

Examining the Environment for Social Service Organisations

A Survey of Social Services in Rotorua

September 2010

**Prepared by:
Caroline Matangi, Social Research Officer
Rotorua District Council**

FOREWORD

“Na to rourou, na taku rourou
ka ora ai te iwi.”

“With your food basket and my food basket
the people will thrive.”

Social services in New Zealand are vital and help thousands of people with aspects of their lives. They provide a diverse range of services, and contribute to building strong communities, and thriving families. The emergence of social service organisations in Aotearoa/New Zealand has its roots in precolonial and colonial society.

Data from Statistics New Zealand’s Non-profit Institution Satellite Account: 2005 inform us that there were 97,000 non-profit institutions in New Zealand. The largest number were in culture, sport and recreation (45 percent), followed by social services (12 percent) and religion (10 percent). The majority (90 percent) of non-profit institutions did not employ paid staff. Volunteers outnumbered paid employees by approximately four to one. Non-profit institutions employed 105,304 paid employees, and enlisted the help of over 436,500 volunteers. The greatest number of paid employees was involved in social services (30 percent).

Social service organisations generally reflect the aspirations of their community, and these are usually expressed in the organisation’s constitution or other founding document. Many Rotorua residents participate in non-profit institutions or receive services provided by them – often at little or no cost. The range of social service organisations available to people in the area are not the same in every community. In Rotorua, as elsewhere in New Zealand, they are primarily a response to local needs.

People in the Rotorua District have less financial resources than people living in other parts of New Zealand. Socio-economic status gives an indication of a community’s ability to access resources and opportunities. Deprivation, or low socio-economic status, can cause social and economic exclusion and contribute to related social costs. The 2006 NZDep results show that 45.7% of the Rotorua District population live in areas that are considered the 30% most deprived in the country. This figure coupled with the dramatic changes in the world economy and the financial impact it has had on a number of countries, including New Zealand, suggest that there is a likelihood of more people turning to social service organisations, for support as they address their current concerns.

I hope that this report gives you a better understanding of the experiences of organisations offering social services, in Rotorua.

Naku noa na

Peter Guerin
Chief Executive
Rotorua District Council



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Report Compilation: Caroline Matangi, RDC Social Research Officer

This document is available on the Rotorua District Council website:

www.rdc.govt.nz/Community/SocialServicesSurvey

A series of demographic profiles is also available on the website (keyword: “statistics”)

Disclaimer: Care has been taken in the production of this publication to ensure its contents are as accurate as possible. However, the authors take no responsibility for any incorrect information contained within, or any actions that may result from the use of information in this publication.

EXECUTIVE SUMMARY

Introduction

This report provides information about the experiences of social service organisations in the Rotorua District over the 12 months from June 2009 to June 2010. The information was gathered through a survey. This is the first year on record that the Rotorua District Council has collected information about community organisations in the district. The survey has provided a base-line level against which future survey results will be measured.

The survey explores changes experienced by this sector over a period of 12 months. In the last three years there have been dramatic changes in the world economy, and the financial impact has been felt in a number of countries.

The recent opening of the Youth Justice Residence in Rotorua could have some impact on social sector staff availability. The new Child, Youth and Family residence is staffed 24 hours a day, seven days a week by around 100 people who are specialised in working with young people. Additional support staff, teachers, and social workers will also work at the residence during the day.

Positive findings

The report highlights a couple of positive findings:

- Generally quick service response time
- Stable paid staff numbers

Concerning findings

A number of negative findings are also highlighted in some areas:

- More people receiving the unemployment benefit
- Increased building and property services costs
- Increased client base
- Increased level of demand on services
- Increased range of duties expected from paid staff
- No growth in volunteer numbers

The way forward

The questionnaire used in this survey will be used for future surveys. The survey will provide a dataset which can be used to monitor change. The survey will be repeated with the same group of participants once every year. Results for each survey will be analysed and a report produced and uploaded to the RDC website.

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INTRODUCTION



Examining the Environment for Social Service Organisations is the report of an annual survey of social services and emergency/relief organisations in Rotorua. The survey aims to provide a better understanding of the factors impacting on levels of service provision and demand for services. The survey findings contribute to RDC's understanding of the not for profit sector in Rotorua. The results will inform consideration of community assistance via grants and funding. RDC's support of social services contributes to achieving two of Rotorua community outcomes of "a safe and caring community" and "a community with excellent facilities and services." It is also intended that the project will keep elected councillors informed about impacts on social services provision in the district.

