



“Australians make or break romances at the beach, they marry and take honeymoons at the beach, they go on holidays with their children to the beach, and in vast numbers retire by the sea” (Huntsman, 2001, p. 2).



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Framing Coastal Conservation Groups as Communities of Practice



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Topics

- Coastal conservation groups (CCGs)
- Research problem
- CCG Functions Framework
- Communities of Practice
- Preliminary findings

Coastal Conservation Group

A small group of individuals who are motivated to voluntarily participate in activities such as restoration, monitoring, education and advocacy on a regular basis in their local area.

Research Problem

Australia 2016
State of the Environment

Coasts

Australia 2016
State of the Environment

Marine environment

Australia's Biodiversity
Conservation Strategy
2010-2030



Natural Resource Management Ministerial Council

Victorians Volunteering for Nature
ENVIRONMENTAL VOLUNTEERING PLAN



Volunteers in Victoria
Trends, challenges and opportunities



STATE OF
VOLUNTEERING
IN AUSTRALIA

HELP CREATE HAPPINESS | APRIL 2016

REVIEW AND SYNTHESIS PAPER
**Recruiting and Retaining Participants in Citizen Science:
What Can Be Learned from the Volunteering Literature?**
Sarah West and Rachel Pateman

New citizen science projects are emerging all the time as scientists, policy-makers and non-governmental organisations see the value of conducting research in this way. Understanding what factors influence people to take part in citizen science projects and why participants continue their involvement are important questions for the field. Here, we review the literature on these issues, drawing on theories from the volunteering literature to inform our understanding of the motivational and attitudinal factors that influence participation in citizen science. We discuss the implications of this research for the design and delivery of citizen science projects, and the potential for citizen science to address some of the most pressing environmental issues of our time.

Keywords: volunteering; citizen science; recruitment; retention

Introduction
Citizen science is the practice of involving the public in scientific research. It has become an increasingly popular way of conducting research in a wide range of areas, including environmental science, astronomy, and biology. Citizen science projects are often undertaken by people who are not professional scientists, and they can range from simple data collection to more complex research projects. Citizen science has the potential to address some of the most pressing environmental issues of our time, and it can also provide a valuable opportunity for people to get involved in their local environment.

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**Practical Implications of Understanding the Influence
of Motivations on Commitment to Voluntary Urban
Conservation Stewardship**
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**Environmental Volunteering: motivations,
modes and outcomes**
THOMAS G. MEASHAM & GUY R. BARNETT, CSIRO, Australia

ABSTRACT Volunteers play a key role in natural resource management: their commitment, time and labour contribute the major resources towards managing environments in Australia and throughout the world. From the perspective of the long term, this is particularly important given that multiple environmental management activities on volunteer in Australia, a phenomenon that is not in the UK, Canada, and the USA. While there is considerable research on volunteering in other sectors (e.g. health), there has been relatively little attention paid on understanding environmental volunteering and five different modes through which environmental volunteering is manifested. We investigate and refined the use of motivations and environmental volunteering roles and their coordination through which environmental volunteering is manifested. We over the five-line between reporting and during volunteers, given their role in delivering environmental outcomes.

KEY WORDS: Stewardship; sense of place; community participation; monitoring; education; stabilisation.

Introduction
Volunteering is at the heart of democracy (Verba et al. 1995). In Australia, it plays a vital role in our political, social and economic systems, yet until recently remained underestimated, under-researched and undervalued (Warrington & Oppenheimer 2009, p. 1). Volunteering can be defined as 'prosocial behaviour, done of one's own free will and without monetary reward, to benefit others, groups or cause' (Pensler 2004, Cordingley 2009, Noble 1991). Some authors argue that political interest in encouraging volunteers reflects philosophical concerns over the strength of civil society (Evershaugh 2003). In any case, it currently represents an important means of participating in civil society, and has been suggested as an indicator of

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Functions	Broad Description of Functions
Career *	Gaining career-related experience and professional skills through volunteering
Connection to Nature *	Physical and psychological benefit by being close to nature and reconnecting with nature
Environmental Care *	Enactment of a sense of responsibility and care for the environment, with an enhanced sense of purpose
Personal Enhancement	Psychological and physical growth and development, improved health and personal wellbeing
Project Organisation	Membership of a CCG that is well regarded for its preparedness and good project management
Reciprocity*	Helping others and ‘doing good’ in the belief that volunteering work will bring good things for the volunteer themselves, thus beneficial to the helper

Functions	Broad Description of Functions
Recognition	Recognition of skills and contribution and associated growth in confidence
Sense of Place*	Enacting and developing a sense of responsibility for the local area
Social (external)	Strengthening social relationships with family and friends
Social (internal)	Strengthening social relationships through enhanced social engagement with others; Building of social networks and enjoyment of the aspects of social interaction with others
Understanding *	Learning more about the world or exercising skills that are often unused through social learning and increase in content knowledge
Values *	Expressing and acting on important values like humanitarianism and altruism

Community of Practice

“a group of people who share a concern, a set of problems, or a passion about a topic, and who deepen their knowledge and expertise in this area by interacting on an ongoing basis”

(Wenger et al. 2002, p. 4)

Dimensions of Communities of Practice



Analytical Aspects of Meaning

Markers	Description
M 1	Who we are, and how we participate shapes our community and lived experience
M 3	We do not merely complete tasks; membership and participation is broader than this
M 5	The engagement of our community determines how the final product looks, it is the result of practical experience and engagement

Analytical Aspects of Community

Markers	Description
C 1	We are all responsible for the way we engage in our enterprise
C 3	Our enterprise is a local response, requiring our joint engagement to address it
C 6	Our repertoire is drawn from history, challenge, change and evolution on terms of membership, actions and tools

Analytical Aspects of Learning

Markers	Description
L 1	We question: What works, what helps? Who is who, who does what? What are our skills, what are our social interaction types?
L 2	We question: what is our enterprise about? How are each of us, as well as the organisation accountable to the enterprise? What is the focus of our Community of Practice?
L 3	We ask: What do we do? What do we use? How do we do it? How do we describe what we do? Has this evolved over time, for instance through membership changes?

Analytical Aspects of Identity

Markers	Descriptions
I 1	We engage in a common enterprise
I 2	My identity and that of the group are drawn from learning as we engage. Trajectories of identity can be multiple.
I 3	Our practice is local but linked to global practice

Preliminary Findings

We have identified key aspects of CCGs within a CoP model that lead to longevity and new members and are working towards recommendations that tighten the links between CCGs and CoPs.

Some of the identified issues are :

- Change resistance vs ease of operation
- Older generations vs younger generations
- Diversity in operations vs narrow focus
- Strongly defined group norms vs diverse group norms

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