Grey Nomad Volunteers

New partnerships between grey nomads and rural towns in Australia

RESEARCH TEAM

Jenny Onyx

Cosmopolitan Civil Societies Research Centre
(University of Technology Sydney)
PO Box 123
Broadway NSW 2007
Australia

Rosemary Leonard
Helen Hayward-Brown

Social Justice Social Change Research
University of Western Sydney, Bankstown Campus
Locked Bag 1797, Penrith South DC NSW 1797
Australia

Annette Maher

Volunteering Australia
Suite 2, Level 3
11 Queens Road, Melbourne
Victoria 3004
Australia

TABLE OF CONTENTS

ACKNOWLEDGEMENTS

The Towns: We would also like to acknowledge the six wonderful towns that allowed us to come and talked openly about their pride in their town, their problems and their plans.

INTRODUCTION

We developed the Grey Nomads Volunteers project on a hunch: the notion that Grey Nomads have a wide range of skilled trades that could be of use to people in isolated rural communities through volunteer programs. But it was an informed hunch because it was built on our previous ethnographic study of Grey Nomads in outback Australia (Onyx and Leonard, 2005). Three small outback communities were explored more closely to determine the potential impact of the Grey Nomads on those communities. The Grey Nomads Ethnography provided rich background data on the demographics, motivations, finances, health, social networks and future plans of Grey Nomads (Onyx & Leonard, 2005, 2007).

To test our hunch we needed, first, to go back to the Grey Nomads and find out what they though about volunteering. The first stage of this project involved a survey of Grey Nomads in relation to their attitudes and motivations towards volunteer work in these towns. The results were positive so then we needed to test it out with some small towns. So the second stage of the project was designed to put Grey Nomad volunteer projects into action through community development projects.

This report sets out the journey of the project; the issues and challenges facing Grey Nomad Volunteer projects but also the successes. There is clearly untapped potential for the development of mutually beneficial relationships between Grey Nomads and isolated rural communities through voluntary programs. New programs can learn much from the pioneers of this project.

Recent visitors to Barcaldine, Dave & Narelle Watt from Watts Sharp, Mobile Sharpening Service travel out to Western Queensland every year to get away from it all. On their recent visit to Barcaldine the couple generously offered their time to sharpen chisels for the Manual Arts students at the Barcaldine State High School. The School is very grateful for their efforts as normally the chisels need to be sent away to be sharpened which can incur a large cost on the school budget and leave the school without equipment.

(Stewart, 2009, MEDIA RELEASE #3)

Defining Grey Nomads
Defining Grey Nomads
'Grey Nomads' can be defined as people aged over 50 years who adopt an extended period of travel independently within their own country. They move around Australia by caravan, motor-home, campervan or converted bus for at least three months, but often for several years. They are not part of any commercial tourist event (Onyx & Leonard, 2007). While it is difficult to establish accurate numbers, the Bureau of Tourism Research estimates that in a single year Australian retirees undertake approximately 200,000 caravan trips of more than six weeks duration (Carter, 2002).

RATIONALE FOR THE PROJECT

Rural decline: There has been extensive documentation of the plight of rural decline across much of the developed world (Onyx and Leonard, 2000). This decline has been articulated for Australia by Forth (2001) as inevitable given the economic, historical and ecological conditions that apply. Overall there has been a redistribution of wealth over the past two decades, with net reduction in wealth of most rural areas. The majority of small towns experiencing decline are located in rural regions that remain dependent on resource industries, particularly those with high dependence on a single resource industry. With the increased emphasis on global economic 'free' markets and economic rationalist policies, there has been a compulsion to increase competitive productivity with the help of reduced labour, more effective capital infrastructure, and the closure of unprofitable services and industries. The effect of this has been population decline, reduced government and private services in small rural towns, and the loss of employment opportunities (Forth, 2001).

Contribution through Economic Capital: With so many Grey Nomads touring Australia in a year paying for food, petrol, accommodation sites, tourist attractions, vehicle repairs and many other services, it appears that Grey Nomads make a substantial economic contribution to rural communities. A CMCA (Campervan Motorhome Club if Australia) study estimates that an average of $386 is spent per vehicle per week of outback travel. The Grey Nomads Ethnography found that people in small rural communities and the Grey Nomads themselves believed the towns benefited significantly from the 'grey dollar'. In particular, research by Barcaldine Council found that 20% to 50% of local industries' income came from visitors, of whom 70% were Grey Nomads. However, most Grey Nomads are on limited budgets, so they are unlikely to pay for high-priced attractions or expensive caravan parks (Onyx & Leonard, 2005).

Contribution through Human Capital: In the Grey Nomads Ethnography, interviews revealed a wide range of skilled trades that could be of use to people in isolated rural communities. However, to engage Grey Nomads as a human resource, the particular characteristics of the population need to be recognised. The Grey Nomads Ethnography found that most would try to experience all that an area had to offer before moving on, extending their stay if there were activities of interest. They were enthusiastic about experiencing and learning about the outback. Local history, life style, industries, environment and natural features were all of interest. They value the information provided by locals. They enjoyed community events, such as fairs and barbecue fund-raisers, when they coincided with a visit to a town. About half those interviewed

identified voluntary activities as part of their future plans. A few had worked on stations for the experience of that lifestyle. Over 80% reported good or excellent health. An important factor is the Grey Nomads' desire for freedom with most disliking organised resorts (Onyx & Leonard, 2005).

Contribution through Social Capital: Social networks are a resource from which the members can benefit. For example, Woodhouse (2004) found evidence that those communities with stronger social capital have greater economic development. The Grey Nomads Ethnography found, rather surprisingly, evidence of high levels of social capital amongst the Grey Nomads. For example, they engaged in intense socialisation at times, travel in groups for a time, keep in touch with each other and organise meeting places using CB radio, satellite communication and wave to all oncoming caravans and motor-homes. Most identified the social connections as the most positive part of their trip and some acquaintances became life long friends. The Grey Nomads benefit from the network. They always stop and offer assistance to each other and pass on information about local attractions, dangers and good camp-sites (Onyx & Leonard, 2005). To a far more limited extent, these networks of support extended to the local communities and there appeared to be scope to increase social capital of isolated towns through integration with the Grey Nomads' networks.

Innovation and Significance of this Project
The project brought to isolated towns the capital of the Grey Nomads with the expertise of the researchers and Volunteering Australia. Collectively the large population of Grey Nomads is a potentially substantial resource of economic, human and social capital to isolated towns. Towns will be attractive to Grey Nomads if they can provide low cost camp sites and engage them in activities suited to their diverse skills and fitness levels which help them to access local knowledge and experience. Further, there are benefits for the Grey Nomads, not just in the richness of their travel experience but also because volunteering has long term benefits for older people (Onyx & Warburton, 2003).

The project had immediate and longer term practical significance for the isolated towns and new models of volunteering not only for Grey Nomads but also for older people generally. The obvious innovation was the development of voluntary projects for Grey Nomads. The Grey Nomads Ethnography found very few examples of Grey Nomads' participation (usually no longer than a day) and no examples of more extensive programs designed specifically to engage them. Volunteering Australia had heard reports of a few instances and mobilised their resources to find all such exemplars in Stage 1 of the project.

The longer term practical significance of the volunteer projects was that the experience provided prototypes for future projects which were intended to be disseminated throughout Australia by branches of Volunteering Australia. Further, Volunteering Australia reported considerable demand for short-term volunteering experiences in the towns and the prototypes will now inform the development of a model of short-term volunteering for older people generally.

The project also had practical significance for contributive ageing. Grey Nomads are at the time of life when they are free of work commitments and still fairly healthy. Whereas many people of similar age are making considerable contribution to their families and to their communities, Grey Nomads appear to be avoiding such contributions often for many years and until they suffer severe health problems. However, the findings of the Grey Nomads Ethnography suggested that many would be interested in voluntary engagement if it could be incorporated into their lifestyle. The Grey Nomads' survey in Stage 1 of the project gave more information about the types of projects and voluntary work that were most attractive to Grey Nomads.

LITERATURE REVIEW

Theoretically the research for this project brought together several strands of theoretical and empirical work that have not been brought together before, which has led to new insights (see Discussion Section of this Report). Specifically, it brought together work on rural development, the potentially central role of volunteering and productive ageing of Australian retirees. Additionally, the notion of the status of Grey Nomad volunteers was considered, in terms of the ambiguous status of Grey Nomads, who may be regarded as neither 'outsiders' nor 'insiders'. Linked with this ambiguous status were notions of trust, hospitality and gift exchange. However, the over-riding link between these disparate topics is the concept of social capital.

Social capital

Social capital was defined by Putnam as 'those features of social organisation, such as trust, norms and networks that can improve the efficiency of society by facilitating coordinated actions' (Putnam, 1993 p167). In the growing literature since Putnam's original study of Italy, one strong theme concerns the central role of participation in networks (Portes, 1998). Another common theme refers to trust (Fukuyama, 1995). What is implicit throughout most discussions of social capital is a sense of personal and collective efficacy. The development of social capital requires the active and willing engagement of citizens working together within a participative community. This is quite different from the receipt of services, or rights to access services, though these are unquestionably important. Because, by their very nature, most voluntary programs create networks and involve active, willing engagement, they provide an important site for the creation of social capital (Onyx & Leonard, 2000b; Leonard & Onyx, 2004).

The social capital literature makes a strong distinction between bonding and bridging (Woolcock & Narayan, 2001; Leonard and Onyx, 2003). Both forms of social capital are essential for healthy social life, but they function differently. Bonding refers to strong and cohesive, within-group networks, which serve to provide a sense of identity and personal support in times of need. Such bonds require high levels of trust, and shared norms and values to function adequately. Bridging on the other hand is less about personal security and more about connections beyond the normal internal networks. The capacity to bridge to other networks increases access to external resources and information necessary for both personal and community level development and growth. Bridging also requires a level of trust, but such interactions are likely to be of a less personally intense nature.

There is a clear connection between social capital and older people's health. Onyx and Warburton's (2003) comprehensive review of the literature on social networks and healthy ageing over the past 20 years demonstrates that a strong link has been established between volunteering, social capital and maintenance of health and psychological well-being. Prospective studies of community populations have been particularly convincing, because these are able to demonstrate a causal pattern over time (Eg. Oman, Thoresen & McMahon, 1999). These studies demonstrate fairly conclusively that social networks strongly predict reduced mortality among older age groups. The mechanisms by which this occurs, however, are somewhat more contested (Young & Glasgow, 1998). Key elements appear to be emotional, informational and material assistance and a sense of personal control. Thus it appears that volunteering is a crucial component of productive aging through the development of social capital.

The phenomenon of the Grey Nomads provides an interesting problematic. These people appear to be abandoning their traditional social support networks at the very time when they are likely to be most vulnerable to disease and deterioration, and therefore most in need of strong bonding networks. Older people are likely to experience a loss of meaningful social roles as children leave home, spouses die and people retire from work. Such loss is likely to be exacerbated for those who have been retrenched from the labour market in their fifties, at a time when the opportunities of finding further satisfactory employment are considerably reduced. Yet the Grey Nomads Ethnography (Onyx & Leonard, 2005) indicated extraordinarily strong and extensive networks, particularly with other Grey Nomads, but also on occasion with locals met on the way. Although the "snow birds" in the United States differ from the nomads in that they migrate to the same place each year, there are strong similarities in the importance of social networks (Mings & McHugh, 1995: Vincent & De Los Santos, 1990). It appears that Grey Nomads in particular are older Australians with a taste for adventure, willing to engage with new people and experiences, and likely to be willing to volunteer their time and effort for a short to medium timeframe if they see this activity as meaningful.

There also appears to be a link between social capital and sustainable development (Putnam, 2000; Onyx & Bullen, 2000; Leonard & Onyx, 2004). There is a growing body of evidence that high levels of social capital are associated with economic development (Woodhouse, 2004) and environmental sustainability (Onyx, Osburn & Bullen, 2004). An important ingredient in sustainable development is local capacity for action. Rogers and Ryan (2001) argue that a sustainable community "empower people with shared responsibility, equal opportunity and access to expertise and knowledge, with the capacity to affect decisions which affect them" (2001, p282). This includes the development of locally specific information and indicators of progress.

Volunteering
Unlike other western countries such as Canada and the USA, volunteer numbers in Australia continue to increase (ABS 2000, 2002a; Volunteering Australia 2004; FaCS 2005). This increase does not, however, result in a glut of volunteers. Rather, the pressure to find new and more volunteers remains one of the greatest issues for managers of volunteers (VA 2005). This need for ever increasing numbers of volunteers has arisen in part from:

- shifting of the delivery of services from government to the not-for-profit sector (Cuskelly, Hoye & Auld 2006) thus increasing the reliance on volunteers to deliver services;
- socio-demographic patterns such as ageing populations; (Lockstone, Jago & Deery 2002) which places more pressure on service delivery organisations;
- social, economic and environmental challenges in rural and regional Australia such as trying to keep young people in rural towns; continued and improved access to health services; addressing the needs of Indigenous Australians in health, education and housing; better access to essential services through improved mobile and information technology; and greater access to domestic and family violence services (Mission Australia 2006, p.2).

The need for change and adaptation not only stems from broad, global pressures but from volunteers themselves. People have wide choices about how they use their discretionary time and will volunteer when their needs are being met. We know that volunteers want "flexibility in the hours they volunteer; short term options; once-off volunteering opportunities; family volunteering and virtual volunteering (volunteering by engaging on the web) opportunities" (Volunteering Australia 2006)

To address these pressures, not-for-profit organisations are considering more creative options when designing volunteer roles. Options include short term volunteering, job sharing and virtual volunteering to name but three. Short term volunteering is also described as episodic volunteering or event volunteering. There is some debate about whether the term 'short term' should be used (McDuff 2005). No matter how it is termed, the definition describes volunteering experiences that are sporadic in nature, occurring in specific projects (with a beginning, middle and end) and at certain times of the year (Meijs & Brudney 2004). Also, short term volunteers may repeat their involvement in future years or in similar projects (Bryen & Madden 2006; Auld 2004). While there may be debate about whether or not 'short term' is an adequate label researchers do agree that short term volunteer experiences are commonly seen in the fields of sport and recreation, the environment and culture/tourism. While growing in popularity and interest in general, it is less common to find short term volunteering offered in welfare, health and community service fields, although the area of fundraising and employee volunteering within these fields has commonly involved volunteers for short term projects.

Another flexible option in volunteer position design is job sharing. This is an option for volunteers who only have a short period of time available in which to volunteer. In this method volunteer positions are designed as a series of tasks so that a volunteer begins and ends a task and feels they have contributed to the work of the organisation, and so that the next phase of the project is ready for another volunteer. Examples of this can be seen in heritage work where volunteers are involved to restore a building or restore a garden to its original splendour.

Motivations for Volunteering
The literature on volunteer motivations is large and complex however one of the most over-arching perspectives on volunteer motivation locates it within a set of deeper psychological needs. Self-determination theory or SDT suggests that the three core psychological needs are

for competence, connectedness and autonomy, all of which are oriented towards personal growth (Deci & Ryan, 2000). SDT suggests that:

> It is part of the adaptive design of the human organism to engage interesting activities, to exercise capacities, to pursue connectedness in social groups, and to integrate intrapsychic and interpersonal experiences into a relative unity (Deci & Ryan, 2000, 229).

This theory can incorporate other typologies of volunteer motivation. For example the Volunteer Functions Inventory (Clary Snyder & Stukas 1996) identified six motivations: values, understanding, enhancement, career, social and protective (reducing guilt) which fit well within SDT. A number of empirical studies support this approach to volunteering motivation. In a national Australian survey, the two main reasons given for volunteering are to help others or the community and to gain personal satisfaction (ABS 2002b). Narushima (2005) found volunteering to be a potentially transformative mechanism for older adults sustaining their sense of well-being and developing generativity. Further Edwards (2005) identified eight factors of motivation among museum volunteers, most of which related to satisfying an interest, feeling competent to do the work, using their skills and opportunities for social interaction. In the case of the present research, SDT is highly congruent with the Grey Nomads' interest in personal growth.

Within the broad umbrella of SDT however, many sources of variation in volunteer motivations have been found including variations based on the demographics of the volunteers, degree of commitment, and the type of volunteer activity. For the study of Grey Nomads, age and gender variations are likely to be significant. For example, gender differences were noted by Bryen and Madden (2006) in that some professionally trained men were not at all socially motivated preferring to work alone to the point of developing new projects in consultation with the group leader while women were more likely to enjoy the social aspect while working to preserve the environment (p.31). Older people may be more likely to volunteer for reasons of social interaction and contribution to society (Warburton, Terry, Rosenman and Shapiro, 2001; Clary et al. 1996). Volunteering offers a meaningful social role to those who are at a time of change in their lives when children leave home, spouses die, and they retire from paid work (Herzog & Morgan 1993; Onyx and Warburton, 2003). It appears that "baby boomers" in particular need to feel valued and challenged in their volunteering with opportunities for learning, feedback and self-evaluation, and clearly defined goals (Heartbeat, 2001).

In Australia the two main reasons people volunteer are to help others or the community and to gain personal satisfaction (ABS 2002b). While this remains also true for episodic volunteers there are other reasons for volunteering which are peculiar to this form of volunteering. For instance Green and Chalip (2004) listed the common motivations for event volunteers as
- meeting and befriending other volunteers
- the opportunity to learn,
- the excitement of taking part in an event,
- socialising with other people with common interests, and the
- opportunity to mix with celebrities or in a celebrity atmosphere such as the Olympics

The motivations cited in Green and Chalip (2004) paper resonates with Wearing's 2004 paper on volunteer tourism. He examines motivations for tourism, serious leisure and volunteer tourism, suggesting:

> Alternative tourism experiences, when contextualized in relation to the differential elements of volunteerism, serious leisure and volunteer tourism, illustrate the centrality of the interactions that take place within the destination area in conjunction with the exploration of personal identity and development through enabling the tourist to contribute to the community development of local areas. (p.218)

Bryen and Madden (2006) in their study found that volunteers were motivated by altruistically reasons stemming from their desire to assist in environmental preservation. They noted that other motivations stemmed from peoples desire to help develop the community and to socialise. In this study gender differences were noted in that some professionally trained men were not at all socially motivated preferring to work alone to the point of developing new projects in consultation with the group leader while women were more likely to enjoy the social aspect while working to preserve the environment (p.31).

Matching of volunteer to task

A truism in volunteering is that if volunteers have their needs met through volunteering they will be more committed and likely to continue volunteering if not in that position then in others within the same organisation and, will be more likely to take up volunteering positions in the future. The most direct way of matching volunteers to the needs of the organisation may be to follow-up the approach of paid work which is to set out job descriptions and then advertise for volunteers to fit these requirements. However, without financial incentives, volunteer motivations need to be salient in the position description. Further, Stukas, Snyder and Clary (2006) in their review of the functional theory of volunteering argue that it is not enough to identify what the initial motivations of volunteers are but also that:

> …the impetus must be on the organisation to properly place volunteers into appropriate 'matched' positions, to remind them of the ways in which their goals are being met, and to encourage them to speak up if a position is not fulfilling their goals. (p.108)

Practical steps to facilitate a good match between involvement and volunteer include:
- involving volunteers in the design and review of volunteer positions
- training and equipment. Ensure that if training is needed for specific tasks then it is provided and the proper equipment for the work is also provided
- people come with skills and experience. If a position that takes advantage of those skills and experience is not currently available the organisation/group may need to think of working with the potential volunteer to design a new position

Matching is not as simple as tying skills to task. It can involve the potential for the building of relationships and trust, hence the need to understand what brings people to volunteering. It is the building of positive relationships and the sense of achievements in assisting organisations and communities in the development of specific projects which may encourage volunteers to

'bounce-back' i.e. volunteers returning to carry volunteer again in that organisation or community.

OTHER PROJECTS INVOLVING VOLUNTEERS VISITING RURAL AREAS
There have been a few successful volunteer projects which have involved working in partnership with a community and which can act as 'models' for further projects such as the Grey Nomad Volunteer Project.