The social sector project was developed by RDC. The Council works in collaboration with other funders and local not for profit groups, to strengthen the ability of local community groups to respond effectively to needs in the Rotorua District. One of the outcomes of this collaboration is providing assistance to local community groups that enables them to identify, and meet community needs.

This report contains results from a survey carried out between 5-19 July 2010 and focuses on changes that have occurred in the sector and community between June 2009 and June 2010

Project Objective

The objective of this project was to set up a base-line against which future surveys will be measured with regard to:

- Service scope
- Funding
- Building or property services
- Client base
- Service demand
- Service support (eg volunteer and paid staff)

Sampling Methodology

The survey targeted social services and emergency/relief organisations categorised according to International Classification of Nonprofit Organisations [ICNPO (see Appendix 1)] and takes the form of:

- An online questionnaire (using Survey Monkey)
- A sample size of N=11 social services and emergency/relief organisations (see Appendix 2, Table 2)
- A sample size based on social services and emergency/relief organisations in Rotorua District
- Judgement sampling (based on deliberate choice and excludes any random selection) as a method of sample selection, based on organisations identified to be best able to provide leading indication of changes which are occurring in the sector

A similar survey from Ashburton District Council's survey of social services in Ashburton was used as a guideline when developing the sample and questionnaire.

Social services and emergency/relief organisations were selected as the focus for the study because based on the Rotorua Community Grants tracking schedules 2006-2009 they constitute the bulk of applications for funding to Rotorua District Council's Grants Fund (see Appendix 2, Table 3).

The participant base has been kept small to enable a quick turn-around of survey administration and results (see Appendix 2, Table 2 for a list of organisations involved in the survey).

Sample Achieved

All 11 organisations participated in the survey.

For comparability to future results, the same questionnaire as well as participants will be used in the future.

Participating organisations are not identified in this report

The research results were processed electronically and analysed by RDC's Social Research Officer.

KEY RESULTS

Income Benefits

For the year ending June 2010, the number of people receiving the unemployment benefit has increased significantly compared to the same time last year. Since June 2009, an additional 377 people are now receiving the unemployment benefit in the district.

The recession, especially job losses, difficulty with meeting the family budget and, consequential relationship issues were highlighted by some respondents as factors contributing to changes in demand for services provided by agencies. The significant increase in the number of recipients on the unemployment benefit seems to support this finding.

Building and Property Services

The majority of respondents reported that they had experienced changes in expenses/costs such as gas bills, energy costs, heating bills, building costs, and room costs, compared to a year ago.

Client Demand

While the demographics of their client base remained largely unchanged, 90% of the respondents reported that their client needs had increased compared to a year ago. Overall, clients' needs have become more complex compared to previous years. Among the ways in which demand has increased are increase in number of self referrals, more domestic violence issues and more requests for help with power bills and food.

Overall, respondents commented the recession had resulted in an increase in the number of clients accessing their services.

Budget advice and social support/counselling were the areas reporting the greatest increase in demand for client assistance across the social services sector over the period June 2009 to June 2010.

Paid Staff and Volunteer Support

Survey respondents report that while the volunteer numbers have either remained unchanged or decreased, the range of duties expected of volunteers have either stayed the same or increased in the past year. The range of duties for paid staff has largely increased.

INCOME SUPPORT

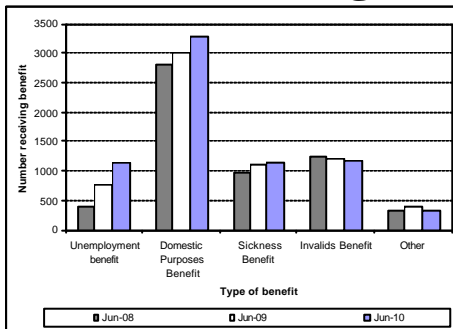
Why is this important?



Income Support is an income-related means-tested benefit for people who are on low income.

The prevalence of people receiving benefit-related incomes is an indicator of living standards in the community. Reliance on welfare benefits can limit the earning potential of individuals and families.

How are we doing?



