1.56	-.03	-.09	-.01	-.00	-.26**

Correlations for variables 1 through 6 are based on the mean scores of scale items. All items were measured on a 7 point Likert type scale. *** $p < .001$ (two tailed), ** $p < .01$ (two tailed).

No significant differences were found to exist between participants who were fully retired and those who were still working in some capacity (i.e., semi-retired and planning to retire within two years) for the three standard TPB constructs, self-identity, and adjustment to retirement (see Table 9). Further, self-identity (i.e., professional identity) was not significantly more salient in individuals who were in the early stages of retirement (i.e., 3 years or less; $M = 4.95$, $SD = 1.50$) compared to those who had been retired for longer than 3 years (equal variances assumed; $M = 4.56$, $SD = 1.64$), $t\ (141) = 1.49$, $p > .05$.

Table 6

Comparisons on Main TPB Variables, Self-identity and Adjustment to Retirement as a Function of Working Status

	Fully retired		Working (Semi-retired & planning to retire)			
Variable	*M*	*SD*	*M*	*SD*	*t*	*p*
Intention	4.72	1.42	4.82	1.26	-0.52	0.61
Attitude	5.70	1.13	5.84	1.12	-0.81	0.42
Subjective norm	4.98	1.23	5.03	1.14	-0.29	0.77
PBC	5.32	1.05	5.38	0.94	-0.35	0.73
Self-identity	4.68	1.56	4.96	1.51	-1.14	0.26
Adjustment to retirement	4.97	1.62	5.26	1.47	-1.21	0.23

8.5.3 Regression analyses. An initial hierarchical regression analysis examined the ability of the three standard TPB variables to predict intention to volunteer (Step 1). The effect of self-identity and adjustment to retirement was then assessed in Step 2. As reported in Table 10, the addition of the three standard TPB variables accounted for a significant proportion of explained variance in intention to volunteer and all three TPB variables made a significant, unique contribution to the prediction of volunteering intentions. The largest beta weight was subjective norm, followed by PBC, and then attitude. The addition of the self-identity and adjustment to retirement variables, in the subsequent step, also produced a significant, albeit small, increase in explained variance (R^2_{change} = 2.0%). Self-identity (i.e., professional identity), along with all three standard TPB variables, made a significant contribution to the predictive capacity of the extended TPB. Adjustment to retirement did not make a significant contribution to the model.

Table 7

Hierarchical Multiple Regression Analysis Predicting Intention to Volunteer (Standard TPB Variables, Self-identity and Adjustment to Retirement)

	$\triangle R^2$	*F*	*df*	*Intercept*	*B*	*SE B*	β
Step 1	.68***	113.48	3,164	-1.40			
Attitude					.29	.06	.25***
Subjective norm					.44	.07	.39***
PBC					.43	.09	.33***
Step 2	.02**	73.25	2,162	-1.76			
Attitude					.25	.06	.22***
Subjective norm					.44	.07	.39***
PBC					.41	.08	.31***
Self-identity					.13	.04	.15**
Adjustment to retirement					.01	.04	.01

*** $p < .001$ (two tailed), ** $p < .01$ (two tailed)

Socio-demographic variables. An additional regression analyses was carried out to explore whether relevant socio-demographic variables extended the predictive power of the TPB beyond that achieved by the standard TPB variables and self-identity. The social and demographic variables were entered into the regression in Step 1, followed by the standard TPB variables in Step 2. In Step 1, the social and demographic variables accounted for a significant amount of variance in intention to volunteer ($R^2_{change} = .32$, $F = 2.77$, $p < .01$). At this stage of the analysis, significant predictors included marital status ($B = .70$, $SE\ B = .35$, $\beta = .21$, $p < .05$), education ($B = -.85$, $SE\ B = .31$, $\beta = -.29$, $p < .01$), and grey nomad status ($B = -.73$, $SE\ B = .32$, $\beta = -.24$, $p < .05$). Notably, past volunteering behaviour (i.e., engaging in formal volunteering during the past year) did not significantly predict an individual's intention to volunteer. The significance of these variables was negated in the following step, however, when the

standard TPB variables were entered (i.e., attitudes, subjective norms, and PBC). Hence, although the addition of the standard TPB variables in Step 2 improved the predictive power of the model overall (R^2_{change} = .43, F = 13.62, p < .001) the social and demographic factors were non-significant at this final stage of the analysis. Attitudes (B = .18, $SE\ B$ = .09, β = .15, p <.05), subjective norms (B = .63, $SE\ B$ = .11, β = -.58, p <.001), and PBC (B = .32, $SE\ B$ = .14, β = .22, p <.05) were all, once again, significant predictors of volunteering intentions in the second step.

8.6 Discussion

The current study used an extended TPB (Ajzen, 1991) to understand the salient factors influencing older people's engagement in episodic, skilled volunteering in rural settings, a novel type of volunteering expected to be appealing to contemporary older volunteers. In achieving this aim, the research also explored the value of an extended TPB as a model for explaining volunteering behaviour. Specifically, the study hypothesised that the standard TPB variables would predict older peoples' intention to volunteer (i.e., Hypothesis 1) and, that extending the theory, through the inclusion of self-identity (i.e., professional identity and adjustment to retirement (i.e., Hypothesis 2 & Hypothesis 3), would improve further the predictive power of the conceptual framework. Support was found for Hypothesis 1 and Hypothesis 2 within the sample. Hypothesis 3 was not supported. In keeping with the theory's fundamental concepts, the influence of relevant socio-demographic variables was negated when the standard TPB variables were entered into the regression model suggesting that the TPB may offer an inclusive framework which incorporates, yet extends beyond, socio-demographic explanations of volunteering.

The outcomes of the current study support the TPB as a useful framework for predicting volunteer behaviour and for guiding volunteer recruitment strategies. Overall, the findings suggest that, in the context of episodic, skilled volunteering in rural settings, more positive attitudes toward volunteering, higher levels of social approval for volunteering, and a stronger belief that one will be able to successfully engage in volunteering will lead to individuals having higher levels of intention to volunteer. The linear combination of attitude, subjective norm, and PBC accounted for 68% of variance in volunteering intentions and supports the positive findings of other studies which examined the utility of the TPB within the context of volunteerism. (e.g., Greenslade & White, 2005; Warburton & Terry, 2000)

Subjective norm had the strongest beta weight among the three standard TPB variables, suggesting that perceptions of higher levels of approval from significant others for volunteering play an important role in whether one intends to volunteer. The result reflects the findings of the qualitative research by Brayley et al. (2013) wherein retirees' intentions to volunteer were strongly and primarily influenced by perceptions of approval from their spouse/partner. Perceived behavioural control was also a strong predictor, indicating that those who hold stronger beliefs about their ability to participate in this type of volunteering are more likely to intend to volunteer in this context. Interestingly, the dominance of subjective norm as a predictor of intention to volunteer, over and above the other two, standard TPB variables differs to the findings of previous authors (see Greenslade & White, 2005; Warburton & Terry, 2000). The disparity in findings across studies supports Ajzen's (1991) proposition, however, that the predictive value of each of the three standard variables may differ across populations and settings and highlights the importance of

examining the contribution made by the respective variables prior to the formulation of volunteer recruitment strategies.

Although the mean attitude score for the sample was reasonably high (i.e., 5.73 on the seven point scale indicating that older people view this type of volunteering in a favourable light) this positive view of episodic, skilled volunteering did not translate into a similar level of predictive strength. Further, while attitudes toward this type of volunteering were high, mean levels of subjective norm and PBC were comparably low. Overall, these findings imply that, while older people may view this volunteering opportunity in a favourable light, a lower level of perceived approval from others (i.e., subjective norm) and weaker levels of PBC may override this positive perspective, resulting in lower levels of behavioural intention.

For the practical utility of these results, recruitment campaigns which focus on attitudinal manipulation, normative influence and perceptions of control over volunteering may, indeed, bring success. The strong relationships between intention to volunteer and subjective norm would suggest that recruitment campaigns may benefit from tailoring promotions to encourage and reflect approval and support from significant others for volunteerism. Hence, portraying volunteerism as a retirement activity that will be viewed favourably by people who are considered important to the retiree, in particular one's spouse or partner may be advantageous. Promoting the benefits of volunteering during retirement and encouraging those in contact with retirees to actively discuss and approve of their friends and acquaintances participation in skilled volunteering, during their post work years, may also be gainful in terms of raising rates of volunteerism by this cohort. Offering volunteering opportunities whereby the volunteer may be accompanied by their spouse may also be useful.

The predictive relationship between PBC and intention to volunteer may also provide important leverage for raising participation in skilled volunteering within this group. Although levels of PBC within the sample were positive, they were modest (i.e., 5.33 on a seven point scale) suggesting that there may be opportunity, through targeted campaigns, to increase the level of control and self-efficacy that individuals perceive they have over participating in episodic skilled volunteering. Notably, increasing perceptions of one's level of control over volunteering may be achieved by reducing barriers and increasing factors which may enhance participation. For example, enabling retirees to actively choose volunteering roles which interest them, to undertake roles at times that suit them and promoting the availability of comprehensive and accurate role information may facilitate stronger feelings of behavioural control. Further, promoting an efficient service which ensures a sound match between the volunteer and the role may be helpful in raising personal perceptions of PBC, as could the offer of financial support for engagement (e.g., assistance with travel costs).

Finally, although demographic variables such as marital status, grey nomad status and education level were accounted for through the standard TPB variables in the current context, given their identified correlation with intention to volunteering in the initial step of the hierarchical regression, there potential contribution to the successful recruitment of volunteers should not be completely ignored .While identifying the relative importance of attitudes, subjective norms and PBC has been useful for guiding recruitment strategies, knowing that there is value in targeting the grey nomad community, the more highly educated and individuals who are married (as opposed to unmarried) will also be helpful.

8.6.1 Self-identity. The current study also found support for the inclusion of self-identity as an additional predictor to the standard TPB. Adding self-identity to the model in Step 2 explained a further 2 per cent of variance in older peoples' intention to volunteer. Although this increment was small, it may represent useful knowledge for those recruiting older people to volunteering, particularly within an environment where the profile of older volunteers may be changing and tailoring volunteer recruitment strategies to their specific needs is imperative. The result supports the notion that the salience of one's professional identity persists into retirement and that individuals may be drawn to behavioural choices which support salient identities (Sheldon & Burke, 2000). Indeed, retirees may be attracted to this type of volunteering as a means of supporting and sustaining this important element of their self-concept. Additionally, as the mean score for self-identity within the current research was quite low (i.e., 4.79 on the seven point scale), the finding infers not only that higher levels of professional identity are linked to higher levels of intention to volunteer, but also that even a modest level of association with one's professional identity may be sufficient to enhance participation in episodic skilled volunteering. Certainly, promoting this type of volunteering to retired professionals as an opportunity to continue to use their skills and knowledge may be wise as many retired business people may be seeking activity which is supportive of their professional identity.

Reitzes and Mutran (2006) established that the pre-retirement worker identity continued to exist 2 years into retirement. Similarly, the current study found no significant difference in the level of association with one's professional identity across individuals of different retirement status (i.e., working vs. fully retired) or stage of retirement (i.e., retired for 3 years or fewer vs. more than 3 years). Based on

this finding, recruitment strategies focusing on self-identity may bring benefit when directed to individuals who are both approaching and within retirement as the professional identity appears to be highly enduring across these stages of retirement.

Notably, although the current study examined the explanatory benefit of self-identity within the TPB, past research relating to a range of behaviours (e.g., physical activity, recycling behaviour) suggests that there may be benefit also in examining the predictive value of social identity within an extended TPB, in line with social identity theory (Tajfel, 1959, 1969), as has been undertaken by Hamilton and White (2012) and White, Smith, Greenslade and McKimmie (2009) . The social identity construct was not believed to be particularly relevant in the current context, however, as the involvement of older people in short term volunteering was not seen to extend beyond the parameters of the volunteer's normal professional comparisons. Indeed, older people were considering their engage as volunteers on an individual basis and in a highly specific professional role as opposed to being part of, or being influenced by, a wider group undertaking volunteering.

8.6.2 Adjustment to retirement. The study failed to find support for a significant association between the process of adjusting to retirement and intention to volunteer. Consequently, individuals who have concerns about their ability to adjust to retirement (i.e., those still working or in semi-retirement), or found the process of retirement adjustment difficult (i.e., the fully retired), may not be a better target for recruitment campaigns; individuals who adjusted easily to retirement or who are confident that they will adjust well to this next life stage may be equally likely to donate their services.

As it has been suggested that adjustment to retirement and satisfaction with retirement are independent constructs (van Solinge & Henkens, 2008), further

investigation of the empirical association between retirement satisfaction and intention to volunteer may be worthwhile, both in regards to episodic skilled volunteering and volunteering generally. It may be that, while adjustment to retirement holds little relevance in older people's decision to volunteer, their level of satisfaction with retirement may be highly influential. Although studies have identified that people who volunteer in retirement experience higher levels of satisfaction during this life stage (Van Willigen, 2000), research examining the predictive relationship between levels of retirement satisfaction and intent to volunteer appears limited. Examining satisfaction in retirement within the context of the TPB may, therefore, be useful.

8.7 Strengths and Limitations

This study has provided additional support for the TPB as a useful model for explaining variance in volunteering intentions in older populations and as a potential tool for guiding volunteer recruitment strategies. By looking specifically at the utility of the TPB within a modern, novel volunteering setting, the research provides timely, practical insight as to the factors which may influence contemporary older people's decision to volunteer. Additionally, very few studies relating to volunteerism have examined the value of extended TPB models. From one perspective, the limited additional predictive power contributed to the model in the current study by self-identity (and adjustment to retirement) supports the efficacy of the standard TPB. From an alternate perspective, however, support for additional predictors highlights the need for ongoing TPB enquires which investigate other variables (e.g., behavioural norms, group norms) which may account for greater variance in volunteering intentions and volunteering behaviour. Investigating the predictive impact of such constructs within the context of other types of volunteering

which interest current day retirees may shed further light as to how best to secure their participation.

The relatively small sample size used within the current research is acknowledged as a potential limitation of the study. The sample size was, however, adequate for the analyses completed. Reaching this highly defined population was particularly challenging. It appears that many Australian, retired business professionals (and those approaching retirement) may not be associated with more traditional recruitment outlets (e.g., typical seniors' networks), making recruitment difficult. Researchers aiming to assess volunteering within this population in the future may need to consider less conventional strategies for engaging this group in research. Further, while the authors accept that the professional fields included within the study were somewhat narrow, the skills sets selected were based on the reported needs of rural agencies and their link with building organisational capacity. Restricting the professional skill areas to those chosen was important in optimising the usefulness of the findings to service providers. Further validation of current findings, using a sample which includes individuals with experience in a broader range of professional skills, may be valuable.

8.8 Conclusion

Although well substantiated in related fields, the predictive value of the TPB (Ajzen, 1991) has yet to be examined extensively within the field of volunteering, particularly in regards to older volunteers. The findings of the current study provide support for the value of the TPB within volunteering research and justify the ongoing investigation of the model's utility within other volunteering populations and settings. Indeed, when the current support for the model is examined alongside the works of prior TPB studies (e.g., Greenslade & White, 2005; Hauser et al., 2011) the

body of literature purporting the efficacy of the framework for understanding volunteerism is expanding and the continued use of the model as a theoretical base for empirical research is likely to bring substantial advancement to the field.

The study findings provide insight also as to the psychosocial constructs which may be useful targets within recruitment campaigns. Given that episodic, skilled volunteering in rural agencies is a new type of volunteering under consideration in Australia, this insight will be highly valuable for those endeavouring to recruit older volunteers for this purpose. As the profile of volunteering by older people is reportedly changing, the findings of the study make a substantial contribution to empirical research relating to modern forms of volunteerism and may contribute to the ability of non-profit agencies to formulate appropriate responses to changes within this sector.

Chapter 9: Model Assessment (Study 3)

Investigating the Relevance and Inclusiveness of the Theoretical Model of Volunteer Decision Making for Volunteer Recruitment

9.1 Introduction

Chapter 9 reports on the final qualitative study undertaken within the program of research (i.e. Study 3, Aim 1), which explored the utility of the theoretical model of volunteer decision making (i.e., developed through Study 1 and Study 2) for volunteer recruitment. Although involving only a small sample, this element of the research was a vital component of model development as it confirmed the appropriateness and inclusiveness of the framework within a group of older adults who had indicated their willingness to volunteer. The sample comprised individuals who had registered their interest in participating in a trial volunteering program in a rural Queensland (Australia). The model was presented to, and critiqued by participants during in-depth, personal interviews, the preferred research method given that the area of focus was clearly defined (Hesse-Biber, Naggy, & Leavy, 2006). The technique provided a means of gaining a detailed understanding of how well each component within the model of decision making accurately depicted the key factors impacting on the participant's actual decision to volunteer. Until this point in the research process, model development had been based upon individuals' perceptions of the salient factors likely to influence their hypothetical involvement in episodic, skilled volunteering in rural agencies given that this type of volunteering service was not yet established. This final study was, therefore, a highly important step in confirming the model's generalisability to an actual volunteer decision making context.

The aims of Study 3 were twofold. The first aim was to confirm the relevance of items contained within the model for the study participants, personally. Hence, the research enquired as to how well the model represented the key motives and beliefs underpinning their personal decision to engage as a volunteer in a rural agency. As self-identity was found to be an additional variable (i.e., to the standard TPB constructs) predicting intention to volunteer in this context (see Study 2b), participants were also asked to consider to what degree the need to maintain their professional identity during retirement influenced their decision to engage as a volunteer in this setting. Second, Study 3 explored participants' perceptions of the relevance of the model components for older people generally. This element of the questioning was particularly important given individual differences in beliefs/motives for volunteering and the need to verify that the model effectively captured the scope of salient factors potentially influencing older people's volunteering intentions more broadly. Asking individuals to comment on the model's applicability to older people, generally, also took advantage of the 'third person effect perceptual hypothesis' (see Davison, 1983). The study method will be described, and the qualitative findings will be presented and discussed.

9.2 Method

9.2.1 Participants. Participants included four individuals (Female = 1, Male = 3) between the ages of 60 and 70 years. All participants were fully retired with past experience in public service administration, management, marketing, and accounting. All had volunteered previously and were engaged in other forms of volunteering at the time of participating in this research. With the exception of one volunteer, who lived in rural Queensland, participants resided in Brisbane, Australia, or within the Gold Coast region (i.e., approximately 100 km from Brisbane).

9.2.2 Procedure. Data were drawn from personal telephone interviews with individuals who had previously attended a recruitment interview to undertake a trial, short term volunteering role in a rural Queensland community in the coming months. Three of the four individuals had been chosen for a trial role; the remaining participant did not possess the required skills and experience for the specified volunteering task and, as such, was not placed with a rural agency on this occasion. Hence, all participants could appropriately and fairly be considered as high intenders of this kind of volunteering.

As participants were situated in various locations around Brisbane, the Gold Coast, and rural Queensland, telephone interviews were considered an appropriate data collection strategy as opposed to undertaking a mix of face to face and telephone discussions. Studies have demonstrated no difference in the findings derived from telephone as opposed to face to face interviews (see Maliski, Rivera, Connor, Lopez, & Litwin, 2008) and, as such, there was no concern about the outcomes being impaired by the mode of enquiry. Interviews for the current study were conducted after the initial recruitment interviews but before the commencement of trial volunteering roles and took between 45 minutes and 1 hour to complete. All participants were aware of the outcomes from the recruitment interviews prior to their participation in the in-depth interview for Study 3.

Individuals were sent (via email) a visual representation of the theoretical model of volunteer decision making 1 week prior to their telephone interview, along with the questions to be asked during the discussion (see Figure 3 and Appendix F). Participants were required to have the picture of the model with them for the interview. They were instructed to consider and provide comment on the model from two perspectives. First, they were asked to indicate how well each of the components

of the model represented the factors influencing their decision to participate in discrete volunteering roles with rural agencies. Second, they were asked to provide comment on how well they believed the model reflected the determinants of this type of volunteering for older people generally. Participants were asked to articulate any factors which they felt were missing from the model or which they believed were not applicable for either themself or older people, generally. During the interview, the researcher worked systematically through each section of the model (e.g., advantages, disadvantages, normative beliefs, facilitators, and barriers) asking each participant how well they believed the section captured the beliefs underpinning their or others intentions to volunteer. Although motivations for volunteering were assumedly included within the behavioural advantages section of the framework, participants were asked to declare their personal motives for volunteering so as to confirm the interchangeable nature of motives for volunteering and perceived advantages of volunteering in this circumstance.

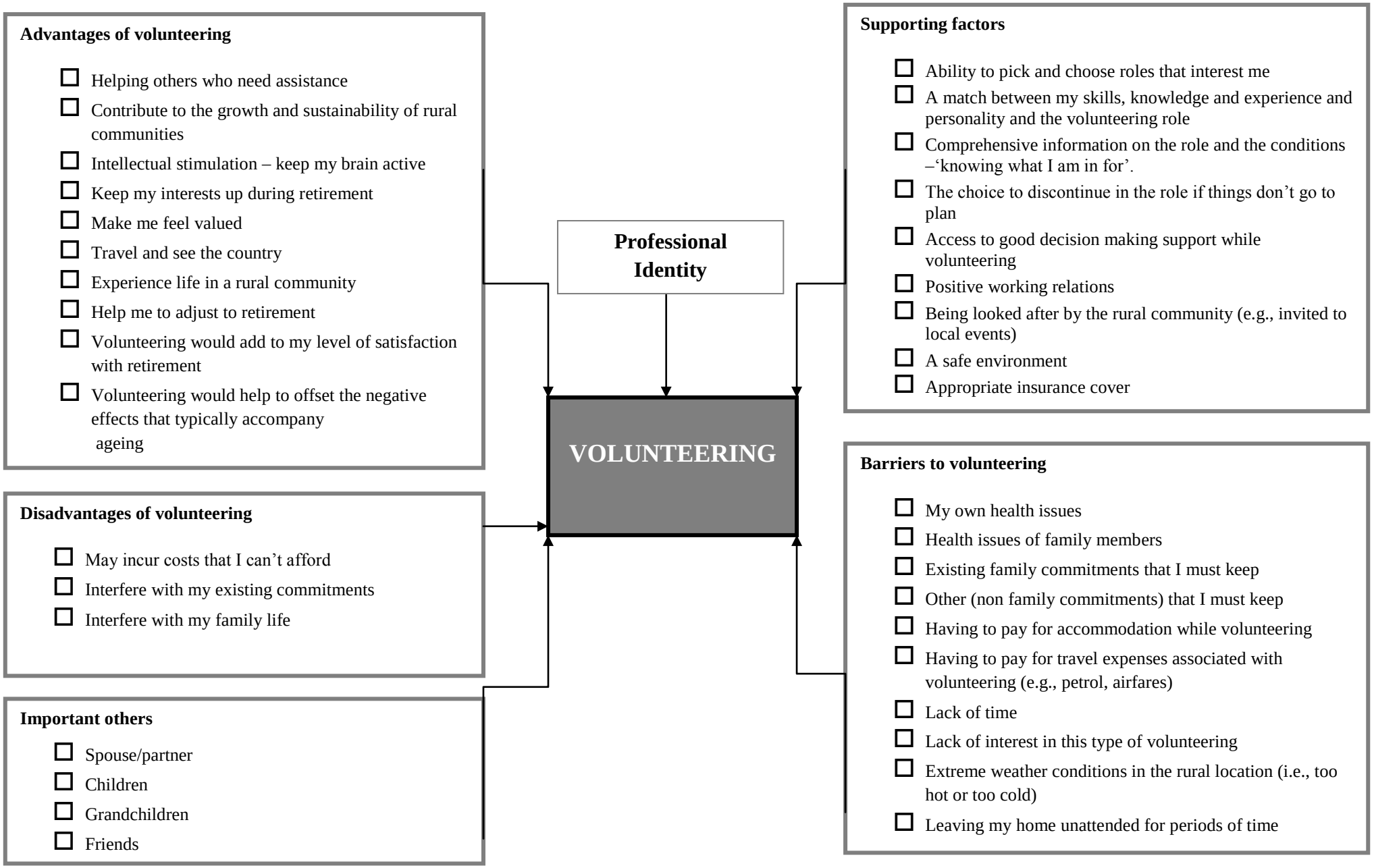

Figure 3. Illustration of model presented to participants for Study 3 interviews.

Data analysis involved several components. First, a content analysis was conducted to establish the degree that participants supported each element of the model. For example, the number of participants who believed that the advantages of volunteering adequately captured their and others' perceptions of the benefits of this type of volunteering was noted. Second, the data analysis involved identifying potential themes of information that were missing from the various components of the model. Given the small sample size and the need to maintain the anonymity of participants, descriptive details are not cited with quotes illustrating the findings.

9.3 Findings

9.3.1 Motivations for volunteering. Participants stated a range of motives for volunteering, the most common being that volunteering would provide them with something useful to do (i.e., give them purpose) and would provide a sense of achievement, would enable them to continue to use their skills, would provide mental stimulation, and would enable them to help others. Other motives for volunteering which were raised by single participants are outlined in Table 11.

9.3.2 Behavioural beliefs: advantages.

Relevance of advantages for participants. Participants provided varied feedback as to the level of relevance, for them personally, of the advantages of volunteering presented in the model. It was apparent that, while some items held a high level of relevance for most individuals, other items were seen, by some, to be personally irrelevant. Only one participant verified that all advantages were relevant to their decision to volunteer. Another participant validated all of the advantages of volunteering with the exception of the adjustment to retirement item; this potential advantage of volunteering was refuted by a further two participants also.

'I mean one of the things that you have in your model was help me to adjust to retirement and I think I'd gone through that process already…'

Table 8

Motives for Volunteering Articulated by Single Participants (high intenders)

Contributing to the growth and sustainability of rural communities
Adjustment to retirement
Continued learning
Maintaining a challenge in life
Giving back (altruistic)
Putting back into the community so that I benefit in the future (egoistic)
Make myself feel good
Increase my life satisfaction
To avoid being a liability to society
To maintain my self-identity (i.e., professional identity)

Two individuals confirmed that only some of the advantages of volunteering were relevant to their decision to engage in this form of volunteering. These people perceived the most salient advantages aligned with volunteering being the opportunity to help others, intellectual stimulation (i.e., keeping their brain active), and keeping one's professional interests up during retirement. Indeed, the need for intellectual challenge was articulated often and strongly across all participants, indicating the priority of this behavioural belief in relation to other benefits of volunteering.

'For me yes. But that's more because ... my interests are more of an intellectual stimulation area. Like I have to do things that will challenge me, so even for my hobbies if you like, my hobbies are cryptic crosswords and logic puzzles and I'm

actually doing some work on cell culture for plants. So where ...and I don't read fiction. So I guess it's just the difference where some people may garden and read magazines and enjoy fiction novels, for me it just has to be that little bit more of an intellectual challenge.'

And,

'But certainly you know keeping your brain active and being satisfied and having a challenge, more of a challenge than anything is really worthwhile.'

One participant continued his explanation of the significance of intellectual stimulation, discussing the importance of continuing to use past vocational skills within a familiar setting. This notion supported the underlying premise of the continuity theory of normal ageing (Atchley, 1989).

'...there's a bigger plus for doing this sort of volunteering because you're actually working amongst people who you know who they probably worked amongst before. Like business people and you know business law or health or whatever, they are continuing on something that they've always done.'

And further,

'But you know I think you know it's nice to be extended but I think you've got to be extended from a point that you feel comfortable with.'

The concept of continuity was also evident in responses provided by another two participants. In one instance, the notion of continuity was linked to the maintenance of one's professional identity, whereas on the other occasion, the reference was tied to continuity of the individual's interest in exploring and understanding the history of different locations (an activity which they had undertaken in the past and which they valued).

‘ … I tend to define myself by my work you know I'm a professional. But the other thing was what am I going to do? I’ve always fully committed to any role that I’ve had. I’ve always worked long hours, I basically, my hobbies would not have been enough to fill the day. But it was also I don't think I was ready to let go.’

And,

‘…so to me it’s always been important, I guess I was brought up to visit places and find out what their history was and read things and question things and pick up bits of trivia and knowledge and things. You know like that was, I was brought up to that and so I would, if that didn’t exist I would be, well…I don’t know I’d be feeling like a vegetable.’

Two individuals disputed the relevance of engaging in volunteering to feel valued, suggesting that they already felt valued. For these individuals, the achievement of the task was more important than any potential resultant feelings of value or being valued.

‘Yeah I mean I can agree with that but I don't, I mean I feel valued enough shall I say in this sounds stupid, but I don't need that particular thing to happen you know. I mean I think being the practical and doing it is much more important to me than feeling valued.’

Further, for these same two participants, the opportunity to travel to areas of Australia and to experience life in a rural community was considered irrelevant. Both individuals indicated that they had already experienced these life events and that they did not need to pursue them further during retirement. For the remaining two participants, though, the opportunity to travel and experience rural life was a valid advantage of this type of volunteering. The importance of experiencing life in rural communities was expressed strongly by one participant:

'…and actually be you know be a little part of the community as opposed to just going there and being in the local caravan park and looking at the local tourist sites and then going off and possibly only meeting somebody who served you in the shop. You know this is quite different to that, you're getting to know some people and hopefully ultimately will think [this location/community] is you know something special for us.'

Relevance of advantages for older people generally. Although not all of the advantages noted in the model list were perceived to be personally relevant to all participants of the study, all four individuals believed that the list represented an encompassing compilation of the salient advantages aligned with this type of volunteering, for older people generally. Hence, there were no items within the list of advantages which participants felt should be eliminated, despite some items not being personally relevant for them.

'but I certainly feel considering colleagues who have given up work within the last two years or so some of those things could still be very relevant.'

Advantages not captured in the model. When asked to consider other advantages of episodic, skilled volunteering, which were not encompassed within the model, several ideas were offered. One participant identified that volunteering may provide the volunteer with a sense of status or prestige, both within their own community and in the community to which they provided assistance.

'It's status in the community, hopefully in the community you're helping and also in your own community.'

And,

'there are big advantages in the sense that you know it's something also to bring back into the retiree's community and the fact that they're doing something and their

friends see what they're doing and it's almost a prestige thing you know. To take on that sort of task I think.'

Another participant suggested volunteering would provide a means of staying up to date with the current world. This goal would be achieved through continuing to be involved in groups of people and by continuing to learn new things. Two participants expressed, also, that the episodic, short term nature of this form of volunteering is an obvious and notable advantage of this type of volunteering. *'And so the concept of the small block or relatively small block whatever, at least a block that you look at and say I can commit to that is really good. Because then you can go off and do the other things that you've worked out that you're doing in your retirement as well.'*

9.3.3 Behavioural beliefs: disadvantages.

Relevance of disadvantages for participants. The perceived level of personal relevance of the disadvantages included in the model also varied somewhat across individuals. Three of four participants agreed that having to incur volunteering costs was a potential and significant disadvantage of this type of volunteering. These individuals confirmed that they were not in a financial position to easily pay for costs tied to volunteering. Hence, while they could potentially find the funds, this situation was not ideal for them. They were particularly concerned that paying for volunteering costs may negatively impact on other aspects of their lifestyle (i.e., restrict participation in other leisure opportunities). The remaining participant expressed that the affordability of volunteering costs was not an issue for them personally. Although this person was in a position to pay for volunteering costs, they were not necessarily willing to do so.

'…the first one certainly is quite relevant because we don't have a huge income, there's only the income from my superannuation at the moment. Ultimately there'll be, when my wife gets a bit older it will be from hers. But at the moment it's only from mine and we have to obviously given the circumstances of the last few years we have to be pretty careful with that.'

And further,

'So that's, it's not a matter of running out of money but if out of pocket expenses become great enough that they impinge on being able to do other things, like you know travel to see my family then yeah that could become a factor.'

Three participants noted that, for them, having existing commitments interrupted as a result of volunteering may be a disadvantage. Three individuals expressed also, though, that the likelihood of volunteering interfering with existing commitments was likely to be minimal, as the episodic nature of the roles would allow them to fit volunteering around other planned activities. One participant stated clearly that volunteering would not interrupt their existing commitments at all, once again due to the episodic nature of the volunteering and the flexibility to pick and choose roles. Only one of four participants believed that volunteering would interfere with their family life and was, therefore, a relevant disadvantage of volunteering for them.

Relevance of disadvantages for older people generally. Participants indicated that the list of disadvantages was an accurate and inclusive depiction of the downfalls of this type of volunteering for older people generally. While they all acknowledged that some of the listed disadvantages were more or less relevant for them personally, they believed that the three noted drawbacks represented the main

disadvantages likely to impact on volunteer decision making by older people in this context. This view was articulated clearly by most participants:

'…ah yes I think they do because you know I don't have any grandchildren but a lot of other, most older people have grandchildren. And they want to make a commitment to help them first of course and they're children and grandchildren come first. And as I say things can pop up there in a family time wise that are unpredictable and if they've made a commitment to volunteer somewhere and some family thing pops up well the family will come first.'

And,

'But from the perspective of other retirees that second one (i.e., volunteering may interfere with my existing commitments) becomes equally important.'

Disadvantages not captured in the model. Only one additional idea was voiced during the personal interviews in regards to disadvantages of volunteering which were not included within the model. This downfall related to concern that the volunteer may be blamed for issues arising during volunteering roles, whether these be the volunteers fault or otherwise.

'It depends on what role you're playing but you can be blamed for something, either something you deserve to be blamed for by making a mistake or doing something wrong, you can also be blamed for something you weren't involved in right?'

9.3.4 Normative beliefs.

Relevance of normative beliefs for participants. Two of four participants indicated that their spouse/partner would be the main influence on their decision to volunteer.

'Well the first one, if the first said no (i.e., wife) that would be it, it would be no.'

One participant did not have a spouse/partner and as such, this category of significant others was not relevant for them. The final participant indicated that the decision to volunteer would be solely their own. Further, only one participant indicated that their children would directly influence their decision to volunteer. Grandchildren were not seen, by any participants, to be relevant to the decision making process in relation to volunteering. Two individuals did, however, confirm that their friends would play an important role in whether they participated in volunteering with a rural agency.

'And I think friends are important because they for two reasons, well they're important because they see that you're doing something which you want to do and also I think they are very encouraging in seeing you do something like this.'

Relevance of normative beliefs for older people generally. All participants agreed that the significant other categories represented in the model should be maintained as they may influence older people's decision to volunteer. One participant expressed that they felt the order of presentation of the categories within the model (i.e., spouse/partner, children, grandchildren and friends) was an accurate depiction of the relative importance of the categories within decision making process.

Categories of relevant significant others not captured in the model. When asked to consider other individuals or groups which may influence an older person's decision to volunteer and which were not listed in the model, several ideas were proposed including religious groups, sporting/recreational clubs, and services clubs. One participant expressed that these groups may not be supportive of the older person volunteering with rural agencies if it means that their group would receive less of the individual's time. Another participant made the point that the influence of

these groups on decision making may depend on the level of position held by the individual within the group. If an individual carries out a non-essential role within the sporting group or church, then the influence of these groups on the older person's decision to volunteer may be quite positive or limited. Alternatively, if the person is indispensable, the social influence of the group may be greater and they may be less supportive.