1.   *The Indigenous Community Volunteers Project.*
Volunteers with skills in business, the trades and professions offer to work with indigenous Australian communities. The aim of the project is to match volunteers with project requests from indigenous communities, but at the same time building partnerships and networks. In other words, it is involved in creating bridging social capital. The project is well organised, with colourful brochures, a newsletter and a detailed annual report. The Volunteer Information booklet gives an overview of the program, provides a template for the volunteer process, but in particular it includes a template for the detailed Volunteer Application Form. This includes requests for the following:
- a photograph
- personal details
- current CV
- availability
- preferred locations
- skills to be offered
- previous community involvement
- knowledge of indigenous culture
- motivations
- personal qualities
- health status
- professional and personal referees
- police check consent form

2.   *Outback Links* (Volunteer Service for Frontier Services, Anglican Church)
The aim of Outback Links is to reduce the isolation and disadvantage in Outback Australia by linking appropriately skilled and gifted volunteers with outback people who could use a helping hand. All applicants are interviewed, referees are contacted, police checks made, and suitable placements are negotiated.   There are approximately 100 volunteers registered. Orientation is provided for volunteers and volunteers are given ongoing support from the staff of Outback Links. The placement also includes an informal evaluation and written feedback form at the end of the placement. Some of the possible projects include administrative assistance, early reading support, handymen, cooks, gardeners, heavy vehicle drivers, grandmothers, and computer skills. The volunteer placements are generally about 4 weeks' duration.

3.   Milparinka

Milparinka is a small community in the remote corner of NSW near the South Australian and Queensland borders. There are only six people in the village and the historic buildings were falling into disrepair. The volunteer program was the idea of a local grazier Ruth Sandow who managed to have an article calling for volunteers published in one of the large Sydney newspapers. The volunteers have now renovated two buildings including cottage accommodation for visiting volunteers. There is a 'Visiting Vollies Voice', a newsletter which gives information about the town and volunteer activities. The Visitor Information Centre in located in one of the renovated buildings and largely staffed by visiting volunteers. This community program is well-organised with a formal application process requiring personal details, information about skills and expected routes to be taken for arrival in Milparinka. Volunteers receive an information sheet about their cottage accommodation, provisions, communications and health care facilities.

STAGE 1: SURVEY - INTERESTS AND MOTIVATIONS OF GREY NOMADS IN RELATION TO VOLUNTEER WORK

An anonymous survey was developed, based on insights from previous Grey Nomads Ethnography (Onyx and Leonard, 2007), to identify the ways in which Grey Nomads would be interested in contributing further to the social and community life of isolated towns. The questionnaire survey covered three topics: Grey Nomads' interests, practicalities of volunteering and demographics (see Appendix 1).

The first topic, 'Interests and Motivations' included the Grey Nomads' general interests (landmarks, environment, meeting the locals, shopping, festivals, industries or sport), their motivations for volunteering (meeting the locals, using their skills, helping the towns, learning something new) and their reactions to specific types of volunteer projects (e.g. land-care, historical preservation, teaching, talking to school pupils). These interests and motivations were explored by listing a number of statements and asking Grey Nomads to rate their level of interest on a 4 point scale.

The second topic, 'Practicalities of Volunteering' involved issues such as the intensity of commitment required (all day or a few hours per day), costs (reimbursement of out of pocket expenses), and the best methods to learn about volunteer opportunities.

The third topic, demographics, covered basic demographic data such as gender, age, education, rural/ urban residence, ethnicity, health and volunteering experience. Costs could also be considered a demographic as it gives an indication of disposable income.

Data were collected from several sources in various formats. An electronic version of the survey was placed on the Volunteering Australia website. Face to face surveys were undertaken by research investigators in caravan parks in a range of towns in New South Wales, South Australia

and Queensland. Further surveys were undertaken at the Campervan and Motorhome Club Chapter rally in May 2006 and their biannual rally in September, 2006. In total, three hundred and fourteen surveys were undertaken.

Analysis of Data:
Descriptive statistics have been presented for each item individually, but it was also regarded as important to identify whether these items were related to the demographic characteristics. To avoid the problems associated with large numbers of statistical tests, the seven questions on Grey Nomad travel interests were totalled into a Travel Interest Score (with a maximum total of 28). Likewise totals were obtained for motivations (four items) and volunteer interests (ten items) forming a Motivation Score and a Volunteer Interest Score. The reliability coefficients were as follows:
- Travel Interest Score; Chronbach's alpha .68 Guttman split half, .67
- Motivation Score; Chronbach's alpha .76 Guttman split half, .76
- Volunteer Interest Score; Chronbach's alpha .85 Guttman split half, .84

The analysis involved descriptive statistics to produce a profile of Grey Nomads' voluntary interests, and stepwise regression analysis to identify demographic variables which significantly influenced the combined scores of Travel Interest, Motivation and Volunteer Interest. A closer examination was then made of the specific motivations or activities influenced by demographic variations. Finally, a logistic regression analysis was used to identify demographic variables which significantly influenced their preferences in terms of contact methods.

Results:
Topic 1: 'Interests and Motivations'
Tables 1 to 3 below show the percentage of Grey Nomads who agreed or strongly agreed with the stated interest or motivation. Tables 1 and 2 show that the most salient result for the respondents' interests and motivations to volunteer was their desire to get to know the local people. Over 60% of respondents also agreed with the other interests and motivations, with the exception of local sporting events. Between 30% and 50% of respondents agreed or strongly agreed that they would be interested in specific projects.

Table 1.1. Grey Nomads' Travel Interests: Percentage Interested or Very Interested

Type of Travel Interest	%
1. Talk to local people	84
2. Visit historical landmarks	75
3. Shop for local crafts or produce	68
4. Attend a festival (e.g. music or produce)	64
5. Learn about the local environment	63
6. Learn about local industries	62
7. Attend a local sporting event	26

N = 314

Table 1.2. Grey Nomads' Motivations for Volunteering: Percentage for whom the motivation was important or very important

Type of Motivation	%
1. Getting to know some of the locals	77
2. Learning something new	72
3. Using your skills	69
4. Helping the local town and its surrounds	67

N = 314

Table 1.3. Interest in Volunteering: Percentage Interested or Very Interested

Type of Voluntary Project	%
1. Assist an historical preservation project	49
2. Talk to primary school children about life where you come from	49
3. Assist local Aboriginal community project	45
4. Teach a short course in their area of expertise (e.g. computing)	42
5. Assist a local land-care project	40
6. Assist an historical society/ family history project	39
7. Develop a local recreation area	39
8. Help set up a cultural event	36
9. Renovate a community building	35
10. Fund raise for a local project	32

N = 314

Topic 2: 'Practicalities of Volunteering'
Respondents were asked if they would prefer more extended or intensive time commitment. The response varied: while 53% would prefer working a few hours over an extended period (e.g.: Working 2 hours a day over two weeks), about a third (34%) would prefer working a lot of hours over a shorter period (e.g.: Working 7 hours a day over three days) and 13% showed no particular preference. This suggests that programs will be more attractive if there is some flexibility.

Respondents were asked how important it is for out-of-pocket expenses to be covered. For most, minor costs were not a problem. However for 30% of the sample, it was considered essential that any volunteering be cost free, as they could not carry additional costs. This distribution is a fair reflection of the limited disposable incomes of Grey Nomads found in previous research (Onyx & Leonard, 2005a). Clearly, a town has an advantage if their project has at least some volunteering opportunities with no cost to the volunteers.

Respondents were also asked what is the best way to contact them (multiple responses were allowed). Most commonly cited was a local information centre (59%), followed by word of mouth (49%) and signs placed at local camping grounds (44%). Other less used sources of information were Local Newspaper (33%) and volunteering web-site (26%).

Topic 3: Demographics of Volunteers Undertaking Survey

The participants' demographic profile can be summarised as follows:

Volunteer experience: 51% of Grey Nomads had reasonable volunteering experience but only 15% had volunteered as a Grey Nomad.

Health: 83% said their general health was good or excellent

Formal qualifications:

> 27% less than HSC,
> 22% HSC or equivalent
> 23% Trade certificate
> 22% University

Age

> 39% were aged 50-60 years
> 43% were aged 60-70 years
> 19% were aged 70+years

Gender: 53% were female and 47% were male

Background:

> 77% were Australian,
> 16% were born overseas but of English-speaking background
> 7% were non-English speaking background

Area of residence

> 36% originated from a country town or rural area
> 20% originated from a regional centre
> 24% originated from a metropolitan area

Paid work: The respondents were asked to cite their principal former work experience. The following list gives a sense of the diversity of their skills:

- **Medical** such as doctor, nurse, radiologist,
- **Building trades** such as fitter/ machinist, mechanic, electronic engineer, water engineer, plumber, painter, electrician, blacksmith, welder, boilermaker, carpenter, spray painter, panel beater, heavy vehicle driver
- **Business**, such as accounting, sales, retail, bookkeeper, IT, market research,
- **Services** such as welfare/ community worker, personal care worker, policeman, translator, teacher, proof-reader, sports coach, hairdresser, community arts, lawyer, baker, multimedia
- **Primary industry** such as farmer, fisherman,

Topic 3.1: Demographic variations in interest and motivation

Statistical analyses revealed some interesting differences among the Grey Nomads based on demographic variation. Surprisingly, however, there were no gender differences. (The statistical analyses that relate the demographic variables to Interest and Motivation are described in more detail in Appendix 2.)

Those aged in their 50s, living in regional centres or country areas, for whom it is not important that cost be covered, and had volunteered as a Grey Nomad, were those most interested in the activities listed. Younger age was associated with an interest in local landmarks, festivals and particularly the environment.

Those aged in their 50s, who had previously volunteered as a Grey Nomad and who had higher levels of education, were most motivated to volunteer. In particular, higher levels of education were associated with wanting to help the town and using one's skills. Those who had volunteered as a Grey Nomad previously were more likely to want to meet the townspeople.

Interest in volunteering was associated with being aged in their 50s, higher levels of education, at least some experience of volunteering, a lack of concern with costs being covered, and good or excellent health. It was those with some volunteering experience (rather than a fair amount or a great deal) who had the highest levels of interest in the voluntary activities listed. In particular, higher levels of education were strongly related to feeling positive about Talking to local children, Teaching a short course and Aboriginal projects. Those for whom the covering of costs was essential were least likely to be interested in volunteering in Land-care and Aboriginal groups.

There were no demographic differences in use of local information centre or signs placed at local camping grounds. There were, however, demographic differences in the other forms of contact with Grey Nomads. Word of mouth was favoured by those aged in their 50s rather than their 60s and not favoured by those from metropolitan areas. The local newspaper was favoured by respondents from rural areas and country towns and those with lower levels of education. A volunteering web-site was favoured by those with an HSC or university education but not favoured by those aged over 70.

Conclusion:
Grey Nomads in general display an eagerness to learn and to meet local people and a willingness to volunteer for specific community projects in towns they visit. They present a very diverse range of skills. However, our data suggests they have particular interests and certainly are not subject to social pressure from the town. Efforts to attract Grey Nomad volunteers will need to consider their interests, especially their desire to meet the townspeople. There is, however, diversity amongst the Grey Nomads in their interest and ability to volunteer. Programs need to recognise the particular interests of university graduates on the one hand and the limitations of those aged over seventy with health difficulties on the other. Nevertheless, many or most Grey Nomads were eager to use volunteer opportunities to extend their knowledge and learn more about the local town and its The results suggest that it is feasible for towns using tourism as a path to development to include the possibility of Grey Nomad

volunteer programs. Although many have low levels of disposable income they will be contributing economically during their stay and making a valuable in-kind contribution through their labour and skills.

STAGE 2: CASE STUDIES: INITIATING GREY NOMAD VOLUNTEER PROJECTS IN ISOLATED RURAL TOWNS

Note: After extensive discussion, it was decided that it was not possible to anonymise the participating towns, as important contextual data readily identified most of them. However, the identity of individual interviewees has been disguised as far as possible.

The research team, consisting of two academics and a representative of Volunteering Australia visited six small outback towns to undertake qualitative research. The team was invited by the local government of each town, who responded to a general call from Volunteering Australia. They were self-selecting within the parameters of size (less than 4,000 inhabitants) and distance (at least 100 K from nearest large centre) established by the study.

Aims of Stage 2 of the Project
The aims of the case studies were to:
- Identify criteria for Grey Nomads to be willing and able to engage in volunteering in isolated rural communities
- Support isolated towns to address their development needs through voluntary programs for Grey Nomads
- Document, evaluate and support the towns' implementation of the programs
- Develop social capital theory in the context of shifting populations
- Inform models of short term volunteering for older people generally

The research involved a two year intervention study of six small outback towns. In each case the research team was invited to explore the possibilities of developing a community project to involve travelling 'Grey Nomads' who visited the town, as volunteers. We explore the levels of social capital that exist at the outset of the project. We then followed the experience within each town over a one year period. Of particular interest was the way in which social capital intersects with other capitals, particularly with financial and human capital, and the identification of other, context specific factors that may impede or facilitate the mobilization of social capital.

Following Staber (2007, P513) we examine the context of each community project by adopting (1) a thick description of the research setting; (2) a context-sensitive sampling plan; (3) a focus on processes and events; (4) attention to co-evolutionary processes at multiple levels; and (5) attention to the social mechanisms that link actions at multiple levels.

The six towns were all small towns with populations ranging from 700-4000, located on or near popular tourist routes and one to two hundred kilometres from a major rural centre. In five

cases the population has declined markedly in the last 20 years but has now virtually stabilised but in Roxby Downs there was a large transient population. Five towns are heavily reliant on the primary industries of cattle and grain crops and, at the time of study, were facing difficulties from drought and downturns in world commodity prices. Roxby Downs is a copper gold and uranium mine.

Clearly five of the six towns have much in common and, as such, presented a useful starting point for examining the effects of an intervention. One important difference among the towns, however, was that two (Winton and Barcaldine) have already taken steps to develop a tourist industry, while the other three towns had not done so. In particular, the phenomenon of Grey Nomads is bringing thousands of visitors each year to many outback towns. The evidence suggests that Grey Nomads make a substantial economic contribution to rural communities. The Grey Nomads had a wide range of skilled trades that could be of use to people in isolated rural communities on a volunteer basis and they had a strong interest in getting to know the local people. There appeared to be an untapped potential for the development of mutually beneficial relationships between Grey Nomads and isolated rural communities through voluntary programs (Onyx & Leonard, 2007; Leonard, Onyx & Maher, 2007). Therefore, the intervention offered by the researchers in partnership with Volunteering Australia was to support the town to develop a Grey Nomad volunteer program.

A focus on processes and events. An intervention study with ongoing evaluation has the advantage of illuminating the processes and events as they unfold. The procedure was similar in each instance:
The research team was invited by the local government of each town, with support from key community groups and local business. The research team spent four days interviewing up to 20 key informants from as diverse a range as possible, and using a snowball sampling approach. In each town key informants included:
- Elected representatives in local government (except in Roxby Downs where there is no elected council)
- CEO of local government and other paid workers
- Local business owners
- Presidents or office bearers from a range of community organisations
- Coordinators of the Visitor Information Centre and other tourist facilities
- Social service providers including school principals
- Coordinators of Indigenous groups in Winton and Barcaldine

Each informant was asked about their own role in the town, and the nature of key organizations and any connections between them. They were also asked to identify what they considered to be the key strengths of the town, and the key issues or problems faced. Finally they were asked to consider what kind of community wide project, involving Grey Nomads, would be useful for the town as a whole (see interview schedule Appendix 3). Interviews were taped and transcribed. These interviews were supplemented by observational field notes and other secondary data available from the Local Government or national data sources.

From the information collected, the team prepared a simple SWOT analysis (identifying strengths, weaknesses, opportunities and threats) for the town in relation to Grey Nomads and potential volunteer projects. This was presented to a public meeting of the town, attended by about 30 people (only 4 attended in Roxby Downs), together with a range of proposed projects which the public meeting then discussed and voted on. A Grey Nomads Action Group was then formed of volunteers attending the public meeting (including at least one member of Council). That is, in each town a proposal was accepted by the town to develop a project that would benefit the community as a whole and that would require the co-ordination of visiting Grey Nomads as volunteers. Contact was maintained, by phone and email, with each town over a one year period, so that events and processes could be documented. Each town was revisited after approximately one year, to identify if and how the town was able to mobilize its social capital to generate the project. This involved another round of site visits and interviews, approximately ten per town.

The information obtained related to actions at multiple levels. Respondents were encouraged to give their accounts in whatever terms they thought relevant, whether that be dynamics within the town, regional or national changes or international forces such as world commodity prices. In particular, participants were asked about aspects of social capital, both bonding and bridging; economic, human and natural capitals and the role of government, local, state and federal. This allowed the researchers to observe at close hand, the key elements of social capital, some of the relationships between social capital and the other capitals, and other factors as they facilitated or impeded development in the context of the four towns.

COMPARATIVE OVERVIEW OF THE CASE STUDY TOWNS
We start with a brief description of the six towns.

Case Study One: Winton: a town of 900 in western Queensland which experienced a decline in population when the wool industry was replaced by beef. It also relies on tourism, and in particular, the discovery of the largest collection of dinosaur bones in Australia and the mining of opals and some gypsum.

Case Study Two: Barcaldine: population 1100 in central western Queensland, relies on the grazing industry, but this has declined. Other important industries which have developed are tourism, government services, retail and building/construction.

Case Study Three: Kimba: population 700 on the wheat belt of the Eyre Peninsula in South Australia, is almost entirely dependent on its grain production, which is vulnerable to droughts and downturns. The recent approval of a mine in the area could alleviate this difficulty.

Case Study Four: Bingara: population 1,300 on the New England Tableland of NSW, relies on the beef industry, with some sheep. There is a rich history of timber getting, mining (gold and precious gems) and the town is near the site of the Myall Creek Aboriginal massacre. Tourism has been an element of the economy but is not well developed.

Case Study Five: Barmedman, population less than 300, is located in the wheat growing region of the south-west slopes of NSW. It is a very small town which has experienced a severe loss of services in recent decades, but with a rich history evident in an interesting streetscape, and a magnificent swimming mineral pool.

Case Study Six: Roxby Downs: Roxby Downs is a mining town located in northern South Australia. The town was built to service the Olympic Dam mine which contains a large ore body. Owned by BHP Billiton, the mine produces copper, uranium, silver and gold. Roxby Downs has a residential population of around 4,000 with an average age of 29 years.

Table: Contextual Differences among the Towns

Attributes	Winton	Barcaldine	Bingara	Kimba	Barmedman	Roxby Downs
Location	Western QLD	Central QLD	Tablelands, NSW	Eyre Peninsula SA	Central NSW	Central SA
Economic base	Cattle, tourism	Cattle, tourism	Grazing	Grain crops	Grain, grazing, metal recycling	Mining
Tourist focus	Commercial, good services, Information centre	Commercial, good services, Information centre	Natural attractions, Basic services Information centre	Natural attractions Poor services	History, ambiance but few services	Information Centre, attractions, no accommodation
Local government	Inconsistent	Supportive	Pro-active	Supportive	Supportive but based elsewhere	Controlled by SA gov't
Coordination across town	Factionalised	Only through council	Council based	Some good examples	divisions	Gov't officials not effective
External resources	Some groups have excellent access	Some good examples	Excellent for education	Emphasis on self-sufficiency	Not able to access – except for pool	Wealthy mining company gives some support
Bonding social capital	High but Factionalised	High	High	High	Low	Low
Social entrepren-eurship	2-3 highly effective people, 1 nationally recognised	Some good projects	National award for education	A few good projects - State award for 1 leader	Low – except for pool group	Low

The following pages include the researchers' initial impressions and the SWOT analysis which formed the basis of the public meeting discussion. The final report was presented to each town:

CASE STUDY 1: WINTON
During the period of field work, 10th – 14th September 2006, the researchers, Professor Jenny Onyx, Associate Professor Rosemary Leonard and Kylee Bates, Deputy Chief Executive Officer, Volunteering Australia, conducted interviews with 20 key stakeholders and facilitated a town meeting of interested parties on the evening of Wednesday, 13th September, attended by 27 people.

Initial Impressions:
'People care about the town and want to be part of it. There are people who give a damn.' It was the unanimous view of all who were interviewed that the greatest strength of the town was its people. Throughout all discussions, the high levels of volunteer involvement by the majority of the town's residents were evident across the wide array of community, sporting, historical and cultural activities.

Initial reactions to the idea of the research and what the research might achieve were largely positive, with a seemingly high level of awareness that the research was being conducted. This was facilitated by the inclusion of the project in the Winton Herald. Numerous comments to the effect "I heard/read something about that" were heard in the researchers' discussions. It was also mentioned by the local radio station.