Income Benefits, Rotorua District, June 2008 – June 2010

The overall number of people receiving benefits administered by Work and Income in Rotorua District has increased by 9%, from 6487 in June 2009 to 7074 in June 2010. The most significant increase is seen in the unemployment benefit, which now accounts for 16% of all benefits received in Rotorua District, compared to 2009 when unemployment benefits accounted for 11.6%.

Increases have also occurred in claims for domestic purposes and sickness benefit. The number of people claiming the invalids benefit decreased slightly in the past year. The loss of jobs by people in the Rotorua District is likely to have a flow on effect to changes in the demand for social services – as noted by some survey respondents.

SERVICES PROVIDED

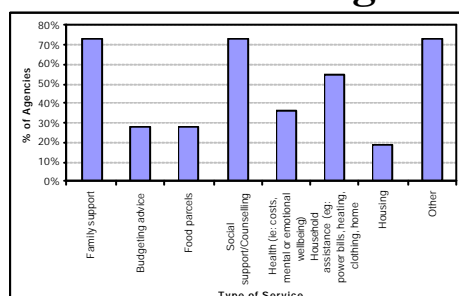
Why is this important?



Social services are services and facilities provided to ordinary people in need of support to address current concerns. The social service sector ranges from small local initiatives established to address one or a small number of quite specific issues or needs, to large, national organisations providing a range of services throughout the country.

Social services include welfare organisations, emergency/relief services and income support providers. Social services have an impact on people's lives and on society as a whole. The social services are vital to poverty alleviation and help thousands of people stay on track with their lives, with diverse services, and contribute to building strong communities and thriving families. Social service agencies are not the same in every community and in Rotorua they are primarily a response to local needs.

How are we doing?



Services Organisations Provide

Note: This is a multiple response question

Base: 11

2010 Survey results show that the most common social services provided by respondents in this survey are family support and social support/counselling services (72.7% respectively). These were followed by household assistance (eg: power bills, heating, clothing, home support) reported by 54.5% of the organisations in the survey.

The 'Other' category was also frequently reported by organisations (72.7%). Services reported in this category include:

- crisis support
- safe housing
- information, advice and advocacy for older people and their carers
- youth social services and activities
- domestic violence programs and parenting through separation.

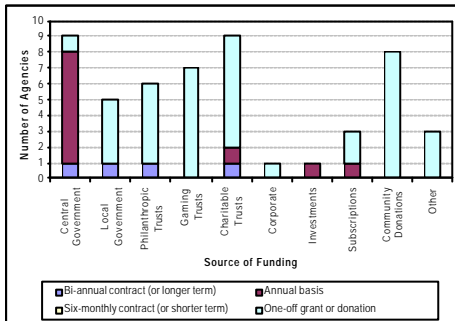
FUNDING

Why is this important?



Non-profit organisations receive their support in various forms and from various sources. Social service organisations, especially voluntary ones, exist in an environment of scarce resources. As a result, the problems of obtaining sustainable funding are of major concern to them.

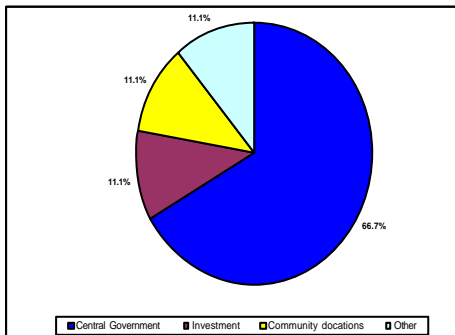
How are we doing?



Eight of the eleven survey respondents (72.7%) reported that their financial support came from central government and community donations respectively. Seven respondents (63.6%) reported that their source of funding was gaming trusts and charitable trusts respectively. The bulk of the financial support was in the form of one off grant or donations, except for central government with 7 (87.5%) of respondents reporting that payment was made on an annual basis.

Source of Funding

Note: This is a multiple response question
Base: 11 Respondents

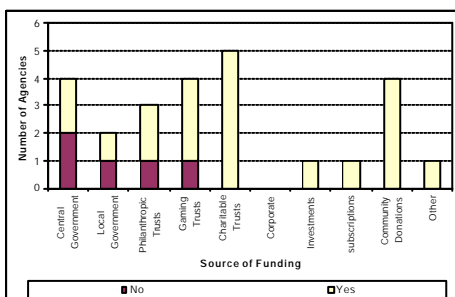


The 'Other' category was one of the areas which was less frequently reported by respondents. In this category, sources of funding reported include venue hire, fundraising, self funding, user pay, shops and advertising income.

