



## Non-profit sector is BIG!!

Data never before available shows nearly 100,000 non-profit institutions (NPIs) were operating in New Zealand in 2005.

The *Counting Non-profit Institutions in New Zealand: 2005* report from Statistics New Zealand (Stats NZ) identified 97,000 non-profit organisations, of which only 10 percent employed paid staff. NPIs are defined as being organised, not set up to make a profit, not distributing profits, separate from government, self-governing and having voluntary membership.

The report collated data from Stats NZ's register of businesses (the Business Frame), the register of incorporated societies and charitable trusts held by the Companies Office, and information from other government registers. A Masterton case study indicated that even this extensive analysis may have slightly under-counted NPIs, as some don't have any 'official' status, effectively operating 'under the radar'.

In the report, NPIs were categorised into 12 major activity groups, with almost 45 percent of NPIs involved in culture, sport and recreational activities. Although it was a surprise to see such a large number of NPIs in this group, this finding is similar to another recent report (*Giving New Zealand: Philanthropic Funding 2006* published by Philanthropy NZ and Berl), which also showed the greatest amount (27 percent) of philanthropic funding went to culture, sport and recreation.

"The fact that 90 percent of NPIs in New Zealand are run entirely by unpaid volunteers proves how important these people are to our

society," Community and Voluntary Sector Minister, Luamanuvao Winnie Laban, said in response to the Stats NZ report.

"We now have a clearer understanding of the number of non-profit organisations and the importance of volunteers for them to operate and continue their sterling work in our communities.

"Strong non-profit organisations are critical to building strong, sustainable and connected communities. This report is the first step in work aimed at calculating the overall contribution of non-profit organisations to our economy," said Minister Laban.

The overall economic contribution will be measured when the *Non-Profit Institutions Satellite Account* report is released by Stats NZ in August. This will enable in-depth analysis of a part of the economy not previously shown separately in New Zealand's National Accounts.

The satellite account will canvass sources of income for non-profit groups and include an estimate of volunteer labour. It will cover

museums, arts groups, sports and social clubs, non-profit hospitals, private schools, churches, trade unions, political parties, professional groups, advocacy groups, community-based groups, charities, and aid organisations.

Development of the satellite account is part of New Zealand's participation in an international comparative study of the non-profit sector led by Johns Hopkins University (Baltimore, USA). The NZ contribution is guided by the Committee for the Study of the NZ Non-Profit Sector and the Office for the Community and Voluntary Sector. A team of Massey researchers is busy gathering information on the history of the sector and the impact of past and current government policies on the sector. This material will be synthesised into the *New Zealand National Report*, to be published in June 2008.

### More information:

- *The Study of the NZ Non-Profit Sector*  
[www.ocvs.govt.nz/work-programme/non-profit-study.html](http://www.ocvs.govt.nz/work-programme/non-profit-study.html)
- *Counting Non-Profit Institutions in NZ*  
[www.stats.govt.nz/products-and-services/hot-off-the-press/default.htm](http://www.stats.govt.nz/products-and-services/hot-off-the-press/default.htm)
- *Giving NZ Philanthropic Funding 2006*  
[http://giving.org.nz/files/Giving2006\\_web.pdf](http://giving.org.nz/files/Giving2006_web.pdf)

### Key data on non-profits

- 97,000 non-profit institutions (NPIs) operating in NZ in 2005
- 90 percent did not employ staff
- NPIs were categorised into one of 12 major activities groups according to the NZ Standard Classification of Non-Profit Organisations (NZSCNPO)
  - o 45 percent were in culture, sports, and recreation
  - o 12 percent were social service institutions
  - o 10 percent were religious organisations
- 105,340 people were employed in 10 percent of the institutions (mainly in social services, education and culture, sport and recreation)
- 22 percent of all NPIs were incorporated societies
- 15 percent were charitable trusts
- 18 percent of NPIs appeared on the Stats NZ Business Frame (which includes NPIs if they employ staff or have GST expenses or sales of more than \$30,000, or have income greater than \$40,000)

# Volunteer Awareness Week celebrates diversity

The diversity of volunteering is the focus for Volunteer Awareness Week 2007 (17-23 June) – both diversity in the range of volunteering opportunities and the diversity of those who volunteer.

People of all walks of life and cultures freely give up their time and commit personal resources to help others – often not even realising they are ‘volunteering’.



Volunteer Awareness Week provides an opportunity to “make some noise” about the wonderful work all New Zealand’s volunteers do.

Volunteer Awareness Week provides New Zealanders with a chance to acknowledge the excellent work done by our many volunteers and discover opportunities to get involved in their communities.

“Volunteers help to shape our kiwi identity as their dedication, work and generosity of spirit brings huge economical, cultural and social benefits for our country,” says Community and Voluntary Sector Minister, Luamanuvao Winnie Laban.

Volunteer Awareness Week provides an opportunity for first-timers to give volunteering a go – whether it be in sport, the arts, civil defence, visiting the elderly or simply helping a neighbour. The number of different voluntary roles available is vast, so there is something for everyone – no matter their age, ethnicity or gender.

The incentive for an Awareness Week came from New Zealand’s volunteer centres in the 1980s and was picked up as a national event in the 1990s. Since the International Year of the Volunteer in 2001, Volunteer Awareness Week has continued to grow with a number of special activities occurring during the week.

To find out about volunteering visit:  
[www.volunteernow.org.nz](http://www.volunteernow.org.nz) or call 0800 VOL CNTR.

## Community/government forum

See [www.ocvs.govt.nz](http://www.ocvs.govt.nz) for an update on the joint community-government forum to explore new ways for the government and community sectors to work together and discuss common issues.

## Mahi Aroha report now available

*Mahi Aroha: Māori Perspectives on Volunteering and Cultural Obligations* explores how and why Māori ‘volunteer’. Mahi aroha is work performed out of love, sympathy or caring and through a sense of duty.

What underpins the Māori concept of mahi aroha and makes it unique is tohu aroha – the spiritual, emotional and cultural dimension that provides the framework through which mahi aroha is undertaken. The sense of collective identity and responsibility so integral to the very being of Māori, is a central motivation of mahi aroha and it is one that is rarely questioned or challenged. At the heart of mahi aroha is the maintenance of tikanga and the role that it plays in ensuring Māori cultural identity is nurtured, treasured and kept alive.



Government Ministers – the Honourable Mahara Okeroa, Luamanuvao Winnie Laban and Nanaia Mahuta with researcher Pam Oliver, Tuwhakairiora Williams and Katherine Baxter at the launch of Mahi Aroha: Māori Perspectives on Volunteering and Cultural Obligations.

To order a free copy of this research report, email [ocvs@msd.govt.nz](mailto:ocvs@msd.govt.nz) or download it from [www.ocvs.govt.nz/publications/](http://www.ocvs.govt.nz/publications/)