SWOT Analysis:
Strengths - Winton has many strengths. Those that are particularly relevant to the Grey Nomad Project include:
1. **The friendly and resilient people**. When asked 'what is the greatest strength of the town?' almost invariably the answer was 'the people'. The people of Winton readily greet strangers and welcome them into the life of the town. The town itself has had to make dramatic adaptations to modern life, from the time when the major industry was sheep, to welcoming tourism as a major industry. This has required people to be pro-active, resourceful, and resilient. Without these qualities, it is doubtful that Winton would still exist except as a sleepy road-stop. The people are known for 'just getting in and doing it … West of the Great Dividing Range people aren't looking for hand outs.'
2. **A Safe Place**. There is very little crime, no major drug issues or theft. The streets are safe places to walk. They are also clean: no grime, very little graffiti or vandalism. The air itself is clean, pollution free. People leave their doors unlocked and wide open. There were no property offences at all for the first 4 months of the year. A problem with alcohol and young people has been addressed through a youth action program with a Council employed youth worker. Primary and secondary students now attend Council on a regular basis (2 per meeting).
3. **A supportive Shire Council.** The Shire Council is the one organisation that has the broad reach of connections across all segments of the community. It also has important links to

State and Federal Governments. It is thus in an ideal position to co-ordinate and support local initiatives, and where necessary, seek external funding opportunities. Winton Shire Council is particularly supportive of local community initiatives within the normal resource constraints. Council is particularly responsive to groups who say 'We want to achieve this. There is a gap. How can Council help?'

4. **A rich history and prehistory.** The early days of the settlers and drovers provides a rich backdrop to life today. North Gregory is the home of the first recital of 'Waltzing Matilda' and the early Qantas enterprise. This is the place of the Dinosaurs, perhaps one of the richest source of fossils and other evidence from that prehistory that still exists. The Dinosaur Stampede is a major attraction located in situ 110 kms from Winton. Bones have also been found on other properties and The Australian Age of Dinosaurs holds "digs" twice a year for which people pay $1500 for the week's accommodation and workshops.

5. **Adequate facilities for Grey Nomads.** There are good facilities for Grey Nomads, including a 7 day supermarket, 7 day good fruit and vegetable shop and 3 ATMs. There are several camping grounds/ caravan parks including several free sites in which Grey Nomads are welcome, on the understanding that they bring business into town. Dump points for black water have been installed. In peak season, the showground is available for the overflow.

6. **Beautiful and diverse environment.** Even though Winton is in a semi arid environment, there is a good supply of clean water from the Artesian basin. The climate is mild for much of the year, and attracts many tourists during the winter season. There is also a rich diversity of fauna and flora, particularly bird life. Apart from the Mitchell grass plains, the Mesas provide a variety of rock formations. Several large waterholes also provide a pleasant environment. The Bladensburg National Park is an additional source of interest. Then there are the superb sunsets and the clear stars at night!

7. **Well regarded attractions.** There are many places of interest in and around Winton. Some have a high reputation nationally, including the Matilda Centre and Lark Quarry.

8. **Low unemployment.** There is a very high rate of employment; those who want a job can find one. Perhaps for this reason, there is little crime.

9. **Many active organisations and clubs.** There are approximately 85 voluntary organisations including many sports clubs; with rugby, rodeo and races being prominent. Particularly relevant for Grey Nomads is the active "Sixties and Better" program. This makes for a very vibrant community with plenty of action.

10. **Good Health facilities.** Winton is lucky, given its small size, to have two doctors, a hospital and an ambulance service. There are also several attractive retirement units. Dieticians, skin specialists and optometrists make regular visits to the town.

11. **Prison work group.** Dept of corrective services has a low security program for 16 prisoners who do useful work around town.

Weaknesses - It is a bit hard to identify too many weaknesses, but there are a few. Some of these may potentially provide new opportunities:

1. **Few training opportunities for young school leavers.** This means that many young people are forced to leave Winton, not only for higher education. There are a number of short courses up to certificate 3 but it is hard to get people to attend.
2. **Skill shortage.** Despite the fact that there are few employment opportunities for young professionals, there are also some serious skill shortages. There are no vets, dentists, accountants, lawyers, and too few electricians, builders, medical auxiliaries and other trades. It is hard to attract these people to stay in town, or to provide adequate training or the financial capital necessary to purchase state of art equipment.
3. **The summer is hot.** Grey Nomads and other visitors tend to head south for the summer, thus reducing business income in town.
4. **Poor economic diversity.** The main industries are pastoral (cattle, sheep). Tourism has become central to the local economy. There is as mining of gypsum and opals. A greater diversity of industry would make the town more sustainable.
5. **Low population base**. Towns with a population of less than 5,000 people have difficulty in maintaining sustainability. This issue is particularly acute for Winton with 900 populations (1,500 in the shire). The town is holding its own, but needs to target gradual growth.
6. **Transport -** Loss of railway, with only a coach service from Longreach. Planes from Brisbane stop at Longreach but there are flights to Townsville. Roads however, are improving. There is little scope for negotiating extra services at peak times. However, most items can be delivered within 24 hours if required.
7. **Housing –** availability and standard of housing is poor, particularly for rental accommodation. Nevertheless, there are many very attractive homes and gardens.
8. **Health services decline –** In particular there are no dentistry or maternity services.
9. **Hydrogen sulphate in water –** The smell of "Rotten egg gas" gives the impression that the bathrooms are unclean or that there are sewerage problems. This can be overcome by prominent information explaining that the water can be boiled or cooled to remove the smell. The water is too hot when it comes out of the ground and can cause scalding. Therefore the water has to be cooled and people then need to get hot water services.

Opportunities - Given the strengths that Winton has, there are a number of opportunities that can be developed:
1. **Dinosaurs.** The development of a Natural History Museum and interpretative centre of world class, could well put Winton onto the international map, particularly given the high publicity given to the latest fossil finds.
2. **Opals** provide another potential growth industry, if fully developed and well publicised. The local boulder opal is particularly attractive for commercial development. There is also potential for the development of training for opal cutting, and other geological skills. This may lead to the development of a TAFE facility in town, attracting other students from across the region.
3. **Big events.** Winton hosts a number of events that bring visitors to town. The most spectacular of these is the biennial Outback Festival, which brings five times the population of Winton for that week, with many visitors staying on to explore the district.

4. **Promotion and access to natural attractions.** The richness of the natural environment provides many opportunities. The national park, the waterholes, the heritage listed properties, the mesas with their wide vistas, could all be developed to provide accessible and interesting experiences for visitors and residents alike. Bladensburg National Park, The Old Cork Homestead and waterhole, Long Waterhole and Rangelands offer particular opportunities.

5. **The richness of Aboriginal history.** One of the tasks of reconciliation is about reclaiming and publicly acknowledging the Aboriginal history. Many visitors are very interested in learning about Aboriginal heritage and history. A local indigenous family, the Eatts, have done a lot of work to gather historical information about the indigenous people from this area. There is an opportunity to promote this to visitors to the area in various ways e.g. information about, and visits to, important sites, signage which incorporates indigenous names for flora and fauna.

6. **An army of Grey Nomads.** Grey Nomads are not conventional tourists. While they typically have limited financial resources (they are not big spenders), they are on the road for many months, and have time. They frequently spend several weeks in one area, and use that time to learn as much as they can about the place, and to enjoy what that place has to offer. Many Grey Nomads have indicated that they would welcome the opportunity to volunteer their time and skills to give something back to the community, and to have the opportunity to get to know the locals more. A specific opportunity is the CMCA rally next May in Barcaldine; many who attend that will be eager to explore other towns in the region. CMCA can help support and publicise other activities in Winton.

7. **Promoting the "Desert Change".** Any people from urban centres are looking for a change from their hectic life style. The so called "sea change" may very well become a "desert change" as people identify the advantages of life in the outback.

8. **A New hospital** is on the drawing board.

9. **New housing** is also on the drawing board in response to the housing shortage.

Threats - There are a few threats to Winton and its Grey Nomads:
1. **Mines –** tradesmen lost to the mines, disrupts family life
2. **Ageing population.** As many young people leave town, and the population ages, there are not enough young volunteers to "take up the baton" and this can lead to some burn-out by those who are left to keep the wheels turning.
3. **Extreme climate.** Extremes of heat and drought and floods are a threat, particularly in the context of global warming.
4. **Price of petrol.** As fuel becomes more expensive, Grey Nomads can afford to travel less. There may be fewer visitors, and less discretionary income to use for other services. On the other hand Grey Nomads may spend longer in one place, and be more available to assist in a local project that interests them.
5. **Urban drift** may be a threat, particularly if more individuals leave for urban centres on the coast rather than taking up the "desert change".

CASE STUDY 2: BARCALDINE

During the period of field work, 4th – 7th September 2006, the researchers, Professor Jenny Onyx, Associate Professor Rosemary Leonard and Kylee Bates, Deputy Chief Executive Officer, Volunteering Australia, conducted interviews with 14 people and facilitated a town meeting of interested parties on the evening of Tuesday, 5th September.

Initial Impressions:

'Things don't just happen. People make them happen'. If one quote were to sum up a common sentiment expressed by residents of Barcaldine, this is it. Throughout all discussions, the high levels of volunteer involvement by the majority of the town's residents were evident across the wide array of community, sporting, historical and cultural activities.

Initial reactions to the idea of the research and what the research might achieve were largely positive, with a seemingly high level of awareness that the research was being conducted. This was facilitated by the inclusion of the project in the Shire's Resident Newsletter. Numerous comments to the effect "I heard/read something about that" were heard in the researchers' discussions.

There were, however, some concerning indications that not all townspeople understood the purpose of the research. Some had potentially misinterpreted it to an extent where they had formed a somewhat negative impression of the research objectives, but which they were prepared to re-think once the objectives were clarified for them. Two particular misconceptions that emerged were: that the townspeople were being asked to volunteer to entertain the Grey Nomads, and the other that the Grey Nomads would be paid to do particular jobs causing much concern that they would be taking jobs away from local people.

This highlights the importance of clear and consistent communication by the Action Group going forward to ensure that all stakeholders fully understand the project's objectives so that they can make informed choices about their involvement and/or levels of support.

SWOT Analysis:

Strengths - Barcaldine has many strengths. Those that are particularly relevant to the Grey Nomad Project include:

1. **The friendly people**. People wave and greet each other and strangers. There is a strong sense of friendliness and a willingness to work together and help those in need. There is a very high rate of volunteering, and numerous community based initiatives and organisations. It is a town of energy. There is also an acceptance of outsiders that doesn't always happen in small towns. Although there are many different groups in Barcaldine, there are no insurmountable "warring factions". In technical terms, there is a strong stock of social capital. Social capital is often as important as financial or natural capital. Sometimes the connections between people enable action with very little financial capital needed.

2. **A Safe Place**. There is very little crime, no major drug issues or theft. The streets are safe places to walk. They are also clean: no grime, very little graffiti or vandalism.
3. **The sound local economy**. The population of Barcaldine, at 1600 has remained stable for many years. There are a number of small businesses. While none of these are likely to grow into major industries, nonetheless they are, on the whole, stable. The Department of Main Roads and Queensland Railways provide important sources of employment. The business community appeared particularly dynamic, with the formation of the Business Retention and Expansion group. This group is innovative and has taken some important initiatives, including a survey of business opportunities and gaps. This group provides an important leadership potential in a community-wide initiative.
4. **A supportive Shire Council.** The Shire Council is the one organisation that has the broad reach of connections across all segments of the community. It also has important links to State and Federal Governments. It is thus in an ideal position to co-ordinate and support local initiatives, and where necessary, seek external funding opportunities. Barcaldine Shire Council is particularly supportive of local community initiatives within the normal resource constraints.
5. **A rich natural environment.** Even though Barcaldine is in a semi arid environment, there is a good supply of clean water from the Artesian Basin. Energy is supplied from the local gas fired power station. The climate is mild for much of the year, and attracts many tourists during the winter season. There is also a rich diversity of fauna and flora, particularly bird life.
6. **An extremely rich history.** Barcaldine history is an important one for the nation, particularly relating to the shearers' strike and the subsequent formation of the Labor Party. The Heritage Centre is a major drawcard for a variety of visitors. For example, the one teacher schoolroom and the Women and Labour exhibitions are outstanding and draw many Grey Nomads. The Heritage trail around town, with interesting information on many heritage buildings, adds considerably to the interest of the town.
7. **A geographic location that is central.** While Barcaldine itself is listed as remote, it is nonetheless central to the region, and in particular is surrounded by small towns such as Aramac, Jericho and Isisford. Barcaldine is thus a potential centre for regional services as well as a natural stopping point for visitors who wish to explore the surrounding region.
8. **Campsites and facilities for tourists.** Barcaldine has a range of campsites from free camping at the weir, to cheap basic facilities at the showground to caravan parks providing full facilities. The town can handle the current number of travellers and believes they could handle many more. (e.g. they managed the CMCA rally for 2 thousand people in 2004)

Weaknesses - It is a bit hard to identify too many weaknesses, but there are a few. Some of these may potentially provide new opportunities:
1. **Few employment opportunities for young school leavers.** This means that many young people are forced to leave Barcaldine, not only for higher education, but for any employment. Unemployment schemes such as CDEP (explain?) are short term and cannot in themselves provide ongoing employment. While some young people are able

to return to Barcaldine later, others do not. Professional employment opportunities in some areas are limited.

2. **Skill shortage.** Despite the fact that there are few employment opportunities, there are also some serious skill shortages. These include mechanics, builders, doctors and other trades. It is hard to attract these people to stay in town, or to provide adequate training or the financial capital necessary to purchase state of art equipment.

3. **The summer is hot.** Grey Nomads and other visitors tend to head south for the summer, thus reducing business income in town.

4. **Historical records are incomplete.** There is no visible record of the "other side" of history…who were the police/ troopers? The graziers who couldn't get their sheep sheared? Where were the Aboriginal people? Who were they and what happened to them? Even the current exhibits such as the museum need updating.

5. **Advantage of existing town assets not maximised e.g.** The Heritage Centre is probably the major tourist attraction for the town. At present there is little sense of town "ownership" of the centre, little enthusiasm or use of it.

Opportunities - Given the strengths that Barcaldine has, there are a number of opportunities that can be developed:

1. **The richness of the natural environment.** There is enormous potential to develop the natural environment for the mutual enjoyment and education of local residents and visitors alike. The "lagoon" area to the west of the town is being developed. Further development of seats and a bird hide would make this much more accessible and of great interest to many Grey Nomads. Various trees and other points of interest could be labelled and explained, such as the "gidyea tree". The clean air, wide open spaces and starry skies are assets that have become rare in urban centres. The natural environment is an asset that most Barcaldine residents seem to take for granted. It is an asset that could be better used.

2. **The richness of Aboriginal history.** One of the tasks of reconciliation is about reclaiming and publicly acknowledging Aboriginal history. There is a massacre site near Aramac, an old Aboriginal camp near the lagoon, and an archaeological site of unknown significance behind the golf course. These stories need to be researched and told.

3. **Better Promotion of key attractions.** The heritage centre could be "owned" and cared for and promoted within the town, bringing much better use of the asset.

4. **An army of Grey Nomads.** Grey Nomads are not conventional tourists. While they typically have limited financial resources (they are not big spenders), they are on the road for many months, and have time. They frequently spend several weeks in one area, and use that time to learn as much as they can about the place, and to enjoy what that place has to offer. Many Grey Nomads have indicated that they would welcome the opportunity to volunteer their time and skills to give something back to the community, and to have the opportunity to get to know the locals more.

5. **CMCA rally** A specific opportunity is the rally next May and ongoing contact with CMCA.

Threats - There are a few threats to Barcaldine and its Grey Nomads:

1. **Paid employment.** It is crucial that Grey Nomads or volunteers do not in any way endanger paid employment by local residents. Volunteer work does not replace paid employment.
2. **Price of petrol.** As fuel becomes more expensive, Grey Nomads can afford to travel less. There may be fewer visitors, and less discretionary income to use for other services. On the other hand, Grey Nomads may spend longer in one place, and be more available to assist in a local project that interests them.
3. **Medical resources.** Medical facilities are vital for all retired people, indeed for all people. It is crucial that medical facilities in particular be available for Grey Nomads as needed, but that they do not overload services for local residents.
4. **Overextending local goodwill.** While Grey Nomads have a lot to offer, any project, particularly a project involving volunteers, needs to be properly co-ordinated. Volunteer co-ordination requires time and skill. We don't want to create burnout! This is a potential danger if too many projects are launched with enthusiasm but inadequate planning or resourcing.
5. **Insurance and blue cards.** Public liability is important and many small volunteer organisations find this too expensive to fund. No volunteer may work with children without a Queensland Blue card/ police check. This may take time to organise.

CASE STUDY 3: KIMBA

During the period of field work, 22nd – 26th October 2006, the researchers, Professor Jenny Onyx, Associate Professor Rosemary Leonard and Jennifer Lord of Volunteering Australia, conducted interviews with 13 key stakeholders and facilitated a town meeting of interested parties on the evening of Wednesday, 25th October, attended by 36 people.

Initial Impressions:

Driving into Kimba, the huge silos and the big Galah are the main attractions. Leaving town, the roadhouse is the most significant landmark. It is only because we had already decided to pay a longer visit that we discovered the attractive streetscapes, the museum, and the beautiful Gawler Ranges display (this was the hardest to find). Walking around the town we saw that it was well serviced (dentist, hospital, mechanics, IGA, post office etc). The community hotel is a particularly attractive town centre both geographically and socially. Strangers greeted us and we started learning about the town from the locals within an hour of arriving.

SWOT Analysis:

Strengths – Kimba has much strength. Those that are particularly relevant to the Grey Nomad Project include:

1. **A strong community spirit.** Almost everyone mentioned this as the single greatest strength of the town. People pull together. In times of adversity, people support each other. They are resilient and self reliant and creative in finding solutions to local problems. They are prepared to take risks when necessary. Most people contribute actively to this community.

2. **A safe place.** There is little crime, no major drug issues or theft, and no obvious vandalism. It is a clean and tidy town, pleasant and well kept, with interesting streetscape and attractive houses, gardens and public buildings.
3. **A supportive Shire Council.** The Shire Council is the one organisation with the broad reach of connections across all segments of the community. It also has important links to State and Federal Governments. It is thus in an ideal position to co-ordinate and support local initiatives, and where necessary, to seek external funding opportunities. Kimba Shire Council has an avowed philosophy of supporting and assisting the initiatives of local community groups, and where possible integrating and co-ordinating these with other initiatives and with the wider community vision.
4. **Many active organisations and clubs.** There are approximately 62 voluntary organisations including 22 sports clubs, with football, cricket, netball, and bowls being prominent. Particularly relevant for Grey Nomads is the active historical society and Senior Citizens group. There is also a very active Community Development Group. This makes for a very vibrant community with plenty of action.
5. **Good intergenerational programs** integrating the school (K to year 12) with the community. This includes extensive local history projects involving year 9 students, including oral history with oldest citizens, and researching key events, working with the Kimba Historical Society. Also, schoolbased apprenticeships have provided a number of local jobs for young people.
6. The buyout of the old hotel, transforming it into the **Community Hotel** with a range of modern and attractive facilities in the centre of town. This hotel is a strength in many ways:
   - It provides a central and attractive hub for services, including a range of accessible and attractive meeting places, in what would otherwise be a dead centre.
   - It indicates the strength of local creative initiatives and capacity for entrepreneurial actions.
   - It provides employment and training opportunities for local young people.
   - It makes substantial donations to community groups in town and may eventually provide an additional source of income for the town.
7. **Beautiful natural environment** (15 national parks or reserves nearby). The local Roora Nature trail and White's Knob are good assets.
8. **Well resourced for services** especially health but the town also has an accountant, insurance broker, and lawyer (but could do with another electrician and plumber).
9. **Well positioned geographically.** Kimba is on the Eyre highway and is on a major route for Grey Nomads going west (or east from WA). It has eye-catching signs pointing out that it is half-way across Australia. Within the Eyre Peninsula it is well placed for exploring both the coast and the Gawler ranges. The road to the coast has been recently sealed. For those not proceeding west it can form part of the round trip around the peninsula.

Weaknesses

1. **Very narrow economic base**. The town is almost entirely dependent on a single, agricultural economy (grains) and is thus very vulnerable to downturn in that industry, which may be caused by drought (unreliable rainfall) and low world commodity prices.

2. **Town population is declining**, presently at 1200. Largest group is 35-49 age group and 15-30 year olds are a relatively small group. Community is concerned about 'losing its young people'. School population has dropped from 400+ in 1970s to 187 today.

3. **Inadequate or inappropriate accommodation sites for Grey Nomads**. There is only one caravan park which is attached to the Roadhouse. As such it is primarily oriented towards the passing highway traffic, especially the large road trains and local contractors. It is adequate for travellers intending to stay overnight and then move on. It has a relatively uninviting ambience for those who would otherwise stay longer. There are two free camping grounds within the town which are quite pleasant but small, with no shower facilities. These generate some resentment with the caravan park owner who wishes to have them closed. However there is inadequate appreciation of market segmentation, and the different requirements of each segment.