Central government remains the major funder for most respondents, with 66.7% of organisations surveyed receiving the bulk of their funding from this source in the last five year period.

Major Source of Funding

Base: 9 Respondents



The survey results show that five out of eight respondents (62.5%) experienced a decrease in funding from charitable trusts and 4 (50%) experienced a decrease in funding from community donations, compared to a year ago (30 June 2009).

Decrease in Funding Sources

Base: 8 Respondents



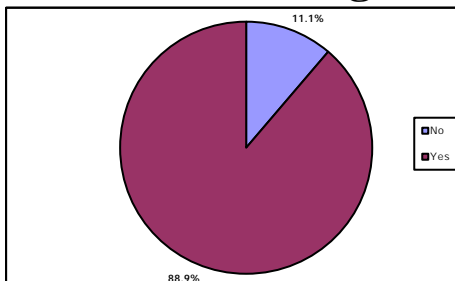
BUILDING OR PROPERTY SERVICES

Why is this important?



Many social services agencies are client-based organisations that require housing/office space through which they can offer accessible social and community services and programmes. Often these organisations rent this space. Changes in the economic climate social service agencies operate in bring new challenges for organisations, for example, changes in availability of funds to support rent/lease payments; and increasing costs of utilities, for example, power/water bills. Other variable costs can come from routine maintenance i.e. painting, plumbing, electricity, carpentry, WOF, lift, and fire alarm system.

How are we doing?



**Building and Property Services costs
Compared to a year ago (30 June 2009)**

Base: 9 Respondents

88.9% of surveyed agencies reported that they had experienced changes in building or property related expenses/costs compared to a year ago (30 June 2009). In this survey highlighted areas of change included:

- Increased telecommunication and stationery costs
- Increased gas bills, energy costs, and building costs
- Increased diesel costs
- Increased insurances
- Increased food prices
- Higher overheads
- Increased vehicle costs, petrol costs, electricity costs, building costs, resources, printing and stationery, telephone etc
- Increased all expenses

SERVICE DEMAND

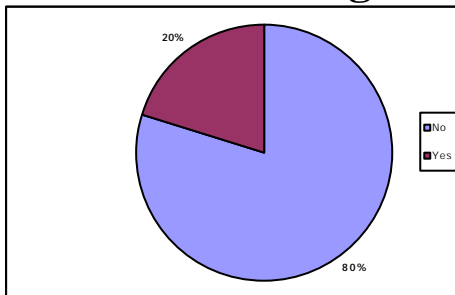
Why is this important?



Changes in the economic climate and/or government policy bring impacts to the Rotorua district. For example, Central Government's "It's not Ok" campaign has resulted in increasing reporting of family violence to Police, resulting in increasing demands being placed on existing social services. For example, increased waiting lists and increased referrals from other providers.

Each community needs viable social services providers who can continue to deliver critical social services to families, children, young and older people. The need for such services is longstanding, however the day to day demands on services is influenced by economic, political and social changes in society.

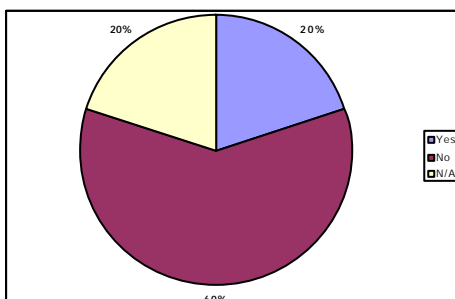
How are we doing?



Changes in demographics of client base
Base: 10 Respondents

Ten of the ten survey respondents who answered this question (100%) reported that their client base had increased compared to a year ago (30 June 2009).

Eight of the ten survey respondents (80%) reported that there had not been a change in the demographics of their client base compared to a year ago (30 June 2009). 20% of the respondents reported they had noticed a change in the demographics of their client base and noted age as a factor. One of these organisations reported that they were being sourced by "out reach clients".