'I mean I guess, and this is pretty vague but if you were involved in a very strong community thing like you know church or scouts or something they might be a bit negative towards it in the sense that they might think that you're splitting off your responsibilities to do something else. And in fact it might mean that you're you know you're away from home more and therefore can't participate like you might normally be expected to participate in those things.'

9.3.5 Control beliefs: Facilitators.

Relevance of facilitators for participants. The listed facilitators of volunteering held varying degrees of relevance for individuals. Some facilitators were seen as critical to the decision making process, whereas others were considered to be important, but less crucial. The ability to pick and choose roles of interest and which are strongly matched to one's skills, knowledge, experience, and personality were of paramount importance for two volunteers. For one participant, these two enhancing factors were considered "deal breakers" in that, if they were not provided, they would not consider volunteering. For the other individual, these facilitators were considered to be extremely important for gaining their initial interest in the volunteering opportunity. Hence, this person believed that promoting these two aspects of volunteering and giving potential volunteers assurance that these two

conditions will be met is likely to encourage them to look into the volunteering opportunity further.

Feedback from participants as to the saliency of other facilitators was mixed. With the exception of one individual, appropriate insurance cover was not deemed an important factor of decision making in this context. Although three participants agreed that a safe working environment would enhance the likelihood of them volunteering, one person indicated that this was not critical to their participation as long as adequate procedures and structures were in place to manage potentially dangerous situations. Hence, for this participant, a potentially unsafe environment was not necessarily a "deal breaker" as long as suitable precautions and plans were in place.

'Yes there always had to be some kind of evacuation plan if an environment is not optimal.'

Being looked after by the rural community was also a facilitator of volunteering which was seen to have varying levels of importance for individuals. For three of the four participants, this factor was seen as a 'desirable' element of volunteering as opposed to one which would critically influence their participation. Hence, this facilitator was seen as "icing on the cake"; something which would be positively regarded, but not essential.

'Yeah the next one, that would be nice that's what I ...I'd put a really big tick on the box if there were things that happened up there that sort of made us feel that they were trying to make us part of the community. Put a big tick on the box if that happened. But I wouldn't put a big cross on the box if it didn't happen. Because they're busy people they don't have to invite us into their community etc. etc. For me that's like a bit of icing on the cake.'

In contrast, the remaining participant felt that this facilitator was important to volunteer decision making. Participants expressed that they felt the remaining facilitators would play an important role in their decision to volunteer. Hence, having comprehensive role information, access to good decision making support while volunteering, and positive working relations were perceived to be important facilitators of volunteering for all participants within this context.

Relevance of facilitators for older people generally. Although some of the listed facilitators held less relevance for the individual themselves, all participants agreed that these factors could be relevant to others. For example, while being looked after by the local community was less important for many participants, they still believed that this element may be important to other older people, in terms of volunteer decision making.

'Yeah that's important but to me it's not so important. In other words I guess I could say you're there to do a job and you're not there to you know there's an attitudinal thing sure but you're not there to be, well I don't feel I am...there to be entertained or to...and that depends on your lifestyle I suppose generally. So I don't disagree with it but you know ...'

Similarly, while participants generally did not view insurance cover to be an important facilitator of volunteering for them, personally, several did feel that it may be important to others.

'But I'm sure that there would, there could well be situations where that [insurance] might be somewhat important'

Facilitators not captured in the model. Overall, participants agreed that the list of facilitators was a good representation of the most salient facilitators likely to impact on volunteer decision making within this context. When asked whether there

were any other key facilitators which may enhance the likelihood of older people participating in this form of volunteering, two participants confirmed the completeness of the presented list.

Three additional facilitators were suggested, though. These ideas were presented by two participants and related to the flexible and episodic nature of the volunteering (and the benefit of being able to work both at the agency site and from home) and the presence of a designated person capable of overseeing and coordinating the service and the volunteers. The opportunity to socialise when volunteering was also raised (this latter facilitator may also be viewed as an added advantage of volunteering):

'…is the fact that you can do it in blocks. (?) so the big advantage in this one is that you could, you can do some face to face and you can certainly do a lot when you're not there, in your own time.'

Further,

'…so I think it's, I think probably the important thing is the fact that umm you're a person that you could come back to, there needs to be a person whose designated task it is to run this operation. To whom people can go back to and say well this is working or not working or I need some help, I'm not quite sure how this works and etc. etc.'

And,

'And other people really do enjoy the social side of it probably more, it's more important to them than it would be to me.'

9.3.6 Control beliefs: Barriers.

Relevance of barriers for participants. Participants expressed that many of the barriers within the model were not relevant for them personally. This finding was not surprising given that within the TPB, barriers reflect conditions or circumstances which actually stop a person from volunteering. As participants of Study 3 were actually planning to volunteer with a rural agency, they would not have committed to the volunteering trials if the barriers listed in the model were of relevance to them.

Two participants pointed out, quite explicitly that they did not perceive extreme weather conditions to be a key barrier to volunteering.

'And the one on the weather well that's the lowest one. If you make the decision to go there you go there.'

Further,

'I think that's all very, to me the weather conditions well it's not an issue really. Yeah okay it's going to be hotter up in Innisfail than we've been experiencing here but yeah okay. We adjust to that, we've been to Tassie it was very cold. We've been to the Arctic Circle it was extremely cold. Yeah that's part, to me that's part of the experience. You might turn round after you've been there and say well I really wouldn't live there. But you won't know unless you experience it so to me that's not really a major issue but I guess it is for some people.'

Another participant's interpretation of severe weather moved beyond extreme heat and cold, though, to include conditions such as fire, floods, and cyclones. Their perception of the importance of severe weather conditions was quite different:

'The extreme weather it's, I mean you can always get around the too hot or the too cold but you can't get around the fires, floods, cyclones so yeah.'

One participant spoke of their concerns about having to leave their home unattended for periods of time:

'Yeah leaving it unattended like we're not, this week doesn't worry us at all. But you know if it were to be a month for example yeah we would be concerned. We would have to do something about that.'

Two participants noted that, for them, having to pay for accommodation and travel costs was not necessarily a definitive barrier to volunteering:

'I would have still been interested in it, as long as I was willing to select a reasonably low quality accommodation, I don't need anything flash, I'd even camp in a camping ground right? Seriously it doesn't matter to me. Yes I would still have had a go at that to see if I could contribute'.

And,

'We might still consider it (i.e., if we had to pay for accommodation and expenses) because we might have been say thinking about going to somewhere like northern Queensland anyway. Though it would have taken a lot more thinking and we would have probably needed the stimulus of we wanted to go there anyway. But if you said to me for instance you had something going in Broome where we haven't been to the north part of Western Australia then we might go hmm okay well we were going to go there anyway. So should we still consider it? But you know if it was to umm Toowoomba where we worked for six years etc etc well that would be putting out our own money we might have gone oh well maybe not you know.'

Relevance of barriers for older people generally. All participants agreed that the presented list of barriers encompassed the key barriers likely to influence older people's intentions to volunteer in this context. Although acknowledging that many of the barriers were not relevant for them, personally, they agreed that the listed

factors may be very legitimate barriers for others. For example, one participant commented on the issue of leaving one's house unattended while volunteering:

‘ *for some people yeah certainly leaving the home unattended, pets you know the likes that still need to be fed and watered and everything. As I said earlier these were not particularly relevant to me…*’

And,

‘And for some people yeah certainly leaving the home unattended, pets you know the likes that still need to be fed and watered and everything. As I said earlier these were not particularly relevant to me… but having lived in Brisbane for 20 years, yeah that is an issue of a home, obviously unattended. So I did find those from the perspective of retirees in general very, very pertinent.’

Health issues of either oneself or one's family were considered highly relevant barriers to episodic, skilled volunteering (i.e., for older people generally), by three participants:

‘And I thought well certainly the health issues, not only of themselves but some of them have aged parents. And that's a deal breaker as you get older if you have elderly parents or aunts or whatever that need care.’

And,

‘The health issue is one I think I mean that's a thing that you'd al….to me I don't have those problems at the moment. But they certainly, if they emerged they would certainly, I'd have to reconsider what I was doing…’

Similarly, a lack of time, lack of interest, and volunteering costs were validated by several participants as important barriers of volunteering for older citizens, generally:

'I think you know the cost, the time...lack of interest in I guess a particular project would be a deal breaker.

And, further,

'The other ones are pretty, particularly the cost ones you know some people are on full pension and they have financial difficulty meeting their goals, I can understand with their travelling costs and accommodation costs would be significant for them and they couldn't afford it.'

And,

'Yeah I think if, I think that's true. I mean if …if you had to take the money out of your own pocket you would certainly…you would have to say to yourself do I really want to do this?'

Barriers not captured in the model. Three of the four participants were unable to provide any additional barriers likely to influence older people's decision to volunteer in this setting. One participant expressed, however, that the 'newness' of this type of volunteering could, in itself be a barrier to older people's participation. Individuals may be hesitant to volunteer until a volunteering service has been functioning for a reasonable period of time and some positive outcomes have been reported.

'Yeah I think that probably is (a barrier) that people would possibly say to you well how have the previous things gone? You know give me some feedback on those.'

9.3.7 Self-identity. Only half of the participants believed that the need to maintain their professional identity during retirement was an important element in their decision to volunteer with a rural agency. Whereas two individuals expressed that their professional identity was still very much a strong part of "who they are", and was driving their volunteering behaviour, the other two participants

acknowledged that maintaining their professional view of themselves was a less important reason underpinning their decision to undertake a rural volunteering placement. All participants agreed, however, that self-identity should remain in the model as it may hold relevance for older people, generally.

9.4 Discussion

This final component of the program of research was particularly valuable in that it assessed the relevance and inclusiveness of the theoretical model of volunteer decision making within a sample of individuals who were explicitly planning to volunteer with a rural agency. The study aimed to confirm the relevance and inclusiveness of each component of the model (i.e., motive, advantages, disadvantages, normative beliefs, facilitators, and barriers) for participants personally, and to gauge their perceptions of the representativeness of the model for older adults generally. The investigation also identified motives and beliefs which may strengthen the predictive capacity of the final framework and which may warrant further investigation.

9.4.1 Motives for volunteering. The findings confirm that individuals are motivated to participate in this type of volunteering by a variety of different psychological factors. While there were commonalities across the motivational profiles of the four participants (e.g., helping others, mental stimulation, purpose, sense of achievement), each person's reasons for becoming involved in this form of volunteering were slightly different. This finding supports the underlying premise of the functional approach to volunteering (Clary et al., 1998). Importantly, many of the reasons for volunteering raised by participants were captured within the model of decision making (i.e., within the behavioural belief component). Specifically, these motives included contributing to the growth and sustainability of rural communities,

helping others, increased life satisfaction, purpose during retirement, continued use of professional skills, adjustment to retirement, and mental stimulation. Continued learning may also align with the 'experiencing life in rural community's' motive already contained within the model. Similarly, the motive of 'making oneself feel good', articulated in the final interview, could be captured by the 'feeling valued' belief represented within the decision making model. Volunteering to maintain one's professional identity was also represented within the framework presented to the volunteers in Study 3.

Several motives were raised within the final interviews, however, which were not captured within the model. Importantly, volunteering to gain a sense of achievement in life was not an item within the model; this motive was raised by two participants. Further, although only articulated by single participants, other motives included giving back to the community from an altruistic perspective, and giving back to the community as a means of also benefiting oneself (i.e., akin to the notion of what goes around comes around). This person was planning to volunteer within their own rural district and, hence, one of their motives for volunteering was that they, as a community member, would eventually reap the benefits of the positive changes in the community resulting from their voluntary activity. One individual also mentioned that they would volunteer so as to avoid being a liability to society.

Overall, therefore, in terms of capturing the salient motives underpinning high intenders' participation in professional volunteering in rural settings, the model represented most of the common drivers. Study 3's findings do raise some concern, though, that there may be other motives which may be relevant to volunteer participation in this context and which are not represented in the framework. It is difficult to say why the additional motives (i.e., those not represented in the model)

were noted in Study 3 but did not arise as salient drivers of volunteering behaviour in the initial focus groups and interviews undertaken in Study 1. It could be that individuals of the initial focus groups (i.e., Study 1) found it difficult to articulate their motives for volunteering or gave different types of motives to the high intenders of volunteering in the current study (i.e., Study 3) as they were asked to think about these drivers from a hypothetical perspective. Hence, perhaps high intenders of volunteering were able to provide a more comprehensive or accurate list of their motives for volunteering given that they were actually planning to volunteer, and they were able to talk more realistically about why they were doing so. It is also reasonable to propose that the dynamic of a focus group, wherein individuals are in the presence of strangers (as was the case for most of Study 1's participants), may have elicited different motives for volunteering as compared to the personal interviews of this study. Regardless as to the reason why some additional and different motives for volunteering were proposed in the current study (i.e.., Study 3) as compared to Study 1 (i.e., focus groups and interviews) the explanatory value of the additional motives raised, to the model of decision making, warrants further investigation.

9.4.2 Beliefs contained within the model. The findings suggest that the model incorporates relevant and salient behavioural, normative, and control beliefs influencing high intenders' intentions to volunteer. Although the level of importance of the items within the model may differ across individuals, the model was shown to be an inclusive representation of many of the salient factors influencing volunteer decision making (in this context) in the older population generally.

Further, while participants indicated that some advantages and disadvantages of volunteering were personally irrelevant, they confirmed the importance of many

of the items within these categories in terms of their personal decision to volunteer; only two additional advantages and one additional disadvantage of volunteering were offered by the research sample. These additions included perceptions that volunteering provides individuals with a sense of status or prestige (both in their own community and in the volunteering community) and with a means of staying up to date with the world. One individual also raised the concern that professional volunteers may face the blame if problems arise. While the explanatory benefit of these additional items should be explored further, the fact that participants raised only three additional items instils confidence regarding the validity of this component of the model.

Similarly, the normative belief component of the model was found to include the important sources of social influence impacting on volunteer decision making from the perspective of actual volunteers (i.e., high intenders of volunteering) and older people generally. While the data support the notion that one's spouse/partner is the most important source of influence for individuals, it also confirms the potential for other family members to have impact on older adults' participation in rural volunteering. Additionally, this study's findings found support for a number of other social groups which may influence older people's decision to volunteer given that they may be competing for the individual's time. Examining the normative influence of groups for which the individual already volunteers (e.g., sporting associations, churches and service clubs) on volunteer decision making, represents an important extension of the current work.

Although individuals assigned different levels of importance to the various facilitators and barriers of volunteering, the model was once again seen to incorporate the relevant and salient factors which may increase or decrease the

likelihood of older people donating their time to rural agencies. It seems that, for some high intenders of volunteering, being able to pick and choose volunteering roles and being appropriately matched to the volunteering task are critical conditions linked to their involvement. Other facilitators were less important for them personally, but were seen to be potentially relevant to other older citizens considering volunteering. Similarly, although most of the barriers to volunteering did not hold personal relevance for the sample, their significance in preventing others from volunteering was clearly noted. Exploring the explanatory value gained by including the additional facilitators raised during discussions (i.e., the episodic nature of the volunteering, the chance to socialise while volunteering, and credible management of the volunteering service) may be useful.

Finally, while self- identity added significantly to the explanatory value of the TPB in Study 2b (see Chapter 8, Paper 3), its relevance in decision making for those who were actually going to volunteer in this context varied. It is evident from this study's findings that some high intenders of volunteering did not support the idea that their decision to volunteer in a rural agency was linked to their need to maintain their professional identity. Care should be taken within recruitment campaigns to cater for both segments of the market. This finding may have important applied implications.

9.5 Chapter Summary

Assessing the relevance and inclusiveness of the theoretically informed model of volunteer decision making within a sample of individuals who had actually attended a volunteer recruitment interview and were planning to volunteer was an important phase of the program of research. The findings provide confidence that the model represents the relevant and salient factors influencing volunteering decision

making in this population and context. Further investigation of the explanatory value of several additional behavioural, normative, and control beliefs may be beneficial, however, given that these were raised by the research sample and they may increase the explanatory value of the model. Assessing the relevance and inclusiveness of the model within a larger sample of volunteers will, indeed, confirm the importance of these additional factors for retirees, generally, and will substantiate the model's utility as a tool for volunteer recruitment. The current research findings will be discussed in relation to the findings of the other research studies (i.e. Studies 1 and 2) within the General Discussion section of this dissertation (i.e., Chapter 11). The General Discussion will draw together all research findings from the three successive studies and will arrive at final conclusions regarding the salient factors underpinning volunteer decision making in this context. Before progressing to this final discussion, however, the study findings resulting from the validation of the VFI, within a contemporary sample of older people (Aim 3; Study 2c; Paper 4), will first be presented and discussed.

Chapter 10: Paper 4 (Study 2c)

Exploring the Validity and Predictive Power of an Extended Volunteer Functions Inventory within the context of Episodic Skilled Volunteering by Retirees

10.1 Notes

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Brayley, N., Obst, P., White, K.M., Lewis, I.M., Warburton, J., & Spencer, N. (2014). Exploring the Validity and Predictive Power of an Extended Volunteer Functions Inventory within the context of Episodic Skilled Volunteering by Retirees. *Journal of Community Psychology*, *42*(1), 1-18. doi: 10.1002/jcop.21583

The doctoral candidate is the first author on the manuscript and was responsible for the structure and content of the literature review, method and discussion. The first author developed the rationale for examining continuity of work as a replacement construct for the career function within the VFI. The results (and results section) were calculated and written by the second author (Principal supervisor of the PhD candidate). All other authors are members of the candidate's supervisory team. These individuals oversaw the planning and implementation of the research and the writing of the manuscript. Written permission to include this paper in the candidate's doctoral thesis has been obtained from all co-authors.

The research represents Study 2c of the program of research. The paper relates to Aim 3 of the research agenda (i.e., the validation of the VFI within a contemporary older population and context). The data collection tool is presented in Appendix E. The content of this paper was presented at the 2013 conference of the Society of Australasian Social Psychologists (Cairns, Queensland). Only the abstract of the paper was included in conference proceedings.

10.2 Abstract

The current study examined the structure of the volunteer functions inventory within a sample of older individuals (N = 187). The career items were replaced with items examining the concept of continuity of work, a potentially more useful and relevant concept for this population. Factor analysis supported a four factor solution, with values, social and continuity emerging as single factors and enhancement and protective items loading together on a single factor. Understanding items did not load highly on any factor. The values and continuity functions were the only dimensions to emerge as predictors of intention to volunteer. This research has important implications for understanding the motivation of older adults to engage in contemporary volunteering settings.

10.3 Introduction

Older people (i.e., 65 years and older; Australian Bureau of Statistics, (Australian Bureau of Statistics, 2012b)) make an important contribution to the non-profit sector through volunteering. For those responsible for the recruitment of older volunteers, their task may become more challenging in the future given that many workers in industrialised nations, including Australia, the United Kingdom, and the United States, are now deviating from the past trend of early retirement to remain in the workplace for longer (i.e., during their sixties and seventies; Anderson & Peter Sotir, 2000). In contrast, the movement toward extended working life may be beneficial for volunteer recruitment as many older workers expect their transition to retirement to include a period of part-time work (i.e., semi-retirement), a level of work commitment which, in comparison to full time employment, is linked to higher rates of volunteerism (Choi, 2003). Indeed, there may be positive implications associated with retirement transition for the recruitment of older volunteers within the non- profit sector. Theoretically based research which continues to extend the understanding of volunteering behaviour in older people will be an important element contributing to the realisation of this potential.

There is some evidence, though, that the interests and expectations of older people, in relation to volunteering, may be changing. Older adults may now be seeking greater variety in volunteering opportunities; they may be more interested in episodic (i.e., short term) engagements which are strongly aligned with their personal interests (Hustinx & Lammertyn, 2003) and which allow them to continue to use their accumulated life skills (Salt & Mikkelsen, 2009). Episodic volunteering, also referred to as ‘new’ volunteering, refers to short term or discrete, task-specific volunteering, wherein the boundaries are clearly defined (Rehberg, 2005).

There is some suggestion, also, that the motivations underpinning volunteering in older people may extend beyond the psychosocial influences previously identified by researchers (e.g., Stergios & Carruthers, 2002). Hence, studies which explore further the motives of current day older people in relation to types of volunteering which meet their specific needs may be particularly advantageous. Research examining the motivations of older volunteers in the context of episodic, skilled volunteering may be very useful, particularly as the highly educated Baby Boomer generation (i.e., individuals born 1946-1965; Australian Bureau of Statistics, 2003), many of who have worked in professional fields and are beginning to enter retirement, may be more attracted to skilled volunteering opportunities. Skilled volunteering is a style of volunteering which involves the use of one's work related knowledge and expertise, on a voluntary basis, within non-profit agencies (Corporation for National and Community Service, 2012).

Recognising the reported changing profile of older volunteers, the current research draws on the volunteer functions inventory (i.e., VFI; a 30 item motivational assessment tool; Clary et al., 1998) to explore the psychosocial motives underlying and predicting retired business professionals' engagement in episodic, skilled volunteering. The study contributes to the volunteering literature by assessing the validity of the VFI within a current day older population and context and, further, by undertaking a preliminary exploration of the explanatory value of a new motivational category (i.e., continuity of work) which may be relevant to the contemporary older population. Given that a large percentage of older workers will transition to retirement by undertaking an interim period of part-time employment, the study considers also whether the importance and accuracy of the VFI domains remain consistent across individuals who are at various stages of the retirement continuum

(e.g., fully retired, semi-retired and working full time but planning retirement within two years).

10.3.1 Volunteer functions inventory. Substantiated initially using a highly educated sample of volunteers (N = 365, M_{age} = 40.9 years (SD = 13.38)) who were actively participating in a wide range of voluntary roles (e.g. within social services, child services, blood and disaster relief services), the VFI (Clary et al., 1998) continues to be widely used to examine motivation to volunteer across a wide variety of populations and settings. The model suggests that, although there will be substantial variation between individuals in terms of the motives influencing their intention to volunteer, all psychological and social motivations can be explained through six core functions. Individuals participate in volunteering for altruistic reasons (i.e., Values Function), to enhance their self-esteem (i.e., Enhancement Function), to negate negative affect (i.e., Protective Function) and to facilitate employment or career advancement (i.e., Career Function). Individuals may also seek volunteering opportunities in their endeavour to adhere to the normative influence of important others or for companionship (i.e., Social Function), or to promote personal learning (i.e., Understanding Function). The assessment of volunteer motivations has practical application in terms of attitudinal change and behaviour modification (Clary et al., 1998; Clary et al., 1994).

The motivational functions of the VFI most relevant to older people (i.e., 51-79 years of age), who were both actively volunteering and not volunteering, were assessed quantitatively by Yoshioka et al. (2007). Notably, the 'career' function was removed from the model due to its irrelevance to the older sample, most of whom (i.e., 81%) were retired. Factor analysis found support for a four factor model, which combined the enhancement and understanding functions, rather than the anticipated

five factor structure (i.e., excluding the career function). The values and social functions were salient predictors of volunteering for both volunteers and non-volunteers.

The salient functions underpinning volunteerism in older people was explored also by Okun et al. (1998). The study included two groups of older volunteers (i.e., 65 years and older); those who were volunteering in either a health care centre or, alternatively, in a volunteer matching service. Although support was found for all six motivational categories of the VFI, across both samples, older volunteers' reasons for volunteering related predominantly to the values, understanding, and enhancement domains of the framework. The VFI was also validated as a useful tool for explaining variation in volunteering behaviour in older people by Greenslade and White (2005). Within this study, which focused on individuals who volunteered at rates higher than the Australian national average (i.e., 3 hours per week), the social function was the only factor to significantly predict self-reported, volunteering behaviour.

Irrespective of the popularity of the functional approach and the VFI within volunteering research (Hustinx et al., 2010), it is important to recognise that the model was developed as a tool for assessing motivations which hold "generic relevance to volunteerism" (Clary et al., 1998, p. 1519). Consequently, as the motivational profile of older volunteers may be changing, the applicability of these generic domains may become questionable and additional motivational categories may become pertinent. The variation in the factor structure identified by the aforementioned study (i.e., Yoshioka et al., 2007) exemplifies the generic nature of the VFI and, in particular, how the specific domains may hold greater or less relevance according to the population and setting being considered.

The existence of additional motivational functions relevant to older volunteers, which complement the fundamental VFI functions, is evidenced in qualitative research by Stergios and Carruthers (2002). This enquiry found support for five of the six motivational domains; motives fell principally into the values, social, and enhancement themes. The understanding and protective themes were relevant for only some participants in their study. Notably, however, the research identified also an additional motivational element relevant to some individuals, termed 'continuity'. For those who had held professional roles or had worked with children, the novel theme captured the opportunity afforded through volunteering to continue to use one's vocational skills or to sustain their work with the younger generation. While some may argue that this motivational dimension could be captured within the *understanding* function of the VFI, which refers to the application of "knowledge, skills, and abilities that would otherwise go unpractised" (Clary et al., 1998, p. 1518), it is the motivation to continue to pursue previously valued activities and the link between continuity and the maintenance of one's self-identity that potentially differentiates this new theme from the existing functional category. A qualitative study by (Brayley et al., 2013), which was informed by the functional approach to volunteering, also identified continuity as a potential motivator of volunteering within an older population of skilled professionals.

In light of the anticipated changing profile of older volunteers, the current study builds on this prior research to examine quantitatively the explanatory and predictive value of including a *continuity of work* function within the VFI when examining motivation to volunteer in older populations and within the context of skilled volunteering. The study draws from Atchley's (1989) continuity theory of normal ageing to achieve this aim.

10.3.2 Continuity theory of normal ageing. Continuity theory of normal ageing (Atchley, 1989) provides one explanation of how middle aged and older people adjust to growing older. The theory proposes that adaptation to ageing is facilitated through the maintenance of existing internal and external life structures which individuals strive to achieve by "applying familiar strategies in familiar arenas of life" (Atchley, 1989, p. 183). As such, continuity has been likened to "improvising theatre, whereby the settings, characters and actions are familiar, and change comes mostly in the form of new episodes" (Atchley, 1989, p. 185). Hence, at the core of continuity theory is the notion that adjustment to ageing is achieved by seeking familiarity in one's pursuits (Atchley, 1989).

According to the theory, older people adjust to ageing by seeking stability both in their personal, internal psychological structures as well as in relation to their outer setting and related social behaviours. Whereas internal continuity relates to the maintenance of one's memories of personal attributes, such as one's character, abilities and life experiences, external continuity captures familiarity relating to one's social and physical surrounds, the activities that one undertakes and the relationships that accompany the roles which have typified one's life. Individuals seek internal and external continuity for a variety of reasons; the desire for internal continuity is driven by the need to preserve one's ego, to maintain self-esteem, and as a way of supporting the attainment of needs which rely heavily on the personal characteristics of the individual remaining dependable over time (e.g., personality, identity). The relationship between the preservation and predictability of an older persons' personality traits and the ongoing ability to interact easily with others in social situations (i.e., which may be novel) illustrates the latter of these three motives (Atchley, 1989). Of particular note, also, is that there may be aspects of internal

continuity which overlap with the enhancement and protective functions of the VFI (e.g., increased self-esteem and ego protection). The potential for the continuity function to merge with the enhancement and/or protective functions was of interest to the current enquiry.

Continuity of one's external environment and associated social behaviour may be linked to the need for predictable social support from one's social network. By restricting the range of personal goals pursued by the older person to those which represent a continuation of the past, external continuity may also provide individuals with a sense of clarity during a stage of life which is often marked by significant change or ambiguity in terms of the direction that one's life should take. Individuals may seek external continuity also as a mechanism for coping with physical and cognitive changes typically aligned with normal ageing (Atchley, 1989).

When considering continuity of work as a motivational function facilitating participation in skilled volunteering, retired workers may look to engage in this type of volunteerism as a means of gaining a sense of both internal and external stability. Skilled volunteering allows the ongoing use of familiar vocational skills, participation in familiar types of relationships, and the opportunity to function within a work setting which is recognisable to the individual. The opportunity to engage in professional based roles may support also an individual's professional identity which may remain salient during retirement (Teuscher, 2008). Retired business professionals, whose professional identity remains an important part of their self-concept, may come to terms with ageing by participating in activities which keep them connected with their work at both a psychological and physical level (Kim & Feldman, 2000). In essence, continuity of aspects of one's professional life (i.e.,

continuity of work) may represent a significant factor supporting this groups' transition to ageing.

Although several qualitative studies have identified continuity as a possible motivational function for volunteering, quantitative research which endeavours to develop scale items to tap this potential motive (i.e., both internal and external elements) is currently lacking. Specifically, studies have yet to investigate the usefulness of continuity of work as a viable replacement construct for the careers function when the VFI is used within older populations and, further, the value of this novel construct in terms of its ability to predict intention to volunteer in skilled volunteering environments. The current study addresses these opportunities.

10.3.3 The current study. The research examined the validity of the VFI within a sample of older people who were fully-retired, semi-retired or working full-time but planning retirement within 2 years. Further, the validity of the model was assessed within the context of episodic, skilled volunteering in rural, non-profit agencies; a new type of volunteering within Australia which was believed to hold appeal for contemporary older citizens. Within this context, retirees would offer short term, project based assistance to grassroots agencies across a range of business skill domains which are desperately needed in rural areas (Cocklin & Dibden, 2005).

Consistent with previous research examining the utility of the VFI within older populations (e.g., Yoshioka et al., 2007), the career function was removed from the model given its limited relevance. Further, as prior research identified continuity, in relation to one's prior vocational experience, as a potential motive underlying volunteerism in contemporary older populations, ten new items were generated as an initial attempt to tap the novel construct (i.e., continuity of work). Along with assessing the importance and accuracy of the substantiated VFI functions (including

the continuity of work domain) within a current day older population, the research sought to provide an initial understanding of the potential predictive patterns of these functions on older people's intention to volunteer in this setting.

The inclusion of semi-retired individuals within the study sample was a key element of the research, given the tendency by older workers to move to part time work during their transition to retirement and the potential advantages aligned with this work status for increasing rates of volunteerism. Further, comparing the importance of the standard functions of the VFI, along with the novel continuity of work function, across individuals who were fully- retired, semi-retired, and employed full-time (but planning retirement within 2 years), was an inherent objective of the enquiry. It is acknowledged that individuals' motivations for volunteering may vary according to these three statuses. By including these subsamples and comparing the level of importance of the various VFI functions across these distinct groups, the research hoped to gain insight as to whether different recruitment messages and strategies may be required to effectively tap the motives of individuals who are at different stages along the retirement continuum. The inclusion of individuals who were planning to retire within two years was considered particularly important given that the research sought to explore the value of the continuity of work function and the likely importance of this motive to individuals anticipating retirement.

10.4 Method

6.4.1 Questionnaire design. Items assessing the VFI were incorporated into a questionnaire aligned with a broader research project. Along with questions relating to the VFI, the survey included a range of socio-demographic items, particularly those traditionally linked to participation in volunteerism (e.g., marital

status, religion, health status), and items assessing intention to volunteer. The preliminary questionnaire was piloted by six fully-retired and semi-retired business professionals and was amended based on their feedback.

The research applied a cross sectional rather than a longitudinal design; hence, individuals' motivations for volunteering were assessed at the same time as their intention to volunteer. Although this approach is commonly used in many areas of social research (e.g., research pertaining to the theory of planned behaviour; Ajzen, 1991) it is acknowledged that common method variance may reduce the validity of the findings (Lindell & Whitney, 2001). The simultaneous measurement method was deemed acceptable within this instance, though, given that the study aimed to undertake a preliminary assessment of the predictive relationships which may exist between the VFI functions (i.e., including continuity of work) and volunteering intentions, in a novel volunteering setting.

Approval to undertake the research was granted by the University Human Research Ethics Committee. The survey was designed for electronic distribution and was promoted through advertisements on websites which were regularly accessed by older people (e.g., agencies advocating healthy ageing and volunteering organisations). Advertisements were placed, also, within print media (e.g., district newspapers and seniors' magazines). The survey link was distributed directly, via email, to volunteers registered with a community support agency. This broad approach to recruitment was necessary to secure the participation of the research subsamples, which proved difficult to reach through traditional avenues (e.g., senior's groups). To ensure sufficient statistical power for regression analyses and to avoid any bias resulting from only undertaking on-line recruitment, paper copies of

the survey were distributed at shopping centres and sporting venues (e.g., golf courses).

10.4.2 Participants. Participants included 187 individuals (Male = 103, Female = 81) with vocational experience in business management, business development, human resources, information technology, finance, accounting, marketing, or promotions. The selected skill sets were based on the reported needs of rural agencies, and the desire to optimise the worth of the research findings to service providers. Participants were also required to reside principally in the Australian state of Queensland. This criterion was, once again, included to maximise the applicability of the findings for a number of ensuing volunteering trials in Queensland.

Participants ranged in age from 49 to 86 years (M_{age} = 63.5 years). One hundred and fifty five participants completed the survey online and 32 completed a paper copy. The majority of the sample (i.e., 60%) was fully-retired (not undertaking any form of paid work), 20.9% were semi-retired (i.e., undertaking regular part-time or casual paid work), and a further 18.7% were in full time employment but planned to retire within 2 years. Seventy-two percent were currently married with 21% widowed or divorced and 4% never married. Fifty-six percent of participants had prior volunteering experience within a formal setting.

10.4.3 Measures.

Volunteer functions inventory. The VFI (Clary et al., 1998) consists of 30 items which comprise six sub-scales (i.e., each sub-scale containing 5 items) tapping the six functions of the functional approach to volunteering: understanding, career, enhancement, social, protective, and values. Responses are made on a 7-point Likert type scale (1 = *not at all important/accurate*; 7 = *extremely important/accurate*) with

average scores calculated for each sub-scale. As the 5 items assessing the career function were removed, the questionnaire contained 25 of the standard VFI items.

Ten items were developed to assess continuity of work. Items were based around the principals of the continuity theory of normal ageing (Atchley, 1989) and reflected both internal and external elements of the construct. Five items assessed internal continuity (e.g., volunteering would help me to maintain a sense of identity after finishing work) while the remaining five items reflected external continuity (e.g., volunteering would provide an opportunity for me to continue to mix with other professionals). As this study may represent the first quantitative examination of continuity as a potential VFI function, and to allow for the possibility that items relating to internal and external continuity would load onto unique factors, all 10 items were entered simultaneously into the factor analysis with the 25 standard VFI items. Statements used to assess the continuity construct are outlined in Table 2.

Intention to volunteer. Intention to undertake episodic, skilled volunteering was measured by three items (*It is likely that I would volunteer with a rural agency if a service was established; I intend to volunteer with a rural agency if a service is established; I plan to volunteer with a rural agency if a service is established*) responded to on a 7 point Likert type scale (1 = *strongly disagree* to 7 = *strongly agree*). These items were based upon the questions used to assess behavioural intention when applying the theory of planned behaviour (i.e., a well substantiated social cognition model of behaviour decision making; Ajzen, 1991). Internal reliability of the intention scale was sound (α = .96).