4. **Lack of services for Grey Nomads**. There are no dump points, caravan parking in town or tours to local attractions.

5. **Attitude of town –** not particularly receptive to new ideas from outside; to be accepted within the community requires conformity to prevailing values and codes of behaviour with little acceptance of diversity or dissent. However there is some evidence that this may be changing.

6. **Poor internet access** provided by Telstra. It is very difficult to get adequate coverage. Satellite coverage does not seem to exist. Quality of graphics and visual data is poor.

7. **Little marketing of local attractions.** People coming to Kimba have no idea of the wealth of attractions that Kimba has to offer. These are not clearly advertised or displayed. Current highway approaches to town and signage do not direct easily to the main town area or major attractions, or explain what the town itself can offer. In fact existing signs tend to draw travellers along the highway, bypassing the town, giving the perception that 'there is nothing there' apart from the Big Galah and Roadhouse. How to draw Grey Nomads and other tourists into town?

8. *No adequate Tourist Information Centre.* Lack of clearly signposted, properly stocked and staffed Tourism Information point. Tourists find it difficult to get information about local attractions and where to find them. Requires human contact, more than a few brochures.

Opportunities

Some of the weaknesses identified above can become opportunities for new action, especially given the many strengths identified:

1. **The richness of the natural environment.** Some of the natural attractions are not well known, or remain underdeveloped as a tourist destination. This includes the Gawler Ranges as well as local reserves. It may be possible to develop day tours. The Community Hotel is considering such a venture.

2. **Develop the Showgrounds.** Many towns make use of this pleasant facility to provide cheap camping for Grey Nomads. The Kimba showground could easily be such a site with the addition of some basic shower blocks. It is near the town, but quiet and pleasant, with plenty of space. This would provide suitable accommodation for those who wish to stay for a week or more and use Kimba as a base to explore the region. That would mean that they would be more likely to use local businesses. In towns where Grey Nomads have been encouraged to stay, they provide up to 30% of local business revenue.

3. **Plans to develop an Information Centre within the town.** This should be staffed seven days per week – mainly by volunteers including school students – maybe with Part Time Coordinator. It needs to be placed in the main street.

4. **Kimba Living Museum.** This facility on the highway is entirely run by volunteers. It contains records and exhibits that would be the envy of most districts. If it was "tarted up" a little (but not with the loss of its authentic flavour) and marketed, it could be a major drawing card for interested tourists. This would especially be the case with Grey Nomads who are very interested in the history of regional Australia. It could make Kimba a primary destination.

5. **An army of Grey Nomads.** Grey Nomads are not conventional tourists. While they typically have limited financial resources (they are not big spenders), they are on the road for many months, and have time. They frequently spend several weeks in one area, and use that time to learn as much as they can about the place, and to enjoy what that place has to offer. Many Grey Nomads have indicated that they would welcome the opportunity to volunteer their time and skills to give something back to the community, and to have the opportunity to get to know the locals more.

6. **Whyalla rally** A specific opportunity may be the CMCA rally to be held at Whyalla next year. Many of those attending may be encouraged to explore other towns in the region. A suggestion is for locals to go to Whyalla rally and invite Grey Nomads back to Kimba.

7. **Current camp sites as contact points**. Council could assist in placing a box at "the gums" and Lions' park with maps of Kimba marked with places to see. Signs at camping grounds could identify current volunteer activities.

8. "**Hundred years of wheat growing**" celebrations in 2007.

Threats

1. **Development of new mines** to north: could bring money and renewed prosperity but may also drain more young people from town and away from farms, and may change culture and make-up of the community. Community feelings are ambivalent. Could become a divisive issue?

2. **Price of petrol.** As fuel becomes more expensive, Grey Nomads can afford to travel less. There may be fewer visitors, and less discretionary income to use for other services. On the other hand Grey Nomads may spend longer in one place, and be more available to assist in a local project that interests them.

3. **Paid Employment.** It is crucial that Grey Nomads or volunteers do not in any way endanger paid employment by local residents. Volunteer work does not replace paid employment.

4. **Insurance.** Public Liability is important and becoming too expensive for small community groups to fund. Council may be able to provide the necessary support in special community projects involving Grey Nomads.

CASE STUDY 4: BINGARA
During the period of field work, 29th April- 3rd May, 2007, the researchers, Professor Jenny Onyx, Associate Professor Rosemary Leonard and Annette Maher of Volunteering Australia conducted interviews with 27 key stakeholders and facilitated a town meeting of interested parties on the evening of Wednesday, 2nd May, 2007 attended by 21 people.

Initial Impressions:
Bingara is located in a beautiful setting in the New England area of NSW. Recent rains have made the countryside green. The nearby dam built for the cotton farmers further west means that the Gwyder River does not dry up and water restrictions are minimal (water flows back into the river). The town is obviously cared for, with interesting and attractive buildings, no graffiti, or litter. The public toilets are clean and unlocked. People smile and say "Gday."

SWOT Analysis:
Strengths – Bingara has many strengths. Those that are particularly relevant to the Grey Nomad Project include:

1. **A Friendly Place –** the warmth to visitors is quite noticeable, the friendly smiles and greetings make people feel welcome.
2. **Good social capital.** People work together. There are many interconnections amongst the residents. There are no major divisions. They pull together when needed (e.g. supporting 4 families whose children had cancer).
3. **A safe place.** There is virtually no crime, no major drug issues or theft, and no obvious vandalism. It is a clean and tidy town, pleasant and well kept, with interesting streetscape and attractive houses, gardens and public buildings.
4. **A supportive Shire Council.** The Shire Council is the one organisation with the broad reach of connections across all segments of the community. It also has important links to State and Federal Governments. It is thus in an ideal position to co-ordinate and support local initiatives, and where necessary, to seek external funding opportunities. Bingara Shire Council has an avowed philosophy of supporting and assisting the initiatives of local community groups, and where possible integrating and co-ordinating these with other initiatives and with the wider community Vision.
5. **Gwydir Learning Region.** The Shire has just won a State National award as a learning region. A unique feature is the tailored program for high school students focussing on employment, often through traineeships. More young adults can stay in the area. Adult education is also important with a continual program of short courses. Unfortunately the State has cut funding to include only those with vocational application but the Shire still runs a range of programs.
6. **The Roxy.** The restored theatre is a gem of Art Deco design and is becoming a magnet for cultural and social activities and for visitors.

7. **Many active organisations and clubs.** There are approximately 38 voluntary organisations including the Roxy theatre group, CWA, craft group, Historical society, Land care groups, Vision 20-20, plus 21 sports clubs; with ponyclub, football, fishing, and bowls being prominent. Particularly relevant for Grey Nomads is the active Historical Society.
8. **Festivals.** This small community has a huge number of events. The orange picking Festival with 20 floats is the highlight. The children of the town guard the oranges and none are picked until the festival. This makes for a very vibrant community with plenty of action.
9. **Beautiful natural environment**. The river, nearby national parks, and reserves are beautiful – some have stunning features such as a drive through an old volcano. Walking tracks and birds routes are marked.
10. **Cultural heritage – Myall Creek Massacre** has a moving tribute. **Mining history –** the area was rich in gold and precious stones – signs of this past are of historical interest and fossicking is a tourist attraction. Bingara has wonderful murals in the town. The orange trees have an inspiring story. There are many old buildings in the town and surrounding villages.
11. **Adequately resourced for services** especially local hospital and aged care but also the town has an accountant, adequate electricians and plumbers.
12. **The caravan park** is a beautiful place, not large – unlocked facilities say a lot about the town and make people feel welcome.
13. **The streetscape** has been well-maintained.   Empty buildings have been bought and fixed up by Council for town use and community groups.
14. **Well positioned geographically.**

Weaknesses
1. **Very narrow economic base**. The major industry is beef, and some sheep. The timber mill was closed during the last 10 years. Soil is not good enough for cash crops. Tourism has been an element in the economy but is not as well developed as it might be.
2. **Town population is small but no longer declining**, presently at 1300. GLR initiatives are helping more people but still many young adults are leaving. Some return. 'Tree changers' are also being encouraged but most people don't want too much growth. Townsfolk are ageing which is a problem if there are not enough able-bodied people.
3. **Slight lack of services and signs for Grey Nomads**. No obvious ATMs, dump points are yet to arrive, no tours to local attractions. Some important attractions are hard to find.
4. **Roads** – especially Narrabri road needs sealing.
5. **Poor internet access** provided by Telstra. It is very difficult to get adequate coverage.
6. **Lack of engagement of churches in the local community.**
7. **Library is small** and has no reading room.
8. **Interactive space:** Town lacks a convivial outdoor space for people to sit and talk.

Opportunities: Some of the weaknesses identified above can become opportunities for new action, especially given the many strengths identified:

1. **Vision 20/20.** Work done to date on developing a socially, environmentally and economically sustainable future for Bingara.
2. **The richness of the natural environment.** The river, National parks, reserves, fossicking sites, stock routes.
3. **Return of the Commons.** Common lands that are currently leased could be reclaimed for common use e.g. upper Bingara.
4. **An army of Grey Nomads.** Grey Nomads are not conventional tourists. While they typically have limited financial resources (they are not big spenders), they are on the road for many months, and have time. They frequently spend several weeks in one area, and use that time to learn as much as they can about the place, and to enjoy what that place has to offer. Many Grey Nomads have indicated that they would welcome the opportunity to volunteer their time and skills to give something back to the community, and to have the opportunity to get to know the locals more. Bingara information Centre statistics indicate between 400-600 visitors per month for the peak periods of March to May and September to November.
5. **CMCA rally** A specific opportunity may be the CMCA rally to be held at Bingara next year -1500 visitors to the town. Many of those attending may be encouraged to stay and volunteer. **Dump points** will be needed with long run-ins for easy access.
6. **Beautiful places for Grey Nomads to stay.** The caravan park and along the river – these could have signs to encourage responsible usage and active participation in the town.

Threats:
1. **Further Council amalgamations need to be resisted.** The Council has put a huge amount of work into unifying the current Shire. There is some remaining Warialda-Bingara resentment which is manageable if it is just good natured rivalry but is potentially divisive.
2. **Burn-out.** Bingara has so much happening – people need to feel they can say no sometimes.
3. **Insurance.** Public Liability and volunteer accident insurance is important and becoming too expensive for small community groups to fund. Council needs to continue to provide the necessary support in special community projects involving Grey Nomads.

CASE STUDY 5: BARMEDMAN

During the period of field work, May 13th -17th , 2007, the researchers were Professor Jenny Onyx, and Associate Professor Rosemary Leonard. They conducted interviews with 18 key stakeholders, visited key sites within the town, and talked informally with another 8 residents. A town meeting of interested parties was held on the evening of Wednesday, 16th May, 2007 attended by 23 people.

Initial Impressions:

Barmedman is located in the wheat growing region of the South-west slopes of NSW. It is a very small town of less than 300, but has a rich history evident in an interesting streetscape, and a magnificent natural mineral swimming pool built by the local community. Although the town

has suffered badly from the drought and the loss of local services, it has not lost its capacity to get in and get things done.

SWOT Analysis:
Strengths – Barmedman has many strengths. Those that are particularly relevant to the Grey Nomad Project include:

1. **A Friendly Place –** People are welcome as long as they are willing to join in. It is 'small and personal'.
2. **Many active organisations and clubs.** There are many voluntary organisations including the Pool committee, Red Cross, friends of the cemetery, tennis club, Bowling club , Show committee, sport and recreation committee, (karate, basketball) women's group and youth group. Every year the town mounts a tractor pull which attracts people from across the state, as well as an annual show. This October will be the centennial show, with major celebrations planned including a show Ball.
3. **Community projects** The town has built from its own resources, the mineral pool and surrounds, and the community Hall. Volunteers paved the sidewalk of the main road, there is a bush fire brigade, and the tennis courts were built with lights for evening games. The youth group painted the mural in the pool area. This reveals strong fund-raising and organisational skills as well a capacity for hard work.
4. **The Mineral pool in particular is the centre of community life in summer and a drawcard for visitors.** The community is rightly proud of this facility. It covers an acre and has minerals which have health giving properties. It is situated on crown land and managed by a trust of local people.
5. **A Rich history going back 150 years –** There are still remnants of the gold rush of the 19th century, in particular the powder magazine, as well as the early pioneer farming days**.** There are still people in town who can tell much about the old ways. There are many old buildings in the town that have a story to tell.
6. **The streetscape** has many interesting old buildings, beautiful old pubs and old hitching rails. There is no ugly modernisation of the streetscape.
7. **Well positioned geographically.** Barmedman is located on the highway that brings traffic from Albury north to Dubbo and beyond.
8. **A detailed and extensive written history** is a resource that still sells and can be used for other projects. Other pictures are available on the web.
9. The town has **good multipurpose indoor and outdoor spaces**.
10. It has a **monthly newsletter** so people know what's happening in the town.
11. Highly skilled **crafts women** including one who regularly wins national prizes for spinning. The wall hanging of Australia decorated with native flowers is stunning.

Weaknesses.
1. **Very narrow economic base**. The major industry is wheat, and some sheep. The land has been badly affected by drought – 'the four years before were dry years – last year was drought'. Farmers have no money for anything beyond the basics.

2. **Influx of people with high needs**, and low income, often on disability pension. Some of the more recent arrivals are real assets to the community, but some do not contribute and may perform destructive acts. These acts, while not serious crimes, are enough to significantly deter positive acts of town beautification, close the pool kiosk etc.
3. **Town population is very small but no longer declining**, presently under 300. However the district is declining – including some farming families who were among the strongest supporters of the town.
4. **Lack of services and signs for Grey Nomads**. No caravan park – although there are places to stay either powered or unpowered. They are not signed. No obvious ATMs, no Dump points, no café or obvious information point. Virtually no signs – even the pool can be easily missed.
5. **Closure of businesses -** most recently the closure of the café and the newsagent have had a serious effect on morale.
6. **Children are bussed to other towns.** Buses do not bring children from the farms to this town for school. This means the school population is small and attention is directed to other towns so it does not provide a community focus.
7. **Few town services.** No bank, no medical services, little public transport, no childcare for preschool age children, no recycling. Older people cannot stay in town as there is no retirement accommodation or aged care facility.
8. **Paucity of large shade trees, especially on the main street.** Council took out trees on main street – trees have been planted coming in and going out of town.
9. **Unkempt shopfronts** on the main street makes the town look abandoned (like a ghost town).
10. **Personal disagreements** sometimes escalate dramatically, thus disempowering community action. There does not appear to be adequate conflict resolution mechanisms in place in the community.

Opportunities: Some of the weaknesses identified above can become opportunities for new action, especially given the many strengths identified. The town appears to be poised between new hope for a brighter future and despair.

1. **An army of Grey Nomads.** Grey Nomads are not conventional tourists. While they typically have limited financial resources (they are not big spenders), they are on the road for many months, and have time. They frequently spend several weeks in one area, and use that time to learn as much as they can about the place, and to enjoy what that place has to offer. Many Grey Nomads have indicated that they would welcome the opportunity to volunteer their time and skills to give something back to the community, and to have the opportunity to get to know the locals more. Regular Grey Nomad working bees with a barbecue and campfire could be organised once a month from March to November, with a program circulated to information centres of local towns.
2. **Opportunity to include more newcomers into the life of the town.** There is the opportunity to build relationships with many of the newcomers, who could bring positive new dimensions to the town.

3. **New staff at Shire Council.** While the Shire Council has not been seen as a supportive resource in the past, there is a new staff profile with new CEO and new Information officer who have expressed a willingness to support community projects involving Grey Nomads. Barmedman is the second largest town in the Shire.
4. **Development of tourism.** The town has a wealth of historical resources, particularly the main streetscape and shopfronts which could attract many tourists to a "yesteryear" town. Other facilities and sites such as the pool, powder magazine and cemetery also provide potential tourist destinations. There are good prospects for the development of a small but vibrant tourist industry.

Threats
1. The only real threat comes from within; succumbing to despair!

CASE STUDY 6: ROXBY DOWNS

During the period of field work, 29th October-2nd November 2006, the researchers, Professor Jenny Onyx, Associate Professor Rosemary Leonard and Irena Bukhshtaber of Volunteering Australia conducted interviews with 16 key stakeholders and facilitated a town meeting of interested parties on the evening of Wednesday, 1st November, attended by 4 people. The low attendance occurred despite widespread advertisements in the local newspaper and community radio, as well as posted notices on community noticeboards and word of mouth. No members of the general public attended.

Initial Impressions:

Roxby Downs appears as a kind of green oasis in the desert after a drive through several hundred kilometres of red dirt. The town is attractive and spacious, with excellent public buildings and recreational amenities. It is a young family town, with lots of energy and optimism for the future. However there was little space in the caravan parks for Grey Nomads, as both caravan parks were full of temporary housing for the many workers who couldn't get proper housing.

Roxby Downs is a town coming of age. It will have been established 20 years in 2008. To date it has been managed by a local government which is part of the SA government and the mining companies who own most of the land. However as Roxby acquires more permanent residents, there is pressure from the community to have a greater say in the town's affairs.

SWOT Analysis:
Strengths
1. **Excellent physical facilities** beyond what you would expect for a town this size – sports (40 different sports – including racing, bowls, football, cricket, netball, basketball, golf, karate, swimming), theatre, educational facilities including TAFE, art gallery, hospital, 3 doctors not including mine medical staff, a range of shops, and excellent cafes and restaurants.
2. **The town is well designed** with all amenities available within walking distance.

3. **Excellent communications** outlets with two community newspapers, a community radio station, prominent community noticeboards, digital mobile coverage. However effectiveness of formal communication or informal networks not clear; the Grey Nomad program will need strong promotion.

4. **Human capital** – the population has a wide range of skills and educational backgrounds, including quite high levels of education.

5. **Major employer has a policy of community engagement** and several staff members have been appointed to community engagement, developing a policy around community grants. An example is the new early intervention program for families with young children.

6. Among the resident families there is **an active "can do" community** with people involved in many activities for families and children and sport for adults. The sense of energy and optimism is fuelled partly by the existence of so many young children. The young women care for their families and often work long hours, but also take a pro-active role as community caretakers.

7. **High employment and high wages** for many (not all). Strong work ethic.

8. Council has developed a thorough **community plan** from extensive consultation with community through focus groups, 70 submissions, 130 written responses and 2 day face to face workshops of 320 people.

9. The community is managed in an ongoing way by the **Roxby Downs Community Board** with 6 forums, each representing a priority identified in the plan. They are interdependent standing committees responsible to the community Board. These include education, health, family & youth, business, sport & rec, arts & culture.). There are also 5 community partnerships which are sub-committees each designed to address a specific issue.   One of these is volunteering, but there is also alcohol & substance abuse, housing, environment, recruitment & retention. There are 27 committees involving 220 people.

10. **There are points of interest** for tourists, including the nearby opal mining town of Andamooka, Woomera rocket range, and the Arid Recovery Zone, which is Australia's largest arid zone conservation reserve, and sponsored by BHP Billiton.

11. **There are interesting community events** like the community markets which operate on a monthly basis, and others, like the Arts Festival, and Christmas Pageant which occur annually. These events serve to bring the community together, and together with the many sporting events, serve to create community bonds.

12. **The Community Club** is an asset for the community, not only as a recreational venue, but also as a form of local charity support.

13. **Good environment program** – removal of feral animals by tattooing pets and destroying others, pastures have regenerated to reduce dust, active weed reduction program.

Weaknesses

1. **Lack of intergenerational relationships** (average age is in 20's or 30's). There are no grandparents to give a sense of stability and history and a lack of extended family support for parenting.

2. It is very **difficult to maintain an adequate work/ life balance**. People, both men and women, work hard, for long hours to earn the dream, and may struggle to cope with the demands that occur. With the high wages go high expenditure on housing ($400,000 for a house) and consumable items like cars and electrical products, high consumption of alcohol across the community ($36,000 turnover on one payday night at one bottle shop) and high debt, especially for those buying houses. Child care is difficult and inadequate, both in terms of formal facilities, and informal support. For example, both parents may be on night shift, leaving adolescent children unsupervised. The mine's strict rules about a dry work environment may encourage binge drinking when people have 4 days off.

3. Given that this is a very new town with a dependence on the mining company, the provision of facilities and services has necessarily **been managed from above**. This may lead on occasion to a lack or grass roots emergent leadership (except perhaps for some sports) and unrealistic expectations that everything should simply be available. There is sometimes a lack of appreciation of the importance of participatory decision making and sense of collective ownership - the "we did it together" factor.