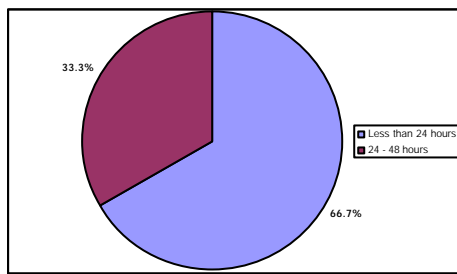


Actively canvassing for more clients
Note: Base 10

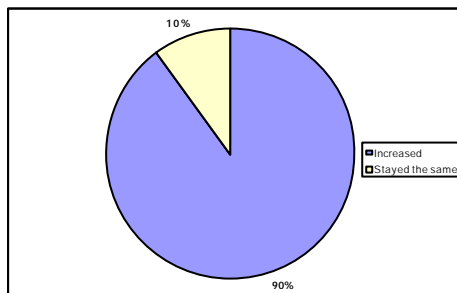
60% of social service agencies surveyed reported that they were not canvassing for more clients at present.

Answers to this question included the following:

- We have systems in place for referral into our service
- We continue to be over subscribed in our contract numbers
- We don't canvass clients, they come to us out of their need
- Steady referrals coming in, good profile on community, people know what we offer
- We want to end violence

**Service Response Time**

Note: Base 9

**Change in clients' needs (For example, more regular visits.)**

Note: Base 10

66.7% of respondents report that the length of time a client is waiting for their service from the time of referral is less than 24 hours. 33.3% respondents report that the length of time a client is waiting is 24-48 hours.

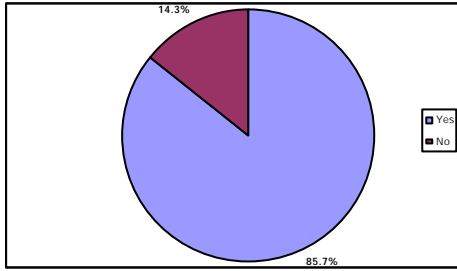
One respondent commented their service is immediate and as such there was little, if any, waiting time. Another respondent noted that if volunteers are available, then service is same day. A third of respondents commented if there is a crisis call they are immediately called and have a response time of 45 minutes. A fourth commented they do crisis intervention.

90% of survey respondents reported that the level of demand on some services has increased compared to a year ago (30 June 2009). 10% reported that the average clients' needs for the service they provide have stayed the same. There were no reports of decrease in demand.

Of the organisations reporting an increase in demand for services, ways in which client demand has increased included clients coming in with more complex issues – many of which are a result of the recession. According to one respondent, "...We are seeing clients that in 'good' times may not use our services, but who may have unexpectedly lost their jobs and are now requiring our assistance."

Other ways in which demand has increased included the following:

- An increase in the number of self – referrals
- Multiple issues involving a number of individuals within one whanau
- Increase in need for help with Power, rent and food
- Increase in the cost of living
- More female victims of assault from their partners coming forward for support and wanting help
- Complexity of the work (clients bring) i.e multiple issues facing the family
- More domestic violence

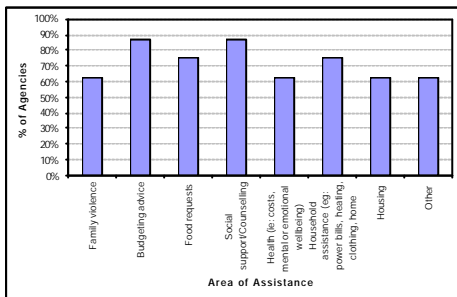


Is this trend in the level of demand usual for this time of year?

Note: Base 7

85.7% respondents reported that this trend in the level of demand was usual for this time of year.

A couple of respondents reported that the trend was recession related. Another respondent observed that a lot of family violence used to happen at certain times, for example, before and after Christmas but it seems to happen at anytime now. Yet another noted that it had a lot to do with alcohol, drugs, money, gambling. And finally, another respondent reported that they were in great demand all year.



Proportion of agencies reporting requests for assistance by category

Note: Base 8

Five respondents also reported factors that they feel have contributed to the changes in demand. Three of the five respondents (60%) reported the recession as a factor on changes in demand. The recession, especially job losses, difficulty with meeting the family budget and, consequential relationship issues. The others reported financial hardships and associated emotional, mental, physical, verbal and sexual abuse.