10.5 Results

10.5.1 Preliminary analyses. Missing data were minimal (less than 2.5%) and completely random and, as such, was replaced using the expectation-

maximization procedure via SPSS missing values analysis. As the research aimed to ascertain differences in the importance of the VFI functions according to whether individuals were fully-retired, semi-retired, or working full time (i.e., but planning retirement within 2 years), preliminary analyses were carried out to compare the socio-demographic profiles of the three sub-samples. The three groups did not differ significantly on marital status, past formal volunteering experience, management vs. non-management vocational experience, or history of working or living in rural locations. As would be expected, the mean age of the fully-retired group (65.70 years) was significantly older than that of the semi-retired (61.62 years) and employed groups (58.50 years). Similarly, annual income differed significantly between those who were fully-retired and those who were semi-retired or still employed. Although the gender profile of the fully-retired and semi-retired groups was not significantly different, the percentage of females in the employed group (65.7%) was significantly greater than in the fully-retired group (47.5%). A significant difference in the education level of the groups (i.e., university degree vs. no university degree) was evident only between the fully-retired and semi-retired sub-samples. Those who were semi-retired (71.8%) were significantly more likely to have a tertiary degree than those who were fully-retired (53.2%). The values and continuity of work functions were rated as the most important/accurate motivational categories out of the four substantiated by the factor analysis (i.e., mean scores = 5.09 and 4.85 respectively on the seven point scale). No significant differences were found to exist on the mean ratings of the VFI subscales as a function of completion mode (i.e., paper vs. electronic completion of the survey).

10.5.2 Exploratory factor analysis. Exploratory factor analysis (EFA) via SPSS was conducted on the standard 25 VFI items (i.e., values, enhancement,

understanding, protective, social) and the 10 newly constructed continuity of work items to find the most parsimonious and theoretically sound underlying volunteering functions for older volunteers. The 25-items of the VFI and the 10 continuity of work items were subjected to a Principal Components Analysis (PCA) with an Oblimin Direct rotation to allow for non orthogonality of factors. A Kaiser-Meyer-Olkin (KMO) of .92 demonstrated excellent sampling adequacy and Bartlett's Test of Sphericity was significant $\chi 2$ (595) = 4294.12, $p < .001$, providing support for the factorability of the data. A five factor solution emerged from the analysis with the inter-item correlation matrix revealing the majority of inter-item coefficients were above .40 ($r > .40$), and accounted for 69.61% of the variance.

Factor 1 (n = 9 items) contained items reflecting continuity of work and accounted for 44.22% of the variability in the data. Factor 2 (n = 7 items), contained items reflecting values and accounted for 10.28% of the variance. Factor 3 (n = 5 items), contained items reflecting social approval and accounted for 6.02% of the variance. Factor 4 (n = 4 items), consisted of some understanding items but seemed more reflective of the social opportunities to be found in volunteering. This factor accounted for 5.24% of the data. Factor 5 (n = 11 items) consisted of both protective and enhancement items and accounted for 3.85% of the data variability. Factor loadings for each item in this initial analysis are presented in Table 2.

Table 9

Factor Loadings of Initial Exploratory Factor Analysis of 35 VF1 and Continuity Items

Item	Original Function	Factor 1	2	3	4	5
Continuity						
Volunteering would allow me to continue to use my professional knowledge and skills (E)	Continuity	.845				
Volunteering would provide an opportunity for me to continue to mix with other professionals (E)	Continuity	.721				
Volunteering would give me a feeling of continued self-development (I)	Continuity	.650				
Volunteering would give me a sense of achievement that I previously gained from my work (I)	Continuity	.646				
Volunteering would give me a sense of purpose that I previously obtained from my work (I)	Continuity	.586				
Volunteering would help me to maintain a sense of identity after finishing work (I)	Continuity	.581				
Volunteering would provide a source of social interaction that I previously gained at work (E)	Continuity	.579				
Volunteering would allow me to gain a new perspective on things	Understanding	.531			.350	
Volunteering would add structure to my life that was previously provided by my work (E)	Continuity	.498				4.04
Values						
I feel compassion toward people in need	Values		.865			
I feel it is important to help others	Values		.849			
I am concerned about those less fortunate than myself	Values		.709			
I can do something for a cause that is important to me	Values		.706			
I am genuinely concerned about the particular group that I would be serving (i.e., rural communities/agencies)	Values		.537			
Volunteering would allow me to learn new things through direct, hands on experience	Understanding	.369	.492			
I could learn more about the cause for which I'm working (e.g., rural agency)	Understanding	.408	.414			
Social						
People I know share an interest in community service	Social			.793		
My friends volunteer	Social			.753		
Volunteering is an important activity to the people I know best	Social			.692		
People I'm close to want me to volunteer	Social			.672		
Others with whom I'm close place a high value on community service	Social			.606		
Understanding and Social Connection						
Volunteering would be a way to make new friends	Enhancement				.685	
I could explore my own strengths	Understanding				.652	
Volunteering would provide a source of social support that I previously gained from my work colleagues (E)	Continuity	.406			.548	
I could learn how to deal with a variety of people	Understanding				.475	

Enhancement/Protection				
Volunteering would make me feel better about myself	Enhancement			.800
Volunteering would help me work through my own personal problems	Protection			.759
Volunteering would increase my self-esteem	Enhancement			.737
Volunteering would make me feel needed	Enhancement			.719
Volunteering would be a good escape from my own problems	Protection			.703
By volunteering I would feel less lonely	Protection			.647
Doing volunteer work would relieve me of some of the guilt over being more fortunate than others	Protection			.612
Volunteering would make me feel important	Enhancement			.603
Volunteering would give me a sense of self-worth that I previously gained from my work (I)	Continuity	.366		.475
No matter how bad I've been feeling, volunteering would help me to forget about it	Protection		4.03	.406

Note. E = external continuity; I = internal continuity

After considering the item loadings from the initial analysis, eight items were removed from the analysis because of low loadings (i.e., less than .50) or complex cross loadings (Tabachnick & Fidell, 2007; see Table 3). A second PCA was conducted on the remaining 27 items; five factors again emerged from this analysis but the fifth factor consisted of only two items (one enhancement item and one understanding item) which also had complex cross loadings and, hence, were removed. A further item was removed as it loaded below .5 on the values factor. A final PCA was conducted on the remaining 24 items. The KMO of .90 and significant Bartlett's Test of Sphericity $\chi 2$ (276) = 2758.88, $p < .001$, indicated suitability of the data for the analysis. The extracted four factor solution accounted for 69.25% of the variance (see Table 3). The first factor (n = 7 items), reflected continuity of work items and accounted for 42.68% of the variance in the data. The second factor (n = 4 items), consisted of values items and accounted for 12.17% of the variance in the data. The third factor (n = 5 items), reflected social approval items and accounted for 8.64% of the variance in the data. The fourth factor (n = 8 items) comprised the protective and enhancement items and accounted for 5.76% of the data variability. The assignment of items to subscales was based on the final EFA solution. The final factor structure was

deemed reliable, irrespective of the limited sample size, given that each factor had more than four items with loadings greater than 0.60 (Guadagnoli & Velicer, 1988). Subscale scores reflected the mean total of the items that loaded on each function. As demonstrated in Table 3, the internal reliability of all subscales was moderate to high (i.e., Cronbach's alphas ranging from .86 to .92).

10.5.3 Differences between the sub-samples. An ANOVA found no significant differences in the mean scores on the values subscale (F (2,172) = .69, p = .503), the enhancement/protective subscale (F = (2,172) = 1.05, p = .351), the social subscale (F (2, 173) = .77, p = .466), or the continuity of work subscale (F (2, 173) = .16, p = .849) , as a function of retirement status (i.e., fully-retired, semi-retired, and fully employed but planning retirement within 2 years). Similarly, independent group t-tests found no significant differences in participants' mean scores on the VFI subscales as a function of past volunteering experience (i.e., engagement in formal volunteering during the past year vs. no engagement in formal volunteering during the past year).

10.5.4 Functions as predictors of intention to volunteering. The predictive validity of the revised functions (i.e., enhancement/protective, values, social and continuity of work) was evaluated using regression analyses with the outcome criteria of intention to participate in an episodic, skilled volunteering opportunity. The four functions were entered together as a single step and were found to account for a significant amount of variance in retirees' intention to volunteer (R = .50, F (4, 171) = 14.34, p <.001). The values and continuity functions were significant predictors; the social and enhancement/protective functions did not significantly predict intention to volunteer. Table 4 presents the beta weights and zero order correlations from these analyses

Table 10

Factor Loadings from Final Exploratory Factor Analysis

Item	Factor 1	Factor 2	Factor 3	Factor 4	Alpha
Continuity					.906
Volunteering would allow me to continue to use my professional knowledge and skills	.900				
Volunteering would provide an opportunity for me to continue to mix with other professionals	.777				
Volunteering would give me a feeling of continued self-development	.722				
Volunteering would give me a sense of achievement that I previously gained from my work	.641				
Volunteering would help me to maintain a sense of identity after finishing work	.587				
Volunteering would provide a source of social interaction that I previously gained at work	.587				
Volunteering would give me a sense of purpose that I previously obtained from my work	.549				
Values					.862
I feel compassion toward people in need		.951			
I feel it is important to help others		.867			
I am concerned about those less fortunate than myself		.693			
I can do something for a cause that is important to me		.612			
Social					.873
People I know share an interest in community service			.818		
My friends volunteer			.813		
People I'm close to want me to volunteer			.721		
Volunteering is an important activity to the people I know best			.678		
Others with whom I'm close place a high value on community service			.550		
Enhancement/Protection					
Volunteering would make me feel better about myself	.878				.917
Volunteering would help me work through my own problems	.858				
Volunteering would be a good escape from my own problems	.806				
Volunteering would make me feel needed	.772				
Volunteering would increase my self-esteem	.753				
By volunteering I would feel less lonely	.669				
Doing volunteer work would relieve me of some of the guilt over being more fortunate than others	.658				
Volunteering would make me feel important	.528				

Table 11

Beta weights and Zero Order Correlations from Regression Analyses of the Four Volunteering Functions on Intention to Volunteer

Functions	Total Sample	Fully Retired	Semi-retired	Working	Intention	
	M (SD)	*M(SD)*	*M(SD)*	*M(SD)*	Beta	r
Values	5.07 (.94)	5.07(1.02)	5.24(1.02)	5.04(.73)	.195*	.436
Social	3.81 (1.20)	3.74(1.21)	4.03(1.29)	3.83(1.07)	.028	.307
Enhancement/ Protection	3.29 (1.25)	3.22(1.24)	3.26(1.32)	3.59(1.21)	.093	.237
Continuity	4.85 (1.13)	4.77(1.16)	4.97(1.21)	5.03(.81)	.380***	.472

Note. *** = p <.001, * = p <.05

10.6 Discussion

The research aimed to substantiate whether five of the six standard functions of the VFI (i.e., excluding the career function) were supported within a current day population of older adults and in relation to a volunteering context which was believed to match the interests and requirements of contemporary older citizens. Further, the study endeavoured to establish an initial set of items to measure continuity of work, a construct which may represent a new motivational domain for older volunteers engaging in skilled volunteering. The study assessed the importance/accuracy of the substantiated functions for the research sample and examined the consistency of the saliency/accuracy of these functions across fully-retired, semi-retired, and employed (but planning retirement within 2 years) sub-samples. Finally, the enquiry explored the predictive utility of the substantiated motivational functions in relation to individuals' intentions to partake in this new form of volunteering.

In terms of validating the standard VFI functions, the research found support for a three factor model as opposed to the anticipated five factor framework (i.e. excluding the career function). While the social and values functions emerged as independent factors, scale items relating to the enhancement and protective functions of the VFI represented a single factor, as opposed to unique and separate motive categories. These factors were, therefore, combined to represent a single enhancement/protective function. As items relating to the understanding function cross-loaded onto multiple factors, this function was not substantiated within the sample and within the volunteering context.

Seven out of 10 initial items used to tap the continuity of work construct loaded onto an independent factor; hence, the research was successful in initiating the development of a VFI subscale to tap this novel motivational domain. The level of importance/accuracy of the four validated VFI functions (i.e., enhancement/protective, values, social, and continuity) did not differ significantly as a function of retirement status (i.e., fully-retired, semi-retired, or in full-time employment but planning retirement within 2 years). The values and continuity of work functions were rated as the most important/accurate motivational categories out of the four substantiated by the factor analysis (i.e., mean scores = 5.09 and 4.85 respectively on the seven point scale). Further, only the values and continuity of work functions significantly predicted intention to volunteer in this setting.

The validation of the values and social functions as unique motivational categories of the VFI is consistent with prior research involving older populations (i.e., Okun et al., 1998; Yoshioka et al., 2007). However, whereas the mean score on the values scale of the VFI was approximately 5 (i.e., on the 7 point scale), participants' mean rating on the social scale was considerably lower (i.e., less than 4

on the 7 point scale), indicating that, on average, the social function is neither an important nor unimportant motivator of volunteering for these participants. Additionally, whereas the values function was a significant predictor of intention to engage in episodic, skilled volunteering, the social function held no significant predictive benefit. Accordingly, it may be assumed that, while retirees are eager to help others, their motivation for doing so may not originate from the normative influence or approval of important others. The lack of predictive power associated with the social function contrasts the findings of prior research (i.e., Greenslade & White, 2005). The contradictory finding may be credited to the study methodology applied by Greenslade and White (2005) which assessed the VFI in relation to a broad range of volunteering activities, as opposed to a very specific type of volunteering, as was the case in the current research.

Interestingly, in the present study, the enhancement and protective functions of the VFI combined into one factor. A similar merger of functions was identified by Yoshioka et al. (2007) whereby the items measuring the enhancement and understanding dimensions were found to represent a single motivational category in an older sample. Failure by the current study and the enquiry by Yoshioka et al. (2007) to validate the enhancement and protective functions as independent motivational domains reflects a noted criticism of the VFI; that the functions may not be clearly separable (Wilson, 2012).

However, while the amalgamation of the two functions in the previously mentioned studies may be considered a limitation of the model, it may also reflect a logical connection in volunteer motivations. It is possible that the key motive for volunteering in older people is, in fact, the enhancement of self-esteem which may be achieved either through protective or understanding mechanisms. Thus, self-esteem

may be enhanced though either an individual's pursuit of personal learning (i.e., understanding function) or through negating negative affect (i.e., protective function). When considered from this perspective, the research findings support the reduction of the three motivational categories (i.e., enhancement, protective, and understanding) into one encompassing domain when applied to the older cohort. Ongoing research to validate and further define this alternate conceptualisation of the standard VFI motives may be useful. Alternatively, variation in the merging of functions, according to the population and context at hand, may simply reflect the generic nature of the model (Clary et al., 1998) and the importance of formative research to establish the relevance of the VFI domains prior to its use in contemporary volunteering populations and contexts.

Regardless of the underlying reasons for the enhancement and protective functions not arising as independent entities within the current enquiry, the fact that the new, combined function (i.e., enhancement/protective) was not highly important/accurate for the population is, in itself, an important finding. It may be assumed from participants' relatively low mean rating for this function (i.e., just above 3 on the 7 point scale) that enhancing one's self-esteem and negating negative affect are relatively unimportant in terms of the motivational profile of current day retirees engaging in this style of volunteering. The items assessing the enhancement and protection functions in the VFI make statements including 'volunteering would *increase* my self-esteem', 'volunteering would make me feel better about myself', and 'no matter how bad I've been feeling volunteering helps me to forget about it'. Many retired business professionals may perceive their level of self-esteem and affect to be suitably high. Hence, their motivation to volunteer may relate more to the maintenance of their high level of self-worth and affect as opposed to the

improvement of these qualities. This interpretation may explain, also, why the continuity function emerged as a motivational category independent of the enhancement/protective domain. Although one may perceive there to be some overlap between internal continuity and the enhancement function, retirees may view the continuity of their self-esteem, the maintenance of their personal characteristics (e.g., identity), and a continued sense of purpose, through participation in work related activities, a more accurate representation of their motivation for undertaking short term, skilled volunteering than motives relating to the improvement of self-esteem and escaping negative affect.

In line with internal continuity, the desire for continuity of work may be closely tied, also, to a retirees' need to maintain their professional identity which often remains unchanged when individuals move between employment and retirement (Teuscher, 2008). The mean score for the continuity of work scale item, 'Volunteering would help me to maintain a sense of identity after finishing work' approached 5 on the 7 point scale, suggesting that the stability of one's work identity, once retired, may be somewhat important for this population. Further research considering specifically the link between skilled volunteering, the maintenance of the work identity during retirement, and adaptation to ageing may be useful.

Whereas former research found support for the understanding function (i.e., personal learning) as a unique dimension in older populations (Okun et al., 1998), this function did not emerge as an independent motivational constituent within the current circumstance. Although it may be that the need for personal learning is being tapped through other standard VFI motivational functions, another potential explanation for this outcome is that modern day retirees may be driven to volunteer by the need for continuity of existing life patterns and skills (i.e., through the

continued use of their accumulated vocational skills), as opposed to their need for personal learning per se. The relatively high mean score for participants on the continuity scale and the failure of the understanding function to emerge as an independent domain reflects this notion. This proposition does not mean that older adults will not embrace the opportunity to extend their knowledge and skills when undertaking skilled volunteering, but it may mean that personal learning is not the principle motive underpinning their participation.

The predictive strength of the continuity function within the current study, when viewed in combination with the predictive strength of the values function, is particularly insightful. Although appearing to be at opposite ends of a continuum in terms of levels of altruism and egoism, both motivational functions significantly predicted intentions to volunteer within this context. It is suggested, therefore, that while contemporary older volunteers may be looking to satisfy personal, egoistic needs through volunteering (e.g., adjustment to ageing through continuity), this desire is balanced by a genuine need to help others. Focusing on both types of motive fulfilment will be important when recruiting older volunteers for short term, skilled engagements in rural agencies.

The identified predictive power of the continuity motive within the current study, demonstrates the need, also, for further quantitative research to validate the value of this motivational factor within other older populations of volunteers and volunteering settings. While the current study has focused on the attainment of continuity relating to prior work experiences, older people may also seek continuity in respect to other areas of life which are important to them (Kim & Feldman, 2000). For example, continuity may be realised through the ongoing pursuit of valued leisure activities. When individuals have been avid volunteers, adjustment to ageing

may be achieved by continued or increased commitment to volunteering, generally (i.e., whether this be skilled volunteering or otherwise). Overall, the desire for continuity of internal and external life patterns, whether this relates to continuity of work or continuity more generally, may offer a valid replacement for the existing career function when applying the VFI to older populations. As skilled volunteering is likely to be particularly appealing for older volunteers in the future, ongoing research which aims to refine a set of 5 items (i.e., mirroring the other 5 item subscales) to tap continuity of work may be beneficial. Given that the VFI was initially designed to be a generic tool for assessing motivation to volunteer, the development of five items to assess continuity at a more general level (i.e., beyond continuity of work) may also be of value. A general continuity subscale could provide researchers and practitioners with an appropriate replacement for use within groups of older people who do not necessarily have a strong connection with formal work, but who are strongly connected to other aspects of their past life.

An additional aim of the current research was to establish if the importance/accuracy of the substantiated VFI functions varied in accordance with retirement status (i.e., fully- retired, semi-retired, and engaged in full-time employment but planning retirement within two years). As participant mean scores on the functions did not differ significantly across the three sub-samples, it is suggested that similar recruitment messages may be effective in attracting older individuals, at various stages of retirement, to this type of volunteering. However, identifying whether other sub-groups, within the pool of older, skilled volunteers have different motivational profiles and may, therefore, require a varied recruitment message, should remain a focus for research. Indeed, a future study of greater sample size would allow for the examination of differential factor structures across

appropriate sub-groups within the retired population (e.g., semi-retired vs. fully retired; male vs. female). In particular, the importance/accuracy of the continuity function may differ across individuals who are new to full-time retirement compared to those who have been fully-retired for many years. Research which recognises the potential for older volunteers to be a highly heterogeneous group and which continues to validate the VFI within specific divisions of the older populace, and within contemporary volunteering contexts, will support the ongoing value and use of the inventory within the volunteering arena. This approach may improve also the efficacy of recruitment campaigns and volunteer retention.

10.7 Strengths and Limitations

Reviewing the VFI in terms of its relevance for explaining older people's motivations for volunteering within a contemporary context was timely given the anticipated changing needs of this prominent volunteering group. The opportunity to develop this generic model to reflect more closely the specific motivations of current day older citizens, who may engage in volunteerism for reasons which extend beyond the traditional domains of the inventory, was also a key strength of the research. Notably, the development and assessment of an initial set of scale items to assess the novel continuity of work function was a major outcome of the study and provides a focus for ongoing empirical investigations relating to motivation to volunteer in older populations engaging in skilled volunteering. By including the three sub-groups of individuals within the research sample (e.g., fully-retired, semi-retired, and employed but planning retirement within 2 years), the study has also provided valuable insight as to whether generic recruitment messages could be used to attract older people, who are at various stages of the retirement continuum, to this type of volunteering. This information is particularly valuable given the current trend

for older workers to transition to retirement (i.e., spend time in semi-retirement prior to retiring fully).

Although making a significant contribution to the field of volunteering, several study limitations are acknowledged. First, the sample size of the study was adequate, yet small and, as such, the findings may not represent the broader population of retired business professionals and may not translate to other forms of volunteering. Reaching this highly defined population was particularly challenging; it appears that many Australian retired business professionals may not be associated with more traditional recruitment outlets (e.g., typical seniors' networks), making recruitment difficult. Second, it is acknowledged that this enquiry may be one of the first studies to quantitatively examine continuity as a motivational construct within the VFI. Although providing a starting point for ongoing investigations, further development of the best items to tap this construct will be needed and the predictive power found to be associated with the motivational dimension should be considered with caution until confirmed by further studies. The predictive capacity of the value and continuity functions should be interpreted with caution, also, given the absence of a suitable time lapse (i.e. in the current study) between the measurement of these variables and intention to volunteer. Although the simultaneous measurement of predictor variables and intention is an accepted practice within research domains (see research based on the theory of planned behaviour; Azjen, 1991), it may be appropriate to interpret these findings from a correlation perspective only until further studies, which include an appropriate temporal delay between the assessment of the predictor variables and intention to volunteer, are completed. Last, while it is expected that the research findings will have relevance beyond the Australian setting, further investigations into motivations underpinning older adults' engagement in

episodic, skilled volunteer in other countries will be necessary to validate the findings.

10.8 Conclusion

While the well substantiated VFI continues to provide practitioners and researchers with a simple, effective base for assessing motivation to volunteer, the generic nature of the inventory should not be ignored. As the interests and expectations of older volunteers change, ensuring that the model effectively captures the shifting and emergent motives underlying older people's engagement in volunteering will be imperative, and will be critical to the ongoing value of the inventory within the volunteering field. The continued evaluation of the predictive capacity of the functions contained within the model, in relation to different sub-groups of older people and varied volunteering settings, will be important also, in terms of establishing their worth for guiding the development of effective volunteer engagement strategies targeting older citizens.

Chapter 11: General Discussion

11.1 Introduction

Two theoretical frameworks were used to develop a model of volunteer decision making relevant to retirees' intention to undertake episodic, skilled volunteering in rural settings: the theory of planned behaviour (TPB; Ajzen, 1991) and the functional approach to volunteering (FAV; Clary et al., 1998). The final model developed, in accordance with Aim 1 of the research program, is presented in Figure 4. Given the somewhat limited use of the TPB within volunteering research currently, and particularly in respect to older populations, the research also explored the utility of the TPB, and an extended TPB, as a model for explaining and predicting volunteering behaviour (i.e., Aim 2). Further, the research validated a modified Volunteer Functions Inventory (VFI; Clary et al., 1998), a model based on the FAV which is used frequently within the volunteering literature to assess motivation to volunteer, within a contemporary older population and context (i.e., Aim 3).

The program of research included three studies, each of which contributed to the attainment of one or more of the three main aims of the research (see Figure 2). Although representing independent investigations, the three studies were strongly connected, with each subsequent investigation exploring, developing, and substantiating findings evolving from prior steps within the research process. Through focus groups and personal interviews, Study 1 explored retirees' motives for volunteering and the belief component of the TPB (i.e., the indirect component of the model). Hence, Study 1 elicited key behavioural, normative, and control beliefs influencing older people's intentions to volunteer in this context. Study 2 was a larger, cross sectional, quantitative survey incorporating three sub-components. Study 2a assessed the importance of the behavioural, normative, and control beliefs

(i.e., elicited in Study 1 of the research) for retirees and successfully established belief profiles which significantly discriminated high and low intenders of volunteering in this context. Study 2b investigated the explanatory value of an extended TPB which, along with attitude, subjective norm, and perceived behavioural control (PBC), considered the influence of self-identity and adjustment to retirement on volunteering intentions. The decision to assess the importance of self-identity to volunteering intentions was based on the notion that the driving construct underpinning 'continuity of work' (i.e., the new VFI function found to account for a significant amount of variance in volunteering intentions in Study 2c) is the maintenance of one's self-identity (i.e., professional identity) during retirement. Adjustment to retirement was also highlighted in the initial qualitative study (i.e., Study 1). These two components of Study 2 (i.e., 2a and 2b) contributed to Aim 1 (i.e., development and validation of a theoretical model of volunteer decision making) and Aim 2 (exploration of the explanatory value of the TPB within a contemporary older population and volunteering context) of the research program. Study 2c, assessed the validity of a modified VFI within a contemporary older sample and volunteering context, thus addressing Aim 3 of the research agenda (i.e., validation of the VFI within a contemporary older population and volunteering context).The inclusion of 'continuity of work' as an additional function within the inventory was based upon findings from Study 1 which suggested that the need for internal and external continuity of aspects of one's professional life may prompt involvement in volunteering.

Study 3 qualitatively verified the relevance and inclusiveness of the theoretically informed model of volunteer decision, including the framework's adequate representation of motives for volunteering initially subsumed within the

behavioural belief component. As such, Study 3 represented the final contribution to Aim 1 of the research program. Although Study 3 involved only a small number of participants, this element of the research was particularly important given that the data reflected the views of actual volunteers who were to participate in a trial volunteering role in a rural agency. Hence, in comparison to data from Studies 1 and 2, which were based on participants' opinions as to their potential involvement in a hypothetical volunteering concept, Study 3 data presented the views of actual volunteers.

The combination of qualitative and quantitative methods allowed ideas and psychological constructs to be explored, understood, assessed, and validated, culminating in a representative and useful conceptualisation of the determinants of retirees' intentions to engage in episodic, skilled volunteering in rural settings. Overall, the research makes a unique and valuable contribution to volunteering research and, in particular, to the theoretical understanding of volunteer behaviour in a context which is anticipated to be highly appealing to contemporary older citizens. Importantly, the research also makes an important contribution to knowledge about the determinants and purpose behind volunteering at this important stage of the life-course.

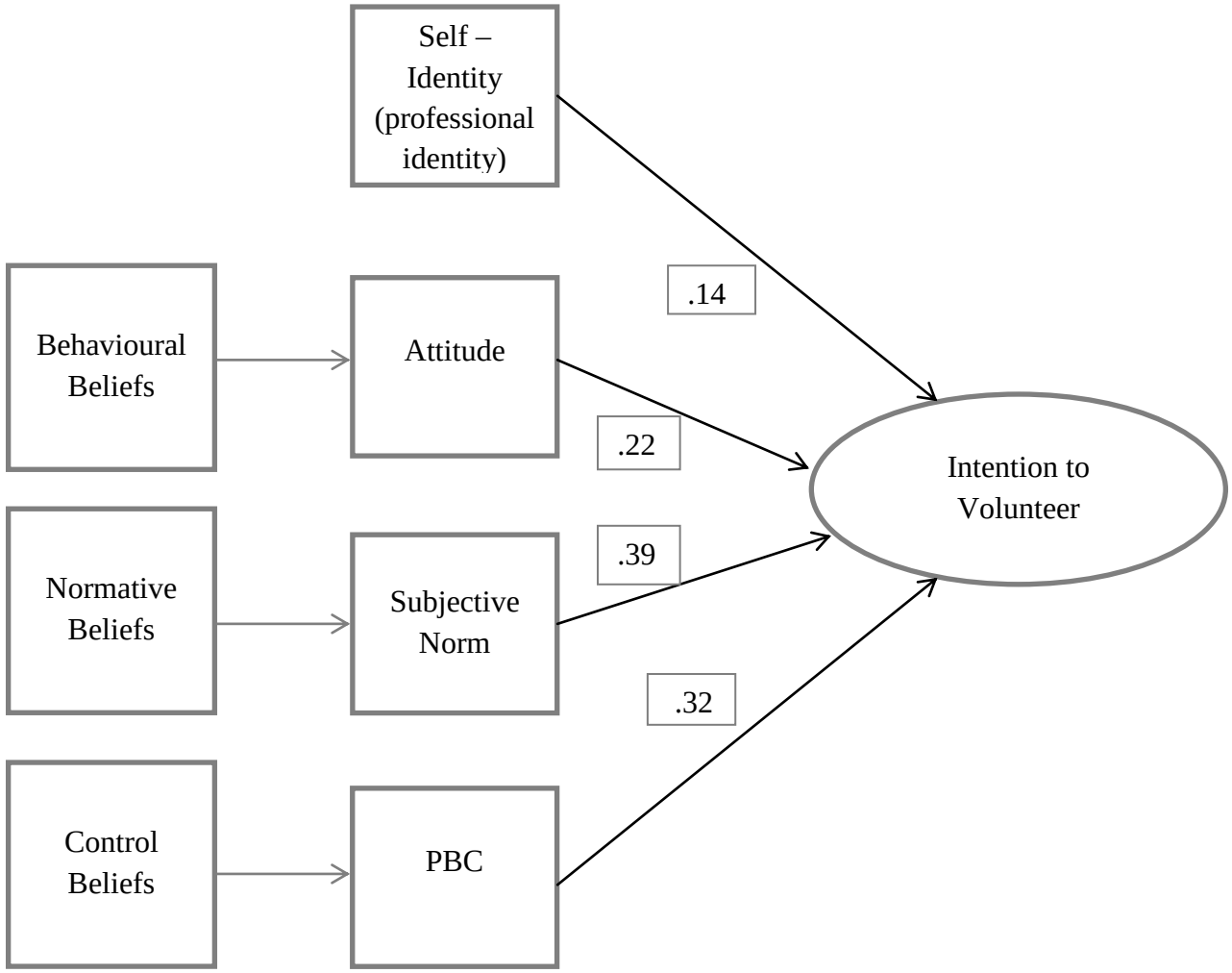


Figure 4. Theoretically informed model of salient factors influencing older peoples' intentions to engage as episodic, skilled volunteers in rural

This final chapter critiques and integrates the results of the three research studies, arriving at conclusions about the salient factors identified as impacting upon volunteer decision making in this context. The synthesis of findings relating to the development and validation of the final volunteer decision making model will be discussed first, followed by the findings relating to volunteer motives and the validation of the modified VFI (Aim 3; Paper 4). Although model development did not focus on the FAV/VFI following the realisation that, within this context, salient motives mirrored the key advantages of volunteering (identified through the TPB based analysis in Study 1), the findings relating to volunteer motives and the validation of the VFI remained an important part of the program of research and are given due consideration within this discussion.

Findings which are supported across all three studies will be recognized and discussed; discrepancies in results between studies will be critically examined and potential explanations for the differences will be offered. The theoretical and practical implications of the research outcomes will be considered within this final chapter also; to enhance readability, the theoretical and practical implications will be discussed in independent sections. Finally, the strengths and limitation of the studies within the program of research will be presented, along with opportunities for future research.

11.2 Model Development: Overview

The development of the theoretical model of volunteer decision making incorporated three sequential steps which corresponded to the three research studies. As, initially, the research program aimed to develop a model of volunteer decision making wherein the motivational domains of the functional approach to volunteering (FAV) may be combined with the constructs of the TPB to create a more effective

model, Study 1 sought to identify and clearly understand the range of salient motivations and beliefs underpinning volunteering in this context. Hence, the psychosocial motives (i.e., motivational functions) perceived to underlie individual's involvement were identified and understood. From the perspective of the TPB, participants' perceptions of the advantages and disadvantages aligned with this novel type of volunteering were identified and clarified, along with beliefs about the normative influences impacting on decision making and their ideas about the control factors both enhancing and inhibiting their involvement. Notably, although recognising that older people are a diverse, heterogeneous group with varying needs and interests, the key focus of Study 1 was to explore factors impelling volunteer decision making, as opposed to ascertaining variant factor profiles for subgroups within the population. Therefore, while Study 1 included a range of individuals who were fully retired, semi-retired, and still working full-time (but expecting to retire within 2 years), identification and comparison of belief profiles, relevant to each of these participant subgroups, was not an objective of the initial investigation.

Of significance to the development of the theoretical model of volunteer decision making, however, was the realisation that there was a high degree of overlap between the two underlying frameworks being applied (i.e., the TPB and the FAV/VFI). Specifically, the theoretical thematic analysis found all motives for volunteering to also represent salient advantages of volunteering (i.e., a behavioural belief according to the TPB) within this context. For example, the motive to 'help others' was raised also as an important advantage of volunteering. Similarly, 'keeping one's brain active' was seen as both a motivator and an advantage of volunteering. Knowledge that the motives underlying volunteering were also articulated as salient advantages of volunteering provided important strategic

direction for the ongoing stages of model development in that it was no longer viable to draw from both frameworks to create a stronger model. The overlap between the models did not mean that volunteer motives were no longer important within the model of decision making; it simply meant that they were able to be captured within the belief based component of the TPB as opposed to representing independent constructs which may have been used to extend the TPB. As the behavioural belief component of the TPB could encompass the psychosocial motives for volunteering, along with other pertinent factors influencing attitude, subjective norm, and PBC, it was seen to represent a principal part of the theoretical model of volunteer decision making. As volunteer motives were found to be subsumed within the behavioural belief component of the TPB, the term 'belief' has been used to denote the assimilated variables within this discussion.

Study 2 addressed several key objectives in relation to model development. First, focusing on the indirect component of the TPB, Study 2a assessed quantitatively participants' views on the importance of the salient beliefs (i.e., elicited in Study 1; behavioural, normative, and control beliefs) in respect to their decision to volunteer in this context. Study 2a also evaluated the ability of individual beliefs, within each of the belief categories, to differentiate high and low intenders of this specific type of volunteering. Second, Study 2b assessed the direct constructs of the TPB; the overall explanatory power of the standard TPB and the strength of each of the three standard variables (i.e., attitudes, subjective norm, and PBC) were assessed in relation to individuals' reported intention to volunteer in this context. This stage of model development also involved the assessment of an extended TPB including the two additional constructs of self-identify and adjustment to retirement which, through the initial qualitative thematic analysis (and based on Study 2c

findings relating to continuity of work as a useful function in the VFI), were anticipated to influence volunteering decisions in this setting. Overall, Study 2a and 2b substantiated and advanced upon Study 1 findings.

Following on from Study 1 and Study 2, which developed the main elements of the model of volunteer decision making, Study 3 assessed the relevance and adequacy of the constituents of the model components and represented the final step in model development. Principally, the belief component of the model (i.e., which also included salient motives for volunteering) was examined using a small sample of older volunteers to ensure that it accurately represented the salient elements of volunteer decision making in this context. Study 3 examined the perceived relevance of the various belief items for both the individual retiree, as well as for older people, generally, so as to arrive at a model which was all encompassing of the determinants of volunteering for this population in this context. The importance of self- identity (assessed as part of the extended TPB in Study 2b) in the decision making process was also validated by retirees at this stage of the research program.