4. **High turn-over of people** living in Roxby Downs, with 70% turnover approximately every 5 years. 'Everyone is here to make money and go'. When families leave, relationships are broken (friendship networks disrupted), and organisations that depended on the voluntary contribution of the members may collapse or go into recession.

5. **Continuity of educational opportunities**. Children are often sent away for years 11&12 which sends a message about the inadequacy of the town. Teachers send their children away. This means the children are less likely to be contributing in the town. TAFE certificate programs are dependent on adequate enrolment numbers, which may not always be sufficient.

6. **Inadequate or inappropriate accommodation sites for Grey Nomads**. Because of inadequate affordable housing, both caravan parks in Roxby and the caravan park in Andamooka are largely dominated by temporary housing for single mine workers, turning them into virtual shanty camps. Some Grey Nomads appear to stop in bush sites out of town, where there are no facilities and security is uncertain. There are no dump points or designated parking for caravans in town.

7. While the family centred part of town is good and safe for children at most times of day, there is a **fringe group of antisocial action** on the part of some males. There was disagreement as to whether the trouble was caused by temporary contractors, Problems include drunkenness, dangerous driving, violence and predatory behaviour towards women, including spiking drinks.

8. **Youth**, particularly those between 16 and 18, who have left school but not yet started permanent work, are at risk of engaging in antisocial activities such as vandalism and under-age drinking. There was a suggestion that there is a relatively high rate of teen-age pregnancies but other people were unsure. There are few opportunities for leadership training and experience among youth.

9. **Very hot, dry desert** climate in summer. Water is scarce and entirely dependent on desalination of artesian water (the availability of which is also finite). However there are no water restrictions and people can 'ignore a dripping tap' - especially those who have water bills subsidised by the mine.

10. **Shortage of meeting space** for the many committees and groups.
11. **There is limited competition** for most commercial services, such that the monopolist providers are able to charge unnecessarily high prices. This extends to rentals in the single shopping complex (owned by an external consortium) such that small local businesses are unable to get established, or struggle to remain viable.
12. The town is an oasis in the desert. The negative side of this is that it is 80 kms off the major north-south highway and there is a **high cost of bringing materials and expertise into town,** for example the high cost of bringing arts expertise.

Opportunities: Some of the weaknesses identified above can become opportunities for new action, especially given the many strengths identified:
1. **BHP Billiton community grants policy** is being developed and our understanding is that there is funding available for projects which will become sustainable. There will be a formal grant application process requiring a business plan.
2. **The town is growing**, and there is a sense of optimism about the future, which creates new opportunities.
3. **Proximity to a variety of other places of interest** e.g. Andamooka, Woomera, and track through to Alice Spring or the Flinders Ranges. There is a need for some roadwork on the tracks but "The back track to Alice" could be promoted with information for travellers about the condition of the road and the marking of sites along the way. This would help the small communities along the way. Of particular interest to the Grey Nomads could be the promotion of Aboriginal communities. The Alice Springs information Centre could be given brochures to promote the reverse trip.
4. Employment or at least work experience for **16-18 year olds at the mine** gives new opportunities for school based apprenticeships and a focus for young people not very interested in the academic path.
5. **Grey Nomads** form a potential resource to provide deeper inter-generational contact, especially for young children, volunteer labour, and "something different" in a town that is keen for new experiences.
6. **Regular community events** such as the annual Arts festival (formally outback fringe, soon to become 'red earth' festival), which involves the whole community. The monthly community markets also bring the whole town together. These events also provide opportunities to attract visitors to town, especially Grey Nomads. Some kind of "Grey Nomads Expo" could be used to launch the Grey Nomad volunteer program, as well as letting visitors know what events and attractions are available.
7. **Develop a bushcamp location for travellers to stay.** Many towns make use of showgrounds or racetrack areas to provide cheap camping for Grey Nomads. Such a location requires some facilities such as toilets, basic shower blocks, and water. It needs to be near the town, safe from vandalism, with adequate space. This would provide suitable accommodation for those who wish to stay for a week or more and who wish to use Roxby Downs as a base to explore the region. This would mean that they would be more likely to use local businesses. In towns where Grey Nomads have been encouraged to stay, local business revenue has increased.

8. **Expand the Information Centre** such that information is more readily accessible for Grey Nomads. Sometimes this requires personal response to questions.

Threats
1. **Rapid growth** makes it difficult for services, especially housing, to keep up. This is already happening but will be exacerbated if the mine is extended in 2012. Water availability will need to be solved e.g. by piping desalinated water from the Spencers Gulf.
2. **Effect of anti-social behaviour** on sense of safety of young women and Grey Nomads camping around the fringes of town.
3. **Character of Andamooka** could well be destroyed by the encroaching housing growth and demand for government services and regulation of existing housing standards.
4. **Price of petrol.** As fuel becomes more expensive, Grey Nomads can afford to travel less. There may be fewer visitors, and less discretionary income to use for other services. On the other hand, Grey Nomads may spend longer in one place, and be more available to assist in a local project that interests them.
5. **Paid Employment.** It is crucial that Grey Nomads or volunteers do not in any way endanger paid employment by local residents. Volunteer work does not replace paid employment.
6. **Insurance and police checks.** Public Liability is important and becoming too expensive for small community groups to fund. Council may be able to provide the necessary support in special community projects involving Grey Nomads. Projects involving working with children would require police checks of all Grey Nomads taking part unless accompanied by a qualified adult.
7. The town is **entirely dependent on the Mine and government policy** (re Uranium exports) and this creates a sense of uncertainty and difficulty in planning for the future. Constant change is likely to be a characteristic of the town, so the town needs to assume the best and make plans accordingly.

PROJECTS TO ENGAGE GREY NOMAD VOLUNTEERS
Identification of suitable projects
At the town meetings, a proposed range of possible projects, informed from the data, was presented. After considerable discussion, the towns voted on their preferred projects, as listed Appendix 4. As the lists below suggest, there are many projects that could be adopted by any rural town whereas others take advantage of the attributes of a particular place. All the towns identified projects that would be directly attractive to Grey Nomads because they enhanced their facilities or camping options. Bush camps in the desert, along a wide flowing river or a pool formed from a natural spring are all attractive options. In Kimba they needed a basic pleasant facility and in Roxby Downs they needed anywhere that was not occupied by transient miners. Others projects were likely to be attractive because they reflected the results of the Grey Nomad survey, such as those that engaged they volunteers with the history of the town through museums, restoration of historical sites or oral histories. Of particular interest would be the projects that required a strong connection with the townspeople.

Setting the Projects into Motion

In order to set the preferred projects in motion, a Grey Nomads Action Group (committee) was formed of volunteers attending the public meeting at each town (including at least one member of the local Council). The projects nominated were designed to benefit the community as a whole and would require co-ordination by the town's committee. Committees were provided with detailed information in relation to prioritising projects, and the support which could be provided by Volunteering Australia.

Guiding questions: The committees were encouraged to consider the following questions when choosing and setting up a project:

- Is the project one that would be supported by a wide range of townspeople?
- Is the project one that would benefit several groups within the community?
- Does the project provide an opportunity for several groups to work collaboratively together under the auspices of the Action Group?
- Is the project simple and achievable?
- If it is a large project, can it be broken down into smaller, more discrete components that can be managed in a staged way?
- Is the project one that would utilise a wide range of skills that Grey Nomads would have or is it only limited to one particular type of specialised skill (thereby making it harder to attract the number of Grey Nomad participants required to make the project a success)?
- Is there existing knowledge and are there resources in the town that which can be accessed to support the project?
- Are the funds required for the project low enough to be achievable in a short period of time and/or is there a known and existing source of funding that could be readily accessed?
- Are there existing projects or amenities that the proposed project would build upon or is it possible to collaborate with another related project?
- Will there be opportunities to recognise the involvement of volunteers and their contribution to the successful completion of the project?

Support offered by Volunteering Australia

Volunteering Australia's role as Industry Partner in this research project provided a significant opportunity for hands-on advice and assistance to participating towns as projects were developed and implemented.

Whilst Volunteering Australia is a national organization based in Melbourne, it is nevertheless unable to provide face-to-face support. This is due to the logistics and cost of travel between headquarters and isolated rural towns spread in a number of different directions. The majority of Volunteering Australia's work is now undertaken by phone and e-mail with its website a major hub of resources intended to support and assist the development of volunteering.

The Grey Nomads Action Group (committee) was advised to consider Volunteering Australia as a key resource that it could access as the project progressed.   Certain members of Volunteering Australia were nominated for each of the towns and contact numbers were provided.

In addition, Volunteering Australia advised that it could provide:
- the Action Group with a complimentary set of the *National Standards for Involving Volunteers in Not for Profit Organisations* publications (3 in the set: Standards, Implementation Guide and Workbook) to assist in developing a best practice approach to involving Grey Nomads as volunteers. Projects and programs that are most likely to be successful, sustainable and provide the greatest potential for growth and development are those that utilise the best practice framework for involving and managing volunteers that is outlined in the *National Standards.*   National Standards do not set out a rigid compliance regime, instead they emphasise the importance of adopting a systems approach (one which is tailored to the needs of each organisation or project) to managing volunteers; an approach that aims to meet the needs of volunteers so that they in turn are able to meet the needs of those to whom they provide a service;
- formal contact to discuss volunteer involvement and management issues on a regular and scheduled basis as agreed (fortnightly / monthly e-mail or telephone exchange between a nominated member of Volunteering Australia and the Action Group to provide advice as issues emerge);
- availability as required by phone or e-mail as issues or questions emerge.
- subscription to Volunteering Australia e-Newsletter *InVOLve* to assist in increasing knowledge and information about volunteering.
- free access to training and education resources available on our website.
- information exchange facility as projects in other towns develop to assist in sharing practical learnings from the Grey Nomad voluntary programs.
- free access to the GoVolunteer website to advertise the Grey Nomads voluntary program.
- advice and support on promoting the town's Grey Nomads Volunteering Project through other media.
- advice on possible funding avenues to support the project or new projects as they develop.

STAGE 3: CASE STUDY FOLLOW-UP AFTER 12 MONTHS
Contact was maintained, by phone and email, with each town over a one year period. Each town was revisited after approximately one year, to identify if and how the town was able to mobilize its social capital to generate the project. Stakeholders were interviewed and observations made by researchers to investigate the following issues:
- progress on developing a Grey Nomad volunteer program
- identification of who has been involved and what roles they have taken
- any difficulties that had been encountered e.g. resources that are needed
- any preparatory work which needed to be done by the town before starting a program

- identification of any organisations or schemes that have been helpful
- identification of any further assistance a town requires
- how the town has fared in the past year

The difficulties and successes of the projects were assessed by the researchers, with the results for each town summarised below. The follow-up report was sent to each town.

Winton Follow-up Report: Visit 4-11-07 to 6-11-07
At the time of the original visit in 2006, there was considerable enthusiasm for the Grey Nomad project, and a sense by the research team that Winton would have the most to gain from the project, and was well positioned for a successful project. In particular, the local government Council was very supportive. However the impression gained this visit, was quite different. Indeed, while several task force members remained very enthusiastic, several others were prepared to close the project entirely.

The task force had identified three projects:
1. Long Waterhole Project
2. Truck Museum Project
3. Preparation of Dinosaur Bones

The minutes of a meeting in June 2007 of the Project Action Group noted with respect to the Long Waterhole project that there is "nothing further to report as nothing heard from Grey Nomads". With respect to the truck museum project, "R unable to attend meeting so no report submitted". With respect to dinosaur bones, "no report". Eight people attended that meeting. However, such a report does not provide the full story as can be seen by the following developments.

Achievements:
Preparation of dinosaur bones: This project is going ahead; funding has been approved to proceed with a major museum project. Volunteers are regularly working at the digging sites, as arranged largely through Queensland museum and word of mouth. The Grey Nomad action group has not taken any initiative in this.
Truck Museum project: This project is going ahead, largely due to the energy and organisational skills of R and B. The Museum has been built on council land, next to the "singing fence" and was opened as part of the Outback Festival in July, 2007. As noted by B, the museum would not have opened without the assistance of several Grey Nomads over several weeks. They "made all the difference". There is a lot more development to be done with this project, and they hope that they can attract further Grey Nomad support.
Long Waterhole project: There had been considerable enthusiasm for this project in 2006, both for recreational use by locals as well as minimal camping for Grey Nomads. At least one meeting of the Action team, in early 2007, had included a visit to the site, with everyone making contributions in terms of plans, including the CEO of Council. However the project did not proceed beyond that point. In November, the CEO clearly indicated that he did not approve of the project. He indicated that the project lacked clarity, had no business plan, and had no one driving the project. It is currently used as commons for watering stock, and there was no clear

community push to change this. He expressed this view to the November 5 meeting, to the surprise and dismay of other committee members.

Major problems identified

A lot of frustration was expressed by various people, with different perspectives on what went wrong. The following problems were identified by the research team.

1. Neither the chair nor the secretary of the Grey Nomad Action Team demonstrated any commitment to the project, nor did anyone regard themselves as responsible for coordination or for 'driving' the total project. There was therefore no follow through or sharing of tasks or checking that these had been completed. No policy or procedures had been developed.

2. Marketing was poor or nonexistent. Project team appeared to expect that marketing would be done by Volunteering Australia and that Grey Nomads would simply appear. The committee prepared an ad to go into the Wanderer magazine and Volunteering Australia website. This called for volunteers for the three projects. However, due to lack of insurance clearance this ad did not appear on the website.

3. There was no agreed central contact point for Grey Nomads. It appears that some Grey Nomads made enquiries to various people but these were not dealt with. It was agreed that a central point was required, ideally the Waltzing Matilda visitors Centre (which is under Council). However during discussion of this at the meeting, the CEO was adamant that he would not allow any staff of visitors centre to take this role, not even to pass the request on to another body, let alone to register or process such volunteer requests.

4. Insurance was never resolved. Truck museum and dinosaur bones have their own arrangements; Council appears unwilling to provide cover.

5. Council was initially very supportive, especially the CEO who invited the team to Winton. The dramatic turnaround in Nov 2007 took most of the committee, including some Council employees, the researcher, and chair of WHAT by surprise. No apparent explanation for change of attitude. May have something to do with Council engineer or property owners, but this is speculation.

Barcaldine Follow-up Report: Visit Nov 6- Nov 8 2007

At the original public meeting in September 2006, three projects were identified as top priority:

1. Heritage trail paving project (this could not be continued pending state govt action).
2. Refurbishment of Heritage Centre (this was largely dependent on the manager of the Heritage Centre, who is based in Brisbane).
3. Development of Lagoon Creek Wetlands area

At the time of the follow-up visit in November, 2007, it appeared that little was happening as the two major drivers had both withdrawn from the committee. However, on further enquiry, it appeared that a number of achievements had occurred, though no informant knew about all of them.

Achievements:

1. The Weir free camping area had been tidied, new outdoor furniture provided, and existing furniture painted. This had been a project suggested by Grey Nomads staying at

the Weir in September 2006. Subsequently, Council provided paint and equipment, and the project was completed by the Grey Nomads.

2. At the time of the CMCA rally in May, 2007, "five blokes from the rally", part of the setting up team, approached the Visitors Information Centre to see if there were any jobs to be done. Two gardens were installed over two days at the local kindergarten. The children at the Kindy make a big 'thank you card' which they presented to the men at the rally.

3. The Grey Nomads project received good publicity in early 2007, culminating in 7.30 Report, which highlighted the Lagoon Creek project, the mayor's special project.

4. Both the CEO and the Mayor were subsequently approached by visiting Grey Nomads interested in working on the Lagoon Creek project. CEO and Mayor joined in tree planting with Grey Nomads on a weekend.

5. One man provided considerable voluntary information on 40 species of local birds.

6. Following the CMCA rally, three Grey Nomads attended the School Career advisor day. One of these, a blind man with seeing eye dog, spoke to children, but also to 60+ group.

7. Three Grey Nomads worked at Heritage Centre for several weeks, repairing station/ train exhibit and preparing/ attending a new exhibit on children's play over the years.

8. A submission for funding for a Grey Nomads coordinator had been prepared to go through Council to the Queensland government.

9. Throughout the year there was evidence of significant interest by Grey Nomads. The visitors' information centre received between 20-35 enquiries plus a further dozen or more email enquiries. Council received an unknown number of direct enquiries.

Major Problems Identified:

It appeared that the committee were preoccupied with issues of publicity, and debating which projects were to be followed. There was little attention given to the necessary infrastructure to enable the project to continue:

1. There was no central register of Grey Nomads nor any central point of contact for Grey Nomads. They approached several sources, but none of these was followed up nor recorded, nor communicated to others on the committee.

2. There was no one to coordinate the Grey Nomads or their projects.

3. There was no agreed policy or procedure to manage the Grey Nomads. According to CEO, insurance was not a problem, as long as the project was covered by Council.

4. Attempts at publicity were spasmodic and not followed up. Informants expressed disappointment that Grey Nomads were "not interested". It appeared that no-one actually attended or spoke at the CMCA rally, although everyone thought that someone else had.

Most committee members still appeared keen and enthusiastic. The Visitors' Information Centre is willing to provide central contact point, and brochures, and to set up a display inviting Grey Nomads to stay. They are also part of a network of visitors' information centres across the central west of Queensland and can easily distribute brochures/ information across the

network. One of the key organizers of the CMCA rally may be willing to become chair of the Grey Nomad action group.

VOLUNTEERS WORKING ON CEMETERY DATABASE IN BARCALDINE
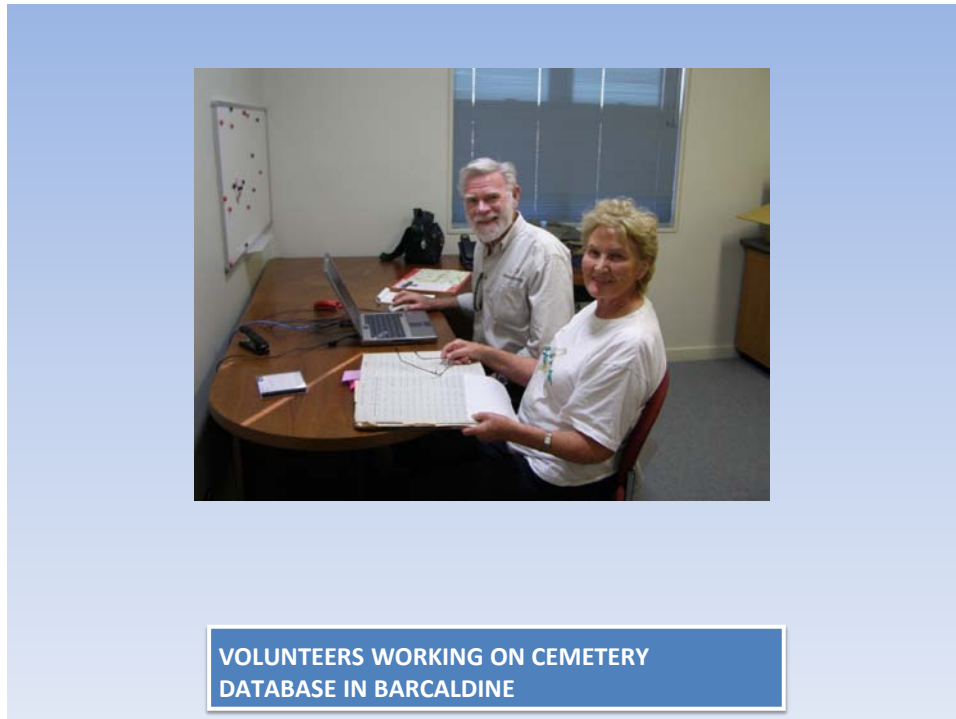
(Stewart, 2009 Grey nomad volunteers website)

Subsequent to the follow-up visit, the application for funding for a coordinator was successful, and throughout 2008/ 2009 a large number of volunteers were accommodated. This successful project has been widely reported in the Australian national television and newspaper media. The coordinator has provided an extensive Roadmap for other Grey Nomad volunteer projects which is available on the Council website. (www.barcaldinerc.qld.gov.au)

Kimba Follow-up Report: Visit 28.10.07-31.10.07
Achievements:
Some of the following developments/achievements occurred.
1. There was a huge response (68 expressions of interest) to a request for volunteers to staff a proper visitors' information centre for the town.
2. The discovery of Volunteering NSW 'easy to follow' policy and procedures allowed the development of policy and procedures for Grey Nomad volunteers.
3. The sale of the caravan park to a user-friendly buyer.
4. Agreement by the tennis club to allow old rooms to be used as facilities for Grey Nomad volunteers.
5. General office plus insurance of volunteers auspiced by the council, assuming occupational health and safety requirements are met (training required).