Overall, clients appear to be requiring assistance in a wide range of areas. Although assistance with budget advice and social support/Counselling emerged as areas of greatest demand with 87.5% of agencies reporting them respectively, these were followed by food requests and household assistance being reported by 75% of clients reporting them respectively.

The 'Other' category was one of the less frequently reported areas. 'Other' areas in which clients have required assistance included services to assist with: youth issues, employment advice, consumer advice, and referral to other services.

STAFF

Why is this important?

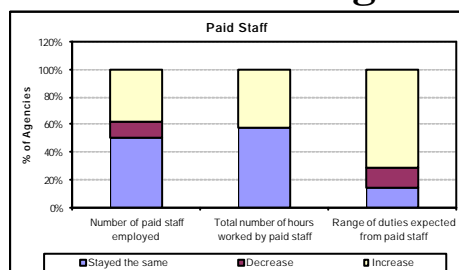


Staff in social services play an invaluable role in our community. They are ordinary people providing an extraordinary contribution in the community.

Volunteers offer value to social services, not only in financial terms for the organisation but in quality of life terms for service users. Volunteers are of value because they:

- Complement the services that are delivered.
- They can help free up paid social service staff to focus on their statutory and crisis duties.
- They are flexible and can be available to work outside the contracted hours a service is open.
- Users appreciate the fact that volunteers aren't paid, but are motivated for reasons other than money.
- Volunteers can build bridges with the community that social services serve.
- Volunteers are diverse.

How are we doing?



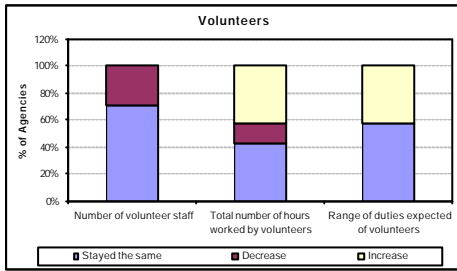
Paid Staff Changes (Since June 2009)

Note: Base 8

The average number of hours worked per paid staff member was 25.5 hours per week.

50% of organisations reported that the number of paid staff had remained the same in the past year (since 30 June 2009). The number of hours worked had either stayed the same, as reported by 57.1% of the organisations, or increased according to 42.9% of the organisations. 71.4% of the organisations surveyed reported an increase in the range of duties expected from paid staff.

Three respondents offered specific examples: One commented changes in their organisation had been implemented. Another reported a whanau mentoring service had been introduced and the third commented they were required to train all volunteers in the new database/search system and lead the updating of their search facility.



Volunteer Staff Changes (Since June 2009)

Note: Base 7

Of the organisations who have volunteers, the average number of hours worked per volunteer was 3.3 hours per week.

71% of organisations reported that the number of volunteer staff had remained unchanged since a year ago (June 2009) and 29% reported that there had been a decrease in volunteer staff. 43% of survey respondents reported that the total number of hours worked had increased. Another 43% reported that there had been no change in number of hours worked by volunteers. The range of duties had either stayed the same, as reported by 57% of the agencies, or increased according to 43% of the agencies.

One survey respondent reported that, “we have been required to ‘cleanse’ our database in readiness for a new computer system, which has required additional hours by the volunteers and the paid coordinator.”

Another respondent reported that a number of their volunteer staff had to leave due to health or work and family commitments. They added that they would be doing a recruitment drive for volunteers before Christmas.