In summary, the development and validation of the theoretically informed model of volunteer decision making involved all three of the integrated studies comprising the program of research. Hence, the model was developed using a carefully considered and thorough mixed methods approach. This final chapter will discuss the findings of the three studies contributing to the development and evaluation of the model (i.e., Aim 1 of the research) and will draw conclusions as to the representativeness and value of the final framework.

11.3 Integration of Key Findings Relating to Model Development

11.3.1 Integration of indirect TPB findings (Aims 1 & 2, Studies 1, 2a, and 3; Papers 1 & 2).

The indirect component of the TPB (i.e., behavioural, normative and control beliefs) was an important element of the theoretical model of volunteer decision making. All three of the research studies contributed to knowledge regarding the relevance and importance of beliefs to retirees' decision to volunteer. Study 1 (i.e., focus groups and interviews) elicited salient behavioural, normative, and control beliefs, while Study 2a (i.e., part of the multi-component survey) examined the importance and discriminatory potential of these beliefs, arriving at a belief profile which distinguished between high and low intenders of volunteering. Finally, Study 3 validated the model beliefs within a small sample (N = 4) of actual volunteers (i.e., older adults who had signed up to volunteer within a volunteering trial), confirming the relevance and inclusiveness of the items contained within the model. The current section integrates the findings from the three studies, drawing final conclusions as to the representativeness and inclusiveness of this section of the model and confirming the beliefs of most importance to volunteer decision making in this context. The findings are presented in accordance with the categories of the indirect TPB (i.e., behavioural beliefs, normative beliefs, and control beliefs).

11.3.1.1 Behavioural beliefs (Advantages).

*Identification of salient behavioural beliefs (Study 1; Paper 1).*It was evident from the initial qualitative exploration (Study 1; Paper 1) that retirees perceive there to be many advantages associated with episodic, skilled volunteering in rural agencies. While some benefits were altruistically based, many were self-oriented. Indeed, participation in this type of volunteerism appeared to be tied strongly to the

satisfaction of personal needs. Although the opportunity to help others who genuinely need assistance and contributing to the growth and development of rural communities were viewed as important beliefs linked to volunteering, discussion around altruistic advantages was often overshadowed within the focus groups and interviews by conversation detailing the egoistic (i.e., self-oriented) benefits of this type of volunteerism. This initial finding was somewhat concerning given that motives for volunteering which are self-fulfilling have had a less positive reputation (Hartenian & Lilly, 2009).

In terms of egoistic based beliefs, many retirees perceived that volunteering would provide intellectual stimulation and the opportunity to maintain their professional interests during retirement. For some, the drive to remain mentally active was linked to their desire to offset cognitive decline typically associated with normal ageing or to avoid the onset of dementia. For many older individuals, volunteering was also seen as an activity which would give them a sense of purpose in their retirement years and a perception of being valued.

Further, volunteering was viewed by many participants as an opportunity to travel in Australia and to experience life in rural communities in a way that may not be achieved as a tourist. For some retirees, however, the completion of the actual volunteering task was held in higher esteem than the travel opportunities linked to volunteering. Hence, Study 1 findings suggested prospective volunteers fell into two distinct groups; those whose participation was driven principally by their desire to complete an interesting and challenging volunteering task (i.e., the satisfaction in getting the job done), and for whom the travel aspect of the opportunity had limited value, in contrast to those who were inspired to volunteer by both their interest in the task and by the opportunity to travel and experience a rural lifestyle. A similar

segregation in volunteers was found to exist within the context of Voluntourism (Brown & Morrison, 2003), wherein there were distinct groups who were either interested in the volunteering aspect of the experience or were driven by the holiday component of the opportunity (Brown & Morrison, 2003). There was also considerable discussion as to the benefit of volunteering for those individuals who may be approaching retirement or who are newly retired. Although volunteering was seen by some as a useful strategy for adjusting to retirement, other participants within the focus groups and interviews believed that engagement in episodic, skilled volunteering was not necessarily linked to time spent in retirement.

The salient advantages of volunteering identified within the current research reflect only some of the benefits of volunteering highlighted in a prior TPB, belief based study of older volunteers undertaken by (Warburton et al., 2001). Within this earlier research (which looked at beliefs associated with a broad range of more traditional types of volunteering), older volunteers perceived key advantages of volunteering to include the chance to provide assistance to others who required help, feeling useful, having the opportunity to meet others, and obtaining a sense of satisfaction and pleasure. The difference between the findings of the current study and that undertaken by Warburton et al. (2001) demonstrates how beliefs may be population and contextually based and the importance of completing a belief elicitation study when new types of volunteering and populations are being considered from a TPB perspective (Ajzen & Fishbein, 1975).

*Validating salient advantages of volunteering (Study 2a; Paper 2).*When assessed in Study 2a, participants' mean scores (i.e., for the total sample) for seven of the ten advantages contained within the model of decision making exceeded 5.5 on the 7 point scale (see Table 6). Indeed, mean scores on the majority of the

advantages items were approaching 6, suggesting that, on average, individuals believed it quite likely that the listed benefits would occur as a result of volunteering. Relatively high ratings across all belief items provided a degree of validation that the beliefs elicited in Study1 did, in fact, represent advantages which were likely to have significant impact on older people's intent to volunteer. The large number of highly ranked behavioural beliefs was also consistent with the positive attitude held by older participants, toward this type of volunteering. Attitudes to episodic, skilled volunteering were assessed as part of the evaluation of the direct component of the TPB in Study 2b; participants' mean score for attitudes approached 6 on the 7 point scale, indicating that, on average, they felt quite positive about this novel volunteering concept.

Adjustment to retirement was the lowest rated item within the list of potential advantages of volunteering. Participants' mean score on this item fell at the midpoint on the scale, indicating that, on average, they neither endorsed nor rejected the belief that volunteering would support their adjustment to retirement. The lower rating of this behavioural advantage, in comparison to the other benefits provided in the model, however, may be linked to sample characteristics. Specifically, as a substantial portion of the sample was fully retired (i.e., 60%), and perhaps already comfortable with retirement, this belief may have held little relevance for them.

The notion that volunteering would add to one's level of satisfaction with retirement (M = 5.10) and would help offset the negative effects typically accompanying ageing (M = 4.96) were also lower scored items among the set of behavioural beliefs. The fact that the latter of these two beliefs was not seen as a likely benefit of volunteering was somewhat surprising given that it was explicitly stated as an underlying reason for keeping one's brain active during the initial focus

group discussions (i.e., Study 1) and the comparatively higher rating given to the belief relating to keeping one's brain active (*M* = 5.97). It could be assumed, from this inconsistency between the study findings, that older people's desire for intellectual stimulation may be associated with other underlying needs, not necessarily the desire to offset potential negative effects of ageing. For example, their need for mental stimulation may be more strongly tied to their desire to support their professional identity, a construct which was shown to predict intention to volunteer in Study 2b (i.e., assessment of the extended TPB).

*Advantages differentiating high and low intenders of volunteering (Study 2a & 3; Paper 2).*Five of the ten advantages listed within the model differentiated high and low intenders of volunteering. High intenders held significantly stronger beliefs that volunteering would enable them to help others and to contribute to the growth and sustainability of rural communities. Similarly, individuals who reported an intention to be more likely to volunteer held significantly stronger beliefs that volunteering would enable them to keep their professional interests up during retirement, would make them feel valued, and would heighten their level of satisfaction with retirement. Notably, within the qualitative TPB based study by Warburton et al. (2001), the belief that volunteering would make one feel useful (which may be likened to the 'feeling valued' belief within the current study) did not significantly differentiate older volunteers from older non-volunteers, either. Further, while participants' mean score on the belief that volunteering would improve their level of satisfaction with retirement was not particularly high (*M* = 5.10), this item did significantly discriminate between high and low intenders of volunteering in the current study. The perceived link between satisfaction and volunteering was also evident in the study by Warburton et al. (2001) wherein older volunteers were

significantly differentiated from older non-volunteers by their perception that volunteering would lead to feelings of satisfaction. Participants' belief in the current study that volunteering would increase satisfaction in retirement does not infer, however, that older people who show interest in episodic, skilled volunteering with rural agencies are dissatisfied in retirement. Indeed, within the current sample, individuals who were fully-retired reported a mean rating of retirement satisfaction of 5.6 on the 7 point scale, indicating that they were somewhat to mostly satisfied with retirement. The semi-retired/working sub-samples expressed a similar level of anticipated retirement satisfaction. Hence, it may be that retired business professionals are looking to enhance their existing level of satisfaction with retirement through formal volunteering as opposed to being driven to volunteer to overcome high levels of retirement dissatisfaction.

It is interesting to note that while there were significant differences between high and low intenders on various behavioural beliefs, participants' mean scores in both groups were sometimes quite high. For example, the belief that volunteering would enable the retiree to help others was reasonably strong within both the low and high intender groups. One explanation for this finding may be that individuals in both groups are driven, psychologically, to validate their decision. As an important part of validating their self-concept, there may be benefits for individuals in both groups believing in the positive benefits of volunteering with rural agencies, thus resulting in high mean rating for the beliefs by both high and low intenders. This notion may be consistent with self- perception theory (Bem, 1972), and represents an interesting focus for future research.

The remaining five advantages of volunteering did not significantly differentiate high and low intenders of volunteering. High intenders of volunteering

were not more likely than low intenders of volunteering to believe that episodic, skilled volunteering would provide intellectual stimulation (i.e., keep their brain active), would provide an opportunity to travel and to experience life in a rural community, would facilitate adjustment to retirement, and would help to offset the negative effects that typically accompany normal ageing.

Study 3 findings (i.e., the final validation interviews) supported the results of Study 2a as to the advantages of volunteering which were important to retirees' decision to volunteer in this context. All volunteers (i.e., participants of Study 3) agreed that volunteering, in this environment, would enable them to help others and would allow them to maintain their professional interests during retirement. All agreed also that volunteering would increase their level of satisfaction with retirement. Whereas two participants indicated that volunteering would lead to a feeling of being valued, two other individuals refuted this item within the model, suggesting that they already felt adequately valued.

Additionally, volunteers (i.e., the participants) in the final validation interviews confirmed the relevance of the listed advantages contained within the model for older people, generally. Hence, while the various advantages of volunteering varied in level of importance across the four individuals, all participants agreed that the entire list of items should be retained. Consequently, the belief item relating to adjustment to retirement was reserved within the framework despite its importance to volunteer decision making being questioned within prior studies, as it was perceived to be a viable, salient advantage of volunteering for some older people.

The overall inclusiveness of the advantages contained within the model could be debated, however, based on Study 3 findings. Two additional advantages aligned

with volunteering were articulated by individuals that were not represented within the final model. These benefits included the status or prestige that an individual may gain from volunteering (whether this status comes from within the community in which they reside or from within the community/agency in which they are volunteering), and the opportunity to stay up to date with the current world. Further investigation of the importance of these beliefs, to volunteer decision making in this context, may be useful. In particular, exploring a potential link between the prestige of volunteering and aspects of self-identity may be valuable. Skilled volunteers may have held high profile roles during their working life and may be seeking some degree of continuity in this status, and in their professional identity, through volunteering.

Several explanations can be offered as to why these extra advantages of volunteering were not elicited in the initial qualitative interviews (i.e., Study 1). First, Shye (2010) suggests that a list of motives obtained from participants through an open probe technique will not be exhaustive and new motives may be raised if participants are given the chance to give the issue further consideration. Further, Allison, Okun, and Dutridge (2002) found that, on average, participants declare only 2 motives for volunteering when responding to an open probe question; presenting individuals with a prepared list of motives (e.g., as is the case in the VFI) will generate many more motives. Although these studies relate to the elicitation of volunteer motives, it is likely that open question techniques aiming to draw out beliefs relating to volunteerism (such as that used in the current research) will face similar challenges. These issues may explain the identification of advantages for volunteering in Study 3 which differed to those initially raised during the focus groups and personal interviews undertaken within Study 1.

Egoistic vs. altruistic based advantages. In contrast to the qualitative findings of Study 1 (i.e., the initial focus groups and interviews) which inferred a higher level of importance of self-oriented advantages, over altruistic benefits, in respect to volunteer decision making, Study 2's findings identified the relative equal standing of these two divisions of volunteering motives. Participants of Study 2 ranked the occurrence of both egoistic and altruistic based advantages of volunteering quite highly. Participants' mean scores for the two altruistic based advantages of volunteering, namely, helping others and contributing to the growth and sustainability of rural communities, were 5.74 and 5.55 respectively. Participants' ratings of egoistic based beliefs were very similar, falling between 5.5 and 6 on the 7 point scale. Moreover, both types of behavioural advantages (i.e., egoistic and altruistic) significantly discriminated between high and low intenders of volunteering. Specifically, older people who were more likely to volunteer (i.e., high intenders) believed more strongly that volunteering would make them feel valued, would add to their level of retirement satisfaction, and would enable them to keep their professional interests up during retirement (i.e., egoistic based beliefs). They were also significantly more likely to believe, though, that volunteering would enable them to help others and to contribute to the growth and sustainability of rural communities (i.e., altruistic based beliefs). Consequently, the bias toward egoistic based benefits of volunteering, found to exist within Study 1 was not substantiated by the subsequent quantitative investigation of Study 2.

The equal importance placed upon egoistic and altruistic based behavioural advantages by retirees was substantiated further by the findings of Study 3 (i.e., final validation interviews). All four volunteers (i.e., participants) identified that helping others was a key advantage of volunteering for them personally. Making a

contribution to the growth and development of rural communities was a key benefit for three of the four participants. Further, all participants acknowledged a range of egoistic based benefits of volunteering as influencing their decision to volunteer. This latter finding once again confirms that both altruistic and egoistic based advantages of volunteering are important to older individuals within this volunteering context.

The final findings of the program of research in relation to the balance of egoistic and altruistic based advantages and motives for volunteering reflect the outcomes of prior studies. In the research by Okun et al. (1998), older people's motives for volunteering were spread across the values, enhancement, and understanding functions of the VFI. While the values function is altruistically oriented, the other two domains reflect egoistic motives. Similarly, older adults' motives for volunteering represented both altruistic and egoistic based factors in the more recent study by Yoshioka et al. (2007) and in the research by Warburton et al. 2001. In the latter study, while older volunteers were interested in helping others, egoistic based benefits of volunteering, such as staying busy and active and engaging with others, were also prominent. Indeed, it is not uncommon for individuals to have both altruistic and egoistic reasons for volunteering or to perceive that there will be both self and other oriented benefits of volunteering (Hartenian & Lilly, 2009); indeed, the mix of altruistic and egoistic based motives may be beneficial for volunteering. Hartenian and Lilly (2009) found that egoism in individuals and an individual's commitment to volunteering were correlated. Similarly, Allison et al. (2002) found altruistic oriented motives to predict frequency of volunteering in a sample of adults completing a range of volunteering roles. Finkelstein (2008) suggests that, while altruistic based motives may underpin the commencement of

volunteering, self-oriented motivations may be more important for continued involvement.

There may be several explanations, however, for the conflicting findings obtained across the qualitative and quantitative investigations (i.e., Study 1 and Study 2) in relation to the relative value individuals placed upon altruistic and egoistic based advantages of volunteering. First, the focus group technique may not have gauged the true level of influence of altruistic based advantages within the decision making process. For example, it may be that participants viewed the altruistic benefits of volunteering as an obvious or assumed advantage of volunteerism and, therefore, felt less need to discuss these types of benefits during conversations. This reasoning goes against research findings relating to the elicitation of volunteer motives, however, whereby participants are often more inclined to provide socially desirable answers (Shye, 2010). If the same principle applies to eliciting beliefs relating to volunteerism, one would expect participants to have placed greater emphasis on altruistic based benefits of volunteering during discussion, with the view that these would be perceived as the preferred response. In keeping with this notion, though, it may also be that retirees' perception of the socially desirable response was somewhat influenced by the group environment, wherein individuals may have felt it more appropriate and acceptable within a group of professionals (many of whom would have been accustomed to operating and negotiating within a business environment), to focus on the self-oriented benefits of volunteering and to be sure that their message about the importance of these advantages to their decision to volunteer, was understood and respected. In contrast, when given the opportunity to rate salient behavioural beliefs/motives within an anonymous questionnaire or personal interview, the absence of group influences may

have resulted in egoistic and altruistic advantages of volunteering being granted a similar level of importance within volunteer decision making. Overall, the findings appeared to convey the message that older people are very interested in helping others (i.e., altruistic motives) but that this assistance is strongly conditional on the realisation of personal benefits also.

Representation of volunteer motives within the model. As has been raised previously within the current study, motives for volunteering were found to be encompassed within the behavioural advantages component of the decision making model as they mirrored some of the perceived advantages of volunteering. The final validation study (Study 3), based upon actual volunteers, provided an opportunity to assess whether the theoretical model of volunteer decision making did, in fact, adequately reflect older adults' motives for volunteering with individuals who had already agreed to volunteer. Study 3's results confirmed that, while the model adequately represented most of the salient motives raised by the high intenders of volunteering, the framework did not capture the notion of volunteering to avoid being a liability to society, to give back for altruistic reasons, to contribute to their community (not for altruistic reasons, but so as they would reap the long term benefits), and to maintain a challenge in life. It is difficult to know why these motives did not arise in the initial focus groups and interviews of Study 1. As noted previously in relation to behavioural advantages, open probed approaches to eliciting volunteer motives may not be exhaustive. Further, as Shye (2010) and Chacón, Pérez, Flores, and Vecina (2011) both suggest a substantial difference in the volunteer motives generated from qualitative and quantitative methods, a similar discrepancy may originate when motives are investigated through different qualitative methods as was the case in the current research. Whereas motivations for

volunteering were elicited primarily through focus groups in Study 1, personal interviews were conducted in Study 3; these different methodologies may have led to the generation of different motive profiles across the two studies. It is also likely that high intenders were more able to accurately articulate their motives for volunteering given that they were actually going to volunteer and were better able to consider why they were doing so. They may also have felt more comfortable disclosing their motives for volunteering in the more private environment of an interview. These contextual factors may have led them to provide additional reasons for their involvement in rural volunteering compared to Study 1's focus group participants. Investigation of the importance and explanatory value of the additional motive articulated in Study 3 will be important in future research.

11.3.1.2 Behavioural beliefs: Disadvantages of volunteering.

*Identification of salient disadvantages of volunteering (Study 1; Paper 1).*Within Study 1 (i.e., the initial focus groups and interviews), older people articulated three key disadvantages associated with this novel type of volunteering. Drawbacks included the beliefs that unaffordable costs may be incurred by the volunteer, that volunteering would interrupt the retiree's existing commitments and, that volunteering would interfere with family life. Conversation relating to the potential cost of volunteering was more extensive and passionate than discussion pertaining to the latter two disadvantages, signifying that this issue may represent a more critical aspect of volunteer decision making. In comparison to the earlier study by Warburton et al. (2001), participants within the current study raised fewer disadvantages of volunteering. Several differences between the disadvantages identified within the two studies are notable. First, while participants in the present study identified interruptions to family and other commitments to be a downside of

volunteering, individuals in the prior study identified being "tied down", as a result of volunteering, as a salient cost of their involvement in volunteering. Further, whereas retirees in the current research raised volunteering costs as a key disadvantage of volunteering (and as a facilitator and barrier to volunteering also); in the study by Warburton et al. (2001) volunteering expenses were raised only as a barrier to volunteering. Hence, it is evident that there may be greater emphasis placed on volunteering expenses within the current model than was evident in the past study by Warburton et al. (2001). This difference in emphasis may be linked to the different contexts of the two studies and to the current volunteering opportunities being located a considerable distance from home.

*Validating salient disadvantages of volunteering (Study 2a; Paper 2).*Contrary to Study 1's findings, the belief that volunteering may incur costs which the volunteer cannot afford was not substantiated in Study 2's findings. The mean score for the overall sample on this belief item was only 4.29 on the 7 point scale, inferring that, on average, individuals believed that it was neither likely nor unlikely that they would experience this disadvantage as a result of their participation in volunteering. Hence, the belief that short term volunteering in a rural setting would require volunteers to incur costs beyond their financial reach was not strongly supported within a larger, cross sectional sample of older people. Further, the mean scores (i.e., for the overall sample) for the remaining two disadvantages of volunteering (i.e., volunteering would interfere with my existing commitments and volunteering would interfere with my family life) were 4.30 and 3.99 respectively on the 7 point scale, signifying that older people, generally, may not perceive these aspects as disadvantages of volunteering. The lower ratings on these belief items once again reflect the overall positive attitude that older volunteers appear to have

toward this novel volunteering experience. Hence, from this perspective, the limited amount of discussion around these potential disadvantages of volunteering, within the focus groups and personal interviews (i.e., Study 1) seems reasonable.

*Disadvantages differentiating high and low intenders of volunteering (Study 2a & 3; Paper 2).*The belief that one may have to incur unaffordable costs when volunteering did not differentiate high and low intenders of volunteering. The remaining two behavioural disadvantages were found to be very important, however, in terms of identifying individuals who would be more or less likely to provide business services to rural agencies. As would be expected, high intenders of volunteering were significantly less likely to feel that volunteering would interfere with their existing commitments or family life. A similar finding was reported by Warburton et al. (2001) whereby older volunteers were significantly less likely to believe that volunteering would restrict their lifestyle. Notably, not only were these beliefs relating to the interruption of commitments deemed important disadvantages of volunteering within the current context, but they were also found to represent important barriers to volunteering within the model of decision making; barriers which significantly differentiated high and low intenders of volunteering.

The qualitative findings of Study 3 (i.e., the final model validation interviews) affirmed further the relative value of these beliefs for high intenders of volunteering. Although three of four volunteers in Study 3 (i.e., participants) recognised the interruption of existing and family commitments as a potential downside to their involvement in this type of volunteering, there was consensus within the sample that the episodic nature of the tenures and the opportunity to select roles which could be successfully integrated around other commitments would mean that these disadvantages would be unlikely to eventuate. Several participants of

Study 3 confirmed that they would only agree to volunteering roles which could be worked around family commitments and that family needs would take priority. Interestingly, however, the episodic status of this type of volunteering was not articulated as a key advantage of rural volunteering during the initial focus group and interview discussions. Assessing the relevance of this behavioural advantage, across both high and low intenders of volunteering, may be beneficial as its inclusion in the framework may strengthen the predictive capacity of the decision making model. It is possible that participants of the focus groups assumed that this was a logical advantage of rural volunteering and did, therefore, not feel the need to explicitly raise it.

Although volunteering costs did not differentiate high and low intenders of volunteering, Study 3's results provided additional insight as to the relevance of costs within retirees' decision to volunteer. Three of four volunteers (i.e., participants) confirmed that having to incur volunteering costs which they could not afford was a likely disadvantage for them. These individuals conveyed that they were not in a position to easily pay for volunteering expenses. Specifically, although they could potentially finance the volunteering trip, paying for the experience may impact negatively on other areas of their life and their plans to undertake other activities. Consequently, if required to pay for volunteering expenses, their participation may depend on how personally appealing they find the volunteering opportunity both in terms of the role and the location. They would be more likely to participate in volunteering roles which fit with their broader life plans.

Only one volunteer reported that the cost of volunteering did not constitute a disadvantage of the behaviour. For this individual, the payment of volunteering expenses by another party (e.g., the volunteer matching service or the agency) was

important to the extent that it represented a form of tangible acknowledgment that their voluntary contribution was valued and appreciated; acknowledging that the highly skilled work performed by volunteers would receive appropriate remuneration if undertaken in the profit sector. As such, payment of volunteering costs may be perceived, by some volunteers, as recognition of the worth of their contribution. Additionally, as costs accompanying this form of voluntary activity are likely to exceed those associated with more traditional forms of volunteering (e.g., volunteering for a local charity), it is perhaps not unreasonable that some volunteers would question the expectation that they should incur this financial responsibility. Overall, Study 3 findings confirmed that volunteering costs may represent a significant disadvantage of volunteering for many retirees despite beliefs pertaining to volunteering expenses not being scored highly in Study 2.

It is important to note also that salient beliefs, about volunteering costs, were identified within multiple belief categories of the model. In addition to being raised as a potential disadvantage (i.e., behavioural belief) of volunteering, items relating to volunteering costs were also noted facilitators and barriers of volunteering (i.e., control beliefs). For example, participants expressed that incurring volunteering costs may be a disadvantage of volunteering, but also that financial support for volunteering expenses would facilitate their involvement in volunteering. While beliefs relating to incurring volunteering expenses did not significantly differentiate high and low intenders of volunteering in any of the belief categories, participants' mean score (for both high and low intenders) on the belief that financial assistance with volunteering costs would increase the likelihood of them volunteering (i.e., a facilitator of volunteering) approached six on the seven point scale. Hence, overall,

individuals believed that financial assistance with volunteering costs would 'quite likely' increase the possibility of them volunteering.

In terms of establishing the degree to which having to pay for volunteering expenses would actually stop individuals from participating in this novel volunteering experience (i.e., volunteering expenses as a control belief (barrier) as opposed to a disadvantage), participants' scores on the two items assessing this belief (i.e., having to pay for accommodation while volunteering and having to pay for travel expenses associated with volunteering) were both approximately 5 on the 7 point scale, signifying that it was 'somewhat likely' that having to pay for expenses would prevent their involvement. Essentially, participants' assessments of cost related beliefs in the control belief category of the model reflect more closely the findings of the two qualitative studies (i.e., the initial focus groups and the final validation interviews) whereby the payment of volunteering costs, is likely to be a facilitator of volunteer participation as opposed to a firm barrier to involvement. The advantage of looking at salient beliefs likely to influence volunteer decision making, across different domains of the model and across the different studies was demonstrated clearly in this instance. The approach enabled the subtleties of the various beliefs and motives to be clearly understood.

Evidently, although not significantly differentiating high and low intenders of volunteering, the payment of volunteering costs is still likely to hold a degree of relevance to volunteer decision making in this context. The notion that this effect is related solely to older people being unable to afford such expense may not, however, be accurate. Indeed, the inconsistencies between Study 2 and Study 3 findings in relation to volunteering costs suggest that additional beliefs around volunteer expenses should be explored and assessed. Belief statements such as, 'I may be

asked to incur costs which I don't feel are my responsibility' or 'Paying for volunteering costs may interfere with my pursuit of other activities which are important to me' may strengthen the predictive capacity of the behavioural belief (i.e., disadvantages) component of the TPB based model as they may be a more accurate depiction of the beliefs held by retirees regarding volunteering costs.

There is acknowledgement by the Australian Government (Australian Government, 2013) that volunteering expenses may be a significant deterrent of voluntary work for some people; indeed, the Government provides some support for expenses associated with travel and training as a means of alleviating this barrier. Currently, though, this funding is minimal and is unlikely to cover the extended costs associated with episodic, rural volunteering. Advocating for the review of government policies relating to the funding of volunteering costs may be an important element supporting the ongoing success of this type of volunteering service within Queensland. It should be recognised also that, while partial or full reimbursement of volunteering costs will be sufficient to secure the involvement of some older business professionals, having to pay for travel and accommodation costs 'up front' and then await reimbursement, may prevent the engagement of others who simply cannot afford to outlay this expenditure.

Finally, the capacity of the disadvantages component of the model may also be improved by including an additional downfall relating to the blame which volunteers may face during volunteering tenures, should desired objectives not be achieved, an additional belief raised within Study 3. Although the provision of appropriate insurance cover was not believed to be an important advantage of volunteering, having appropriate protection for volunteers may help to alleviate this concern.

11.3.1.3 Normative beliefs associated with volunteering.

*Identifying salient sources of normative influence (Study 1; Paper 1).*Study 1 determined that normative influences pertaining to volunteering in this context may be restricted to family members. Normative influence was associated principally to one's spouse/partner and, to a lesser extent, children, and grandchildren. Many participants felt that these people would be highly supportive of their involvement in this form of volunteering. When support from these parties was uncertain, hesitation was generally associated with the potential for volunteering to disrupt family life and other commitments. For many participants, their involvement in volunteering was contingent on their spouse/partner being able to accompany them to rural locations.

The beliefs elicited within the initial qualitative study of the current research (i.e., Study 1) about normative influence on volunteering behaviour, were somewhat more limited in scope than was identified by Warburton et al. (2001). In addition to their spouse/partner and family, older participants within the prior study identified their doctor, friends, people in general, and charity organisations as sources of normative influence on volunteering. In Warburton et al.'s (2001) study, older volunteers were significantly more likely than older non volunteers to perceive support for volunteering from all of these groups. Notably, the context of the research undertaken by Warburton et al. (2001) differed to that of the current study and may explain the variation in findings identified by their study and the current investigation.

*Validating sources of normative influence for volunteering (Study 2a & 3; Paper 2).*Drawing from the study by Warburton et al. (2001), a 'friends' category was added to the list of significant others likely to influence volunteer decision making in this context that was generated in Study 1. The two other categories

Warburton et al. examined (i.e., doctor and charitable organisations) were not added as they were not seen to hold relevance for the current sample. Participants' mean scores relating to anticipated normative support from their spouse/partner, children, and grandchildren was approximately 5 on the 7 point scale; the mean score for normative support from friends were slightly lower (M = 4.68). Hence, initial interpretation of the data would suggest that older people believed the support from these significant other groups for volunteering to be only 'slight'. Further, there seemed to be a discrepancy between the findings of Study 1, which suggested strong support from significant others for volunteering, and the results of Study 2a which were somewhat less strong.

The appropriateness of the categories of significant others represented within this component of the model was, however, validated by volunteers in the final interviews (i.e., participants in Study 3). All categories, although viewed by participants to hold different levels of importance for individual volunteers personally, were perceived to be important for older people, generally. Several other sources of social influence were also raised by volunteers in Study 3. These included religious groups, sporting/recreational clubs, and services clubs. One participant expressed that these groups may be less supportive of an older person participating in short term volunteering if this commitment impacts on the time that the individual will provide to their service. Another volunteer felt that the level of encouragement offered to individuals from these agencies may depend on how dispensable the person was (i.e., whether others were able and available to perform the task in the person's absence).

As charitable and community groups were identified as an important source of normative influence in Study 3 validation interviews with volunteers, further

investigation of the role of such parties (i.e., such as church and sporting groups) within the context of episodic, skilled volunteering by retirees may be useful. If, indeed, the social influence on volunteering in this context is limited to one's spouse/partner, children and friends, some thought as to why this limited range exists may also be justified. It could be that different types of volunteering actually incur social influence from different normative sources. For example, perhaps sources of social influence differ across skilled and non-skilled types of volunteering. Alternatively, the difference in the scope and importance of normative influences on volunteer decision making may be linked to characteristics of individuals who are typically attracted to the type of volunteering. For example, perhaps contemporary older people are more individualistic in nature and this trait may impact on their perceptions of whom and how others influence their decision to volunteer. As individualism is a reported characteristic of the Baby Boomer cohort (Skidmore & Huber, 2003), which differentiates them from prior older generations, understanding how their greater level of independence affects volunteering will be very important for their engagement in volunteering in the future.

*Normative beliefs: Differentiating high and low intenders of volunteering (Study 2a; Paper 2).*Study 2 assessed the value of these categories of important others in terms of their ability to significantly differentiate high and low intenders of volunteering. High intenders of volunteering believed more strongly than low intenders of volunteering that their spouse/partner, children, and friends would support their participation in this form of volunteering. The mean scores for high intenders on all three of these belief categories suggest that they felt that it was slightly or quite likely that their spouse/partner, children, and friends would think that they should volunteer with a rural agency.

Overall, the data from the three independent studies provides substantial insight as to the likely role of normative influence on intention to volunteering in this population and setting. Study 1's findings suggested that a limited range of significant others would influence older people's decision to volunteer with rural agencies and highlighted that the most significant source of social influence may be associated with the spouse/partner of the prospective volunteer. In this initial qualitative study, many participants expressed the belief that their spouse/partner, children and grandchildren would be very supportive of their engagement in this novel form of volunteering. Within Study 2a, however, participant's perceived that they would receive only a slight level of support from people who are important to them for their involvement in episodic, skilled volunteering (i.e., Participants' mean scores ranged from 4.68 to 5.23 on the 7 point scale). Importantly, with the exception of the grandchildren category, the modest levels of perceived support significantly differentiated high and low intenders of volunteering across all categories. Hence, high intenders of volunteering perceived higher levels of support from their spouse/partner, children and friends for volunteering. Indeed, Study 2b (i.e., relating to the assessment of the direct TPB) identified that subjective norm was a significant predictor of volunteering intentions in this context. The final validation study, Study 3, provided confirmation that all normative categories (i.e., including grandchildren) should be retained in the model and that the importance of additional referent groups should be considered within future research.

It is possible that the disparity between the findings of Study 1 and Study2b may be accredited to a potential bias in the number of high intenders versus low intenders within the initial discussion session and interviews. Although attempts were made to recruit study participants who were both interested and not interested

in this form of volunteering, inevitably, the groups may have attracted older citizens who had a stronger interest in rural volunteering. It is likely that the attendees had previously discussed the volunteering opportunity with their loved ones and attended the group knowing that they would have the support of these people. Based on this perspective, the latter findings of the quantitative survey (Study 2a), which involved a broader sample may, in fact, represent a more accurate depiction of perceptions regarding normative support for episodic, skilled volunteering in rural agencies within the target group. If this view is adopted, the study findings (i.e., across Study 2 and Study 3) represent a more consistent story regarding the impact of normative influence in the volunteer decision making model. Generally, the findings infer that normative support is a very important element within the establishment of volunteering intentions and that even perceptions of modest levels of support from important others (in particular, one's spouse/partner, children and friends) for engagement in rural volunteering may have a significant impact on whether an older citizen is likely to provide their services.

Study 1's findings suggest also, though, that support from important others may not be sufficient to secure the involvement of those individuals whose commitment to this type of volunteering is dependent on the opportunity to be accompanied by their spouse/partner. Consequently, providing opportunities for older couples to travel together to rural locations may be important to the future success of this volunteering concept. Additionally, when considering participants' mean score for the PBC item (i.e., an item measuring PBC in the assessment of the direct TPB) which states that 'it is mostly up to me whether or not I volunteer with a rural agency if a service is established' (M = 5.63 on the 7 point scale), it appears that many older people consider the choice to volunteer to be largely an independent

decision. Based on this information, it will be important for recruitment strategies to not only focus on building normative support for episodic, skilled volunteering but, also, to acknowledge older people's belief that they are the principal decision maker.

11.3.1.4 Control beliefs: Facilitators.

*Identifying salient facilitators of volunteering (Study 1; Paper 1).*Five overarching categories of facilitators of volunteering were elicited through the focus groups and interviews undertaken in Study 1; perceived role achievability, role accuracy, role interest, volunteering costs, and being looked after by the local community/personal factors. A number of salient beliefs comprised these categories. Role achievability, which was a very prominent theme, stemmed from the beliefs that individuals would be more likely to volunteer if they were confident of a strong match between their professional skills and experience and the volunteering assignment. Few participants expressed a desire to volunteer in a capacity which strayed significantly from their core area of professional expertise. This belief supports information which suggests that contemporary older volunteers may be more interested in volunteering roles which allow the application of accumulated life skills (Wilson & Simson, 2006). Additional beliefs within this theme included positive working relations and the availability of good decision making support during volunteering tenures. Notably, just as participants of the current research reported positive working relations as a facilitator of volunteering, the prior TPB belief based study by Warburton et al. (2001) reported encountering difficult people while volunteering as a key disadvantage of volunteering. Hence, beliefs relating to working within supportive environments appear to be particularly important for older people who are either contemplating or involved in volunteering.