6. Kindergarten and day centre identified as places which could do with Grey Nomad volunteers.

Major Problems Identified:
1. Communication Problems. Museum members did not understand the project.
2. Projects had a tendency to deteriorate into a list of chores, such as the written list provided by Principal of school.
3. Dependence on police checks for a lot of projects led to some bureaucratic difficulties.
4. Need to step up marketing devices - plan to use simple flyers around SA info centres and combined ads with other towns, maybe also in CMCA magazine. As yet, not Grey Nomads have offered assistance.
5. Issue of paying for gas and electricity at free camping site. Suggestion of a donation box. Dump-site now identified.
6. Police checks – huge backlog of people requesting checks - up to 6 months in South Australia, but interstate checks are all right.
7. Getting policy and procedures – material given by Volunteering Australia was too complicated but found material on Volunteering NSW website.
8. Some difficulties with getting groups in the town to work together.
9. Difficulties with getting successful grants, although one grant achieved which allowed purchase of gardening equipment.

Bingara Follow-up Report: Visit March 2008
There had been a number of changes in Bingara over the12 months since the researchers initiated their investigation. Good rains had made the farms productive again and more rains were predicted. There were busy towns in the area with events scheduled nearly every day (district swimming carnival, principals' conference, concert fund-raiser for 20-20 were on in the 2 days the investigators visited). Notably, the show was on again after one year in recess after a successful fundraising via the "Boys of Bingara" calendar in which young local men posed suggestively. The road through to Narrabri was being sealed and most sections had been completed. This is particularly attractive to Grey Nomads as it traverses dramatic scenery, for example the extinct volcanoes with beautiful and unusual geological features. The recent Census showed that Warialda Shire was one of the few rural areas to show population growth.

Achievements:
1. The CMCA rally with over 1000 vehicles in October was to have the effect of putting Bingara on the map for Grey Nomads. This would be a big challenge for Bingara as the population could double for the week but public meetings have been well attended and it was gaining strong community support. Already some Grey Nomads had come through to check out the area according to the visitors information centre.
2. The Bingara Website was up and running. This will be an ideal point of contact and information for Grey Nomads coming to Bingara to find out about and register for volunteering opportunities
3. A free camping area along the river was now legal and can now be promoted as an attraction of the town. After negotiation with the Department of Lands (involving

swapping of some more suitable Council land) it is no longer a stock route but has become a public and recreation area under Council management.

4. The Riverscape project was progressing. This is a project of Vision 20-20 and one of the top 3 projects identified for Grey Nomads. The land has been redesignated as recreation area, not stock route and a Catchment Management Authority (CMA) grant will enable fencing. A landscape architect has been designing the area along the lines developed in the community consultation. Council has budgeted for the required earthworks and major landscaping but there will be scope for volunteers to do weeding and planting. However before the project can commence a formal Development Approval process needs to be completed with approval from the CMA and Department of Lands.

5. The Bingara Farm Gardens was another vision 20-20 project and one of the top three named for GN volunteers. It involves the development and demonstration of ecologically sustainable farming practices to be owned by the whole town. It will be located on common land opposite the Showground. Council negotiated with the "commoners" to ensure their cooperation. The landscape architect has been drawing up concept plans and Vision 20-20 plans to set up visual images of the proposed gardens so that the community can visualise what the project is about. It is hoped the gardens will provide the basis of operation for the local community TAFE courses, school students, and Grey Nomads. It is hoped that there will be some demonstrations open for the October CMCA rally to encourage Grey Nomads to return and participate as the gardens develop.

6. Upper Bingara project. This was the preferred GN volunteer project but after considerable investigation Council put this project on hold due to the current leasing arrangements for the site. It may be revisited when the lease expires because the project holds considerable potential for tourism.

Further Requirements for Success and/or Major Problems Identified:

1. Bingara needs to form a small coordinating committee to coordinate the development of the Grey Nomad volunteer project. This committee needs to be a committee of the town but working with Vision 20-20 and facilitated by Council.

2. To facilitate the formation of the committee, Council will advertise a meeting in the public notices calling for expressions of interest from people interested in forming the committee. Already several townspeople have indicated an interest.

3. There is a need to set up processes, procedures, data bases and contact points so that Grey Nomad volunteers can be connected with volunteering opportunities.

4. The Tourist Information Centre can be developed as the initial contact with databases of projects and Grey Nomad volunteers. The role of the already busy VIC would be facilitated by longer opening hours and extra staffing ideally through a traineeship.

5. Some small volunteering projects already exist and can be used to develop the system e.g. weeding along the creek, helping maintain the cemetery, reading to school children, working with the historical society in the museum.

6. Improved signage is essential for Grey Nomads to feel welcome and to find key tourist attractions and camping areas.

Barmedman Follow-up Report: Visit (November, 2008)
There were very few achievements at Barmedman for Grey Nomad volunteers due to conflict and lack of communication in the town.
Achievements:
1. Apparently it was now possible to stay at the mineral pool and an application had been put forward to the Department of Lands in order to renovate the site for campers.
2. Plans to refurbish the pool mural which was peeling.
3. The Development Group received $500 funding.

Major Problems Identified:
1. Major conflicts in town between different interests/groups, including personal animosities. There was also conflict between 'older' locals and 'younger' locals. The committee to set up Grey Nomad volunteer projects was disbanded after serious conflict at a meeting.
2. Serious lack of communication between different community groups and between the council and the community.
3. Lack of interest in Grey Nomads or Grey Nomad volunteers visiting the town. Some residents see Grey Nomads in a negative light. No Grey Nomads noted to have visited the town.
4. Burn out of town's volunteers.
5. Business interests may come before other community interests and upgrading of town's facilities for visitors. Business monopolies seen as detrimental to the town.
6. Lack of advertising and/or marketing of town to Grey Nomads or other visitors.
7. Serious lack of signage for directions for visitors.
8. No visitor information board or centre.
9. Apathy from town inhabitants in terms of attendance at meetings.
10. High levels of unemployed and those on welfare.
11. Council non-attendance at meeting in relation to Grey Nomad volunteer project.
12. Lack of leadership in the community, everybody sitting back and waiting for something to happen.
13. Mixed signals being received from local Council.
14. Groups waiting for funding before instigating projects.
15. Lack of cheap, good accommodation in the town. Pub described as "grotty" and no camping facilities.
16. A number of plans being made, but no apparent action occurring.

Roxby Downs Follow-up Report: Visit November 2007
No specific progress has been made for a Grey Nomad volunteer project in the last 12 months.
Achievements:
1. The community garden is progressing well but is not yet at the stage where Grey Nomads can volunteer. By July 2007 the community gardening group had received funding from BHP of $20,000 and they also received other funding from the Healthy Communities (federal) program of $5000. By August 2007 they had a piece of land allocated by BHP but there has been no written agreement yet.   A landscape

architect is designing the garden to the community's requirements on a voluntary basis. The community garden working group is not formally incorporated so it cannot directly manage its funds as yet. It must be remembered that a major need in Roxby is for children to have contact with older people, so ideally children would work alongside Grey Nomads in the community garden. This would require working with children checks.

2. Two other projects were discussed in 2006. One project was Grey Nomads as "Living Books" for the school children. There have been many changes of principals at the school and this project is not a high priority. The issue of criminal checks for working with children needs further clarification.

3. The Arid Lands Recovery project already has visiting volunteers. There are plans to increase the scope for caravans to stay onsite and Grey Nomads could volunteer. The preference would be for people to volunteer for a couple of weeks so they could learn more skilled tasks. However a supply of relatively unskilled work may also be possible.

Further Requirements for Success/Major Problems Identified:

1. Accommodation for GN volunteers or any visitors to Roxby Downs is a problem. However the Racecourse may be a solution. The racing club are happy to help provide accommodation. The racecourse has plenty of space and a large bush area behind the race track. There is also a basic shower for the jockeys. It all looked a bit rough and the toilets are in need of repair, but the area is used for camping by scouting and school groups and is adequate for the purpose. It could be made better by Grey Nomad volunteers. There is no power except when the generator is started up for an event but it needs someone to supervise and it is not cheap.

2. Project management for a Grey Nomad volunteering project is made more difficult because of the committee structure of the town and lack of a specific Grey Nomad project coordinator and committee. The Grey Nomad volunteer project has been under the Volunteer Partnership forum which is a forum of the Community Board. It is a loose association of people who do not fit in the other forums [health; sport; family & youth; environment; arts], however they do attend meetings regularly and have bought some resources to support volunteers. The community garden working group is separate – most members are part of the Family and Youth Forum. The Racing Club is under the Sport Forum of the Community Board. The manager of the Visitor Information Centre does not appear to be involved in these groups. Usually the Visitors Information Centre is a key site for registration of Grey Nomad volunteers but it was not clear that this would work in Roxby Downs. A Grey Nomad volunteer project will need a small committee to cut across these structures.

DISCUSSION

The project was successful in demonstrating that Grey Nomads can be valued volunteers for rural towns and the program was well advanced in Barcaldine. It is worth taking time, however to reflect on both the successes and the obstacles to such programs.

Grey Nomad volunteers paint the toilet block at The Weir, Barcaldine
(Stewart, 2009 Media release #2)

The Forms of Capital used by the Towns in relation to Grey Nomad Volunteer Projects:
There was evidence of all forms of capital in all of the towns - natural, financial, human and social. There was also specific interaction between these different capitals. Natural capital was important, not just as a resource to be exploited for farming, but also as a focus of social capital determination to preserve local natural heritage, e.g. The Lagoon in Barcaldine, and riverscape in Bingara. There was also a link between financial capital and social capital. Council generally provided funding where necessary. Therefore, economic capital did not drive development. Rather, social capital was used to gain economic capital for the development. This economic development, driven by social capital, led to successful bridging social capital such as the successful application for State funding from Barcaldine Grey Nomads committee, through Council, to support an ongoing coordinator. Similarly, the Winton Outback Festival committee used its social capital to mobilize very large sponsorship capital from outside the town. Three of the six case study towns displayed strong levels of social capital, particularly of bonding social capital. In each case there was high associational density, as indicated by the relatively large number of active community organisations, covering a range of sporting, cultural and social purposes. There was evidence of very high levels of formal and informal volunteering, and

broad community participation. In these three towns there was little conflict and very low levels of criminal or illegal activity. These levels of strong social capital generally led to some success in establishing Grey Nomad volunteer projects, although not without some difficulties. It should be noted that strong levels of bonding social capital can also contribute to communication difficulties, which occurred to some degree in each of the towns, but particularly in some towns, where it actually could lead to conflict (see below).

The three remaining case study towns presented more complex pictures in relation to bonding social capital. In Barmedman there were ongoing conflicts within the town, which led to decreased bonding social capital and lack of trust in relation to bridging social capital. In Winton, there appeared to be strong bonding social capital within particular groups, such as the graziers, but this bonding capital led to conflict between groups in the town, rather than active communication between the groups. The council tended to defer to pressure from particular interest groups.   In Roxby Downs, there were different affiliated groups with little communication between them, related to the structure and foundation of the town for the specific purpose of mining.   Town dwellers also referred to concerns about aggressive and drunken behaviour by certain elements. These ongoing difficulties meant that it was difficult to get Grey Nomad volunteer projects off the ground – they did not appear to be happening.

The three towns presenting with strong levels of bonding social capital and successful Grey Nomad committees also showed strong evidence for local agency and entrepreneurship – contrary to some of the beliefs held about small country towns. Each of these communities had taken important initiatives in recent years to establish new projects that would support the community both economically and socially. In each case these were supported by the Shire Council, with provision of land, facilities, or financial support to establish the project. However in each case identified, the projects were carried out with the larger cooperation of business and community groups as well.

External bridging and linking networks were evident in these three towns, but these were not as strong or effective as the internal bonding networks.   However, some examples were the dinosaur project and the Outback Festival in Winton, the Heritage Museum in Barcaldine, and the Learning Region awards in Bingara. In each case these bridges were supported and sometimes initiated by the local Council. However, there was also a strong ethic of self sufficiency within most towns, and a preference to use local resources. This was particularly strong in Kimba, but also occurred in other towns.   These bridging networks were put to good use in the establishment of Grey Nomad volunteer projects. The ability to accept the notion that contact with individuals and organizations outside their own towns could be useful to the future sustainability of the town, led to more successful Grey Nomad volunteer projects. The success, or not, of these projects, may also be related to the acceptance of the 'ambiguity' of the status of Grey Nomad volunteers (see below).

Even when towns generally had good bonding social capital, human resources were stretched, in terms of volunteers. In some towns it was the same few volunteers who undertook multiple tasks. One of the most valuable human assets, in terms of community capacity, came from local

people who had left for study and/or work, but then returned to work in their local community. Early retirees seeking a change in lifestyle were also valuable, although sometimes locals took a while to 'warm up' to these 'outsiders'. Nevertheless, both these groups indicated by their behaviour that they had a long term commitment to the community. The various projects proposed by the local Grey Nomad committees mainly depended on those local technical skills already available, if not within the committee, then through Council. Social capital was thus used to mobilize existing human capital, but not to create new capital.

Although times were economically difficult for those experiencing drought, many rural people had a long-term view of cycles of prosperity and hardship. This meant that there was often no sense of crisis or the urgent need for action in five of the six case study towns. However, this does not mean that were not pockets of individuals who saw the need to take initiatives to do something in terms of halting the long-term decline of some rural towns. In one town there was a clear sense of desperation about the decline of the town. Barmedman inhabitants knew that the town was in some peril in terms of its survival, but there was an inability to bring the town together to defeat this decline. Personal animosities within the town appeared to defeat any initiative, caused communication difficulties and a lack of trust. This meant that Grey Nomad volunteer projects could not be successful in that town.

There are reasons for the lack of urgent concern in the five towns involved in the project. Winton and Barcaldine were protected from drought by the Great Artesian Basin. There was a sense that the rural decline had levelled off and that there was no urgency in terms of revitalising the towns. Therefore there was a paradox evident in each of these five towns. This paradox was marked by high levels of initiative and agency by particular groups and individuals, often appearing to operate as a kind of island of social entrepreneurship within a larger, still pond of inaction. Those who were active were very active, drawing on resources from within the community, supported by many volunteers, but also drawing on resources from outside the community. Their projects were explicitly seen to benefit the whole community, and were supported. However, projects seemed to operate individually so that there might be several individual centres of entrepreneurial activity within the town, with almost no overlap between them e.g.Winton.

For these reasons, there appeared to be a lack of formal co-ordination between groups or individual in these towns. This led to breakdowns in communication processes and lack of structures for such communication. It was often assumed that "everyone knew everything that was going on" and so there was no need to formalize communication. This related to the strong bonding social capital, where assumptions were made about communication. Many initiatives were restricted to a very small local group without the engagement or knowledge of other relevant groups within the community. There thus appeared to be very high levels of bonding social capital within specific networks, but little capacity to mobilize the social capital between existing structures within the community.

For these reasons, it became clear to researchers that Local Government, through the Shire Council, played a key role in each town. They had the capacity to link local interest groups, for

example engaging them on local projects or Council committees, providing considerable in-kind resources (land, equipment, professional skills) and providing some funding to community groups. Each CEO made it clear that Council could only respond to initiatives from the community; it could not impose initiatives if the community was unwilling to embrace them. However there were considerable differences in how actively the Councils responded. Bingara was the most pro-active, encouraging community planning through Vision 20/20 and following through on outcomes. Kimba supported the community development group to develop new projects. Barcaldine was very responsive, helping the Grey Nomad committee to access funding for a coordinator. Winton, in contrast, appeared to be responding to negative pressure from the graziers who used the waterhole and the manager of the Waltzing Matilda Centre. Barmedman and Roxby Downs appeared too disjointed as towns, without the cohesion between groups, to establish these types of links between groups or with local government.

In theoretical terms this could be seen as a problematic interaction between social capital and human capital. Schuller (2007) emphasizes that the two are often linked, with the assumption that social capital is a catalyst for disseminating human capital. In other words, human capital is "dead capital" if it is not put into circulation with the aid of social capital networks (Adam and Roncevic, 2003). However, the direction of influence needs to go both ways. In these outback towns, there is the problem of accessing the necessary skills and knowledge to be able to mobilise the social capital. The necessary management skills required to mobilise social capital and therefore successfully organise a project such as a Grey Nomad volunteer project appeared to be missing in many of these towns. Leadership is crucial as it mobilises social capital across a community by strengthening and increasing the horizontal ties that create the social capital. Therefore it cannot redirect horizontal relationships into vertical leader-follower relationships.

The kind of leadership required for these types of projects in the context of these towns is different from the classical bureaucratic management model, and quite different from the normal employer relationship (Avery, 2004). Organic leadership is required, with a community leader who has the capacity to negotiate across equals, to support and facilitate, to create formal communication channels and processes, to identify problems and needs, and to work inclusively to solve these. The leader must also hold a future vision which is larger than any single group within the community. For example, in Kimba, this type of leadership was provided by a local woman farmer who works inclusively with others across the community. There was a high level of trust within the community development committee which was managing the Grey Nomad volunteer project, and from other groups. There were good attempts in Bingara, which had a community development organisation through Vision 20/20, and a leader who had a clear vision. However, the difficulty here was the top down style which alienated many community groups. In Barcaldine, a professional coordinator worked well across the community but had difficulties with insecure funding.

Other towns had extreme difficulty in terms of leadership. Groups in the town may be fractured. This was evidenced in Winton, Barmedman and Roxby Downs, where there was little evidence of trust, or collaboration between committee members across networks, or of any sort of active leadership that might have brought these disparate groups together.

Whilst leadership may exist in these rural towns, the existing leadership patterns may not be adequate to cope with a new, community wide project such as a Grey Nomad volunteer project, unless there is an existing group with a broad community development role. Councils may sponsor the idea of a Grey Nomad volunteer project, but will not drive the initiative in the absence of a strong grass roots push. Community groups were generally small, protective of their own interests, prepared to live and let live, lacking a broad community wide remit. Leadership may need to take the form of social entrepreneurship (Mair and Marti, 2006), as signalled by Johannisson and Olaison (2007) in their discussion of 'enactive entrepreneurship' associated with social creativity. The characteristics which arise in an emergency, leading to enactive entrepreneurship, may be useful or necessary in the case of an emergent community wide project such as the Grey Nomad project. However, where there is no sense of emergency or even of growing crisis, then the kind of rupture of everyday life necessary for the mobilization of this kind of entrepreneurship may not happen. Additionally, divisions within a community may be so imbedded, that not even an emergency or threat of a town's decline may rectify the situation. Nonetheless, the role of social capital in this case may be the facilitating of "social bricolage" to generate effective collective action (Johannisson and Olaison, 2007, p72).

Attitudes towards Grey Nomad Volunteers and the Notion of Ambiguity
In consideration of the desire of Grey Nomad volunteers to engage in volunteer work, on a temporary basis, in these rural towns, and also the desire of a number of councils to encourage this process, there must be complex reasons for the success or lack of success of these projects. Whilst leadership and difficulties with communication have been highlighted as some of the problems, some of the difficulties may relate to the perceived 'ambiguous' status of Grey Nomad volunteers. In other words, sometimes complex issues may lie beneath the surface or may not be initially identified.

Attitudes towards Grey Nomad volunteers appeared to arise out of attitudes towards other tourists, newcomers to small country towns, and Grey Nomads themselves. However, attitudes were complex and often contradictory. Grey Nomad volunteers represented ambiguity to the townsfolk and this affected their attitudes and behaviours in relation to the instigation of Grey Nomad volunteer projects (Hayward-Brown, Onyx and Leonard, in press). Grey Nomad volunteers were neither 'insiders' nor 'outsiders' – they were not completely strangers, because they took up temporary residence in the towns. They were also not 'insiders', as they were not permanent inhabitants, so there were difficulties in terms of 'trust'. Hayward-Brown, Onyx and Leonard (in press) discuss these issues in terms of the concepts of trust, hospitality and gift exchange.

Notions of Trust
Grey Nomads are different to tourists. Generally, there were very clear and positive attitudes towards tourists in these towns. Tourists were seen to be good for economic prosperity. They had the status of visitors, who should be treated with traditional country town hospitality. There was nothing ambiguous about this status. This trust could be referred to as 'swift trust' (Johannisson & Olaison, 2007), as it is closely tied to the need for economic prosperity in

difficult agricultural times and is given on a temporary basis. The tourists' contribution to a town's social capital may fall into the rubric of 'bridging social capital'. However, it could be argued that since tourists may not return, it may be a bridge to nowhere i.e. it is not an on-going relationship with no development of trust between the players.

