



Media release

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IMAGINE THE POSSIBILITIES... WE HAVE.

Nillumbik volunteers feature in state-wide volunteering campaign

Nillumbik Shire Council's volunteer program – and the 550 volunteers that are a part of it - is one of 10 volunteering organisations selected from across the State to be featured in the brand new volunteering campaign *Imagine the possibilities*, launched by Volunteering Victoria.

Nillumbik Shire Council supports more than 10 volunteering programs which rely on more than 500 volunteers. Together they make it possible to provide environmental friends of groups, community transport, in-home family mentoring, L2P driver mentoring and the walking school bus.

Without the assistance of volunteers the variety of programs currently available to the Nillumbik community would not be possible.

The state-wide campaign, which is being rolled out in 10 selected communities, showcases the work of community organisations powered by volunteers who support paid staff and clients of the services.

The Volunteering Victoria campaign aims to raise awareness of the value that volunteering plays in our community and the diversity of ways volunteering happens. It is part of Volunteering Victoria's mission to support the growth and empowerment of the volunteering community.

The campaign was created with the support of skilled volunteers, including photographers who offered their skills for free to photograph organisation's volunteering activity. Each organisation's volunteers, volunteer manager and clients are the feature of their own part of the campaign, which includes posters, postcards and online resources promoting their service and volunteering.

The campaign materials are provided free to each selected organisation, thanks to the financial support of Exxon Mobil Australia, sponsors for the production of materials.



Photographs of Nillumbik volunteers were done by Shida Pourlotfi, who's own story plays an important part of this one. Shida was new to Australia, having arrived about a year ago as a refugee, leaving her studio business and all her photographic equipment behind.

Her involvement was made possible with the support of donated equipment from Ben's Camera Hire in Fitzroy. She said at the time: "I haven't taken photograph for nearly a year. I'm so happy." Read more about the day of the photoshoot [here](#).

Pictures for the Nillumbik materials are available in a [photo gallery](#) on Nillumbik's page on the Volunteering Victoria website as part of the campaign, where all campaign materials will remain accessible for free for use by Nillumbik, and viewable by anyone interested in their service.

"The 10 volunteer involving organisations were selected because they illustrate – separately in their own right, and together as a part of this campaign – what is possible when we volunteer to imagine a better world," said Sue Noble, CEO of Volunteering Victoria.

"We worked with our members - real organisations, from real locations, aiming to help real people and causes to showcase the diversity of volunteering, what volunteering means and the true, full impact of volunteers like the ones in the Shire of Nillumbik.

"By adapting the campaign to locations and organisations, we share our message – that active citizens make a difference. We are proud that our campaign provides a way for organisations to promote their service or cause, showcase the value of their volunteers and attract new volunteers to their organisation.

"We invite all Victorians to *imagine the possibilities* with us – and Nillumbik," she concluded.

[Read more](#) about Nillumbik and *Imagine the Possibilities*, and find out if an organisation in your community will be a part of the campaign at the Volunteering Victoria website.

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