Role accuracy was another widely discussed theme. Salient beliefs comprising this theme included that volunteer participation would be enhanced by the availability of comprehensive role information which would allow the volunteer to make an informed decision regarding their participation. Essentially, older people's commitment in episodic, skilled volunteering was reliant on clearly and accurately defined roles and time lines. Only a few participants indicated that they would accept a volunteering role without a well-defined role description and boundaries; hence, very few were happy to go to a rural agency without an established agenda. Beliefs relating to role achievability and role accuracy represented concerns by retirees that their time is valuable and should not be wasted. Tied closely to this notion was the desire for a clearly formulated exit strategy; the unequivocal right to discontinue with a volunteering tenure should the task become problematic or deviate from the original role agreement.

Not surprisingly, the opportunity to select roles of personal interest was considered a major facilitator of volunteer engagement. This belief was seen to be associated with the fulfilment of personal needs through volunteering. Participants openly acknowledged their confidence to reject unsuitable or uninteresting roles; this level of assurance with role rejection within current day older volunteers has been reported in research undertaken by a large volunteer recruitment service (Volunteeer Match, 2007) and again supports this group's preference for interesting and challenging roles allowing the use of their accumulated skills (Wilson & Simson, 2006). Notably, the current research findings suggest that, although current day older people may be seeking challenging roles, there may be a limit to the level of difficulty that they are willing to accept. Participants of Study 1 expressed disinterest in continuing with roles which became too difficult to complete, whether this

challenge be due to the nature of the task, difficult interpersonal relations, or other impediments, such as “red tape”.

Finally, many participants proposed a number of personal factors as facilitators of volunteering. Being looked after by the local community (e.g., being invited to local events, being directed to local sites), being assured of personal safety, and having suitable insurance were articulated as important factors which would encourage an older person’s engagement in episodic skilled volunteering in a rural setting.

An observation regarding the facilitators elicited and assessed within this research is that, while most items are conditions which may be negotiated and perhaps guaranteed prior to the volunteer committing to a role, two facilitators may only be realised once the volunteer commences work with a rural agency. For example, while a volunteering service may guarantee conditions, such as flexibility in role selection, comprehensive role information, the option to discontinue tenures that become difficult, and financial assistance for volunteering costs, it may be much more difficult to guarantee positive working relations with the volunteer agency. Further guaranteeing that the volunteer will be looked after by the local community, and that they will be offered good decision making support may be difficult. As such, while some facilitators of volunteering are concrete, tangible elements which can be provided prior to the volunteer commencing, others will be based on the volunteer’s perception about the service’s ability to provide them. The careful selection of agencies with personnel who can work appropriately with older, skilled volunteers appears critical within this volunteering context.

Validating salient facilitators of volunteering (Study 2a & 3; Paper 2).

Participants' mean ratings for all 10 belief items (i.e., facilitators) were above 5.5 on the 7 point scale, suggesting that individuals perceived that it was somewhat or quite likely that these conditions would enhance their intention to volunteering. The moderately high rating of these items suggests that the beliefs contained within this component of the model were, indeed, important factors influencing older people's intention to volunteer. Further support for the relevance of the items was obtained in Study 3 wherein all volunteers (i.e. participants) agreed that, while not all beliefs may have personal relevance, all items should be retained in the model given their potential significance to older people's decision to volunteer, generally.

*Facilitators differentiating high and low intenders of volunteering (Study 2a & 3; Paper 2).*Only four of the ten facilitators significantly differentiated high and low intenders of volunteering, namely (i) the ability to pick and choose volunteering roles, (ii) a sound match between the volunteer's skills, knowledge, experience, and personality, (iii) comprehensive information on the role and conditions, and (iv) being looked after by the local community while volunteering. High intenders held significantly higher expectations that these beliefs would enhance the likelihood of them volunteering in a rural agency. Although Study 2's findings suggested that close attention should be paid to these beliefs when targeting high intenders of volunteering, findings from the Study 3 validation interviews with volunteers indicated that three of these facilitators may be more critical influencers of volunteering for this group (i.e., who were high intenders of volunteering). The opportunity to pick and choose roles of interest was supported as an important facilitator of volunteering by all participants of Study 3. Similarly, all individuals recognised that feeling confident that they would be suitably matched to the role (i.e.,

in terms of their skills, experience, knowledge, and personality) would enhance the likelihood of their involvement. For one individual, both of the fore mentioned conditions were “deal breakers”. Another participant referred to these two items as “interest grabbers”, meaning that being guaranteed of these two conditions would prompt their ongoing interest and investigation of this type of volunteering. Participants’ need to have a good match between them and the role is somewhat consistent with the findings of the Warburton et al. (2007) where older adults (i.e., over 50 years of age) reported the inability of organisations to use their skills effectively as a barrier to volunteering.

There was similar support among Study 3 volunteers that the availability of comprehensive role information would encourage their participation in episodic, skilled volunteering. However, although the item ‘being looked after by the local community while volunteering’ significantly differentiated high and low intenders of volunteering in Study 2 and participants’ mean score for this facilitator was quite high (i.e., high intenders, $M = 5.92$), Study 3’s findings challenge the relative importance of this facilitator for actual volunteers of episodic, skilled volunteering. It would seem that older people who are actually going to volunteer see this condition as a desirable, but non-essential condition of their engagement.

Although a number of other facilitators did not significantly discriminate between high and low intenders of volunteering, their potential importance in volunteer decision making should not be ignored. Study 2’s findings confirmed that access to good decision making support while volunteering, a clearly defined exit strategy (i.e., the opportunity to cease volunteering if plans go astray) and positive working relationships may all be held in high regard by older people who are either high or low intenders of volunteering. While the provision of appropriate insurance

cover for volunteers was identified as an important facilitator of volunteering in Study 1 (i.e., focus groups and interviews) and was rated in Study 2 as a facilitator which would likely increase the chance of individuals volunteering (e.g., $M_{\text{high intenders}} = 6.24$), this condition was not perceived to be particularly influential to the decision to volunteer by the volunteers in Study 3. All volunteers who participated in Study 3 agreed, however, that the belief should be retained in the model as it may be important to others who are contemplating skilled volunteering. Investigating further the circumstances in which insurance cover (or the absence thereof) becomes a "deal breaker" for older people who are considering this type of volunteerism may be useful.

In terms of the inclusiveness of the items within this model component, three additional facilitators of volunteering were raised by the volunteers in the validation interviews of Study 3. These beliefs included the flexible and episodic nature of the volunteering arrangement (including being able to do some of the work from home), access to a designated person capable of overseeing and coordinating the volunteers, and the opportunity to socialise. Although the later facilitator may be tied into the existing belief item 'being looked after by the local community', the other two ideas were not represented within the model. As was noted previously, the flexible and episodic nature of this type of volunteering may not have arisen within focus groups as a key facilitator of volunteering given that it may have been seen as an obvious component of the experience. Although raised in discussions in relation to facilitators of volunteering, including this attribute within the advantages component of the model may also be logical, and perhaps valuable, in terms of explaining volunteer participation. Further investigation of beliefs relating to the socialisation benefits of this type of volunteering may also be worthwhile given that the opportunity to meet

new people has been identified as an advantage of volunteering in prior studies (see Warburton et al., 2001).

11.3.1.5 Control beliefs: Barriers.

*Identifying salient barriers to volunteering (Study 1; Paper 1).*The initial qualitative investigation (i.e., Study 1) elicited a range of salient barriers specific to this new variety of volunteering. Barriers fell into four overarching categories: family/nonfamily commitments, volunteering costs (i.e., for accommodation and travel), health issues (i.e. of self and family), and personal factors (i.e., extreme weather conditions, leaving one's home unattended). The conclusion drawn from this initial study was that the first two barriers may be more influential on volunteering intentions than the latter two control beliefs. Poor personal health, family commitments, and financial costs were also raised as salient barriers to volunteering by Warburton et al. (2001). Interestingly, participants of the earlier study by Warburton et al. (2001) also identified "feeling too old" as a barrier to involvement in more general types of volunteering. This belief did not arise as an inhibitor of volunteering within the current research. Its absence may be indicative of contemporary older peoples' interest (i.e., including the current sample of retired/semi-retired professionals) in leading an active and productive lifestyle during retirement.

Validating salient barriers of volunteering (Study 2a & 3; Paper 2). Two additional beliefs likely to represent important inhibitors of volunteering were added to the list of salient barriers elicited through Study 1: lack of time and lack of interest in this type of volunteering. Although not identified through the first study (i.e., Study 1, focus groups and interviews), these were beliefs which could logically prevent volunteering and have indeed been highlighted as barriers to volunteering in

previous studies (Warburton et al., 2007). The latter of these two beliefs, lack of interest was also important to examine as it provided an overall assessment of the likely attractiveness of this form of volunteering to contemporary older citizens. Participants' mean score (i.e., total sample) on this item was below the scale midpoint, at 2.94 on the 7 point scale (lower score indicated that a lack of interest was less likely to be a barrier to volunteering), suggesting that there may be at least some interest in this novel form of volunteering within the older population. With the exception of the two control beliefs relating to volunteering costs, participants' mean ratings on all other barriers to volunteering fell between 3 and 4 on the seven point scale. On the most part, individuals believed it slightly unlikely that these events would prevent their participation in episodic, skilled volunteering. All volunteers participating in the final validation interviews (i.e., Study 3), however, accepted all items within the model as potential barriers to this form of volunteering for older people, generally. As such, Study 3 participants did not recommend the removal of any beliefs from this component of the model.

*Barriers differentiating high and low intenders of volunteering (Study 2a; Paper 2).*Despite the prior mentioned low mean ratings of the barriers to volunteering by participants, 7 of the 10 beliefs significantly differentiated high and low intenders of volunteering. Low intenders were significantly more likely to believe that personal health issues would be a barrier to volunteering. This result is particularly interesting given that the self-reported health status of the two sub-groups were not significantly different ($M_{\text{high intenders}} = 1.94$; $M_{\text{low intenders}} = 2.06$, equating to 'very good' on a five point scale). Hence, it may be that high intenders of volunteering have a more positive attitude to ageing, not expecting to become ill or to allow illness to impact on their future activities or plans. Family commitments,

other non-family related commitments, and a lack of time were also more likely to be perceived as barriers of volunteering by those who were less likely to volunteer. High intenders were less deterred by extreme weather conditions in rural locations and by the need to leave their home unattended for periods of time. Low intenders of volunteering were also significantly more likely to be less interested in this type of volunteering. High intenders of volunteering were not significantly differentiated from low intenders based on their perceptions of volunteering costs as barriers to volunteering.

The Study 2 results (i.e., from the quantitative survey) were, on the most part, supported by Study 3's findings (i.e., the final validation interviews). In most instances, the volunteers participating in the final interviews (who may be classified as high intenders of volunteering) acknowledged that the circumstances representing barriers to volunteering were of little relevance to them personally. Two participants explicitly stated that extreme weather conditions would not deter their involvement but may influence the participation of others. One individual's interpretation of this barrier was slightly different, though. This volunteer understood severe weather to mean events such as cyclones, floods, and bushfires as opposed to extreme hot and cold weather conditions, all of which are highly feasible events within Queensland. This varied interpretation is an example of how important it is in TPB based research to ensure that the correct wording is used to capture beliefs. Re-examining participants' views of the impact of severe and unexpected seasonal weather conditions as a barrier to volunteering may be useful. One participant acknowledged that leaving their home unattended for periods of time may deter them from undertaking roles. As has been discussed previously, there was acknowledgment by

several volunteers that having to pay for volunteering costs was not a definitive barrier to volunteering.

One additional barrier to volunteering was identified in the final validation interviews (i.e., Study 3). This belief related to the lack of demonstrated success of this particular volunteering service, which at the time of the research was purely conjectural. Until the service is established and a number of positive volunteering experiences have been completed, some older people may be hesitant to declare their commitment to the service. Warburton et al. (2007) identified individual's perceptions that organisations may be poorly managed to be a barrier to volunteering. Until the current volunteering service is seen as credible, older adults may be less inclined to engage as volunteers.

Summary of salient beliefs influencing volunteering intentions. Studies 1, 2, and 3 identified and verified the salient behavioural, normative and control beliefs influencing older people's intentions to volunteer. While many beliefs were important to both low and high intenders of volunteering, a number were found to significantly differentiate individuals who are more likely and less likely to volunteer. On the most part, these discriminatory beliefs were verified by actual volunteers of this type of volunteering in the final validation study (i.e., Study 3). These beliefs will play a critical role in optimising older citizens' participation in this novel form of volunteering. As noted earlier, the applied implications of these findings will be discussed in detail in a later section of this general discussion.

For behavioural beliefs, the combined findings suggest that both altruistic and egoistic based benefits of volunteering play an important role in volunteer decision making in this context. The most salient advantages of volunteering were individuals' perceptions that volunteering would enable them to help others who

require assistance, would contribute to the growth and sustainability of rural communities, would enable them to maintain their professional interests during retirement, and would heighten their level of satisfaction with retirement. High intenders had significantly higher perceptions than low intenders that these beliefs would eventuate as a result of their involvement in episodic, skilled volunteering in rural agencies. The fifth advantage of volunteering which was found to differentiate high and low intenders of volunteering, feeling valued, may be less important within the decision making process given that it was verified by only half of the volunteers participating in Study 3.

Considering the salient disadvantages of volunteering, the two key beliefs differentiating high and low intenders of volunteering were found to be the potential for volunteering to impact on existing family life and to disrupt other non-family commitments. Although volunteering costs did not significantly differentiate those who were more or less likely to volunteer, Study 3's findings suggested that this belief may still be an important deterrent of volunteering intentions for many older people.

Although older people perceived overall that important others would support their participation in this type of volunteering, the most important sources of normative support influencing volunteering intentions were found to be one's spouse/partner, children and friends. Low intenders were less likely to perceive that these family members would support their involvement in volunteering. Grandchildren were found to be a less important source of normative influence in this circumstance.

While retirees identified many facilitators of volunteering intentions, three beliefs were found to be of significant importance. Being able to pick and choose

volunteering roles which interest the individual, being confident of a sound volunteer/role match, and having access to comprehensive information regarding the role and conditions significantly differentiated high and low intenders of volunteering. The first two of these beliefs may be "deal breakers" for some. Although being looked after by the local community was a belief which also significantly discriminated between those who were more and less likely to volunteer, this facilitator may be more of a bonus for individuals as opposed to a "deal breaker". Notably, while assistance with volunteering costs did not significantly differentiate high and low intenders of volunteering, volunteers verified (i.e., in Study 3) that offering financial support for expenses associated with volunteering would likely enhance their participation

The studies also identified and validated the salient barriers of volunteering in this context. Barriers differentiating high and low intenders of volunteering included personal health issues, family and non-family commitments, extreme weather conditions, leaving one's home unattended while volunteering, lack of interest and, a lack of time. High intenders were significantly less likely to view these beliefs as barriers to volunteering. Overall, the results were verified by the volunteers who participated in Study 3, who acknowledged that while not always relevant to them personally, these factors may be barriers to volunteering for others.

11.3.2 Direct TPB findings (Study 2b; Paper 3). An important part of model development was to consider the explanatory value of the direct TPB to volunteering intentions within this context. This goal was achieved through Study 2 wherein in addition to examining the predictive capacity of the three standard TPB constructs (i.e., attitude, subjective norm, and PBC), the predictive power of two additional variables was examined. These two constructs, adjustment to retirement

and self-identity, were included in the assessment of the TPB following their identification in Study 1 (i.e., initial focus groups and interviews) as important variables which may influence volunteering intentions. The standard TPB constructs were hypothesised to significantly predict an individual's intention to volunteer (Hypothesis 1); all three variables were expected to make unique contributions to the predictive power of the model. Further, it was hypothesised that self-identity (Hypothesis 2) and adjustment to retirement (Hypothesis 3) would improve the predictive power of the TPB over and above the standard TPB variables. While support was found for Hypothesis 1 and 2, Hypothesis 3 was not supported. Hence, although self-identity significantly increased the predictive value of the standard TPB, adjustment to retirement did not enhance the predictive strength of the direct model in the current context. Additionally, socio-demographic variables commonly related to volunteer participation did not add to the predictive value of the framework; this finding was in keeping with the conventions of the TPB in which socio-demographic variables are believed to influence behaviour indirectly, through the three standard constructs (Ajzen, 1991).

Overall, attitude, subjective norm, and PBC accounted for 68% of variability in people's intention to volunteer; this result is in line with the findings of other TPB based volunteering studies which examined older populations (e.g., Greenslade & White, 2005; Warburton & Terry, 2000). Subjective norm had the strongest beta weight out of the three standard variables, followed by PBC and attitude. Hence, although there may be a limited scope of important others influencing retirees' decision to volunteer, this influence is an important determinant of volunteering behaviour. The relative strength of the three standard constructs contrasts with the findings of previous TPB based studies wherein subjective norm is typically the

weaker predictor of behavioural intention (Armitage & Conner, 2001) and attitude is the strongest predictor of behavioural intention (Conner & Sparks, 2005). Greenslade and White (2005) identified self-efficacy (i.e., as a component of PBC) as the strongest predictor of older people's intention to volunteer, followed by attitude and subjective norm.

Of note, however, is that participants' mean rating for subjective norm in the current study was not particularly high (i.e., 4.99 on the 7 point scale; *SD* = 1.20), indicating that they perceived normative support for their participation in volunteering to be somewhat limited. Mean ratings for PBC (*M* = 5.33; *SD* = 1.02) and attitude (*M* = 5.73; *SD* = 1.18) were, indeed, higher than the mean rating for subjective norm. Consequently, the most predictive of the three standard constructs had the lowest mean rating and, conversely, the weaker predictors of intention to volunteer had higher mean ratings. As such, despite older people having relatively positive attitudes to this form of volunteering and feeling a slight level of control over their participation, in respect to raising levels of intention to volunteer, increasing attitudes and PBC may not be as important as increasing levels of normative support for this kind of volunteering. From an applied perspective, while encouraging positive attitudes to this type of volunteering and enhancing individuals' perceptions of the ease of participating in rural volunteering will be beneficial, enhancing normative support may produce even better outcomes.

The predictive strength of subjective norm, within the current study may be somewhat unique when compared to other TPB based volunteering research (e.g., Greenslade & White, 2005). Although supporting Ajzen's (1991) proposal that the predictive value of the three standard constructs will differ across populations and contexts, it is possible also that the strength of normative influence in this situation is

linked to the specific nature of the volunteering. Hence, it is viable that positive normative influence is more important within older people's decision to undertake episodic, skilled volunteering in rural agencies, as opposed to other forms of volunteering (e.g., more traditional forms of continuous volunteering) as it requires a different type of commitment by the individual. Hence, the fact that volunteers will be required to travel and to be away from home may raise the relative importance of subjective norm in this volunteering context because of the potential impact that their absence may have on others (e.g., their absence may disrupt the routines and activities of others). Additional research relating to other types of episodic, skilled volunteering will shed light on whether the importance of subjective norm in this instance is related to the need for older volunteers to leave their primary place of residence to travel to rural locations. Certainly, it would be interesting to establish if the relative importance of subjective norm is stable across a range of types of volunteering engaged in by older Baby Boomers, given this generation's reported individualistic tendencies (Skidmore & Huber, 2003).

The predictive value of self-identity within TPB based research has been the subject of debate. Some researchers suggest that the influence of self-identity is accounted for through attitude and past behaviour, while others have argued that the motives underlying attitude and self-identity are independent and that self-identity represents a valid addition to the TPB. Within the current study, self-identity, which was operationalized as one's professional identity, was found to account for an additional 2% of variance in older people's intention to volunteer, over and above the standard TPB constructs. Although a modest increment, this increase was significant and the rise in predictive capacity may be important in the current volunteering climate, particularly in relation to skilled volunteering. The results suggest that

individuals who identify more strongly with their professional identity will be more likely to intend to volunteer with rural agencies. Moreover, the research findings indicate that individuals may be drawn to this type of volunteering as a means of maintaining or supporting the continuation of their professional identity. The research confirmed that, within this population and context, the saliency of one's professional identity continues into retirement and does not differ significantly between those who are still working, are in the early stages of retirement, or who have been retired for some time. Consequently, self-identity may represent an effective target for modifying volunteering behaviour in this cohort and setting.

The second additional construct added to the model, adjustment to retirement, did not add to the predictive value of the model over and above the standard TPB variables. Participants' mean score for this construct was moderate (M = 5.07, SD = 1.56). Finding adjustment to retirement more difficult or perceiving that it may be more difficult (in the case of those planning to retire or in semi-retirement) did not influence older people's intentions to volunteer. Although adjustment to retirement may not be a useful predictor of volunteering intention in this population and context, the ongoing investigation of the predictive value of the variable in other volunteering settings, may be worthwhile as research pertaining to the explanatory value of adjustment to retirement within TPB based volunteering research is limited. Examining the explanatory value of retirement satisfaction within research may also be beneficial as retirement satisfaction and adjustment to retirement are reportedly independent constructs (Kim & Feldman, 2000; van Solinge & Henkens, 2008). While some research has identified that volunteering contributes to higher levels of retirement satisfaction (e.g., Van Willigen, 2000), studies which assess whether the

need for higher levels of retirement satisfaction serves as a motive for instigating volunteering also appear limited.

In summary, the current research found support for the extended TPB as a useful model for explaining variance in intention to volunteer in this setting. All three of the standard TPB variables and self-identity, contributed independently and significantly to the predictive value of the framework and, therefore, represented important components of the decision making model. Subjective norm was the strongest predictor of volunteering intentions, followed by PBC, attitude and self-identity. The consistency of these results in relation to the findings associated with the indirect model of the TPB, is discussed below.

11.3.3 Consistency across the Indirect and Direct TPB Components (Studies 2a, 2b & 3). An important element of model validation was to compare whether consistent predictive patterns prevailed between the direct and indirect components of the TPB. This aspect of the analysis was important given that the final model was comprised of both the indirect and direct components of the TPB and, as such, consistency between the two components would be indicative of its validity. Consideration was given to whether the predictive value of each of the direct constructs of the TPB was mirrored by a set of beliefs which significantly differentiated between high intenders and low intenders of volunteering. Indeed, all three of the direct constructs were supported by a set of beliefs which differentiated individuals who were more and less likely to volunteer. The predictive value of the attitude construct was mirrored by a set of advantages and disadvantages which discriminated between high and low intenders of volunteering. Similarly a number of normative beliefs significantly differentiated individuals with varied levels of intention to volunteer; a similar relationship was found to exist between PBC and

control beliefs (i.e., facilitators and barriers). Adjustment to retirement did not add to the predictive capacity of the direct model over and above the standard TPB variables and the adjustment to retirement item of the indirect model did not discriminate between high and low intenders of volunteering. Essentially, the discriminatory and predictive patterns of the two parts of the TPB (i.e., the direct and indirect components) were consistent with one another, providing additional support for the validity of the decision making model in this context. This finding could be confirmed in future research by assessing (through regression analysis) the ability of each belief set to predict its corresponding standard TPB variable (i.e., attitude, subjective norm and PBC).

Theoretical model of volunteer decision making: Conclusions. The program of research produced a theoretically sound, comprehensive, and useful model of the salient factors influencing older people's decision to partake in short term, skilled volunteering in rural settings. The combined results of the three successive studies also substantiated the TPB as a useful model for explaining volunteering behaviour. The direct component of the model explained a large amount of variance in volunteering intentions and confirmed the value of each of the standard TPB variables in influencing intention to volunteer. Knowing the relative importance of each of the standard variables in relation to volunteering intentions will be particularly valuable for tailoring recruitment campaigns. Further, adding self-identity to the standard model significantly improved the strength of the direct TPB and demonstrated the benefit of the model as a starting framework for building more efficient conceptualisations of volunteering behaviour. The research also found support for the indirect component of the TPB in terms of identifying the internal and external factors which may contribute to volunteer decision making. The ability to

use salient beliefs to discriminate between individuals, who are more or less likely to volunteer, is a clear strength of the model.

11.4 Volunteer Motivations and Validation of a Modified VFI (Study 1, 2c & 3; Paper 4)

If the volunteering needs and expectations of older volunteers are changing, it stands to reason that their motivations for volunteering may be altering also. Research which continues to explore older people's motives for volunteering is, therefore, important. Additional investigations which consider the relevance of the VFI functions (i.e., values, enhancement, understanding, protection, social, and career) for older populations, and in relation to different types of volunteering which are of interest to contemporary older people, will be imperative to the ongoing value and usefulness of the inventory. Moreover, the continued exploration of additional constructs which may improve the applicability and predictive capacity of the inventory, when applied to older groups in contemporary volunteering settings, will be highly valuable. In particular, identifying a suitable replacement variable for the career function, which may be of less relevance to older people, may be useful. The current research addressed these challenges and, in doing so, extends the understanding of motivation to volunteer in current day older people within modern volunteering contexts.

11.4.1 Qualitative exploration of motivations for volunteering (Study 1; Paper 1).

Study 1's findings suggested that contemporary retirees are motivated to volunteer by a variety of psychosocial factors and that their motives for engaging in voluntary activity are of both an egoistic and altruistic nature. Within this population and context, however, participants' egoistic motives appeared to dominate altruistic drivers of volunteerism. Further, with the exception of two motives (i.e., keeping

one's brain active and keeping one's professional interests up during retirement) , the underlying psychosocial factors driving participation in episodic, skilled volunteering were captured within four of the six functions of the FAV. Notably, motives for volunteering did not reflect the career or social domains of the FAV. Hence, at this initial stage of the research program, it was assumed that the motives of contemporary volunteers for episodic, skilled volunteering were reasonably well represented by the functional framework.

Prominent altruistic motives raised in Study 1 included helping others who genuinely need assistance and being able to contribute to the growth and sustainability of rural communities. These motives were seen to represent the values function of the functional model. Giving back was not a prominent motive within this domain. In terms of motives linked to enhancing self-esteem (i.e., the enhancement function), volunteering so as to feel valued was the strongest theme raised by participants. Motivations reflecting the protection function were limited and related principally to undertaking volunteering as a means of adjusting to retirement. A number of drivers for volunteering fell within the understanding domain of the functional framework. Principally, individuals were motivated to volunteer by the opportunity to travel to areas of Australia and to experience life in a rural community. These motives were linked to having new experiences and, as such, to learning new things. It was unusual for participants to state explicitly that their motivation to learn was associated directly with the volunteering task (i.e., professional activities and skills). Motives relating to the social function were very limited with findings revealing that there were not any participants who indicated that they would participate in volunteering to be with friends or to meet the expectations of important others. These findings support that of other studies

examining volunteering from a life-course perspective and which identified that older adults are less likely than younger adults to pursue volunteering for reasons relating to relationship building (e.g., see Hendricks & Cutler, 2004).

The two additional motives for volunteering which were identified in Study 1 but were not captured within the realms of the FAV (keeping one's brain active and keeping one's professional interests up during retirement) were seen to reflect the concepts espoused in Atchley's (1998) continuity theory of normal ageing. Essentially, contemporary older adults may be driven to participate in skilled volunteering as a means of maintaining a sense of continuity in their life and as a strategy for adjusting to getting older. Seen to represent an important motivational construct and a potential replacement for the career function when the inventory is used to assess motivation to volunteer in older populations, the novel construct 'continuity of work' was subsequently assessed as part of the validation of the VFI in Study 2c.

11.4.2 Validation of the modified VFI (Studies 2c & 3; Paper 4). Study 2c assessed the factor structure of the VFI within the contemporary sample of older adults. As has been the precedent in previous research assessing motivation to volunteer in older cohorts (e.g., Yoshioka et al., 2007), the career function was removed from the model given its anticipated redundancy. The standard five factor structure of the VFI (i.e., excluding the career function), was not substantiated by the current program of research, a result which is mirrored by other research based on older volunteers (see Yoshioka et al., 2007). Indeed, a four factor solution emerged whereby the values and social functions maintained their independence and the enhancement and protection functions joined to form a single function. In addition, no support was found for the understanding function. The lack of clear definition

between motivation domains, in the current sample, reflects a common criticism of the VFI that the functions are not necessarily independent (Shye, 2010). The values function was the only standard dimension of the VFI to significantly predict intention to volunteer. Overall, while the qualitative enquiry had highlighted motives for volunteering across the values, enhancement, understanding, and protective domains of the functional framework, the subsequent quantitative assessment of the VFI suggested quite a different motivational profile.

Importantly, the merging of the enhancement and protection functions, when viewed in association with the similar merger of the enhancement and understanding functions in the study by Yoshioka et al. (2007), may represent an important advancement in our understanding of the motives influencing volunteering in older citizens. Findings from the two studies suggest that the key motivational dimension for older people may be the enhancement function (i.e., enhancement of self-esteem) which can be achieved through either protective or understanding mechanisms. The potential amalgamation of these three VFI functions, for the assessment of motivation in older people, is a theoretical recommendation warranting ongoing investigation.

Additionally, however, the current findings indicated that the only standard VFI function with any degree of importance/accuracy for older people anticipating engagement in episodic, skilled volunteering was the values function (M = 5.09). Participants' mean ratings on the combined enhancement/protection function and the social function were lower than 4 on the 7 point scale, suggesting that, on average, individuals perceived these dimensions to be neither important/accurate nor unimportant/inaccurate for them. Indeed, it appears that this population may view their level of self-esteem to be suitably adequate and may not be motivated to

volunteer as a result of influence from significant others or for companionship. The findings of the current study contrast, to a degree, with the findings of Okun et al. (1998) wherein older people's reasons for volunteering fell predominantly into the values, understanding, and enhancement domains of the model. Certainly, the lack of support for the understanding function in the current study suggests a likely change in the motivational profile of older volunteers across the last decade. Indeed, the findings may have implications for the importance for the concept of lifelong learning (i.e., the notion of learning across the span of life; see Chapman, Gaff, Toomey, & Aspin, 2005) within the older population.

Continuity of work was found to be a relevant motivational function for older people within this context. Participants' mean score for the construct was 4.85 on the 7 point scale, suggesting that, on average, maintaining internal and external structures aligned with their work was somewhat important to them. Further, the predictive value of the continuity of work dimension was confirmed. Hence, in addition to the values function, continuity of work was the only other dimension, within the modified VFI, to significantly predict people's intention to volunteer in the given context. The continuity of work function may, therefore, offer a logical replacement for the career function which is typically removed when the inventory is used to assess motivation to volunteer in older people.

Additionally, as the current research did not find support for the understanding function, it may be that contemporary older people are less likely to participate in volunteering as a means of learning new things and are more motivated to volunteer by the opportunity to continue utilising their accumulated professional skills. As such, the continuity of work function may also be viewed as a suitable replacement in the VFI, for the understanding function (i.e., in this population and

context). This finding is not to say that older citizens lack interest in learning, per se, but that their need for learning may not be a primary driver of their interest in rural volunteering. It is also possible that the short term nature of the volunteering may lend itself more to the continuation of skills as opposed to new learning. An interesting topic for future research may be the investigation of potential segmentation within the older volunteering population based on their drive for lifelong learning as opposed to continuity of existing activities.

Although the 10 items assessing continuity of work, within Study 2c were based upon continuity theory of normal ageing (Atchley, 1989), which proposes that older people seek continuity as a means of adapting to ageing, individuals were not asked specifically whether episodic, skilled volunteering would provide them with a means of coming to terms with getting older. The perception that volunteering would help to offset the negative effects of ageing was raised, however, within the qualitative component of the research as a behavioural belief (i.e., Study 1) and was later assessed quantitatively in Study 2a. Participants' mean rating for this item was approximately 5 on the 7 point scale, suggesting they believed it slightly likely that volunteering would help to offset the negative effects of normal ageing. Although this result may suggest some connection between continuity through volunteering and adaptation to ageing, this relationship (i.e., in this context) cannot be assumed and should be explored further in this context.

Additionally, while the current study examined continuity of work, older people may seek continuity through other areas of their life which are also important to them (Kim & Feldman, 2000). For example, those who have been heavily involved in leisure activities may seek continuity through the ongoing pursuit of

these activities. Establishing a set of five items which tap a general continuity construct may help to maintain the validity of the VFI for older people in the future.

Overall, the contribution made by the current program of research, through its validation of the VFI within a contemporary sample of older people and context, is substantial. Although acknowledging that the VFI was designed as a tool for assessing motivations of generic relevance to different types of volunteering (Clary et al., 1998), the study identified that the standard functions of the VFI may not be an accurate and inclusive representation of the key motives underlying older people's participating in contemporary types of volunteering (e.g., episodic, skilled volunteering). The research findings have highlighted the need to continue to validate the VFI within contemporary contexts and populations and to continue to explore additional constructs which may improve its utility within the contemporary volunteering population.

11.5 Consistency of Findings Relating to the VFI and TPB (Studies 2a & 2c)

Although it was not the specific intent of the research to compare the findings of the TPB and VFI studies, a number of commonalities and discrepancies are notable. First, the demonstrated discriminatory ability of the two altruistic based behavioural beliefs within the TPB (i.e., volunteering will enable me to help others and to contribute to the growth and sustainability of rural communities) and the multiple discriminatory egoistic beliefs was consistent with the VFI findings. Hence, within the current context, the values function (also altruistically based) and the continuity function (i.e., egoistic based) were also found to be significant predictors of people's intention to volunteer. The support across the two models for altruistic and egoistic based beliefs/motives supports the conclusion that older people, although being highly focused on the egoistic benefits of volunteerism, are still

driven to volunteer by their desire to assist others. Indeed, participants' mean score on the values function of the VFI was higher than that of the egoistic based functions (i.e., social, enhancement/protection, and continuity), signifying that altruistic based motivations were very important to them.

Further, the discriminating capacity of the behavioural advantage 'volunteering will enable me to keep my professional interests up during retirement' was consistent with the significant predictive relationship found to exist between the continuity of work function and intent to volunteer in the component of the research program which validated the VFI (i.e., Study 2c). In comparison, the significant discriminatory capacity of the belief item within the indirect component of the TPB, relating to feeling valued, was inconsistent with the VFI findings. The enhancement/protective function of the VFI, which relates to the enhancement of self-esteem through volunteering (and includes items such as volunteering would make me feel important and needed), did not significantly predict people's intention to volunteer in this setting and population. Consequently, while high intenders believed more strongly than low intenders that volunteering would make them feel valued, when assessed as a motive for volunteering within the VFI, this predictive ability aligned with this item did not translate. The finding of a not significant difference aligned with the enhancement/protection function in the VFI study (i.e., Study 2c) may be more in keeping with the reports of some volunteers in the validation interviews of Study 3 where they indicated that they were not driven to volunteer by a need to feel valued.