Tourists are 'outsiders' and their status is not ambiguous. They are treated with some wariness and are trusted less than the town's permanent residents. For example, some townspeople spoke about the need to lock their cars with the increase in tourism and another spoke about the need to monitor people staying at a local tourist attraction.   Whilst there is less trust of tourists than local residents, these inhabitants still saw the value of tourism in their towns. However, a few individuals were perceived as actively discouraging visitors who they regarded as outsiders, with one prominent individual being suspected of giving misinformation to tourists.

Whilst the towns had varying levels of visits from Grey Nomads, all townsfolk were familiar with them and saw them as different to other 'run of the mill' tourists. In Winton and Barcaldine, Grey Nomads made up the majority of visitors to the towns. Whilst these towns held positive attitudes towards Grey Nomads, they still held an ambiguous status, being regarded as important for local economies, but at the same time being seen as 'tight arses' because they often did not spend money freely. In terms of trust, they were seen as helpful and friendly, but at the same time they were blamed for polluting local rivers, for trespassing on pastoralists' land, and for arguing with locals over kangaroo culling.

This ambiguity reflects complex attitudes towards Grey Nomad volunteers. Although some towns initially welcomed the idea of Grey Nomad volunteer projects, putting the idea into practice seemed difficult. There were divisions in three of the six towns, with some inhabitants welcoming the idea and others resisting it. Grey Nomad volunteers are ambiguous, because they reside in a town for long periods of time and cannot be seen as either insider or outsider. They may present risks, with the potential to learn the 'guilty knowledge' of the towns (Karakayali, 2006). At the same time, they could be considered to contribute to the social capital of the town, by volunteering for the community.

Home and Hospitality
Town residents viewed outsiders as very different to local inhabitants.   The social capital and strong bonding of residents of small country towns was derived from the community's knowledge of each other's history (Atkinson & Butcher, 2003). Those who visited were considered to be strangers or outsiders but country hospitality ensued.   Derrida's model of hospitality (Raffoul, 1998; La Caze, 2004), could be used to depict tourists as 'uninvited visitors' rather than guests, which brings into question the notion of hospitality. The status of tourists is not ambiguous but the status of Grey Nomads, who were also regarded as visitors, but who stayed longer than tourists, appears complex. Grey Nomads were therefore sometimes treated as 'honoured guests', but were expected to behave in a manner befitting their status. The status and acceptance of Grey Nomad volunteers, who became temporary residents, became less clear and more ambiguous, resulting in some conflict amongst town inhabitants. La Caze's

(2004) reference to Kant's notion that hospitality involves visitation, rather than residence, seems relevant in this context. Hospitality changes when visitors make decisions to stay for longer periods of time.

Grey Nomads were generally treated cordially as guests, consistent with the hospitality norms of the outback. They were also welcomed as tourists, as long as they spent money in the town. This was particularly the case in Barcaldine, where one interviewee stated that 'they become locals over time'. However, sometimes Grey Nomads and Grey Nomad volunteers were treated as guests who outstayed their welcome or who behaved badly. For example, local farmers complained about Grey Nomads trespassing on their properties. Grey Nomads were supposed to behave appropriately and respectfully as guests, and sometimes they over-reached their welcome. Most towns had great difficulty in accepting Grey Nomad volunteers as temporary insiders, not allowing the Grey Nomads a real part in the life of the town, even for a short time. There appeared to be a mask of hospitality in some cases, which did not translate into the 'real' hospitality referred to by Naas (2003, cited in Barnett, 2005).

There appeared to be an inability to accept the ambiguous status of the Grey Nomad volunteer who is neither insider nor outsider (Atkinson & Butcher, 2003), and this might have been a reason for some of the difficulties faced by the Grey Nomad volunteer project initiatives. It is possible that the outsider who becomes closer to the inside may be seen as some kind of threat to the stability of the town, despite the potential for positive outcomes. In terms of hospitality, there appears to be a fear held by the host that invited guests may impinge on the host's territory. Derrida documents the need for mastery over one's own space (Barnett, 2005). There is concern that the host may lose power, as the outsider gains the power of the insider. As Hayward-Brown, Onyx and Leonard (in press) argue, it may be felt that it is better to ignore the outsider or not make any deliberate attempts at welcome – a reversal of hospitality. Karakayali (2006) suggests that hosts may find it easier to either expel an outsider or adopt an outsider totally, rather than engaging in 'half-way' relations with individuals who are neither outsider nor insider.

Gift Exchange
Exchange between strangers is one way in which good relationships can be established and social capital developed. In relation to tourists and visitors to town, exchange is based on commercial transactions such as payment for accommodation. It is a different issue in relation to Grey Nomads and volunteer projects. As Mauss and Bourdieu suggest (Adloff & Mau, 2006), the giving of a gift is a profoundly ambiguous process, since there is conflict between the acceptance of an altruistic gift and the expectation for the receivers of the gift to reciprocate. It was clear from the first stage of this research, which involved a survey of the desires of Grey Nomad volunteers (Leonard & Onyx, 2009), that Grey Nomads wished to get to know rural towns better, almost like locals. For these reasons, they were willing to give the gift of their time and work in the form of volunteer projects. This interaction would allow volunteers some 'entry' into the local community.

Local towns had some difficulty responding to the gift of this volunteer work from Grey Nomads. There was the expectation that they needed to reciprocate in some way. Alternatively, there was some hostility or suspicion towards these 'newcomers'. One response was to reciprocate by providing Grey Nomads with cheap camping sites. Other local communities did not wish to reveal their 'true' self to long-stay visitors and the tradition of hospitality collapsed or did not get off the ground in the first place. Additionally, the ethic of self-sufficiency in isolated towns (particularly Winton and Kimba) led to difficulties in asking for assistance or accepting assistance from outsiders such as Grey Nomad volunteers. Dolfsma et al (2008) indicate that acceptance of a gift is acceptance of the giver, and in this case, it appears that the giver (the Grey Nomad volunteer) may not always be accepted, due to their ambiguous status. A breakdown of trust may halt a volunteer project before it begins, may stall a project already instigated, or may lead to 'one-off' volunteering episodes, rather than repeated volunteer gifts. As Dolfsma et al (2008) suggest, it is frequent gift-giving which may lead to positive emotions and reduction of uncertainty, leading to increased trust, and increased social capital.

Dealing with ambiguity
The ambiguous status of Grey Nomad volunteers could increase conflicts within a community with inhabitants holding different attitudes towards them. In Barmedman some town members acknowledged that they saw more difficulties than advantages in setting up Grey Nomad volunteer projects. Karakayali (2006) comments that acceptance of newcomers is seldom univocally shared by all group members. Leadership may therefore play a role in leading towards acceptance that ambiguous outsiders may have something valuable to offer the community. Liaison between different core groups or 'miniature groups' is therefore a significant skill for effective leadership. All the towns in the research study showed evidence of some level of conflict between groups, although some towns were able to successfully deal with this. Leaders needed to establish that ambiguous outsiders may have the skills and time to undertake tasks the town is unable to accomplish themselves. Therefore, one of the important roles of a leader is dealing with the ambiguous status of Grey Nomads, which Johannisson & Olaison (2007) refer to as 'prosaic entrepreneurship') - where interaction kept uncertainty at bay.

Trusted professionals can sometimes play a role in mediating between different groups (Leonard & Onyx, 2003). The Grey Nomad volunteer project was a joint university and volunteer industry partnership. These professionals were able to act as intermediaries between the Grey Nomads (ambiguous outsiders) and the townspeople (insiders) Santos-Granero (2007) refers to these types of roles as 'thirdness' - mediation which occurs between 'the same' and 'the other'. Since these intermediaries represent respected institutions, they carry an intrinsic level of trust. This trust could therefore be transferred to the Grey Nomads and there may be a weakening of the ambiguous status of Grey Nomads. Santos-Granero (2007) refers to the "creation of spaces of sociality with ambiguous others". However, it is also possible that since the representatives of these institutions are strangers and not insiders, 'complete trust' may still be elusive. Any trust which exists is likely to contain ambiguous undertones. It may remain a 'tentative trust' or a 'swift trust' (Young, 2003). Another paradox is the fact that, consistent with rural hospitality,

towns may have indicated an initial commitment to Grey Nomad volunteer projects, when in fact they may harbour reservations which have not been publicly discussed.

It is imperative to acknowledge the positive aspects of relations with outsiders or ambiguous 'others', leading to the development of strong bridging social capital. Much of the literature which addresses the concepts of 'insiders' and 'outsiders' tends to focus on the negative aspects of relations rather than positive outcomes. In relation to social capital, as Dolfsma et al (2008) argue, little has been written about the way social capital is created and maintained. This research on Grey Nomad volunteer programs gives insight into the possibilities of creating social capital and how it is possible for successful projects to ensue, despite the status of Grey Nomads as 'outsiders', or Grey Nomad volunteers as 'ambiguous'. Karakayali (2006) notes that outsiders can sometimes play a unifying role. As Russell (2006) suggests, communities can grow out of difference, rather than sameness. Different individuals contribute different gifts to the community which enables it to grow.

In other words, difference can lead to deeper social capital bonding, but it can also lead to successful bridging networks. Participation together in some task or commitment provides bonds in the struggle to form a community and it can also lead to the courage to take risks. Russell describes a community as "a close encounter with a third thing" – an encounter with outsiders or those with differing views/skills. This leads to creativity, and an acceptance of the difference of gifts, rather than a desire to collect gifts in a uniform pattern. In contrast, new ideas from ambiguous 'others' could be seen as a threat which in some cases was insurmountable. Such concerns over-rode any positive outcomes which might be derived from the gift being offered by Grey Nomad volunteers.

It can be seen that different capitals are utilised in the successful management of new projects in rural towns. Social capital appears to be the driving force behind the development of these capitals, particularly economic capital. However, there are many complex issues which may affect the development of bonding and bridging social capital. The ambiguous status of Grey Nomad volunteers may present difficulties which cannot be overcome by social capital. In fact, at times, strong bonding social capital may lead to difficulties with project success. Nevertheless, many outback communities have the entrepreneurial potential to create new projects, such as the Grey Nomad volunteer project, for their own social and economic development. In this process, both bridging social capital and bonding social capital were developed. Grey Nomads may potentially bring great benefits to the towns, including new attitudes to the outsider. There are possibilities for a new form of community to develop, particularly in difficult economic times. However for this to occur, the towns must, as Introna and Brigham (2007) note, reformulate "community based on the primacy of an ethical encounter with the Other". We conclude with Johannisson and Olaison (2007) that both bonding and bridging social capital are essential ingredients to a successful project: bridging to produce new potentialities, but bonding to actualize them.

RECOMMENDATIONS FOR A GREY NOMAD VOLUNTEER PROGRAM

From this project we identify 6 main components that need to be considered for a successful Grey Nomad volunteer program; a suitable project or program, recognition of a special relationship, infrastructure, recruitment, accommodation and detailed preparation.

1. **Suitable Projects or Programs** Grey Nomads have identified that their main motivation is contact with local people and they have a range of interests as listed in the survey results (attached). However all volunteers like to know their work is important and reject work where they feel they are being used for the chores nobody else wants to do. Grey Nomads are a diverse group with many skills but of course jobs with very specific skills or very high physical requirement are going to be much harder to allocate. We would like to see projects that benefit the town generally rather than a small group.

   Each nominated project requires a specific liaison person(s) to work with the Grey Nomads, provide equipment, meet and socialize, answer questions etc

   Grey Nomads have also demonstrated a willingness to maintain or improve their campsite especially when they appreciate that a town or a club is generously offering a low-cost place.

   Grey Nomads are likely to resist being told that they must volunteer on certain days. Therefore it is preferable to have several projects operating, with some ongoing and others short term, that is where Grey Nomads can join with little advance notice. It is also wise to involve several different community groups to provide diverse array of projects to meet various interests.

2. **Developing good relationships between townspeople and Grey Nomads**
Developing proactive strategies for engaging local towns and communities might involve:
- Printing positive stories about Grey Nomads and their social contributions in local newspapers and council newsletters,
- Providing information for townspeople about Grey Nomads, who they are and why they travel, together with their needs and wishes,
- Printing information about specific projects in local newspapers and newsletters, as way of breaking down the assumption that "everyone knows everything" that's going on in the town,
- Developing low-key informal community events (outside of volunteering opportunities) where visiting Grey Nomads and locals can meet; this could perhaps be through existing community organisations such as invitations to the local arts group, men's shed, church or bowling club.
- Given the ambiguous status of Grey Nomad volunteers it is essential that town committees take some time to reflect on how they will relate to these outsiders who are temporary insiders. If it is recognised as a new type of relationship then towns can

consider appropriate social norms and boundaries so they can potentially make the most of these bridges without feeling exposed and vulnerable.

3. **Infrastructure:**
   - The main requirement is a small group who will develop a Grey Nomad volunteer project and coordinate the other stakeholders.
   - Project must have a coordinator to ensure that allotted tasks get done and communication happens. Coordinator can be paid or unpaid.
   - An auspicing body is also needed - usually the auspicing body will be the local council but other arrangements are possible. The auspicing body will support the committee with office facilities, web access, legal issues, occupational health and safety requirements, and working with children requirements. In particular there is a need to check insurance- if project is auspiced by Council then Public Liability and volunteer insurance should be covered. If an organisation needs it own insurance, good cheap insurance is available through Volunteering QLD (but of course the effects of State boundaries need to be checked).
   - Police checks are often necessary (see VA website) . The latest thing about police checks is the new requirement by federal government for agencies to check volunteers and paid workers when they are working with older people. Groups can also use the risk management book 'Running the risk?' (free on the VA website – http://www.volunteeringaustralia.org/html/s02_article/article_view.asp?id=129&nav_cat_id=164&nav_top_id=61) to help identify the risk areas of involving volunteers – appropriate screening being one of them.
   - The Local Registration point is the most important link between the town and the Grey Nomad volunteers. It must be conspicuous, accessible most of the time, welcoming and supportive of the Grey Nomad volunteer program. The Visitor Information Centre is the obvious choice but petrol stations, pubs, cafes and caravan parks are other possible locations. The registration point will need registration forms, background information about the volunteer projects, and contact details for the Grey Nomad committee. There must be a central register for all Grey Nomad Volunteers including their details and the project allocated. This is important to manage the volunteers, but also for insurance, future planning etc.
   - A simple policy and procedures manual for the project overall would be useful. This will provide a central reference point for answering questions but also provide resource for planning and information for new staff or committee members. Easy to follow policy and procedures for managing volunteers are available from the Centre for Volunteering NSW website (but of course the effects of State boundaries need to be checked).

4. **Recruitment:**
   - Local recruitment – apart from the registration point, signs and flyers directing Grey Nomads to the registration point can be distributed to the types of places Grey Nomads are likely to frequent, all tourist activities and outlets, petrol stations, pubs, cafes and caravan parks. One town has a solar powered flashing light sign beside the road with current activities. Local newspapers and newsletters are also read by Grey Nomads.

- Regional recruitment – flyers and signs can be distributed to other Visitor information centres in the region – and along Grey Nomad routes. A simple red flyer promoting free campsites for visitor volunteers in Alice Springs was found on the Eyre Peninsula. Local radio are likely to be interested in the story – we have found considerable media interest.
- National recruitment – Go Volunteer is a national website run by Volunteering Australia where you can post volunteer opportunities. Council web-sites can be used to put out information. There is also a Grey Nomads "blog". Magazines: CMCA's "The Wanderer" is widely read by Grey Nomads so a story with contact details could be productive. One town advertised in the Sydney Morning Herald with good response.
- All promotional material should have an email and telephone contact – contact with Grey Nomads ahead of time can assist with planning the projects.

5. **Accommodation:** The ideal Grey Nomad camp is cheap. It is safe and quiet and has a pleasant natural aspect with space and trees and a place to gather for "happy hour". Many Grey Nomads are self-contained but for stays of over a week they will need a dump point (to dispose of toilet waste) and water within a reasonable distance (not necessarily at the campsite) Basic toilets and showers are appreciated. Most Grey Nomads have a power source such as a generator or solar panels but a power source is also appreciated and necessary for those places where a generator is too noisy. Ways of providing accommodation include:
- Adapting the local showground or race course
- Subsidising costs for staying at existing caravan parks
- Free camping area beyond the town limits
6. **Detailed Preparation:** The final step is the detailed preparation to ensue that all the stakeholders know their roles and all formalities are covered. This will entail:
- Ensuring that all the stakeholders know their roles
- Ensuring the availability of any necessary materials or equipment,
- A clear outline of the work to be done,
- Orientation for the volunteers plus training if necessary,
- An information pack is useful so that important details are not forgotten with a change of personnel. It also makes a nice offering to the new volunteer. The contents could include:
  - ➢ A welcome and thank-you letter
  - ➢ Information about the town – existing brochures
  - ➢ A town map
  - ➢ Accommodation information (dump point, water etc)
  - ➢ Any existing brochures about the group they will be working with
  - ➢ Information sheet about the Grey Nomads as volunteers project in the town and committee contact details
  - ➢ Information about the specific project – why is it beneficial to the town – big picture
  - ➢ Information about the specific task they have volunteered for.

CONCLUSION

The Grey Nomad volunteer project has demonstrated several things. First it is clear that there is indeed a vast army of Grey Nomads who have the time, the skills and the willingness to offer their services to outback towns. Second we were able to identify that outback towns are able to benefit from such projects. There was no shortage of suitable projects which would fit the needs of both Grey Nomads and these isolated outback towns. Several towns were able to take advantage of the opportunities presented, even within the short time frame provided by the project.

Many visitors came to the town for the weekend including Grey Nomads Tom & Dawn Bowman who regularly travel to Barcaldine for the tourist season from their Bundaberg home.
Tom & Dawn are also car enthusiasts who were very keen to visit RevFest while in town. Tom's enthusiasm extended to offering to volunteer at the event for the Barcaldine Motorsport Association (BMA).

(Stewart, 2009, media release #4)

However, the project also identified a number of likely challenges that may prevent the adoption of a volunteer program. In general, lack of financial capital was not the main issue. In some cases there was a lack of appropriate leadership or management skills, certainly a lack of coordination for the project. However, the biggest impediment appeared to be concerned with a certain resistance that the ambiguous status of Grey Nomad- as neither insider nor outsider- brought internal conflict within the host community also made the launch of such a community wide initiative difficult.

What is most clear is that both bonding and bridging social capital were necessary, and often sufficient, conditions for the successful launch on new volunteer projects, provided that these were matched with participatory leadership and management skills.

REFERENCES

Adam, F. & Roncevic, B. (2003). Social capital: recent debates and research trends. *Social Science Information. 42,* 2, 155-183.

Adloff, F. & Mau, S. (2006). Giving Social Ties, Reciprocity in Modern Society. *Archives of European Sociology XLVII* (1), 93-123.

Atkinson, S. & Butcher, D. (2003). Trust in Managerial Relationships. *Journal of Managerial Psychology, 18* (4), 282-304.

Auld, C. (2004). Behavioural characteristics of student volunteers. *Australian Journal on Volunteering*, 9(2). 8-18

Australian Bureau of Statistics (2001). *Voluntary Work Australia 2000*, Cat no. 4441.0, Canberra

Australian Bureau of Statistics (2002a). *General Social Survey Summary Results Australia,* Cat no. 4159.0, Canberra

Australian Bureau of Statistics (2002b). *Australian Social Trends 2002*, Cat no. 4102.0, Canberra

FaCS (2005). *Giving Australia: research on philanthropy in Australia*, Canberra: Australian Department of Family and Community Services

Avery, G. (2004). *Understanding Leadership.* London: Sage.

Barnett, C. (2005). "Ways of Relating: Hospitality and the Acknowledgement of Otherness" *Progress in Human Geography 29*(1), 5-21.

Bryen, L. & Madden, K. (2006). 'Bounce-back of episodic volunteers: what makes episodic volunteers return? Working paper no CPNS 32, Queensland University of Technology, Brisbane.

Bryen, L. (2006). 'Bounce-back' of episodic volunteers in local government community environmental groups. *Australian Journal of Volunteering: Papers from the inaugural Research Symposium, annexure to vol 11(2) 90-102.*

Carter, P. (2002). Domestic caravanning and camping: Results from the 2000 National Visitor Survey. *Tourism Research Report*, 4(2) 1-27.

Clary, G., Snyder, M. & Stukas, A. (1996). Volunteers' motivations: Findings from a national survey. *Nonprofit and Voluntary Sector Quarterly*; 25(4) 485-505.

Dolfsma, W., van der Eijk, R. & Jolink, A. (2008). "On a Source of Social Capital: Gift Exchange" *Journal of Business Ethics* (retrieved March 9, 2009, DO1 10.1007/s10551-008-0002-z).