APPENDIX 1

Table 1. Summary of Major Types of Nonprofits in New Zealand

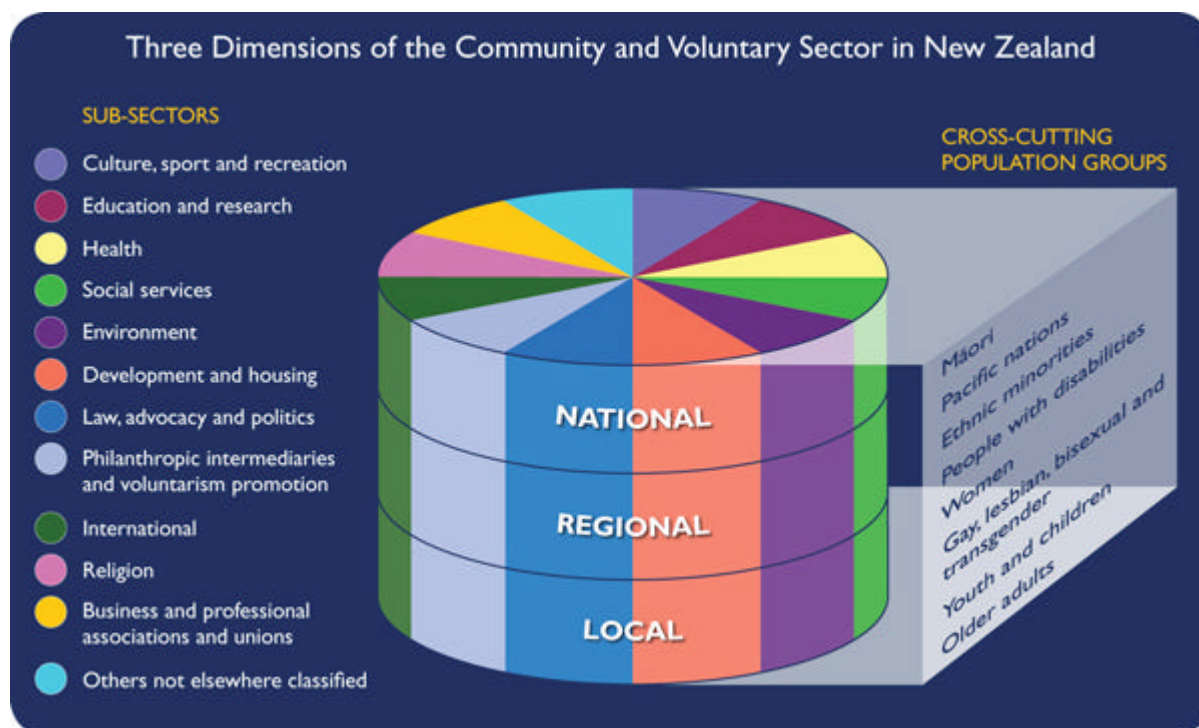
ICNPO Group	Nonprofit organizations in New Zealand	Organizations not likely to be part of the nonprofit sector in New Zealand
1. Culture and recreation	<ul style="list-style-type: none"> • Many arts groups, especially at a local level (e.g., arts societies, spinners and weavers groups, film societies) and also some of the most prestigious national cultural groups e.g., in ballet, opera, etc. • Most sports groups, especially at the club level • Many museums and galleries, often smaller ones; not owned by local government or commercial operations • Some local community newspapers and radio stations • Service clubs (e.g., Lions, Rotary) 	<ul style="list-style-type: none"> • The large proportion of arts activities undertaken by individual artists and commercial enterprises • Commercial sports businesses and franchises • Museums and galleries owned by the local government • Most high profile newspapers, radio and TV broadcasters, which are commercial or state owned
2. Education and research	<ul style="list-style-type: none"> • A few elementary (known as primary) and secondary schools • Many, often smaller, tertiary education providers • Most informal and small adult or community education • Some research, which is undertaken by nonprofit bodies, mostly in medicine and social sciences • Most early childhood services (see discussion re: kindergartens; Statistics New Zealand 2005a) 	<ul style="list-style-type: none"> • Public elementary and secondary schools (which comprise the majority of educational institutions in New Zealand) • Public universities and most polytechnics • The three Wananga, which are not institutionally separate from government • Adult or community education provided through evening programs run by public schools (unless there is a separate nonprofit entity through which funds are channeled) • Most of the research which is undertaken by universities, government bodies, and private firms
3. Health	<ul style="list-style-type: none"> • A small number of union and community health services, and all Primary Health Care Organizations (PHOs)¹ • A few church and other private hospitals which are nonprofit • Most palliative care services • A large number of mostly smaller and non-residential mental 	<ul style="list-style-type: none"> • Most primary care services provided through General Practitioners • Public hospitals, which dominate the health field • Private hospitals that make a profit • Public mental health services • For-profit rest homes and some

¹ PHOs are funded by government to provide a total range of preventive and remedial primary health services.