11.6 Explanatory Value of the TPB vs. the VFI (Studies 2b & 2c; Papers 3 and 4)

The explanatory value of the extended TPB, in comparison to the modified VFI, was of interest to the current research. Indeed, the final extended and modified versions of the two frameworks explained similar amounts of variance in intention to volunteer, respectively (i.e., 70% and 69.25%). Of note, however, is that whereas the standard TPB (i.e., attitude, subjective norm and PBC without self-identity) accounted for 68% of variability in intentions, the standard VFI (i.e. the values, enhancement/protection, and social functions without the continuity of work function) accounted for only 26.57% of variability in volunteering intentions. Hence, the two models became comparable in their ability to explain variability in volunteering intentions only when the novel continuity of work function was added to the inventory (i.e., the latter function accounting for 42.68% of the total variance in intentions). As such, when considering the predictive efficacy of the models in their standard form, the TPB, in this population and context, was found to be the stronger (more predictive) model. The findings suggest that, in relation to episodic, skilled volunteering, substantial changes to the VFI will be needed (i.e., through the inclusion of additional variables such as continuity of work) to align its explanatory value with that of the TPB. This conclusion is supported further by the fact that individual's motives for volunteering were effectively subsumed by the behavioural belief component of the TPB. Greenslade and White (2005) arrived at a similar conclusion regarding the predictive capacity of the TPB and the VFI, wherein, in their research, the models explained 57% and 27% of variation in self-reported volunteering behaviour, respectively. Notably, their study examined a much broader scope of volunteering behaviours than was examined by the current research.

Although it would be premature to suggest that the TPB provides a better theoretical model for explaining volunteerism in this context as compared to the VFI, there may be benefits associated with the TPB which support its use in volunteering research in preference to the VFI. In particular, the highly detailed information gained from the elicitation of behavioural, normative, and control beliefs (i.e., Study 1) may be very useful for informing message design within recruitment campaigns. As the volunteering environment becomes increasingly competitive, Wymer and Starnes (2001) suggests that examining volunteering from a marketing perspective may be beneficial in improving rates of civic activity. Underlying this approach is the need to clearly understand customers' needs which, within the context of volunteering, are the volunteers. Viewing volunteers as a heterogeneous market as opposed to a group with generic needs may also be fruitful (Wymer & Starnes, 2001). This highly specific marketing approach fits very well with the conventions of TPB based research whereby the importance of examining the beliefs underpinning a particular behaviour across specific contexts and populations is highly recommended (Ajzen & Fishbein, 1975). Indeed, tailoring recruitment messages based on rich information gained directly from the target group through an elicitation study may be more effective than communications simply reflecting the generic statements comprising the VFI.

While there is a paucity of examples relating to the use of the TPB within the development of initiatives endeavouring to modify volunteering behaviour, its use as a guiding framework for health behaviour interventions is well documented (see Hardeman et al., 2002). Specifically, Reger et al. (2002) used a TPB and trans-theoretical based campaign, comprised of advertising, public relations and community activities, to improve walking habits in older adults. Messages were

developed primarily around PBC given that the control beliefs of individuals who exercised irregularly differed to those who were regularly active. The program resulted in a 23% increase in walking behaviour by older citizens. Recently, Lewis, Watson, White, and Elliott (in press) provided a valuable explanation of how elicited beliefs can inform the message content for anti-speeding campaigns. Hyde and White (2012) also found support for the TPB as a framework for devising effective interventions relating to organ donation. Individuals who were exposed to an extended TPB based motivational message at the beginning of a survey were significantly more likely to intend to record their details with the Australian Organ Donation Register.

Essentially, while the TPB and the VFI represent useful models for explaining volunteering behaviour in older people, the outcomes of the current research indicate that the TPB may provide a richer base of information relevant to a specific target group and may, therefore, be more useful in the design of effective recruitment strategies. The TPB (in particular the indirect, beliefs component) may provide the basis for clearly understanding the unique needs of segments of this important market and for formulating campaigns which will have a positive effect on volunteering behaviour in these groups. Further research comparing the utility of both models within volunteering contexts will clarify this conclusion.

11.7 Theoretical Contributions

11.7.1 Theory of planned behaviour. The development of a theoretical model of volunteer decision making relevant to episodic, skilled volunteering by older people is, in indeed, a significant contribution of the research. While some studies have examined motivation to volunteer in older populations using the FAV/VFI and a small number of studies have examined volunteering in older people

from the perspective of the TPB, few studies have considered volunteer decision making by older people in respect to novel types of volunteering which are anticipated to be appealing for contemporary older citizens. Given that, in the future older people are expected to seek interesting, challenging, yet highly flexible roles which allow the ongoing use of their skills, identifying a theoretically informed model which reflects decision making in the context of episodic, skilled volunteering in rural agencies is particularly unique, timely, and valuable. Importantly, the highly targeted information will provide a base for comparing the internal and contextual factors influencing volunteering decision making across other types of short term, skilled volunteering (and other novel forms of volunteerism) which are of interest to this population.

Examining volunteer decision making from the perspective of both the TPB and the VFI, simultaneously, resulted in the finding that the full TPB (i.e., incorporating the indirect, belief based component) may effectively capture motivation to volunteer along with other standard and additional psychosocial constructs. While the functional approach to volunteering and the VFI are by no means redundant, the research findings highlight that the TPB may offer an effective framework for researchers and practitioners wishing to investigate volunteering behaviour from a perspective which includes, a range of important intrinsic and contextual factors. Indeed, the findings of the current research may be strengthened by investigating (i.e., through factor analysis) the underlying constructs represented by the elicited behavioural and normative beliefs aligned with episodic, skilled volunteering. Just as the items of the VFI represent deeper psychological needs, so too may the beliefs within the belief categories of the TPB. Such information may provide both theoretical and applied advantages.

The close association between advantages of volunteering and motives for volunteering in the current investigation prompts the question as to whether this overlap would transpire in other volunteering settings and populations. Future research pertaining to this issue may be useful. In particular, consideration should be given to the way in which questions relating to behavioural beliefs are worded within focus group and interview discussions and the potential for this wording to influence the resultant overlap between elicited motivations and behavioural beliefs associated with volunteering. For example, Sutton et al. (2003) refers to the distinction between instrumental and affective beliefs. Whereas instrumental beliefs (i.e., which were investigated within the current study) tap the benefits and costs of carrying out a behaviour, affective beliefs assess what the individual likes or dislikes about engaging in the activity. Affective beliefs were not specifically explored in the current study. In addition to establishing whether a similar overlap between behavioural beliefs and motivations exists when both approaches are applied, comparing the predictive power of the two types of behavioural beliefs (i.e., affective vs. instrumental) in respect to volunteering intentions may be helpful in determining whether the current model of decision making can be improved further.

Overall, the program of research provided strong support for the explanatory value of the TPB within volunteering research. Both the indirect and direct components of the model were substantiated by the three successive studies. The indirect component was found to be a useful model for guiding the qualitative exploration of the factors influencing volunteer decision making and for establishing belief profiles which discriminate between low and high intenders of volunteering. The direct components of the model explained a substantial amount of variance in

intention to volunteer and provided an understanding of the relative significance of each of the standard constructs in terms of their influence on volunteering intentions.

Validation of an extended TPB, which included self-identity and adjustment to retirement, was also a notable contribution of the research program. Although explaining only a small amount of added variance, the predictive value of self-identity was found to make a significant contribution to the model of decision making, over and above that of the standard variables. It appears that the current study may represent the first time that the explanatory contribution of self-identity (operationalised as professional identity) has been assessed within TPB based volunteering research pertaining to older people and within a skilled volunteering context. Establishing whether self-identity continues to make an independent contribution to the predictive power of the model in other skilled and non-skilled contexts involving older populations will be particularly important, especially given the substantial debate within the literature as to the predictive relevance of this construct within TPB based research, generally (see Rise et al., 2010).

As research pertaining to the association between adjustment to retirement and intention to volunteer is currently limited, the outcomes of the current research, in relation to this variable, are particularly valuable. The knowledge that adjustment to retirement does not add to the explanatory value of the model in this context and population is useful but indicates that more research may be needed to clarify the relationship between this construct and volunteering intentions across other volunteering settings.

Overall, the current research has highlighted the potential benefit to be gained by using well substantiated theories, such as the TPB and the VFI, to advance the understanding of new types of volunteerism of interest to older people. The model

presents a comprehensive representation of the salient factors influencing volunteer decision making by older people in this novel context; such information is currently lacking in the volunteering literature. Although the findings require further substantiation, the formative information gained provides a sound platform upon which other investigations relating to the determinants of short term skilled volunteering can be planned and implemented.

11.7.2 Volunteer functions inventory. The current study appears to be the first to quantitatively validate the VFI within the context of episodic, skilled volunteering by older people. Hence, the program of research makes a valuable contribution by examining the usefulness of the inventory within the short term, skilled volunteering environment, a setting of anticipated appeal to the contemporary older population. The research highlighted the substantial lack of fit between the standard inventory and the motives driving older people's involvement in this type of volunteering. Indeed, the values function was the only standard motive dimension rated as an important motive of volunteering behaviour and it was the only standard VFI dimension to predict intention to volunteer. Although the generic nature and purpose of the VFI is acknowledged, the current findings suggest that the VFI may require modification if it is to be used to assess motivation to volunteer among older people within episodic and skilled contexts.

Although highlighted as a possible motive for volunteering in older people in the qualitative study by Stergios and Curruthers (2002), the current study appears also to be the first to quantitatively examine the explanatory value of continuity of work as a motivational function within the VFI and to consider this construct as a logical replacement for the career function when the inventory is used with older populations. The predictive power aligned with continuity of work was promising;

the development of an initial set of items to tap this novel construct was an important outcome of the enquiry. It is hoped that the current findings will be the catalyst for the development of five item sub-scales within the VFI to assess continuity of work and/or continuity as a more general construct.

11.8 Applied Implications

The program of research developed a theoretically informed model representing the salient factors influencing older Australians' intentions to participate in episodic, skilled volunteering in rural agencies. Not only does the model demonstrate the range of internal and external factors which may comprise the decision making process but knowing the explanatory value of these various components has significant benefit in terms of customising recruitment messages and campaigns to achieve the greatest impact. The following discussion will concentrate on the practical implications of the findings in so far as detailing how they may be used to optimise the engagement of older people in this volunteering setting.

11.8.1 Attitude and behavioural beliefs. Older Australians' views of this type of volunteering were generally positive. Moreover, individuals with more positive attitudes toward volunteering were more likely to intend to volunteer. Focusing marketing strategies toward attitude enhancement may, therefore, be somewhat helpful in encouraging older adults to volunteer in this context. Concentrating on behavioural beliefs which separate high and low intenders of volunteering may help to foster more positive attitudes within the low intender group. Notably, however, as there were many instances where the mean scores for both high and low intenders of volunteering were both quite high (even when significant differences between the groups were found to exist), similar recruitment strategies may be useful for both groups; this approach may be useful for other belief

categories also. Campaigns which focus on the valuable contribution to be made, through individuals volunteering, to the growth and sustainability of rural communities and the opportunity to help others who genuinely need assistance may bring positive results. Similarly, promoting episodic, skilled volunteering in rural communities as an opportunity to become even more satisfied with retirement, may invoke more favourable attitudes toward this type of volunteering within older people who are less likely to engage. Slogans, such as "*Thrive on a sense of achievement and want even more in retirement? Professional volunteering – help us to make a real difference in rural agencies",* may gain the interest of retirees. As low intenders are less likely to believe that episodic, skilled volunteering will provide them with an opportunity to maintain their professional interests during retirement and this belief was found to be an important factor driving volunteer participation in high intenders, campaigns may benefit from emphasising the skilled nature of the roles and the opportunity for individuals to select roles which will specifically allow the application of their professional skill set. Recruitment messages such as, "*Skilled volunteering – use your professional skills without being tied down – the new type of volunteering for busy retirees"* may bring positive results in terms of securing the participation of such individuals.

Careful thought should be given, though, to the degree to which volunteering is promoted as a means of raising feelings of personal value. While this belief discriminated between high and low intenders of volunteering, the responses of actual volunteers in the validation interviews of Study 3 inferred that some high intenders may be deterred from volunteering by recruitment initiatives which convey this message. Further, promoting the highly flexible, short term nature of this variety of volunteering may help to offset low intenders' concerns that volunteering with

rural agencies may impede their family and non-family commitments. Highlighting the opportunity to pick and choose roles which interest the individual and which can be worked around other commitments may be particularly important for improving rates of volunteerism in low intenders. Promotions, such as *"Skilled Volunteering – the type of volunteering you can do in your own time"* may be fruitful. For those whose involvement in volunteering is driven by an interest in travelling through Australia, slogans such as *"Rural skilled volunteering - do it your way along the highway"* may also be effective. Alternatively, these individuals may relate to messages such as *"Rural skilled volunteering – road travel with a purpose".*

The research presented mixed results regarding the significance of the payment of volunteering costs to older people's participation. As this belief did not differentiate high and low intenders of volunteering, its significance to volunteer decision making may have been dismissed. Final discussions with actual volunteers (i.e., Study 3), however, have confirmed that while having to pay for volunteering costs may not be a definitive barrier to participation, financial assistance is certainly a key facilitator of engagement. Promoting, upfront, the availability of financial support for accommodation and travel costs may heighten the involvement of both high and low intenders in episodic, skilled volunteering in rural agencies. Slogans such as *'skilled volunteering – we don't want what's in your pocket, but we do want what's in your head'* may be a humorous way of conveying that financial assistance is provided. Providing printed materials and online materials which explicitly highlight financial assistance for volunteering expenses will be imperative to securing the involvement of many retirees.

11.8.2 Subjective norm and normative beliefs. Older people perceived their level of normative support for this kind of volunteering to be quite low. As subjective

norm was a stronger predictor of episodic, skilled volunteering than attitude or PBC, building normative support for this type of volunteering should be a critical focus within recruitment campaigns. Establishing ways to foster greater perceptions of social support within older people's networks of family and friends will be pivotal to the success of this type of volunteering. Media messages which encourage spouse/partners, children, grandchildren, and friends to actively support and encourage the older individual's participation in volunteering may lead to higher rates of participation. Ensuring that important others are aware of the high degree of flexibility surrounding the volunteering arrangement (and that involvement does not mean interruption of important family life/other commitments) may help them to be more positive and encouraging about their loved ones involvement. Considerable thought should be given also to which message mediums will effectively reach the family and extended networks of retirees.

Importantly, some older people's participation in volunteering was dependent on them being able to travel with their spouse/partner. It will be important to promote this option within campaigns. Ensuring that the administrative procedures, aligned with this arrangement remain straightforward will also be important. Further, facilitating opportunities to keep the volunteer's spouse/partner busy while they are 'on tour' may make the decision to volunteer easier for those who are concerned about their partner becoming bored. Actively promoting the ability to travel accompanied using slogans such as, *"Rural Volunteering –make it a trip for two (partners welcome)!!"* will articulate this message. For those individuals who do not wish to travel with their spouse/partner, providing the opportunity for them to return home at regular intervals, should they wish to, may heighten their involvement.

11.8.3 Perceived behavioural control and control beliefs. Older people reported that it would be only somewhat easy to engage in episodic skilled volunteering in rural agencies. As PBC was found to significantly influence people's intention to volunteer, improving levels of PBC may facilitate greater levels of volunteer participation. Customised messages may benefit from promoting strongly the opportunity to pick and choose volunteering roles which are a sound match with the skills, experience, knowledge and personality of the volunteer as these two beliefs may play an important role in gaining the initial interest of potential volunteers. Indeed, focusing on these two beliefs may be particularly important as they may represent "deal breakers" for some older people. Customized messages, such as *"Rural volunteering – it's not a lucky dip!! You choose the professional role that's right for you!!"* may help to gain the attention and involvement of retirees.

Promoting and providing comprehensive role information will be highly important. The hospitality of local communities should also be emphasised, although this message is likely to hold less relevance in the decision making process for many older citizens. The current findings suggest that the availability of appropriate insurances cover may be relatively inconsequential for many individuals considering this opportunity; not providing insurance, however, may deter those for whom an insurance safety net is encouraging. The remaining facilitators within the model (i.e., a safe environment, positive working relations, good decision making support, and financial assistance) although not discriminating between high and low intenders of volunteering, were rated highly by both groups. Providing these conditions (i.e., encouraging agencies to do so) and promoted them within promotional strategies may improve participation in this novel volunteering experience.

Within the list of barriers to volunteering, addressing concerns that volunteering will interrupt family and non-family commitments may make a substantial difference to the engagement of older people who are less likely to volunteer. Once again, stressing the highly flexible and short term nature of the volunteering commitment may help to offset this potential barrier. Articulating the lack of ongoing obligation may also help to increase the participation of people who feel that they do not have time to become involved or who are concerned about leaving their home unattended. Offering and advertising a range of volunteering roles, with shorter and longer durations (e.g., 1 week versus 1 month) may also help to negate this perceived barrier to volunteering.

Both high and low intenders of volunteering were unlikely to believe that personal health issues would stop them from participating in episodic, skilled volunteering. This belief did, however, differentiate high intenders from low intenders of volunteering. Offering volunteering roles in rural locations with adequate medical facilities may increase the participation of those people who are more concerned about falling ill while volunteering. Further, promoting the availability of good medical services in rural locations may help to encourage the participation of individuals who have existing medical conditions and who may feel more confident about travelling knowing that medical assistance is easily accessed. Advertising the flexibility of roles and the chance to plan volunteering around existing medical commitments may increase the participation of some older citizens who are concerned about missing scheduled appointments. Promotional statements, such as *"Got appointments? We're happy to work around you",* may be a helpful way to communicate the flexibility of the volunteering arrangement. Additionally, ensuring roles are available at times of the year which experience less extreme

weather conditions may make rural volunteering more appealing to those who are deterred by these climatic circumstances.

Recruitment campaigns may also benefit by reflecting the role of self-identity (i.e., professional identity) within volunteer decision making. Portraying skilled volunteers as highly professional people who are making an important contribution to the growth and sustainability of rural communities may help to tap this construct underpinning decision making. Hence, messages such as, *"You may have retired but your professional aspirations may not have – rural volunteering, an opportunity to keep your hand in and really make a difference",* may be effective. Providing opportunities for skilled volunteers to network, to support one another, and to feel part of a broader group may help to strengthen and maintain the saliency of their professional identity which, in turn, may contribute to an ongoing commitment to volunteering in the future. As one's level of adjustment to retirement did not predict intention to volunteer, promoting this volunteering opportunity to individuals who are at various stages of the retirement continuum seems appropriate.

Last, while the TPB informed model accounted for many demographic variables relevant to this type of volunteering, these characteristics should not be altogether forgotten in recruitment campaigns. In particular, individuals who are part of the grey nomad phenomenon and who are highly educated may be good targets for campaigns. Advertising through sources accessed by these sub-groups of the older population may be fruitful.

11.9 Strengths and Limitations

As limited theoretical research has explored and assessed the factors influencing the engagement of older adults in episodic, skilled volunteering, the current program of research makes a valuable contribution to the literature.

Moreover, very few enquiries have done so from the perspective of two well substantiated theories: the TPB and the FAV. The research program, in its entirety, has resulted in a comprehensive model of volunteer decision making and provides fundamental information for the ongoing investigation of other briefer forms of skilled volunteering. The continued exploration of volunteering opportunities falling within this category may play an important role in maintaining and raising rates of volunteering in older adults in the future.

The use of a mixed methods approach was a particular strength of the research. Specifically, the integration of the qualitative and quantitative components of the three studies provided important validity to the final theoretical model (Morgan, 1998). Although the belief based component of the TPB was shown to be a useful framework for qualitative volunteering research, quantitatively assessing the importance of the elicited beliefs within a larger, representative sample resulted in a more reliable depiction of the relevance of the internal and external factors determining intention to volunteer in this context. Importantly, while the program of research was based on a hypothetical volunteering concept, confirming the representativeness and inclusiveness of the model with a small number of retired business professionals who were actually planning to complete a trial volunteering role in a rural agency in the very near future (i.e., the final validation interviews of Study 3), added substantial validity to the final theoretical model.

The sample recruited for the research included individuals who were fully retired, semi-retired, and working full-time, yet planning retirement within 2 years. The mixed sample is considered both a strength and a limitation of the research program. First, as the qualitative study was interested in eliciting the beliefs determining attitude, subjective norm, and PBC in a contemporary older population,

including individuals at various stages of the retirement continuum was considered important. Notably, this aspect of the research did not aim to discern the different belief profiles of the three groups.

Conversely, the mixed sample and the lack of examination of specific belief profiles for the individuals at different stages of the retirement continuum raises questions regarding the generalisability of the data. For example, it is acknowledged that the belief profile and the discriminating beliefs relevant to older people who are approaching retirement could be quite different to that of individuals who are already in full-time retirement. Similarly, the belief profile and discriminating beliefs of men and women may also differ, as may the profiles of individuals who have been in retirement for some time compared to those older adults who are newly retired. The qualitative elicitation of beliefs for subgroups such as these, and the subsequent assessment and comparison of discriminatory profiles may have strengthened the research and should be a focus for ongoing enquires. In particular, as individuals who start volunteering while still working are more inclined to continue volunteering during retirement (Zedlewski, 2007), recruiting individuals for this type of volunteering during the final stages of their employment may be beneficial. Establishing the unique belief profiles of those who are expecting to retire in the near future or who are semi-retired may help to enhance the effectiveness of recruitment strategies targeting these groups. Larger sub-samples in future research of those who are planning retirement and who are semi-retired will allow for such analyses to be completed.

A number of other limitations are acknowledged which may be addressed within future research. First, the research was based around a hypothetical volunteering situation. As such, participants of the focus groups and interviews

(Study 1), and the survey (Study 2) were required to provide responses in relation to a behaviour which was potentially unfamiliar to them. Although attempts were made to provide clear examples of proposed roles, the absence of an established service and concrete examples of volunteering roles managed by an established service appeared to invoke a degree of caution and ambiguity among participants; this hesitation and lack of clarity may have influenced the results. Further, episodic volunteering was operationalised as an engagement which could last from several days up to 6 months at a time. Participants were told that this commitment could be structured in many different ways (e.g., a permanent 6 month visit to a rural agency or three, one week visits with the agency whereby the volunteer would work from home in between visits). Realistically, salient beliefs may differ depending on the structure of the volunteering tenure. Basing ongoing research around a set of clearly defined, real life scenarios of episodic, skilled volunteering in rural agencies may provide further validation of the current outcomes.

Further, the research studies were based around predicting older people's intention to volunteer. Although the assessment of the belief-intention relationship is an accepted practice within TPB research (Fishbein, von Haeften & Applyard, 2001), examining the relationship between the TPB and actual volunteering behaviour may add to the validity of the findings. Unfortunately, this examination was not possible in the current research as this type of service was not in operation. Replicating the present body of research once a service has been established will be an important step in substantiating the current findings.

The quantitative research strategy also involved the simultaneous measurement of the TPB constructs and intention to volunteer. As such, the validity of the research findings may be reduced by the effects of common method variance

(see Lindell & Whitney, 2001). Although the concurrent measurement of predictors and intentions is a standard procedure in TPB based research (Ajzen, 1991), repeating the research and including a temporal delay between measurements, would confirm the legitimacy of the findings. It is acknowledged also, that the use of the VFI within the current research strays from its intended use as a tool for assessing volunteer motivations in a practical sense (Clary et al., 1992). Traditionally, the inventory was designed to be used as a tool for establishing volunteers' reasons for volunteering and as a means of evaluating the satisfaction of these motives at a later date. Hence, although the VFI is regularly used within volunteering research to explore and understand motivations at one point only (e.g., prior to the commencement of volunteering or during volunteering) this was not the intended use of the inventory.

The research included a relatively small number of professional skill sets. The chosen professional domains were those which were seen to be important to building organisational capacity in grassroots, rural organisation and which would, therefore, optimise the utility of the results for rural agencies. Although representing a good starting point for examining the factors influencing short term, skilled volunteering, the importance of undertaking ongoing TPB and FAV based studies which incorporate different types of professional skills is recognised. Broadening the skill range will be particularly important for research exploring the factors influencing episodic, skilled volunteering more generally (e.g., away from the rural setting). Investigating the factors influencing episodic, skilled volunteering in metropolitan settings may also be particularly beneficial as a large proportion of Baby Boomers, who are expected to find more flexible and transient volunteering

opportunities more suitable, will be located in city areas and may prefer local options.

Limitations are also associated with the qualitative component of the research. First, there was a high degree of fluctuation in the number of participants in focus groups. This variation was attributed to recruitment difficulties. In the groups with only two participants, it was either difficult to find enough individuals to register for the group discussions or people simply did not attend following registration. Indeed, in some instances, it was necessary to cancel group discussions and to hold personal interviews with the only remaining participant. It is acknowledged that different numbers in focus groups and the implementation of personal interviews (i.e., rather than focus groups) may have resulted in the elicitation of different findings. Interviews were used, however, to clarify concepts raised within the focus group discussions and the data were triangulated with that obtained from the group sessions to strengthen understanding (Turner & Turner, 2009).

Second, within the current volunteering context, older people's motivations for volunteering (FAV) were interchangeable with some of the reported advantages of volunteering. Given that this investigation may be the first time that this overlap has been found to exist, the proposition that the TPB offers a more encompassing model for explaining volunteering behaviour (i.e., given that it subsumes motives along with other psychosocial and contextual factors) should be treated with caution until further research validating this relationship is completed. Exploring whether this overlay is dependent on circumstances such as question wording, question ordering, or on the types of behavioural advantages elicited (e.g., instrumental or affective) may be useful.

The small, yet adequate sample size (N = 187) of the quantitative component of the program of research is acknowledged, but is not necessarily seen as a limitation of the studies. Indeed, the sample offered sufficient power for analysis given the number of variables examined. The research has highlighted, though, the challenge that may be faced by future researchers who attempt to investigate older, skilled volunteers. Despite considerable effort, this highly specific group of older people was difficult to reach and to engage as research participants. Within the current research, participants had to be retired, semi-retired, or planning retirement within 2 years, as well as from a limited set of professional backgrounds. Finding the correct type of older person was extremely difficult and recruitment strategies typically used to acquire older research participants were only moderately successful. It appears that retired/semi-retired business professionals may not be associated with seniors groups or networks which are often tapped to obtain an older research sample. Broadening the scope of the recruitment approach to include less traditional sources (e.g., Marine rescue services) improved the sample size somewhat, but recruitment through these means was still difficult. Identifying new ways to reach this group is likely to require lateral thinking; adequate time should be allowed within research plans to accommodate what is likely to be a challenging recruitment process.

Last, although Study 3 was a very important part of the research, the small sample size is acknowledged. The individuals interviewed were actual volunteers and the value of their reflection on the model was invaluable. As additional beliefs (i.e., not captured within the model) were raised within this final Study, however, additional research to confirm the inclusiveness and relevance of the model may be beneficial.

11.10 Future Research

The current program of research highlights a number of future research opportunities. First, while the present studies provide a valuable contribution to the volunteering literature in terms of examining a novel type of volunteering, it is acknowledged that the theoretical model of volunteer decision making may not generalise to other forms of short term, skilled volunteering undertaken by older people. Examining the psychosocial and contextual factors influencing older people's engagement in other episodic and professionally based forms of volunteerism from a theoretical perspective, particularly opportunities based in non-rural settings, will be valuable. Knowledge gained from such research will play an integral role in maintaining and raising rates of volunteering by older Australians.

While shorter, highly flexible and more challenging volunteering opportunities may be appealing to contemporary older people, there appears to be limited theoretically based research pertaining to the willingness and capacity of Australian non-profit agencies to cater for and manage skilled volunteers. Even within the context of the current research, while the salient factors influencing retirees' intentions to volunteer were identified, little is known about the ability of grassroots organisations to manage contemporary, older, skilled volunteers effectively. There may, therefore, be the opportunity to explore volunteering by contemporary older people from the agency perspective. Reportedly, the Baby Boomer cohort is expected to be very comfortable rejecting roles which do not meet their needs (Zedlewski, 2007). Understandably, their appraisal of volunteering opportunities is likely to involve their perceptions of how they will be managed by the agency to which they gift their services. Establishing whether non-profit organisations need to modify their volunteering services and their perceptions of

contemporary older people to accommodate what may be a new ‘type’ of older volunteer would be an interesting area of study with substantial applied benefit. Additionally, as many Baby Boomers will come from professional backgrounds, it would be useful to establish whether their perception of an optimal volunteering relationship is similar or different to that of their predecessors. Theories such as psychological contract theory (Rousseau, 1989), may provide a framework for such research. The theory may be useful in understanding the beliefs of contemporary older volunteers and agencies regarding the exchange of voluntary labour.

There appears to be a tendency within volunteering research to base studies around less defined types of volunteering. For example, in many instances researchers investigate volunteering behaviour based on the context in which the behaviour occurs (e.g. community support agencies, sporting agencies, animal welfare agencies) as opposed to focusing on specific types of volunteering behaviour (e.g., skilled vs. unskilled). Within an increasingly competitive volunteering market, the recruitment of volunteers will require a highly targeted approach. Many non-profit agencies will be forced to adopt marketing strategies, such as market segmentation, traditionally only applied within the profit sector (Randle & Dolnicar, 2009). Theory based research which continues to explore and explain specific types of volunteering behaviour (such as skilled volunteering), as opposed to taking a more generic approach, will enable a more targeted approach by volunteer marketing and ultimately greater success in volunteer recruitment.

The current program of research has also provided insight into the importance of scholarly research to continue to advance well substantiated theoretical frameworks which are commonly used to explain volunteering behaviour. The validation of the VFI within the present study is a clear indication of the value which

may result from such investigations. Study 2c highlighted the incongruence which may exist between the factor structure of this highly used inventory and the motives underpinning volunteering in contemporary older people. While it is premature, based on the current findings, to suggest that the VFI does not adequately reflect the motivations of current day older volunteers, there may be value in continuing to explore the utility of the scale in other contemporary older populations and volunteering contexts and, if appropriate, to consider modifying its structure to bring it in line with the current motivational profile of this group. Specifically, if many of the standard VFI functions continue to have little relevance and importance for older people, the identification of other constructs which have explanatory value for older volunteers will be necessary to support the ongoing utility of the inventory for practitioners and researchers alike. As the notion of continuity of work was found to have predictive value in the current sample, the ongoing validation of this variable in other older populations and volunteering settings will be advantageous for considering its place in modified versions of the VFI.

Likewise, although the extended TPB accounted for a substantial amount of variance in the current study, continuing to examine other variables which strengthen the predictive capacity of the framework in volunteering settings will be useful. For example, examining the predictive capacity of social identity within the TPB model may be beneficial (see Terry, Hogg & White, 1999). For older people who have held professional positions, drawing from concepts such as self-congruity theory (Randle & Dolnicar, 2011) may be logical and valuable. From this perspective, the predictive capacity of the TPB may be improved if individuals are driven to volunteer with a particular brand of agency which matches their self-concept. Hence, older, retired volunteers with professional business backgrounds, who continue to value their

professional identity, may be more likely to volunteer in agencies that support this identity. Given the predictive capacity of self-identity within the current study, considering the value of self-congruity theory to the TPB in the context of volunteering by contemporary older people is reasonable.

Additionally, within the initial qualitative study, the current research found a high degree of crossover between the beliefs of the TPB and motives for volunteering. Guided by these findings, the research subsequently progressed using the TPB as the main framework for model development. A quantitative assessment of the combined predictive value of these two models would be useful in establishing whether a stronger predictive model does evolve from the joining of the two frameworks. Indeed, establishing, quantitatively, whether there are any VFI motives not captured within the standard constructs of the TPB represents important future research. As self-identity added significant predictive value to the model in the current research, examining a framework including all FAV domains, the standard TPB constructs, and self-identity would be an interesting extension to the current program of work.

Finally, continuing to examine other forms of episodic, skilled volunteering from a TPB perspective will allow for comparative data and for the creation of a model which explains episodic, skilled volunteering, more generally.

11.11 Conclusions

The findings of the current program of research offer much promise in terms of the likely success of this type of volunteering in Australia. There is certainly a positive attitude among older adults within this country toward this volunteering concept. Many retired business professionals who participated in the research expressed excitement about this novel volunteering experience as it may offer a

refreshing form of volunteering which better meets their interests and needs. Indeed, the current research has provided a comprehensive understanding of how best to establish short term volunteering roles in rural agencies and to optimise the recruitment of retired business professionals for this cause. Importantly, this information is based on well substantiated theories which are known to predict behaviour. The theoretical model of volunteer decision making has enabled the identification of the most salient factors relevant to retirees' engagement in this form of volunteering and will allow for a highly targeted approach within recruitment campaigns. Without this theoretical based knowledge, efforts to establish this type of volunteering service may struggle to succeed.

Population ageing will very soon deliver an even larger contingent of older Australians (Anderson & Peter Sotir, 2000). Over time, a substantial proportion of the older population will be comprised of Baby Boomers, who during their pre-retirement and retirement years will be looking to engage in meaningful, flexible, challenging activities which support the use of their accumulated life skills (Esmond, 2001; Salt & Mikkelsen, 2009). The current program of research has made an important contribution to volunteering within Australia by stimulating and expanding thinking around how this group of older adults can be effectively engaged in volunteerism. It is research such as that undertaken in the current program of investigation which will ultimately reverse the typical decline in volunteering which currently occurs when individuals reach 55 years of age (Australian Bureau of Statistics, 2013). The social and economic capital arising from older people volunteering is unlikely to be realised unless appropriate volunteering opportunities, such as the current concept, are available and effectively communicated to this group. Further, although the link between volunteering and improved health and

wellbeing is well substantiated, these benefits may not be realised by older citizens in times to come unless volunteering opportunities which match their interests are provided. The current research may, therefore, make a valuable contribution to the health and wellbeing of current and future older citizens by ensuring that an array of suitable volunteering options are available for their participation. Importantly, the research adds to the body of literature relating to volunteering across the life course.

Notably, although the scope of theory based volunteering research has increased in recent times the current research has made an important contribution to the literature by continuing to expand the theoretical explanation of specific types of volunteering behaviour. In particular, the theoretical investigation of episodic, skilled volunteering has, to date, been limited. The program of research has demonstrated the value to be gained by exploring volunteering behaviour from a different theoretical perspective; particularly those which have been well substantiated in related fields (e.g., the TPB; Ajzen, 1991) and the need for volunteering research to continue to maintain a theoretical focus.

Finally, the current research makes a valuable contribution to the range of strategies which are assisting rural agencies to develop and to remain sustainable. Grassroots agencies are often the backbone of rural communities, providing services which community members would otherwise be forced to do without. These agencies make a significant difference to the liveability of rural townships. The findings of the research suggest that episodic, skilled volunteering may be plausible means of bringing needed skill assistance to these organisations and groups and provides the necessary information for doing so.

Appendix A: Co-Author Contribution Authorities

Statement of Contribution of Co-Authors for Thesis by Published Paper

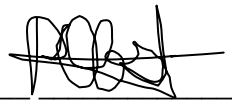
Paper 1.