Edwards, D. (2005). 'It's mostly about me': Reasons why volunteers contribute their time to museums and art museums. *Tourism Review International*, 9, 21-31.

Forth, G. (2001). Following the yellow brick road and the future of Australia's declining country towns. In M. Rogers and Y. Collins (Eds) *The Future of Australia's country Towns*. Bendigo, La Trobe University Press.

Fukuyama, F. (1995). *Trust: the Social Virtues and the Creation of Prosperity.* London: Penguin

Green, B.C. & Chalip, L. (2004). Paths to volunteer commitment: lessons from the Sydney Olympic Games' in RA Stebbins and M Graham (eds) *Volunteering as leisure, Leisure as volunteering: an international assessment.* UK: CABI Publishing.

Hayward-Brown, H., Onyx, J. & Leonard, R. (2010 in press) Ambiguity and the status of Grey Nomad volunteers. *Leisure Sciences*

Heartbeat. (2001). *Older People & Volunteering,* Research Report for the 2001 Premier's Forum on Ageing, Sydney: Heartbeat Trends Pty Ltd.

Herzog, A. R. & Morgan, J. N. (1993). Age and gender differences in the value of productive activities: Four different approaches. *Research on Aging* 14(2): 169-198

Introna, L. & Brigham, M. (2007). Reconsidering community and the stranger in the age of virtuality. *Society and Business Review 2* (2), 166-178.

Johannisson, B. & Olaison, L. (2007). The Moment of Truth: Reconstructing entrepreneurship and social capital in the eye of the storm. *Review of Social Economy*, vol LXV, 1, 55-78.

Karakayali, N. (2006). The uses of the stranger: Circulation, arbitration, secrecy and dirt. *Sociological Theory 24* (4), 312--330.

La Caze, M. (2004). Not just visitors: Cosmopolitanism, hospitality and refugees" *Philosophy Today 48* (3), 313--324.

Leonard, R. & Onyx, J. (2003) Networking through community organisations in Australia: The role of loose and strong ties. *Voluntas*, *14(2)* 191-205.

Leonard, R. & Onyx, J. (2004) Social Capital and Community Building: Spinning Straw into Gold*.* London: Janus.

Leonard, R., Onyx, J. & Maher, A. (2007). Constructing short-term episodic volunteering experiences match Grey Nomads and the needs of small country towns. *Third Sector Review 13(2*) 121-139.

Leonard, R. & Onyx, J. (2009). Volunteer Tourism: The Interests and Motivations of Grey Nomads. *Annals of Leisure Research; Special edition on volunteer tourism.*

Macduff, N. (2005). Society changes and the rise of the episodic volunteer. In J.L. Brudney (ed.) Emerging areas of volunteering. *ARNOVA Occasional paper series, 1(2)*: 49-62, ARNOVA, Indianapolis

Mair, J. & Marti, I. (2006). Social entrepreneurship research: a source of explanation, prediction and delight. *Journal of World Business,* 41, 36-44.

Meijs, L.C. & Brudney, J.L. (2004). Winning volunteer scenarios: the soul of a new machine' paper presented at the Annual Meeting of ARNOVA, Los Angles, November 18-20.

Mings, R. & McHugh, K. (1995). Wintering in American sunbelt: Linking place and behaviour. *The Journal of Tourism Studies, 6,* 2, 56-61.

Mission Australia (2006). *Rural and regional Australia: Change, challenge and capacity,* Sydney: Mission Australia

Naas, M. (2005). 'Alors, qui etes-vous?', Jacques Derrida and the Question of Hospitality. *Project Muse, SubStance* #106, *34*, (1), 6--17.

Narushima, M. (2005). Payback time: Community volunteering among older adults as a transformative mechanism. *Ageing & Society*, 25, 567-584.

Oman, D., Thoresen, C., & McMahon, K. (1999). Volunteerism and mortality among the community-dwelling elderly. *Journal of Health Psychology,* 4, 3, 301-316.

Onyx J. & Leonard, R. (2009). "The Conversion of Social Capital into Community Development: an Intervention Study in Australia's Outback" *International Journal of Urban and Regional Research.*

Onyx, J. & Leonard, R. (2005). *The Grey Nomad Phenomena: A research report.* CACOM Working Paper, University of Technology, Sydney.

Onyx, J. & Bullen, P. (2000). Measuring social capital in five communities*. Journal of Applied Behavioural Science* 36(1): 23-42

Onyx, J. & Leonard, R. (2000a) *Rural Renewal and Social Capital: The Case of Sweden and Australia.* Working paper No 46, CACOM, University of Technology, Sydney.

Onyx, J. & Leonard, R. (2000b) Women, Volunteering and Social Capital. In J. Warburton and M. Oppenheimer (eds) *Volunteers and Volunteering,* Sydney, Federation Press.

Onyx, J. & Leonard, R. (2007). The Grey Nomad phenomenon: Changing the script of aging. *International Journal of Aging and Human Development. 64(4) 381-398*

Onyx, J. & Leonard, R. (2005b). Australian Grey Nomads and American Snowbirds: Similarities and differences. *The Journal of Tourism Studies 16 (1)* 61-68

Onyx, J., & Warburton, J. (2003). Volunteering and health among older people: A Review. *Australasian Journal on Ageing, 22*(2), 65–69.

Onyx, J., Osburn, L. & Bullen, P. (2004). Response to the environment: Social capital and sustainability. *Australasian Journal of Environmental Management, 11, 20-27.*

Portes, A. (1998) Social capital: Its origins and applications in modern sociology. *Annual Review of Sociology*, 24, 1-24.u

Putnam, R., (1993). *Making Democracy Work: Civic Traditions in Modern Italy.* Princeton, New Jersey: Princeton University Press

Putnam, R. (2000) *Bowling Alone: The Collapse and Revival of American Community.* New York: Simon & Schuster.

Raffoul, F. (1998). On Hospitality, between Ethics and Politics. *Research in Phenomenology 28*, 274-283.

Rogers, M. & Ryan, R. (2001). The triple bottom line for sustainable community development. *Local Environment,* 6, 3, 279-289.

Russell, L. (2006). Encountering the 'Other' in a World of Difference and Danger. *Harvard Theological Review 99* (4), 457-68.

Santos-Granero, F. (2007). "Of fear and friendship: Amazonian sociality beyond kinship and affinity" *Journal of the Royal Anthropological Institute 1* (18).

Schuller, T. (2007) Reflections on the use of social capital. *Review of Social Economy*, vol LXV, 1, 11-28.

Staber, U. (2007). Contextualizing research on social capital in regional clusters. *International Journal of Urban and Regional Research.* 31.3, 505-521.

Stewart, Douglas (2008) Media Release #2 Grey Nomad Volunteer Project: www.barcaldinerc.qld.gov.au downloaded Feb 2010

Stewart, Douglas (2009) Media Release #3 Grey Nomad Volunteer Project: www.barcaldinerc.qld.gov.au downloaded Feb 2010

Stewart, Douglas (2009) Media Release #4 Grey Nomad Volunteer Project: www.barcaldinerc.qld.gov.au downloaded Feb 2010

Stewart, Douglas (2009) Photos Grey Nomad Volunteer Project www.barcaldinerc.qld.gov.au downloaded Feb 2010

Stukas A, Snyder M & Clary EG (2006). The functional approach to volunteerism: A research agenda. *Australian Journal of Volunteering: Papers from the inaugural Research Symposium, annexure to vol 11(2) 90-102.*

Vincent, V., & De Los Santos, G. (1990). Winter Texans: Two segments of the senior travel market. *Journal of Travel Research,* Summer, 9-12.

Volunteering Australia (2004). *Snapshot 2004: volunteering report card,* Melbourne

Volunteering Australia (2006). *National survey of volunteering issues 06,* Melbourne

Warburton, J., Terry, D., Rosenman, L., & Shapiro, M. (2001). Differences between older volunteers and non-volunteers: Attitudinal, normative and control beliefs. *Research on Aging, 23(5),* 586-605.

Wearing, S. (2004). Examining best practice. In R.A. Stebbins and M. Graham (eds) *Volunteering as Leisure, Leisure as Volunteering: An international assessment.* UK: CABI Publishing.

Woodhouse, A. (2004). *Social Capital and the Economic Development of Regional Australia.* School of Social Work, University of Queensland.

Woolcock, M. & Narayan, D (2001). Social Capital: Implications for Development Theory, Research and Policy. *World Bank Research Observer,* 15(2): 225-250.

Young, F. & Glasgow, N. (1998) Voluntary social participation and health. *Research on Aging* 20, 3, 339-362.

Young, N. (2003). Labour Without Obligation: The implications for knowledge and the principles of the learning organisation. Fully refereed proceedings of The Australian and New Zealand Academy of Management (*ANZAM*) *Conference* Surfing the Waves: Management Challenges, Management Solutions 2-5 December.

Grey Nomad as volunteers

(Grey Nomads are people over 50 who travel around Australia for long periods by caravan or motor-home)

We would like to learn something of what you and other Grey Nomads are interested in doing while you travel. This is part of a research project involving Volunteering Australia, University of Technology Sydney, and University of Western Sydney. The questionnaire is anonymous so do not include your name. Thank you for agreeing to answer the following questions.

What activities do you like doing when you visit outback towns? (Please circle)
1(not at all)………………4(very interested)

8. Visit historical landmarks	1	2	3	4
9. Talk to local people	1	2	3	4
10. Attend a local sporting event	1	2	3	4
11. Learn about local industries	1	2	3	4
12. Attend a festival (e.g. music or produce)	1	2	3	4
13. Shop for local crafts or produce	1	2	3	4
14. Learn about the local environment	1	2	3	4
15. Other (Please specify)_____				

If you had an opportunity to volunteer (contribute your unpaid time to a local organisation) some time in an outback or isolated town, how important would the following be?
1(not important)…..4 (very important)

16. Helping the local town and its surrounds	1	2	3	4
17. Using your skills	1	2	3	4
18. Learning something new	1	2	3	4
19. Getting to know some of the locals	1	2	3	4
20. Other (Please specify)_____				

Here are some of the things that might be possible to do, within a Grey Nomads volunteering program. Which ones would you find interesting/ useful?
1(not interesting)……4(very interesting)

21. Assisting a local land-care project	1	2	3	4
22. Assisting an historical preservation project	1	2	3	4
23. Talking to primary school children about life where you come from	1	2	3	4
24. Helping set up a cultural event	1	2	3	4
25. Assisting an historical society/ family history project	1	2	3	4
26. Developing a local recreation area	1	2	3	4
27. Assisting local Aboriginal community project	1	2	3	4
28. Teaching a short course in your expertise (e.g. computing)	1	2	3	4
22. Renovating a community building	1	2	3	4
23. Fund raising for a local project	1	2	3	4
24. Other suggestions?_____				

25 If you were considering staying a while to volunteer your time, what would suit you better?
___Working a few hours over an extended period (e.g.: Working 2 hours a day over two weeks)…..**OR**
___Working a lot of hours over a shorter period (e.g.: Working 7 hours a day over three days)

26 If you wished to volunteer, how important is it for your out-of-pocket expenses to be covered?
__Essential (we cannot carry additional costs)
__Minor costs not a problem
__Not important, within reason

27 How would you go about finding out about a volunteering program in a new area that you visit?
___ Word of mouth
___ A Volunteering Web-site
___ Local Newspaper
___ Local Information Centre
___ Signs placed at local camping grounds
___Other? (Please specify)_____

28 Have you volunteered before?   1(no, never)……4(a great deal)
                                                    1   2   3   4

29 Have you volunteered as a Grey Nomad?_____ If yes, what was that (and where)?

_____

30 How is your general health?   (1=poor, 2=fair, 3=good, 4=excellent)
                                                    1   2   3   4

31 What formal qualifications do you have?
        ____less than HSC,   ____HSC or equivalent
        ____ Trade (specify)_____
        ____ University (specify degree)_____

32 What is your main/ recent work experience?_____

33 Your age? _____

34 Gender? ___Female   ____Male

35 Ethnicity?   ___Anglo Australian
                ___ATSIC
                ___Non English Speaking Background

36 Where did you live before becoming a Grey Nomad?   In what State (or Country)?
                ___Country town or rural area.
                ___ Regional Centre
                ___ Metropolitan City   State_____

37 How many weeks did you travel as a Grey Nomad in the last calendar year? _____

Thank you for completing this questionnaire.
Have a good trip!!

Statistical analyses of the effects of the relationship between Demographic variables and Interest and Motivation

Three stepwise regressions were conducted with the demographics, including costs, as independent variables and each of the dependent variables; Travel Interest Score, Motivation Score, Volunteer Interest Score.

Topic A2.1: Demographics by Travel Interest Score
When all demographics are put in a stepwise regression model with the scores for all the seven activities totalled as the dependent variable, Travel Interest Score, the significant predictors were: Residence, Costs, Age, and Having volunteered as a Grey Nomad. Those aged in their 50s, living in regional centres or country areas, for whom it is not important that cost be covered, and had volunteered as a Grey Nomad, were those most interested in the activities listed.

Table A2.1 - Demographics by Travel Interest Score

Model 4		Beta	t	Sig.
	Residence	-.174	-2.785	.006
	Costs	.189	3.006	.003
	Age	-.188	-2.984	.003
	Volunteering as a Grey Nomad	.137	2.191	.029

The data were further investigated to ascertain if these demographics were associated with any specific items. Residence, costs and having volunteered as a Grey Nomad were not associated with any items in particular. Younger age was associated with an interest in local landmarks, festivals and particularly the environment.

Topic A2.2: Demographics by Motivation Score
When all 7 demographics were put in a stepwise regression model with the scores for the 4 motivations totalled as the dependent variable (Motivation Score), the significant predictors were: Age, Having volunteered as a Grey Nomad, and Education. Those aged in their 50s, who had previously volunteered as a Grey Nomad and who had higher levels of education, were most motivated to volunteer.

Table A2.2 - Demographics by Motivation Score

Model 3		Beta	t	Sig.
	Age	-.311	-5.043	<.0005
	Volunteering as a Grey Nomad	.168	2.750	.006
	Education level	.140	2.275	.024

Examining each of the specific motivation questions revealed that age was associated with all items. Previous volunteering as a Grey Nomad was only associated with getting to know the townspeople. Higher levels of education were associated with helping the town and using one's skills.

Topic A2.3: Demographics by Volunteering Interest Score
All demographics were put in a stepwise regression model with the scores for the 10 volunteering activities totalled as the dependent variable (Volunteering Interest Score). The significant predictors were Age, Education, Previous level of volunteering, Costs and Health. Interest in volunteering was associated with being aged in their 50s, higher levels of education, at least some experience of volunteering, a lack of concern with cost being covered, and good or excellent health. It was those with some volunteering experience (rather than a fair amount or a great deal) who had the highest levels of interest in the voluntary activities listed.

Table A2.3 - Demographics by Volunteering Interest Score

Model 5		Beta	t	Sig.
	Age	-.291	-4.770	<.0005
	Education level	.172	2.857	.005
	Costs	.152	2.534	.012
	Previous level of volunteering	.125	2.111	.036
	Health	.128	2.089	.038

The individual items were examined to see if there were some specific activities that accounted for the demographic variation. Age, Previous volunteering and Health were related to almost all items. Higher levels of education were strongly related to Talking to local children, Teaching a short course and Aboriginal projects. Costs were also related to most individual items. Strongest relationships were for Land-care and Aboriginal groups: those for whom the covering of costs was essential were least likely to be interested in these kinds of volunteering.

A2.4. Demographics by methods of contacting Grey Nomads
A series of logistic regressions (backward Wald) were conducted to find whether there were demographic differences in the ways Grey Nomads liked to be contacted for volunteer work. The demographics examined were Gender, Age, Education and Residence which were selected as being the most informative. The results suggest that there was no demographic difference in use of local information centre or signs placed at local camping grounds. Word of mouth was favoured by those aged in their 50s rather than their 60s and not favoured by those from metropolitan areas. The local newspaper was favoured by respondents from rural areas and country towns and those with lower levels of education. A volunteering web-site was favoured by those with an HSC or university education and not favoured by those aged over 70.

About Grey Nomads*:*
1. Are you aware of Grey Nomads coming to this town as travellers? Do you have any views about travellers generally and Grey Nomads in particular?
2. Have you had any personal contact or ongoing associations with any of the Grey Nomads?
3. Do you think the travellers bring income to the town?
4. Do you consider that people in this town have benefited (income, potential new knowledge or skills) from contact with the Grey Nomads?
5. Do you consider that existing services in the town are adequate for the travellers?
6. Do you have any sense of disruption to the life of the town from the travellers? Any other problems with Grey Nomads?

About the Town:
1. What is your role in the town? (Consider both paid and unpaid)
2. What organisations do you belong to?
3. What do you think are the most important organisations in town? Why do you say this?
4. Do you know what kind of connections there are between different organisations in town? Can you give any examples of where several organisations have worked together to meet a common goal?
5. Do these organisations have useful links to other places, e.g. links to government bodies, centres with more services? Can you give some examples?
6. Are there any divisions or conflicts in town that we need to be aware of as we undertake this research project? How do you think this impacts on the town?
7. Are young people able to find jobs and stay in town?
8. How do you attract people to town?
9. Do you have a shortage of skills in town? What kind of skills are in short supply?
10. What do you think is the best aspect of the natural environment in this area?
11. What do you consider to be the biggest natural environmental problem?
12. What is the major industry in this area?
13. Do you consider that the economy is in good shape or not? Why do you think this?
14. Does the town have the services it needs? What gaps are there?
15. What is the greatest strength of this town?
16. Overall what would you say is the biggest issue facing the town?
17. What kind of program could help solve the problem/ close the gap

About Volunteering:
1. Are most people involved in their community? Is there a high rate of volunteering? Give an example
1. Which organisations have formal volunteering programs?
2. Do you know of any volunteering generally done now by Grey Nomads in this town?
3. Would you like to see greater involvement by Grey Nomads as volunteers in your town?
4. Do you consider that the town could benefit from specific volunteer projects which involve Grey Nomads? What would they be? What would be needed to encourage and support this?

At the town meetings, a proposed range of possible projects, informed from the data, was presented. After considerable discussion, the towns voted on their preferred projects, as listed below. Numbers in brackets indicates number of votes. Each person was able to vote for 3 projects. In some towns numbers were not counted. As the lists below suggest, there are many projects that could be adopted by any rural town whereas others take advantage of the attributes of a particular place.

Case Study 1: Winton Preferred Projects:
Developing natural sites and walking tracks
- Bladensburg National Park (5)
- Long waterhole (13)
- Around Town (6)

Historical truck & machinery museum (13)
Dinosaur bones preparation (10)
Museum & Art gallery (a variety of support services) (7)
Restoration of Old Cork Homestead (10)
Workshops – crafts, trades, CWA issues (2)
Cemetery beautification & restoration of graves around district (6)
Bird identification program (4)

Case Study 2: Barcaldine Preferred Projects:
Paving project:
Tombstone tours.
Developing new historical sites. Includes
- Shearers' camp site on golf club road.
- Aboriginal site behind golf course (perhaps a commemoration, keeping place for significant artefacts)

Development of Bird watching reserve, other natural heritage walkways, artesian springs
Further development of "men's shed" with 60 and better group.
Schools career day project.
Provide a list of jobs that council would like done at the Weir. This could include weeding, clearing, planting, painting tables etc.
Heritage Centre potentially provides opportunity for volunteer care, tours, promotion, or expansion of displays.
Other community buildings and displays need updating and repairs, e.g. museum, radio theatre, Barcaldine club.

Case Study 3: Kimba Preferred Projects:
Develop Showground (31)
Museum (17)
Walking Tracks (6)
Landscaping/gardening (7)
Town trail (7)

Case Study 4: Bingara Preferred Projects:

Development of Upper Bingara Site (9)
Bingara Farm Gardens Project (7)
Bingara Riverscape Project (7)
Piazza (5)
Upgraded Town Walking Track (4)
Men's Shed (4)
Roxy Restoration Project (3)
Landcare weeding project (2)
Community/school garden (2)
Upgrade of local attractions (2)
"Living Book Project" (2)
Existing Festivals and events (1)

Case Study 5: Barmedman Preferred Projects:

Development of Pool and Community Caravan Park (22)
Craft co-op, museum and café/town walk and shop fronts (15)
Powder Magazine Nature Walk (5)
BMX Track (2)
Special Signs Announcing Town (2)

Case Study 6: Roxby Downs Preferred Projects:

Community garden (4)
Story telling – living books (3)
Bush camp (3)
History project (1)