	<p>health services, including iwi providers</p> <ul style="list-style-type: none"> • Some rest homes and aged care hospitals providing care for older people • A wide range of nonprofit organizations providing disability health services • Most ambulance services, air-rescue services, and surf patrols • Most emergency services • Some support services for children provided by nonprofit organizations 	<p>aged care hospitals providing care for older people</p> <ul style="list-style-type: none"> • Some emergency health services
4. Social services, and emergency/ relief	<ul style="list-style-type: none"> • Most providers of social services, including iwi providers (nonprofit organizations are especially significant providers in disability services, in family services and in community services for older people) • Nonprofit employment services • Nonprofit emergency services • Some support services for children provided by nonprofit organisations 	<ul style="list-style-type: none"> • Government and commercial providers of social services (e.g., most statutory child protection services, commercial home help services) • Government and commercial employment services • Emergency services that are set up by local government
5. Environmental / animal protection	<ul style="list-style-type: none"> • Most environment and animal protection groups 	<ul style="list-style-type: none"> • Government agencies with environmental responsibilities
6. Development and housing	<ul style="list-style-type: none"> • Limited direct housing provision, especially social housing • Neighborhood centers and houses and most community development projects (except those provided by local government) • Employment and training groups, e.g., industry training organizations 	<ul style="list-style-type: none"> • Public housing, including local government housing • Private landlords, who together with public housing provide almost all rental housing • Community development workers employed by local or (to a lesser extent) central government
7. Civic and advocacy groups	<ul style="list-style-type: none"> • Advocacy groups representing particular and local interests • Political parties • Legal aid services, such as community law centers 	<ul style="list-style-type: none"> • Commercial legal practices, which provide not only almost all legal services but also the bulk of legal aid
8. Philanthropic and other intermediaries	<ul style="list-style-type: none"> • Volunteer promotion and brokerage groups, such as volunteer centers • Philanthropic trusts and foundations (including family trusts, community trusts, gaming trusts, etc.) 	<ul style="list-style-type: none"> • Government funding agencies (which are the dominant funders of nonprofit organizations) • Corporate social responsibility programs (which are very small as a proportion of total funding to nonprofit organizations)
9. International organizations, aid and relief	<ul style="list-style-type: none"> • Most overseas aid and development organizations 	<ul style="list-style-type: none"> • New Zealand Agency for International Development • Defense forces • Private consultants acontractors

10. Religious congregations and associations	<ul style="list-style-type: none"> • Churches, mosques, temples, synagogues • Almost all other religious organizations (except where they fit within another category, e.g., church social services, religious hospitals, church schools, etc.) 	
11. Unions, business and professional associations	<ul style="list-style-type: none"> • Professional associations, trade unions, business associations • Chambers of Commerce 	
12. Not elsewhere classified	<ul style="list-style-type: none"> • Organizations where it is not clear which ICNPO category they should be assigned to 	

Source: Tenant, Margaret, Jackie Sanders, Michael O’Brien and Charlotte Castle (2006) *Defining the Nonprofit Sector: New Zealand*. Working Papers of the Johns Hopkins Comparative Nonprofit Sector Project, no.45. Baltimore, United States of America: The John Hopkins Centre for Civil Society Studies



Source: www.ocvs.govt.nz/about-the-community-and-voluntary-sector

APPENDIX 2

Table 2. Organisations Covered in the Survey Sample

Selected social services, and emergency/relief agencies in Rotorua
Family Works Northern
Citizens Advice Bureau
Age Concern Rotorua District
Mokoia Community Association Inc
Relationship Services
Waiariki Women's Refuge
Victim support Rotorua
St Vincent de Paul
Te Utuhina Manaakitanga Trust
The Salvation Army Community and Family Services
Te Waiariki Pura Trust

Table 3. Proportion of Applicants to RDC's Community Grants Fund

Category according to ICNPO	Percentage of Applications			
	2006	2007	2008	2009
Culture and Recreation	13.33%	7.69%	4.55%	25%
Education & Recreation	16.67%	30.77%	18.18%	20.45%
Health	23.33%	19.23%	22.73%	15.91%
Social services & emergency relief	33.33%	34.62%	45.45%	25%
Environment/animal protection	3.33%	3.85%		2.27%
Development & Housing	3.33%			4.55%
Religious congregations & association	6.67%	3.85%	9.09%	6.82%

Derived from the Rotorua Community Grants Tracking Schedules 2006-2009.