Brayley, N., Obst, P., Lewis, I., White, K., Warburton, J., & Spencer, N., Exploring the beliefs and motives underlying episodic skilled volunteering by retirees using the theory of planned behaviour and the functional approach to volunteering. Currently under revision for submission to: *Third Sector Review.*

Contributor	Statement of contribution*
Mercia N Brayley Signature Date	▪ Wrote the manuscript ▪ Planned experimental Design ▪ Planned and carried out participants recruitment ▪ Completed data Analysis
Dr. Patricia Obst	▪ Conception of the ARC Linkage project to which this manuscript is associated ▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment ▪ Provided guidance on data analysis
Prof. Katherine White	▪ Conception of the ARC Linkage project to which this manuscript is associated ▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment ▪ Provided guidance on data analysis
Dr. Ioni Lewis	▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment ▪ Provided guidance on data analysis
Prof. Jeni Warburton	▪ Conception of the ARC Linkage project to which this manuscript is associated ▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment
Dr. Nancy Spencer	▪ Conception of the ARC Linkage project to which this manuscript is associated ▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment

Principal Supervisor Confirmation

I have sighted email or other correspondence from all Co-authors confirming their certifying authorship.

Dr Patricia Obst  2/07/2013

Name Signature Date

Statement of Contribution of Co-Authors for Thesis by Published Paper

Paper 2.

Brayley, N., Obst, P., White, K., Lewis, I., Warburton, J., & Spencer, N., Differences between the key beliefs of low and high intenders: An elicitation study of older skilled volunteers. Currently under review: *Journal of Community and Applied Psychology.*

Contributor	Statement of contribution*
Mercia N Brayley Signature Date	▪ Wrote the manuscript ▪ Planned experimental Design ▪ Planned and carried out participants recruitment ▪ Completed data Analysis
Dr. Patricia Obst	▪ Conception of the ARC Linkage project to which this manuscript is associated ▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment ▪ Provided guidance on data analysis
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Statement of Contribution of Co-Authors for Thesis by Published Paper

Paper 3.

Brayley, N., Obst, P., White, K., Lewis, I., Warburton, J., & Spencer, N., Enhancing the engagement of retirees in episodic, skilled volunteering: A theory of planned behaviour perspective. Currently under review: *Journal of Applied Psychology*.

Contributor	Statement of contribution*
Mercia N Brayley Signature Date	▪ Wrote the manuscript ▪ Planned experimental Design ▪ Planned and carried out participants recruitment ▪ Completed data Analysis
Dr. Patricia Obst	▪ Conception of the ARC Linkage project to which this manuscript is associated ▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment ▪ Provided guidance on data analysis
Prof. Katherine White	▪ Conception of the ARC Linkage project to which this manuscript is associated ▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment ▪ Provided guidance on data analysis
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Dr. Nancy Spencer	▪ Conception of the ARC Linkage project to which this manuscript is associated ▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment

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Name	Signature	Date

Statement of Contribution of Co-Authors for Thesis by Published Paper

Paper 4.

Brayley, **N.**, Obst, P**.,** White, K., Lewis, I., Warburton, J., & Spencer, N. (In Press). Exploring the validity and predictive power of an extended volunteer functions inventory within the context of episodic skilled volunteering by retirees. *Journal of Community Psychology*.

Contributor	Statement of contribution*
Mercia N Brayley Signature Date	▪ Wrote the manuscript ▪ Planned experimental Design ▪ Planned and carried out participants recruitment ▪ Contributed to data analysis
Dr. Patricia Obst	▪ Conception of the ARC Linkage project to which this manuscript is associated ▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment ▪ Undertook data analysis
Prof. Katherine White	▪ Conception of the ARC Linkage project to which this manuscript is associated ▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment ▪ Provided guidance on data analysis
Dr. Ioni Lewis	▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment ▪ Provided guidance on data analysis
Prof. Jeni Warburton	▪ Conception of the ARC Linkage project to which this manuscript is associated ▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment
Dr. Nancy Spencer	▪ Conception of the ARC Linkage project to which this manuscript is associated ▪ Reviewed and provided feedback on manuscript drafts ▪ Assisted with experimental design and design of research tools ▪ Provided guidance on participant recruitment

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I have sighted email or other correspondence from all Co-authors confirming their certifying authorship.

Dr Patricia Obst 2/07/2013

_____ _____ _____

Appendix B: Study 1 Interview Guide

FOCUS GROUP/ INTERVIEW GUIDE

PROJECT TITLE:

Responding to the rural skills crisis: Modeling volunteer motivations and incentives to attract retired/semi-retired professionals to volunteer in rural areas.

OVERVIEW:

The following is a proposed interview schedule to be used as a guide for focus group discussions. Whilst demonstrating the types of questions that participants will be asked, it is likely that the agenda will be somewhat driven by the natural flow of the discussion and as such questions are likely to be modified and expanded, during the course of a group discussion, in order to attain the necessary depth of information. Additionally, as there is little existing data on the specific topic, a 'rolling interview guide' may be used for subsequent focus groups; as such, while the following questions may be used for the first group, they may be revised for later groups, allowing information to unfold over time.

INTRODUCTION/PURPOSE OF FOCUS GROUP

All focus groups will commence with an introduction which will include the following:

1. Welcome and thank you for coming
2. An overview of the study
3. Purpose of the focus group in relation to the study
4. Informed consent/participant rights/confidentiality & anonymity
5. Rapport building & instructions for participation

Draft Script

Thank you and overview

"Thank you all for coming today, I'm very grateful for your time!! You have been invited here today to participate in a discussion group which is part of a large research project that is considering the possibility of setting up a program that will link retired/semi-retired professional persons with short term volunteering opportunities in rural and remote communities of Qld. Like many areas of Australia, many agencies and community organisations within rural/regional Qld are struggling to access professionals with relevant skills which will enable their sustainability and prosperity. This issue may stem from several causes. Firstly, although they may have qualified persons in various positions, these individuals may lack the necessary skills/experience required. In this instance these agencies are facing what is termed a 'skills gap'. Secondly, organisations may simply be unable to attract suitably qualified individuals to positions and consequently are experiencing a 'skills shortage'. Corresponding with this issue is the fact that Australia has a rapidly expanding retiree population. Research tells us that this group are healthier and more active than prior generations and many are engaging in volunteering/mentoring opportunities as a way of remaining active and leading a fulfilling life" The current research is looking to develop a service with will link professional retired/semi-retired individuals with volunteering/mentoring opportunities in rural/remote agencies. For example…….

Purpose of the Focus Groups

"The purpose of this focus group is to obtain your ideas, opinions and feelings about such a scheme. Your input will provide valuable insight into the potential viability of this type of volunteering/mentoring arrangement and will provide the necessary information on which an appropriate and successful program can be developed. The answers that you provide will

also be used to design a broader research inquiry that will confirm the major factors and conditions that will need to be met in order to foster a successful experience for all concerned. This research has significant state and national value and once again I thank you for being part of it."

Consent/Participant rights/Anonymity & Confidentiality

Although written consent will have been obtained prior to the convention of the group, several points will be reiterated:

"Before we go any further, I would just like to remind you of a few things:"

1. Firstly, as was mentioned on your participant information sheet, the discussion will be audio-taped. Basically, this allows for the accurate record of your comments, rather than me relying on my memory. The recordings will allow me to refer back to the discussion when analysing the data and writing the report.
2. I would also like to confirm that all the responses that you provide during the discussion are completely confidential and non-identifiable. All the information gathered will be reported in such a way as you are not able to be identified in any way. All information, audio-tapes and transcripts will be stored in a secure location at the University and will only be accessed by the research team. Upon completion of the study, all audio recordings will be destroyed. Once again, I would like to emphasize that your participation is purely voluntary and you are free to withdraw at any time without penalty.

In order to check that participants understand their rights, the following questions will be asked:

"Are there any questions regarding this information?"
"Is anyone uncomfortable with being audio taped?"
"Is everyone happy to proceed, or of course, you are free to leave"
Rapport Building and Instructions for Participation
"Before we begin our discussion, I thought it would be helpful for us to get to know each other a little. Let's begin by introducing ourselves – why don't we go around the table and give our name and a little bit about your professional background."

"Thank you everyone!!" The discussion that we are going to have will be prompted by some general questions. Please do speak up and say exactly what you think. Please answer as honestly as you can and don't be worried about what I or others think. We're here to exchange ideas and opinions and to do this in a relaxed and respectful setting. I would appreciate it if we could have just one person speaking at a time. I will try to play traffic cop to make sure that everyone's comments are heard and that everyone in the group gets their turn. Not only are everyone's thoughts and opinions valued, but they are necessary for the success of the group discussion.
"If there are no other questions, we'll get started!"

FOCUS GROUP CONCLUSION

"That brings us to the end of the questions for today's discussion; does anyone have any final comments to add?"

"Thank you for taking the time to participate in this session. Your input has been invaluable and is very much appreciated by myself and the broader research team.

"Before we conclude, I would like to give you a small token of our appreciation (hand out gift vouchers). I would also like to invite you to complete this final form which asks you to indicate if you would like to be contacted to participate in further aspects of the research. This includes completing a written survey and/or participating in a volunteering/mentoring trial in a rural/remote agency. This opportunity is likely to come up within the next 12

months. Ticking the boxes and signing the form, simply means that you are choosing to be contacted – you can still decide at the time whether you would like to participate or not in these activities." (Hand additional consent form out)

"Thank you once again, if you do have any further questions, please feel free to come and have a chat with me. Please have a safe trip home."

Study 1: Discussion Questions

Study 1: Focus Group/Interview Questions	Unpacked Question
Attitudes/Behavioural Beliefs When I mention the idea of retirees (either fully retired, or semi-retired), with professional skills and experience, working with rural organisations on a short term, voluntary basis – what is your immediate reaction? What initial thoughts come to mind?	▪ What do you think would be the advantage/disadvantages of being involved in this type of volunteering program? ▪ Is this something that you would consider doing during retirement or semi-retirement? ▪ If not - why not?
Motivations I'm interested to find out the types of things that might motivate you to take on this type of role. To find out what your underlying reasons would be for getting involved. What do you feel would be ***your*** underlying reasons for getting involved? What would you be looking to get out of this type of experience? *Focus Exercise* On the page is a list of ideas of the types of things that could possibly motivate people to volunteer. These are just prompts -to get you started. I'm interested to find out which of these are relevant to you (if any)? What I would like you to do is put a cross through those that aren't relevant for you – so these would be things that would not come into the picture if you were thinking about volunteering with a rural organisation. In the boxes that are free (and thinking about the motivating factors that we have been talking about) write the three main reasons that you would undertake a volunteering role with a rural organisation.	▪ For example, would you do this because you think it is important to help others, or because it would make you feel good about yourself, or for other reasons?
Role and Organisation Features What would your ideal volunteering role with a rural organisation look like?	▪ What type of role would you be interested in – e.g., coaching, mentoring, hands on?? ▪ Are there any types of roles that you wouldn't want to do? ▪ How much time would you want to give? A few hours a week, a few days a week? Would you expect a degree of flexibility with this? ▪ How long would you want to go for? A few months, a week, 6 months?? Is there a maximum amount of time that you would want to be away? ▪ How far away from home would you be willing to go? Would certain areas of regional Qld be more appealing to you than others? ▪ Would certain types of rural communities be More appealing to you than others? If so – which ones and why? ▪ What would you be looking for in an organisation that you volunteer with? ▪ Would you prefer to work with a government org. or a not for profit?

Study 1: Focus Group/Interview Questions	Unpacked Question
Recruitment/Selection What sort of recruitment or selection process would you expect to go through?	▪ Would you expect to go through a formal interview? ▪ Would you be ok with the organisation checking your references? ▪ What about a role description or written agreement? Any thoughts on these?
Organisational Challenges What sort of organisational challenges are likely to arise?	
Incentives/Facilitators What incentives could we offer to make this appealing and that would influence your decision to go or not?	▪ What factors would increase the likelihood of you volunteering? ▪ For example, would you expect accommodation paid for (e.g., accommodation, petrol, food?)
Normative Beliefs	▪ What would other people in your life who are important to you think about you doing this? ▪ Is there anyone in your life who would influence whether you did this or not?
Barriers Can you think of anything that might stop or deter you from doing this?	▪ Are there any factors that are beyond your control that might stop or prevent you from doing this?
E-volunteering One of the ideas that have been put forward is the idea of e-volunteering or virtual volunteering. So, for example, it may be possible for you to go and visit the organisation and get a good idea of what needs to be done, and then for the work to be done from home. What are your thoughts on E-volunteering?	▪ Is this something that would be appealing to you? What would be more appealing to you, a 2 -3 month face to face engagement, or perhaps spending a few days with the organisation and then doing the work from home? ▪ Why or why wouldn't this be appealing to you? ▪ What do you think might be the disadvantages or challenges of E-volunteering?
Advertising How would you describe this role in order to make it appealing to retirees or people who are planning to retire?	▪ What terms would you use? ▪ What do you think about the term 'volunteering' - Is the term volunteering appealing to you? Is there other language that we should use instead so as to make this appealing to retirees? ▪ If you were sitting at home one Sunday afternoon and you thought, gee, I'd really like to volunteer in a rural area. As a retired professional, or someone who was planning to retire, where would your first point of call be for finding out about it? Where would retirees go looking to get information or register your interest?
Control Thinking about what we have talked about today, and if we could get the right role and the right organisation etc. how likely is it that you would actually put your hand up to be part of this? How confident would you be that you would pack up your bags and go?	▪ On a scale of 1 to 10 (10 being very likely and 1 being not likely) how confident are you that you would actually pack your bags and go and do this?

Appendix C: Study 1Theoretical Thematic Analysis

Category	***TPB beliefs***	***Frequency***
	Behavioural beliefs	
Advantages	Helping others (generally)	3 focus groups/0 interviews
	Helping others who genuinely need assistance	3 focus groups/0 interviews
	Contributing to the growth and development of rural communities	3 focus groups/0 interviews
	Giving back by sharing skills and knowledge	2 focus groups/0 interviews
	Volunteering would make me feel valued by giving me purpose	6 focus groups/1 interview
	Make new friends	2 focus group 0 interviews
	The opportunity to travel to rural areas of Australia	6 focus groups/0 interviews
	To experience life in a rural community	4 focus groups/0 interviews
	To learn new things	3 focus groups/1 interviews
	To discover new things about myself	1 focus groups/0 interviews
	Volunteering would facilitate adjustment to retirement	5 focus groups/0 interviews
	Continue to use professional skills and knowledge	3 focus groups/1 interview
	Intellectual Stimulation (Keep my brain active/prevent cognitive decline)	4 focus groups/1 interview
Disadvantages	Potential costs associated with volunteering	2 focus groups/1interview
	Interfere with family life	5 focus groups/1 interview
	Interfere with existing commitments	4 focus groups/2 interviews
	The cost of personal time	2 focus groups/0 interviews
	Normative beliefs	
	Partner/Spouse	6 focus groups/2 interviews
	Grandchildren	3 focus groups/1 interview
	Children	1 focus group/2 interviews
	Work colleagues	1 focus group/0 interviews
	Control beliefs - Facilitators	
Achievability	An appropriate match between volunteer and volunteering role (skills, knowledge, experience and personality)	6 focus groups/1 interview
	The opportunity to terminate the volunteering role if necessary - an exit strategy	6 focus groups/0 interviews
	Positive working relationships	4 focus groups/0 interviews
	Access to good decision making support while volunteering	5 focus groups/0 interviews
	Absence of organisational constraints (i.e. red tape, policy, hierachy)	4 focus groups/0 interviews
	Access to professional skill support while volunteering	3 focus groups/0 interviews
	Necessary equipment supplied by rural agency	2 focus groups/0 Interviews
	Effective volunteer management by rural agency	2 focus groups/0 interviews
	Volunteer's skills and knowledge up to date	2 focus groups/1 interview

Category	TPB beliefs	Frequency
Role accuracy	Comprehensive information on the volunteering role and associated conditions	6 focus groups/2 interviews
	Accurate role description	2 focus groups/0 interviews
Role interest	The opportunity to pick and choose the volunteering role	4 focus groups/0 interviews
	Confidence that the volunteer is not replacing a paid worker	3 focus groups/0 Interviews
Expenses	Payment of accommodation/travel	5 focus groups/1interview
	Financial compensation (e.g., honorarium/fuel credits)	3 focus groups/1 interview
	Payment of on the job expenses (e.g., computer software, phone, internet)	2 focus groups/0 interviews
	Taxation benefits	1 focus group/0 interviews
	Assistance with food expenses	
Personal	Being looked after by the local community while volunteering (e.g., invited to local events:	5 focus groups/ 0 interviews
	Appropriate insurance cover	5 focus groups/1 interview
	Safe environment	4 focus groups/0 interviews
	Option to travel with spouse	3 focus groups/1 interview
	Access to transport when volunteering (i.e., in absence of own vehicle)	2 focus groups/0 interviews
	Option to return home at intervals on longer volunteering assignments	1focus group/0 interviews
	Access to medical facilities/supplies	1 focus group/0 interviews
	Control beliefs - Barriers	
Health	Personal health issues	3 focus groups/1 interview
	Poor health of family members	2 focus groups/0 interviews
Commitments	Existing family commitments that must be kept	5 focus groups/1 interview
	Existing non-family commitments that must be kept	4 focus groups/ 2 Interviews
Expenses	Having to pay for accommodation while volunteering	5 focus groups/1 interview
	Having to paying for travel costs associated with volunteering	5 focus groups/1 interview
Personal	Leaving personal home residence unattended while volunteering	3 focus groups/0 interviews
	Extreme weather conditions (i.e., too hot or too cold)	2 focus groups/0 interviews

Appendix D: Study 1 Supporting Quotes

Supplementary supporting quotes relating to general attitudes to volunteering, TPB beliefs and motivational functions

Belief	Function	Participant Quote
Helping others/Helping others with a genuine need	Values	*'Wanting to help others'* (Female) *'Well as I said before, the worthwhile nature of the project.'* (Female) *'The other thing for me is I have spent a fair bit of time road tripping in various parts of not just Queensland but right through a large part of Australia, from the Great Ocean Road to the XXX River road in the Kimberly. And one of the things I've noticed is that people in country areas are wanting assistance at times and not only do they want it but they damn well deserve it. They do put up a lot of probations for things, and we just take things for granted. So if I can do something in that regard then… '* (Male)
Sense of purpose/feeling valued	Enhancement	*'To feel useful and wanted'* (Male) *'Yes be valued.'* (Female)
Opportunity to travel Australia/Experience rural life	Understanding	*'Just the chance to get out and see some of the country I guess. I think everybody really, they do like to help out other people and I see, I've done a few trips over to Asian countries where people, they give three months of their time to help out and they come from you know Sweden, all these different countries. And I used to think oh we could go and do that but then I think why not do it to your own country rather than somewhere else? You know? And I really don't want to get on a plane and fly for hours and hours anyway, it's too hard.'* (Female) *'I think when you actually you are there and you are part of the community, you get to know much more about , well you experience much more fully rather than just going there as a tourist and looking at things.'* (Female)
Adjustment to retirement	Protective	*'…a lot of people do retire and they haven't planned their time; and it's a shock to them, a great shock; Yeah the door shuts and there's nothing to do. There's a real sense of loss.'* (Female) *'Certainly those who have just retired I think um, if you can do something with this as a bit of a phase down it helps. I retired about three years ago but in that time I've done a pile of part time work and that's phased down gradually, it's better that way.'* (Male)

Belief	Function	Participant Quote
Intellectual stimulation/offset cognitive decline	No Function	*'I would love to do volunteering on those levels because I often worry about getting Alzheimer's and things like that… that saying about use it or lose it is big.'* (Female) *'Intellectual stimulation, travelling with a purpose.'* (Male)
Continue to use professional skills	No Function	*'For us I think our main motivation is once we retire, husband X in particular can keep his hand in with things and it also helps if they can maybe cover the caravan fees or something, it will also help us to be able to move on from place to place, get a good feel of each place. So that's how it is for us.' (Female)* *'I've had a pretty scattered career in terms of range of industries both in private and public sector in that period of time and unless you're totally devoid of interest you're bound to absorb a fair about of knowledge, not necessarily wisdom, but knowledge in that period. And if you can share that with people who need it I think that's worthwhile. Probably about keeping your interest and going after you retire, what you can do is also a good thing.'* (Male) *'Continue to utilise what you've learned and developed over the years. I mean you hear stories of people who work all their lives and then they retire, the next minute they die.'* (Male)
Normative beliefs		
Spouse/partner	Social	'*It would depend on whether my husband could come too or not.'* (Female) *'We wouldn't go, we'd always go together. Take an assignment or project, that's the whole idea isn't it, of travelling together.'* (Male) *'I hadn't considered, I hadn't considered that I would even travel without my wife. So she'd be there all the time. It'd have to be for the two of us but I would be doing the job.'* (Female)
Control beliefs: facilitators		
Evidence of role achievability		*'I think the, you'd have to get a good match for the purpose of the organisation. No good sending an accountant who worked in a large industrial company to a, you know a community services sort of organisation in Charleville. You've got to get a match like that.' (*Male)
Clearly defined roles/accurate role information		*'Yeah I'd be pretty, I'd feel confident especially if somebody had done or you know there'd been a process beforehand about the matching and there's a clear understanding what the conditions were going to be when you got there and what the responsibilities are.'*(Female) *'I don't mind where I go to be perfectly frank…But I think you would need to know that there was a beginning and an end so that you would find yourself captive to ongoing needs because there would be ongoing needs so you go in with a discreet task to do and then there's already an exit strategy in place for you when you go in there.' (*Female)

Belief	Function	Participant Quote
Personal interest in role		*'I think you'll find that people in our situation, speaking generally so feel free to disagree with me, are probably at a point where they're prepared to pick and choose so if they've got a project offered to them in an area they're happy to go to then they're more likely than less likely to say yeah pick that, but if it's in a place that they've already seen and don't want to go there again or they think I don't know if I can really do that then they'll say thanks but no thanks.'* (Male) *'For me, I'd see it and go that's exciting, and then I'd look there and say oh they want me at XXX and I go there's nothing in it for me and I think oh I drove past XXX once, nah, I won't bother. I'm a bit selfish that way I'm afraid.*' (Male) *'I think for me for the right role, for anything say two weeks or a number of two week periods over six months or so, yeah I'd sort of pack my bags tomorrow. Laugh, ask where it is first then I'm out the door.'* (Male)
Clear exit strategy		*'That other question you asked before about the things that might be a problem, is the being trapped somewhere getting into some situation where there was an expectation you were going to be there for six months and you actually wanted out. So some sort of exit strategy for both sides really.'* (Female) *'…and then there's already an exit strategy in place for you when you go in there.' (*Female)
Decision making support		*'I think we need a red, the people out in the field, the volunteers, need a red phone to get back to whoever is going to handle them to say if the CEO of a business comes out and says well you're going to teach the girls how to do whatever they call it, internet or something, and you're bloody hopeless or something, you just say hang on a minute. Do, do, do, dial triple nine and say here XYZ, talk to this guy, it's a boss to boss, I'm walking out of here. I don't think you've got to get involved with anything like that.'* (Male)
Payment of volunteering expenses		*'Well I was going to say in the words of accounting words, cost neutral.'* (Male) *'He hit it on the head; you should not be financially disadvantaged.'* (Male) *'…you wouldn't want to get paid for your time or effort but you would want your expenses…'* (Male)

Belief	Function	Participant Quote
Looked after by rural community		*'I think you'd like a bit of community support if you worked all day, come back and go to a cold room in a motel, I think you'd want some kind of community support when it comes to some kind of peer arrangement where people in the community would take you out or you go back to people's places for a meal occasionally, something like that. '* (Male) *'I guess when you're talking to the community as opposed to the volunteers, they might have suggestions too about how they could support the volunteers. So as she said, to make you feel welcome and not just as an outsider coming in to do this task but to actually feel part of that community and not just part of the process.'* (Female)
Appropriate insurance cover		*'There's one critical issue I think for all of us and that's the legal part in terms of indemnity.'* (Male) *'You'd have to know where you stood in terms of insurances and stuff.'* (Male)
Safe environment		*'If there's any danger, I'm not interested in losing my life, not at all. By telephone hook up or something like that I'd go, or internet hook up. But actually physically going out there and putting my life in danger or in harm's way.'* (Male) *'The only thing that comes to mind and I'm certainly not racist but if you were in a place where there was a lot of trouble, I wouldn't like to be there.'* (Female)
Control beliefs: barriers		
Volunteering costs		*'I'd be expecting to feed myself and as I said before, the accommodation would be the main factor. If that was going to cost me a lot of money then that would have turned me right off because I probably couldn't afford to do it'.* (Female) *'…and I've got to pay for all my own petrol and I've got to pay for all my own accommodation. And whilst I'm going to get some reward while I'm there, giving the skills and seeing people getting something out of it, unless I was financially pretty wealthy, that would impact you know, so I could… and if you want, that would deter some people, in fact a lot of people I think from doing it because they're going to be out of pocket'.* (Male)

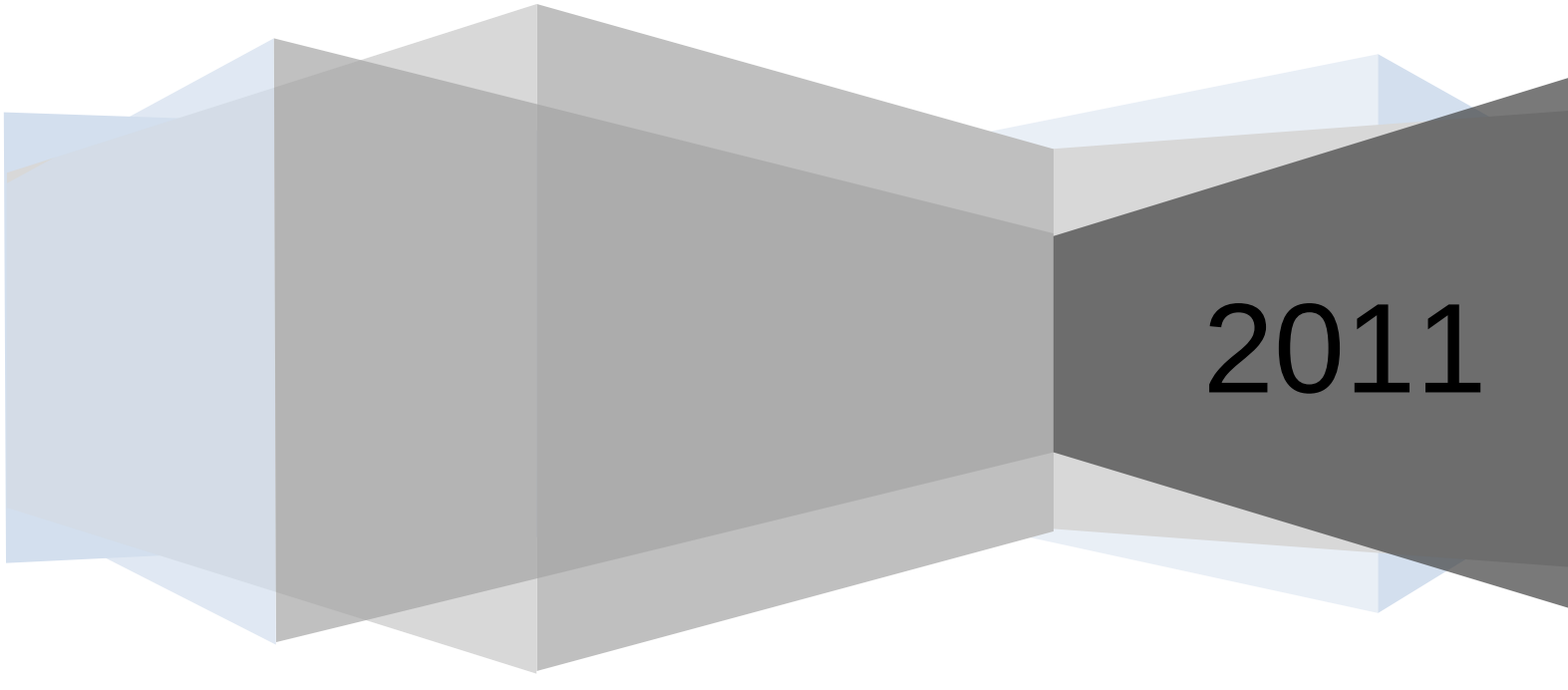
Belief	Function	Participant Quote
Existing commitments (family and other)		*' Grandchildren to look after'* (Female) *'Yeah because my vision of it is that you know this heading off and travelling around and you might be out there for a long time so you want to be, well you want to be very free, you don't want to have the feeling that you don't have...that you are hurting someone or letting someone down by going. It's a big thing*.' (Female) *'I think for people living in the city, I can only speak for myself I guess. I've been retired for nine years so I've developed a routine, things that I do with my time, volunteer work and classes and that sort of thing so I suppose it's easier to get into a routine here. Would I want to go to a rural area? There would have to be some motivation for me to go to a rural area to break my routine here. But then for people who aren't settled in or people like XXX who are the newly retired.'* (Female)
Health issues (Personal and Family)		*'Health is probably one thing as you get older you tend to be susceptible to more ailments so you're looking specifically to retirees, you're looking to someone who is over sixty-five in average, and therefore that is one factor.'* (Male) *'…and I would think the influence for me would be probably about the health and well being of family members. … you'd need to pick your time…'* (Female) *'I suppose depending what the age of what, how close you are to the medical facilities or something just in case you've got… like my husband has high blood pressure so just access to his medications and stuff, yeah.'* (Female)

Appendix E: Study 2 Survey

Queensland University of Technology

Retired Professionals Rural Volunteering Project

- Survey -



THE RETIRED PROFESSIONALS RURAL VOLUNTEERING PROJECT (RPRV)

The RPRV project is an initiative involving the Queensland University of Technology (QUT), the Queensland Department of Communities and La Trobe University. The project is also contributing to the PhD of Nadine Brayley. The principal aim of the project is to assess the feasibility of engaging retired/semi-retired professionals, as episodic (short term) volunteers in rural agencies (i.e., Not for Profit and local government), as a means of alleviating skill shortages in these regions. The RPRV project is funded principally by the Australian Research Council and the Queensland Department of Communities.

What is the purpose of this questionnaire?

- As this is a unique and new volunteering context, the primary aim of the questionnaire is to gain an understanding of retirees' levels of interest in volunteering with rural agencies on an episodic basis, their reasons or motivations for volunteering (or not volunteering), the types of barriers which may prevent their involvement and the types of conditions that might make this specific type of volunteering more appealing to them. This information will be used to inform the planning and implementation of a series of volunteering trials in 2012 and for establishing an ongoing volunteering service in the future, if the trials are deemed successful. You will be asked, at the completion of the survey, to express your interest in participating in the volunteering trials.

- The survey also has a secondary purpose which is to expand our theoretical knowledge of volunteering. By combining information from a large sample of individuals, the current research will contribute to the identification of trends which may assist in increasing rates of volunteering within retirees more generally. To achieve this, the questionnaire asks a very broad range of questions (including demographic questions), some of which may appear, at times, to be quite similar. Please note that while all questions are very important to us, **we are only interested in this data from a group or aggregate perspective and, as such, your individual responses will not be analysed or disclosed.**

PLEASE NOTE THAT THIS QUESTIONNAIRE CAN BE COMPLETED BY INDIVIDUALS WHO ARE EITHER <u>INTERESTED</u> OR <u>NOT INTERESTED</u> IN VOLUNTEERING WITH RURAL AGENCIES ON AN EPISODIC BASIS - BOTH PERSPECTIVES ARE OF VALUE TO THE RESEARCH.

Also, please be assured that the completion of this questionnaire does not commit you to volunteering with a rural agency and your individual responses will not be used to assess your suitability for future volunteering roles. Information that you provide will be held in the highest of confidence and you will not be personally identifiable. You are not required

to provide your name at any point within the survey and the survey data will not be accessible to the funding bodies.

ARE YOU ELIGIBLE TO COMPLETE THIS SURVEY?

Although we are interested in the views of those who are both interested and not interested in volunteering with rural agencies, you must meet the following three criteria in order to complete the survey

1. I am retired, semi-retired or planning to retire within the next two years. ❑ Yes ❑ No
2. My principal place of residence is in Queensland ❑ Yes ❑ No
3. During my career, I have worked within one of the following fields? ❑ Yes ❑ No

    Business development
    Business management
    Human resource management
    Information technology
    Public Service Administration
    Accounting
    Finance
    Business marketing/promotion

If you answered 'yes' to all three questions, please proceed to the survey.

If you were not able to answer 'yes' to all three questions, you are not eligible to complete the survey. Thank you for your time.

ESSENTIAL INFORMATION FOR COMPLETING THE SURVEY

The following information is very important for the completion of the survey questions. Please read through this section before proceeding further.

What do we mean by 'Episodic Volunteering'?

Episodic volunteering is short term, project based volunteering. Hence, the volunteering role with a rural agency may last from a few days to several months at a time, and will generally have a defined start and finish date. Episodic volunteering may be achieved by working either face to face with the rural agency (i.e., by the volunteer travelling to the rural location for periods of time), through E-volunteering (i.e, through electronic modes such as email, Skype), or through a combination of face to face and E-volunteering. As such, retirees may physically visit a rural agency to volunteer, may perform work for the rural agency purely through electronic means, or through a combination of both approaches. All questions within the survey relate to **episodic volunteering** that could be undertaken through any of these means.

What types of skill shortages is the project addressing?

While other professional fields may be considered in the future, the project is currently focusing on skill shortages within the following domains:

- Business management/Business development (e.g., strategic planning)
- Human resource management (e.g., personnel recruitment, establishing/reviewing HR systems)
- Finance/Accounting (e.g., establishing finance systems/bookkeeping/auditing)
- Public Service Administration (e.g., seeking and preparing funding grants)
- Information Technology (e.g., reviewing/advising on information technology needs)
- Business marketing/promotion (e.g., advising/implementing marketing strategies)

An example...

Earlier in 2011, the project sought information from rural agencies as to their capacity to utilise the skills of retired professionals. The following is an example of a potential volunteering role that was identified through this enquiry:

A *not for profit agency* located in an outer regional area of Queensland is seeking assistance with business development and finance. The agency, which has established a steering committee to drive ongoing development, has indicated a need for 'intermittent' input from retired professionals to complement the skills of their existing personnel. Specific roles include assistance with business planning (to establish them as a tourist attraction within the region), grant writing, regular updating of their website, book keeping and auditing. These roles could be achieved through face to face or E-volunteering on an episodic basis.

YOUR RIGHTS AS A RESEARCH PARTICIPANT

Participant Information

In keeping with QUT's commitment to research integrity, please take the time to read the following information regarding your rights as a research participant.

The questionnaire will take approximately **20 - 25 minutes to complete.** Your participation in this research is entirely voluntary. If you do agree to participate, you can withdraw from the research at any time without comment or penalty. Returning a completed questionnaire will be accepted as an indication of your consent to participate. As you are not required to provide any identifying information, however, it will not be possible for your individual questionnaire responses to be destroyed once you have submitted a completed questionnaire.

Types of Questions

Questions are generally a likert scale format (e.g., 1 = strongly disagree, 7 = strongly agree) and include things such as "to what degree would the following factors stop you from volunteering with a rural agency on an episodic basis?" or "to what degree would the following factors increase the likelihood of you volunteering with a rural agency on an episodic basis?"

Risks

There are minimal risks associated with your participation in this research. The research team recognise, however, that the transition to retirement (or semi-retirement) may be a difficult and challenging time for some individuals. As such, some of the questions could potentially cause a degree of discomfort. Should you experience discomfort as a result of your participation, please understand that you may discontinue with the survey at any time without judgement or penalty. Limited free counselling is provided by QUT to research participants who experience distress as a result of their participation. Should you wish to access this counselling service, please contact the QUT Psychology Clinic reception on 07 3138 0999, indicating that you are a research participant. You may also contact the 24 hour telephone support service provided by Lifeline (this is a free service and a free call), on 131114.

To Thank You for Your Time

To recognise your contribution, should you choose to participate, the research team is offering participants the chance to win one of ten $50.00 Coles/Myer gift vouchers. The prize draw will be completed on December 1st, 2011. To enter the draw, you must submit a completed survey. For those completing a paper version of the survey, a form for entering the prize draw is attached. To ensure the anonymity of your questionnaire responses, please ensure that you return this to QUT in the small envelope provided (i.e., not in the larger envelope which will contain your questionnaire).

Further Questions?

If you have questions or require any further information about the project please contact one of the research team members below.

Nadine Brayley – PhD Scholar
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Queensland University of Technology
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School of Psychology and Counselling
Queensland University of Technology
Email: p.obst@qut.edu.au

Concerns/Complaints Regarding the Conduct of the Research

QUT is committed to research integrity and the ethical conduct of research projects. However, if you do have any concerns or complaints about the ethical conduct of the project you may contact the QUT Research Ethics Unit on [+61 7] 3138 5123 or email ethicscontact@qut.edu.au. The QUT Research Ethics Unit is not connected with the research project and can facilitate a resolution to your concern in an impartial manner.

SECTION A: INFORMATION ABOUT YOU

When completing the following questions, please remember that this information will *only* be analysed on an aggregate level. Individual responses will not be analysed or reported and all information will remain confidential and anonymous. By providing accurate information, you will enable us to identify groups of people who are *more likely* or *less likely* to volunteer with rural agencies. This information will inform recruitment strategies and will add to our theoretical understanding of volunteering.

Q1: Gender: ❑ Male ❑ Female

Q2: Current Age: _____ (years)

Q3: Country of Birth: _____

Q4: What is the postcode of your primary place of residence? _____

Q5: Is English your first language? ❑ Yes ❑ No

Q6: Do you identify with an ethnic background other than Australian? ❑ Yes ❑ No

Q7: If yes, which ethnic background do you identify with (please specify)

_____

Q8: What is your marital status?

- ❑ Never married
- ❑ Married/Defacto
- ❑ Divorced
- ❑ Widowed

Q9: What is your highest education level attained?

- ❑ Primary school
- ❑ High school
- ❑ Technical/trade certificate
- ❑ University - undergraduate degree
- ❑ University - postgraduate degree

Q10: What is your general state of health?

- ❑ Excellent
- ❑ Very good
- ❑ Good
- ❑ Fair
- ❑ Poor

Q11: How important is religion in your life?
(Please circle the appropriate number)

Extremely unimportant	Unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Important	Extremely important
1	2	3	4	5	6	7

Q12: Which of the following <u>BEST</u> describes your current retirement status?

- ❑ I am FULLY RETIRED (i.e., I do not undertake any form of paid work)
- ❑ I am RETIRED but I undertake OCCASIONAL or PERIODIC paid work for short periods
- ❑ I am SEMI-RETIRED or work part-time (i.e., I undertake <u>REGULAR</u> part-time/ casual *paid* work)
- ❑ I am currently working full-time but plan to retire within the next two years

Q13: How many years have you been retired or semi-retired?

- ❑ 0 – 1 years
- ❑ 1 – 2 years
- ❑ 2 – 3 years
- ❑ 3 – 4 years
- ❑ 4 – 5 years
- ❑ 5 – 10 years
- ❑ More than 10 years
- ❑ NA – I am not yet retired or semi-retired

Q14: If you are retired or semi-retired, what were the <u>MAIN</u> reasons for your retirement?
(Please tick all that apply)

- ❑ I had reached retirement age
- ❑ I wanted to spend more time with my family
- ❑ I wanted to pursue personal interests (e.g., travel, hobbies)
- ❑ I wanted to pursue other business opportunities
- ❑ I was in poor health
- ❑ My spouse/partner or family members were in poor health
- ❑ I had trouble handling the physical demands of the job
- ❑ I was made redundant, fired or my hours were cut back
- ❑ I was offered incentives to retire by my employer
- ❑ Other (Please specify)

  _____

- ❑ NA – I am not retired or semi-retired

Q15: If you are semi-retired or undertake part time or casual work on a regular basis, how many hours a week do you <u>TYPICALLY</u> do paid work?

- ❑ Less than 5 hours
- ❑ 5 to 10 hours
- ❑ 11 to 15 hours
- ❑ 16 to 20 hours
- ❑ 21 to 25 hours
- ❑ 26 to 30 hours
- ❑ 31 to 40 hours
- ❑ More than 40 hours
- ❑ NA – I am not semi-retired

Q16: Which of the following <u>BEST</u> describes your current income status?

- ❑ I am a self funded retiree (i.e., I do not receive a government pension)
- ❑ I receive a part government pension
- ❑ I receive a full government pension
- ❑ None of the above – I am not retired

Q17: What is your current gross annual income (i.e., pre-tax)?

- ❑ Less than $ 50,000
- ❑ $51,000 – $100,000
- ❑ $101,000 –$150,000
- ❑ $151,000 –$200,000
- ❑ More than $200,000

Q18: During your career, which of the following fields did you/have you <u>PREDOMINANTLY</u> worked in? (Please select one)

- ❑ Business Development
- ❑ Business Management
- ❑ Human Resource Management
- ❑ Accounting
- ❑ Finance
- ❑ Public Service Administration
- ❑ Information Technology
- ❑ Business Marketing/Promotion
- ❑ Other (Please specify)_____

Q19: During your career, which of the following best describes the role that you <u>PREDOMINANTLY</u> worked in?

(Please select one)

- ❑ Non managerial
- ❑ Lower management
- ❑ Middle management
- ❑ Upper management
- ❑ Consultant

Q20: During your career, in which sectors did you/have you <u>PREDOMINANTLY</u> worked in?

(Please choose all that apply)

- ❑ Private sector
- ❑ Government (local, state, federal)
- ❑ Not for profit/community based organisations
- ❑ Statutory authority
- ❑ Other (Please specify) _____

Q21: In the PAST YEAR, how often have you undertaken <u>FORMAL</u> volunteering (e.g., volunteering with a school, workplace, community agency, church etc)?

- ❑ Not at all
- ❑ Once a month
- ❑ Once a fortnight
- ❑ Once a week
- ❑ Twice a week
- ❑ Daily
- ❑ Other (Please specify) _____

Q22: If you have volunteered in the past year, what type of activities have you <u>MAINLY</u> performed?
(Please tick all that apply)

- ❑ Fundraising
- ❑ Management/committee representation
- ❑ Preparing or serving food
- ❑ Administration/clerical
- ❑ Teaching/instructing
- ❑ Transporting people
- ❑ Repairs/maintenance
- ❑ Befriending/supporting
- ❑ Other (Please specify) _____
- ❑ NA – I have not volunteered in the past year

Q23: How satisfied have you been with your volunteering experiences in the past year?
(Please circle the appropriate number)

Completely dissatisfied	Mostly dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Mostly satisfied	Completely satisfied
1	2	3	4	5	6	7

❑ NA, I have not volunteered in the past year

Q24: Have you ever worked in rural or regional Australia? ❑ Yes ❑ No

Q25: Have you ever lived in rural or regional Australia? ❑ Yes ❑ No

Q26: Have members of your family ever lived or worked in rural/regional Australia? ❑ Yes ❑ No ❑ I'm unsure

Q27. How often do you travel to regional or rural areas of Queensland for pleasure (e.g., a holiday or to visit family)?

- ❑ Never
- ❑ Rarely
- ❑ Occasionally
- ❑ Frequently
- ❑ Very Frequently

Q28: In the past two (2) years, have you undertaken an extended road trip (of two weeks or longer), in a caravan, camper trailer, motor home or similar? ❑ Yes ❑ No

SECTION B: ATTITUDES AND BELIEFS

The following questions relate to your attitudes and beliefs about volunteering with a rural agency on an episodic basis.

Q29: I think volunteering with a rural agency on an episodic basis would be…
(Please circle the appropriate number on each row)

Good	1	2	3	4	5	6	7	Bad
Useful	1	2	3	4	5	6	7	Useless
Satisfying	1	2	3	4	5	6	7	Not Satisfying
Safe	1	2	3	4	5	6	7	Unsafe
Easy	1	2	3	4	5	6	7	Difficult
Interesting	1	2	3	4	5	6	7	Boring

Q30: How likely is it that the following <u>WOULD OCCUR</u> as a result of you volunteering with a rural agency on an episodic basis?
(Please circle the appropriate number on each row)

Volunteering with a rural agency, on an episodic basis, would…	Extremely unlikely	Quite unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Quite likely	Extremely likely
Enable me to help others who need assistance	1	2	3	4	5	6	7
Contribute to the growth and sustainability of rural communities	1	2	3	4	5	6	7
Help to keep my brain active	1	2	3	4	5	6	7
Enable me to keep my interests up in retirement	1	2	3	4	5	6	7
Make me feel valued	1	2	3	4	5	6	7
Enable me to travel and see the country	1	2	3	4	5	6	7
Enable me to experience life within a rural community	1	2	3	4	5	6	7

Help me adjust to retirement	1	2	3	4	5	6	7
Incur costs that I can't afford	1	2	3	4	5	6	7
Interfere with my existing commitments	1	2	3	4	5	6	7
Interfere with my family life	1	2	3	4	5	6	7

Q31: How likely is it that the following people would think that you SHOULD volunteer with a rural agency on an episodic basis?

(Please circle the appropriate number on each row)

	Extremely unlikely	Quite unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Quite likely	Extremely likely	Please tick if you **do not** have a spouse/partner, children or grandchildren etc
My spouse/partner	1	2	3	4	5	6	7	❑
My children	1	2	3	4	5	6	7	❑
My grandchildren	1	2	3	4	5	6	7	❑
My friends	1	2	3	4	5	6	7	❑

Q32: How likely is it that the following would STOP you from volunteering with a rural agency on an episodic basis?

(Please circle the appropriate number on each row)

The following factors would stop me from volunteering with a rural agency…	Extremely unlikely	Quite unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Quite likely	Extremely likely
My own health issues	1	2	3	4	5	6	7
Health issues of family members	1	2	3	4	5	6	7
Existing family commitments that I must keep	1	2	3	4	5	6	7
Other (non family) commitments that I must keep	1	2	3	4	5	6	7
Having to pay for accommodation while volunteering	1	2	3	4	5	6	7
Having to pay for travel expenses (i.e., petrol, airfares) associated with volunteering	1	2	3	4	5	6	7
Lack of time	1	2	3	4	5	6	7

The following factors would stop me from volunteering with a rural agency…	Extremely unlikely	Quite unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Quite likely	Extremely likely
Lack of interest in this type of volunteering	1	2	3	4	5	6	7
Extreme weather conditions in the rural location (e.g., too hot or too cold)	1	2	3	4	5	6	7
Leaving my home unattended for periods of time	1	2	3	4	5	6	7

Q33: Thinking about volunteering with a rural agency on an episodic basis, do you agree that...

(Please circle the appropriate number on each row)

Do you agree that…	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I have complete control over whether or not I volunteer with a rural agency if a service is established	1	2	3	4	5	6	7
I plan to volunteer with a rural agency if a service is established	1	2	3	4	5	6	7
Most people who are important to me would approve of me volunteering with a rural agency if a service is established	1	2	3	4	5	6	7
It would be easy for me to volunteer with a rural agency if a service is established	1	2	3	4	5	6	7
I intend to volunteer with a rural agency if a service is established	1	2	3	4	5	6	7
Most people who are important to me would think that I should volunteer with a rural agency if a service is established	1	2	3	4	5	6	7
I am confident that I could volunteer with a rural agency if a service is established	1	2	3	4	5	6	7
I would consider volunteering with a rural agency if a service is established	1	2	3	4	5	6	7
If a service is established, most people who are important to me would think that my volunteering with a rural agency is a good thing to do	1	2	3	4	5	6	7
It is mostly up to me whether or not I volunteer with a rural agency if a service is established	1	2	3	4	5	6	7
It is likely that I would volunteer with a rural agency if a service is established	1	2	3	4	5	6	7

Q34: How likely is it that the following would <u>INCREASE</u> the possibility of you volunteering with a rural agency on an episodic basis?

(Please circle the appropriate number on each row)

	Extremely unlikely	Quite unlikely	Slightly unlikely	Neither likely nor unlikely	Somewhat likely	Quite likely	Extremely likely
The ability to 'pick and choose' volunteering roles that interest me	1	2	3	4	5	6	7
A <u>match</u> between my skills, knowledge, experience and personality, and the volunteering role	1	2	3	4	5	6	7
Comprehensive information on the volunteering role and conditions – so that I know 'what I am in for'	1	2	3	4	5	6	7
The choice to <u>discontinue</u> in the volunteering role if things don't go to plan	1	2	3	4	5	6	7
Access to good decision making support while volunteering	1	2	3	4	5	6	7
Positive working relationships while volunteering	1	2	3	4	5	6	7
Being looked after by the local community when volunteering (e.g., invited to local events)	1	2	3	4	5	6	7
Financial assistance with costs associated with volunteering	1	2	3	4	5	6	7
A safe environment while volunteering	1	2	3	4	5	6	7
Appropriate insurance cover	1	2	3	4	5	6	7

Q35: If a volunteering service is established, how willing would you be to volunteer with a rural agency on an episodic basis?

(Please circle the appropriate number)

	Extremely unwilling	Quite unwilling	Slightly unwilling	Neither willing nor unwilling	Slightly willing	Quite willing	Extremely willing
If a volunteering service is established, how willing would you be to volunteer with a rural agency on an episodic basis?	1	2	3	4	5	6	7

SECTION C: The following questions will provide us with information about how you are generally feeling about your retirement.

Only complete SECTION C if you are FULLY RETIRED (i.e., and do not do any paid work) *or* RETIRED and do occasional/periodic paid work. If you are SEMI-RETIRED/work-part time (i.e., undertaking <u>regular</u> part-time/casual paid work) or PLAN TO RETIRE in the next two years, please skip to SECTION D.

Q36: Prior to retirement, how SATISFIED were you with your job?

(Please circle the appropriate number)

Completely dissatisfied	Mostly dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Mostly satisfied	Completely satisfied
1	2	3	4	5	6	7

Q37: Prior to retirement, how GRATIFYING did you find your job compared to other areas of your life?

(Please circle the appropriate number)

Completely ungratifying	Mostly ungratifying	Somewhat ungratifying	Neither gratifying nor ungratifying	Somewhat gratifying	Mostly gratifying	Completely gratifying
1	2	3	4	5	6	7

Q38: How much do you agree with the following statements?
(Please circle the appropriate number on each row)

Do you agree that…	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
I am enjoying my retirement years	1	2	3	4	5	6	7
Adjustment to retirement was easy for me	1	2	3	4	5	6	7
In general, I am satisfied with my retirement years	1	2	3	4	5	6	7
It took quite some getting used to retirement for me	1	2	3	4	5	6	7
Being retired/not working suits me very well	1	2	3	4	5	6	7

Q39: Overall, how SATISFIED are you with retirement <u>right now</u>?
(Please circle the appropriate number)

Completely dissatisfied	Mostly dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Mostly satisfied	Completely satisfied
1	2	3	4	5	6	7

Q40: Overall, how would you rate your LEVEL OF ADJUSTMENT to retirement <u>right now</u>?
(Please circle the appropriate number)

Poor	Fair	Good	Very Good	Excellent
1	2	3	4	5

SECTION D: The following questions will provide us with information about how you are generally feeling about your retirement.

Only complete SECTION D if you are <u>SEMI RETIRED/work part-time</u> (i.e., undertake <u>regular</u> part-time/casual paid work) <u>or PLAN TO RETIRE</u> in the next two years. If you are FULLY RETIRED (and do not do any paid work), or RETIRED but undertake occasional/periodic paid work, please skip to SECTION E.

Q41: How satisfied are you with your job?
(Please circle the appropriate number)

Completely dissatisfied	Mostly dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Mostly satisfied	Completely satisfied
1	2	3	4	5	6	7

Q42: How <u>gratifying</u> do you find your job compared to other areas of your life?
(Please circle the appropriate number)

Completely ungratifying	Mostly ungratifying	Somewhat ungratifying	Neither gratifying nor ungratifying	Somewhat gratifying	Mostly gratifying	Completely gratifying
1	2	3	4	5	6	7

Q43: How much do you agree with the following statements?
(Please circle the appropriate number on each row)

Do you agree that…	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
I anticipate being able to enjoy my retirement years	1	2	3	4	5	6	7
Adjustment to retirement will be easy for me	1	2	3	4	5	6	7
When the time comes, I am confident that I am going to be satisfied with being retired	1	2	3	4	5	6	7
I know with certainty what I want to do during my retirement	1	2	3	4	5	6	7
Being retired/not working will suit me well	1	2	3	4	5	6	7
I am not concerned at all about being able to adjust to retirement	1	2	3	4	5	6	7

Q44: If you are working full-time, do you plan to engage in part time, paid employment before retiring fully?

❑ Yes ❑ No ❑ Unsure ❑ NA – I am not working full-time

SECTION E: MOTIVATIONS FOR VOLUNTEERING

SECTION E should be completed by ALL participants. Hence, please complete SECTION E if you are FULLY RETIRED (and do not do any paid work), RETIRED but undertake occasional/periodic paid work, SEMI-RETIRED/work part-time or PLAN TO RETIRE in the next two years.

The following questions are designed to explore your motivations for volunteering or not volunteering. The items represent a range of reasons that people typically give for volunteering. Your responses will add to our understanding of why people are or are not interested in volunteering with rural agencies. Please answer these questions as honestly as you can. Remember, we are only interested in this data from a group perspective and individual responses will not be analysed. Although some questions may appear to be similar, it is important that you answer all questions.

Q45: Thinking about volunteering with a rural agency on an episodic basis, how IMPORTANT or ACCURATE is each of the following statements for you?

(Please circle the appropriate number on each row)

In relation to volunteering with a rural agency on an episodic basis, how important or accurate is each of the following for you….	Extremely unimportant/inaccurate	Unimportant /inaccurate	Somewhat unimportant /inaccurate	Neither important/accurate nor unimportant/inaccurate	Somewhat important/ accurate	Important/ accurate	Extremely important /Extremely accurate
Volunteering would give me a feeling of continued self development	1	2	3	4	5	6	7
My friends volunteer	1	2	3	4	5	6	7
I am concerned about those less fortunate than myself	1	2	3	4	5	6	7
Volunteering would help me to maintain a sense of identity after finishing work	1	2	3	4	5	6	7
People I'm close to want me to volunteer	1	2	3	4	5	6	7
Volunteering would make me feel important	1	2	3	4	5	6	7
People I know share an interest in community service	1	2	3	4	5	6	7
Volunteering would provide a source of social interaction that I previously gained at work	1	2	3	4	5	6	7
No matter how bad I've been feeling, volunteering would help me to forget about it	1	2	3	4	5	6	7

In relation to volunteering with a rural agency on an episodic basis, how <u>important or accurate</u> is each of the following for <u>you</u>….	Extremely unimportant/inaccurate	Unimportant /inaccurate	Somewhat unimportant /inaccurate	Neither important/accurate nor unimportant/inaccurate	Somewhat important/ accurate	Important/ accurate	Extremely important /Extremely accurate
Volunteering would add structure to my life that was previously provided by my work	1	2	3	4	5	6	7
I am genuinely concerned about the particular group that I would be serving (i.e., rural communities/agencies)	1	2	3	4	5	6	7
By volunteering I would feel less lonely	1	2	3	4	5	6	7
Volunteering would allow me to continue to use my professional knowledge and skills	1	2	3	4	5	6	7
Doing volunteer work would relieve me of some of the guilt over being more fortunate than others	1	2	3	4	5	6	7
I could learn more about the cause for which I'm working (e.g., rural agency)	1	2	3	4	5	6	7
Volunteering would give me a sense of purpose that I previously obtained from my work	1	2	3	4	5	6	7
Volunteering would increase my self-esteem	1	2	3	4	5	6	7
Volunteering would allow me to gain a new perspective on things	1	2	3	4	5	6	7
Volunteering would give me a sense of achievement that I previously gained from my work	1	2	3	4	5	6	7
I feel compassion toward people in need	1	2	3	4	5	6	7
Others with whom I'm close place a high value on community service	1	2	3	4	5	6	7
Volunteering would provide an opportunity for me to continue to mix with other professionals	1	2	3	4	5	6	7
Volunteering would allow me to learn new things through direct, hands on experience	1	2	3	4	5	6	7
I feel it is important to help others	1	2	3	4	5	6	7

In relation to volunteering with a rural agency on an episodic basis, how <u>important or accurate</u> is each of the following for <u>you</u>….	Extremely unimportant/inaccurate	Unimportant /inaccurate	Somewhat unimportant /inaccurate	Neither important/accurate nor unimportant/inaccurate	Somewhat important/ accurate	Important/ accurate	Extremely important /Extremely accurate
Volunteering would help me work through my own personal problems	1	2	3	4	5	6	7
I can do something for a cause that is important to me	1	2	3	4	5	6	7
Volunteering is an important activity to the people I know best	1	2	3	4	5	6	7
Volunteering would help me to maintain a positive self-image once I have finished working	1	2	3	4	5	6	7
Volunteering would be a good escape from my own problems	1	2	3	4	5	6	7
I could learn how to deal with a variety of people	1	2	3	4	5	6	7
Volunteering would make me feel needed	1	2	3	4	5	6	7
Volunteering would make me feel better about myself	1	2	3	4	5	6	7
Volunteering would be a way to make new friends	1	2	3	4	5	6	7
Volunteering would give me a sense of self-worth that I previously gained from my work	1	2	3	4	5	6	7
I could explore my own strengths	1	2	3	4	5	6	7
Volunteering would provide a source of social support that I previously gained from my work colleagues	1	2	3	4	5	6	7

Q46: How much do you agree with the following?
(Please circle the appropriate number on each row)

Do you agree that…	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
Engaging in activities that enable me to continue to use my professional skills and knowledge is an important part of who I am	1	2	3	4	5	6	7
I am the type of person who needs to remain engaged in activities that allow me to use my professional skills and knowledge	1	2	3	4	5	6	7
I would feel at a loss if I was forced to stop using my professional skills and knowledge completely	1	2	3	4	5	6	7

Q47: Thinking about volunteering with a rural agency on an episodic basis, how much do you agree with each of the following statements?
(Please circle the appropriate number on each row)

Do you agree that…	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
Volunteering would add to my level of satisfaction with retirement	1	2	3	4	5	6	7
Volunteering would help to offset the negative effects that typically accompany ageing (e.g., cognitive decline)	1	2	3	4	5	6	7

SECTION F: VOLUNTEERING ROLES AND CONDITIONS

The next section of the survey asks a series of questions relating to preferred volunteering roles and conditions. This section should only be completed by those who feel that they may be interested in volunteering with rural agencies in the future.

In order to complete this section, please indicate your level of interest in volunteering with rural agencies in the future.

❑ Yes, I may be interested in volunteering with a rural agency if a service is established (please proceed to Question 48).

❑ No, I am not interested in volunteering with a rural agency if a service is established (You have now completed the survey – please refer to page 24 for details of how to enter the prize draw).

Q48: Which of the following modes of volunteering is most appealing to you?

- ❑ Only face to face volunteering (i.e., working with the agency 'in person')
- ❑ Only E-volunteering (i.e., via electronic means such as email/Skype)
- ❑ A combination of face to face and E-volunteering
- ❑ I do not have a preference

Q49: Which of the following volunteering roles are <u>most</u> appealing to you?
(Please tick all that apply)

- ❑ Mentoring (e.g., strategically focused roles: imparting knowledge and guiding agency personnel based on experience)
- ❑ Coaching (e.g., tactically focused roles: teaching new/specific skills or making changes)
- ❑ 'Hands on' tasks (e.g., completing book keeping, writing grant applications)
- ❑ Facilitating group training/workshops
- ❑ I do not have a preference

Q50: Which of the following sectors would you prefer to volunteer in?

- ❑ Local government
- ❑ Not for profit/community agencies
- ❑ Either, I do not have a preference

Q51: If you were to travel to a rural area for a volunteering role that is appealing to you, what would be the <u>maximum amount of time</u> that you would agree to be away from home <u>at any one time</u>?

- ❑ A few days
- ❑ 1 week
- ❑ 1 to 2 weeks
- ❑ 2 to 3 weeks
- ❑ Up to 1 month
- ❑ Up to 2 months
- ❑ Up to 3 months
- ❑ Between 3 and 6 months
- ❑ More than 6 months
- ❑ NA – I am only interested in E-volunteering

Q52: As a volunteer, which of the following areas would you be prepared to go to?
(Please tick all that apply)

- ❑ Inner regional Australia (e.g., Toowoomba)
- ❑ Outer regional Australia (e.g., Innisfail,Tully)
- ❑ Remote Australia (e.g., Mt Isa, Charleville)
- ❑ Very Remote Australia (e.g., Norman, Amaroo)
- ❑ NA – I am only interested in E-volunteering

Q53: Which professional area would you prefer to volunteer in?
(Please tick all that apply)

- ❑ Business development
- ❑ Business management
- ❑ Human resource management
- ❑ Accounting
- ❑ Finance
- ❑ Public service administration
- ❑ Information technology
- ❑ Business marketing or promotion

Q54: Please answer the following questions in relation to volunteer expenses:
(Please tick the appropriate box for each type of expense)

If I was to undertake face to face volunteering with a rural agency, I would expect:	**Paid for in full**	**Subsidised** I would be happy to pay for a portion of this expense	**My responsibility (I would be happy to pay for this expense myself, in full**
My accommodation costs to be...	❑	❑	❑
Travel costs (e.g., petrol, airfares) to be...	❑	❑	❑
Food costs to be...	❑	❑	❑

❑ NA –I am only interested in E-volunteering.

Q55: If you were to volunteer with a rural agency, which of the following would you prefer?

- ❑ To visit a rural agency as part of a volunteering team, as opposed to going on your own
- ❑ To visit a rural agency on your own – I would not like to be part of a larger team of volunteers
- ❑ I would not have a preference as to whether I volunteered alone or as part of a larger team of volunteers
- ❑ NA – I am only interested in E-volunteering

Q56: If you were to volunteer with a rural agency (face to face), which of the following would you prefer?

- ❑ I would prefer to take my spouse/partner along with me
- ❑ I would prefer NOT to take my spouse/partner along with me
- ❑ I would not have a preference as to whether I travelled with or without my spouse/partner
- ❑ NA – I do not have a spouse/partner
- ❑ NA – I am only interested in E-volunteering

Q57: If you were to visit a rural community while volunteering, which of the following types of accommodation would you prefer to stay in?
(Please tick all that apply)

- ❑ Billeted with members of the rural community
- ❑ Motel accommodation
- ❑ Local Hotel/Pub accommodation
- ❑ Self-contained unit or house
- ❑ Cabin in a caravan park
- ❑ A suitable site on which I can park my own caravan/motor home or similar
- ❑ NA – I am only interested in E-volunteering

Thank you for completing the questionnaire ☺
Please return your questionnaire to Nadine Brayley in the large 'reply paid' envelope that has been provided.

Volunteering Trials - Expression of Interest Form (Pink form)

The project will be undertaking a number of volunteering trials with rural agencies in 2012. If you would like to register your interest in participating in these trials, please complete the pink 'Expression of Interest' form that is included in the survey pack. Please note, that completing this form does not commit you to volunteering with a rural agency. It simply gives the research team permission to inform you of volunteering opportunities which you may like to consider.

Prize Draw – Entry Form (Blue Form)

As a thank you for contributing to the research, survey participants who return a completed questionnaire are eligible to enter a prize draw to win one of ten $50.00 gift vouchers. If you would like to enter the prize draw, please complete the blue entry form that is included in the survey pack.

Please return your Expression of Interest form and Prize Draw entry form in the smaller envelope that is provided. By returning this separate to your questionnaire, the anonymity of your survey responses will be maintained.

Appendix F: Study 2 Survey

Study3 Interview Questions

Example Interview Schedule - Volunteers Pre-trial 'motivations' Interview (60 minutes)

Purpose of Interview

Thank you for your interest in the volunteering trials and congratulations on being selected to participate in the trials and the associated research. We hope that you will enjoy the experience and I look forward to working with you and supporting you during your volunteering appointment.

As you are aware, we are hoping to establish an ongoing volunteer matching service following the trials and to a large degree, the success of this service will relate to how successful we are in providing a satisfying experience for the volunteers – that is, how well we can provide an experience that meets your needs as well as those of the agency. So, the interview today is about finding out about your reasons for becoming involved in this type of volunteering and to establish the key factors which you feel make this type of volunteering appealing to you. We will revisit this information at the end of the volunteering trial as we will be interested to see how things went and to see how positive the experience was for you in terms of fulfilling your motivations, expectations and needs. The interview will take approximately 60 minutes – just an informal discussion.

Consent/Participants Rights/Anonymity and Confidentiality

You will have already signed a consent form, when you agreed to be a volunteer for the trials, to participate in this discussion forum. *I would just like to check that you are still ok to participate.* If you do not choose to participate, that is absolutely fine as your involvement is completely voluntary and you can withdraw from this discussion, at any stage, without judgement or penalty.

To ensure that I am able to fully understand the information that you provide and can reflect on your answers, I will be audio-taping this session – *Are you ok with this?*

I would also like to confirm that the responses or information that you provide today, as part of the session, will be confidential and will be de-identified within reports or manuscripts that are produced in relation to the volunteering trials. This means that all the information gathered will be reported in such a way that you are not identifiable. When I report the findings from the volunteering trials, I will be combining your feedback with feedback provided by other trial volunteers -this will enable your specific comments and ideas to remain non-identifiable. Within reports and manuscripts, I will only refer to you as a 'participant' or 'volunteer' – and your gender will not be stated. I will not use your name. I will also use a pseudonym to denote agency names. We will however, provide a general description of the agency's purpose within reports and manuscripts. For example, rather than reporting an agency's name specifically, I will simply describe the agency as a group who has a focus on e.g., tourism within the Cassowary Coast Region.

Is this all ok with you?

Instructions for Participants

I will prompt our discussion today by asking a number of questions. Please do speak up and say exactly what you think and feel. Please answer as honestly as you can and don't be worried about offending me or the agency with which you were involved. As I mentioned, the information that you provide will remain confidential and you will be non-identifiable.

Do you have any questions before we get started?

Questions:

Objective 1.

1. When you read the volunteering advertisement on the SPARC-Website, what was it that was appealed to you about this type of volunteering and the role? Leading to…
2. What are your personal motivations for participating in this type of volunteering?
3. For you, personally, what will signify a satisfying volunteering experience?

Objective 2.

We undertook two research studies in 2010/2011 to investigate the key factors which may influence retirees' decision to participate in this type of volunteering. We looked at what individuals believe to the be the main advantages and disadvantages of this type of volunteering, what they believed other people (who are important to them) would think about them engaging as a volunteer with a rural agency and what types of factors would encourage and prevent their participation. This diagram represents a summary of the key findings from this research. Basically the diagram represents a *decision making model* which encompasses the main factors influencing retired business professionals' decisions to engage as skilled volunteers with rural agencies, on a short term basis. The categories within the model are based on the Theory of Planned Behaviour – one of the theories that we used to guide the research process. I would like to spend a little bit of time getting your feedback on these findings to ensure the validity of the model.

The questions that I am going to ask you will require you to consider the model from two perspectives. First, I am going to ask you to consider whether each of the components within the model (as you can see there are 5 main components) includes the factors which influenced your, personal decision to volunteer with a rural agency. Second, I am going to ask you to consider the adequacy of each component in respect to decision making by retirees generally. So, for example, even though the model may include all of the major factors impacting *your* decision to volunteer, I am interested in gauging your perceptions also on how well the model captures the factors impacting on retirees' decision to volunteer in this context generally. So, my questioning will take this two prong approach – does this approach make sense? Also, when I talk about retired business professionals, I am referring to those who are fully-retired, semi-retired or planning to retire very soon.

Behavioural beliefs (Advantages and disadvantages):

First, please consider the main advantages and disadvantages of engaging as a volunteer with a rural agency on a short term basis. We have already talked about your main motivations or reasons for volunteering (and there may be some overlap here with your prior comments), but looking down the list of advantages (read these out –give explanation if needed):

a) Do you feel that these items capture *your personal beliefs* about the main advantages of participating in this type of volunteering? Would you please tick the advantages that are

relevant for you? Would you like to add any advantages that are relevant to you personally which are not on the list? D*iscuss advantages which are missing.*

b) What about looking at this question from the perspective of retired business professionals generally? Do you feel that this list of advantages captures the main benefits that they would align with this type of volunteering? If yes – move on to next question. *If no – discuss what advantages are missing.*

Ask the same question regarding disadvantages.

Normative beliefs:

The next component of the model considers the categories of important others who may influence retired business professionals decision to participate in episodic, rural volunteering. So, this area of the model is all about whom in a person's life is going to impact on whether they become a volunteer. (Read categories out – provide explanation if needed).

a) Considering your personal decision to volunteer, do these categories capture the people or groups of people in your life who may have influenced your decision to participate in this type of volunteering? Please tick the categories of significant others which played a part in your decision to participate in the volunteering trials. Would you like to add any additional people/groups to this list? *Discuss who else influenced their decision to volunteer.*

b) Once again, please consider this question in relation to retired/semi-retired business professionals generally. Do you feel that this list encompasses the *main* categories of significant others who may influence their decision to engage as episodic volunteers in rural agencies? *If yes, move on to next question. If no, discuss what other categories of significant others should be added to the list.*

Facilitators/support factors:

During the research, retired business professionals identified a range of factors which they felt may increase the likelihood of them volunteering. We refer to these factors as 'facilitators' within the model. (Read out facilitators - provide explanation if needed).

a) Thinking about the factors which made this type of volunteering more appealing to you personally, do you feel that this list of facilitators/support factors captures these main attractive elements*?* Please tick the factors which you feel played a part in your decision to volunteer. Were there any other aspects which you feel enhanced the appeal of this type of volunteering for you which you would like to add to the list? *Discuss other facilitators which should be included.*

b) Considering now, the list of facilitators in relation to the range of factors which may increase the likelihood of other retired business professionals volunteering, do you feel that the list captures the main elements which would encourage/support their involvement in this type of volunteering? ? *If yes, move on to next question. If no, discuss what other facilitators should be included.*

Barriers:

Finally, please consider this list of barriers to volunteering. Barriers are factors which would actually 'stop' or 'prevent' retirees from volunteering (read out barriers – provide explanation if needed). Obviously these factors have not prevented you from volunteering (as you are here), so please consider this question in relation to other retirees, generally

a) Do you feel that this list captures the key barriers which may stop other retired/semi-retired business professionals from engaging as volunteers with rural agencies? *If yes, move on to next question. If no, discuss other barriers which should be included.*

Self Identity:

To what degree do you feel that needing to maintain your professional identity is a factor influencing your decision to volunteer? What about for other retirees, generally?

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