The Power of Volunteering.
Imagine the Possibilities!

Presented by
Sue Noble
CEO
Volunteering Victoria
About Volunteering Victoria

- The peak body for volunteering in Victoria
- **Vision:** resilient communities & empowered & active citizens through volunteering
- **Strategic priorities:**
  - Volunteer management
  - Policy, advocacy & research
  - Training & professional development
  - Spontaneous emergency volunteering
  - Multicultural, youth, sport, skilled & employee volunteering
  - New/alternative volunteering models
  - Building & supporting networks
  - Imagine the Possibilities marketing campaign
  - Building an evidence base to support volunteering

@volunteeringvic
MOTIVATIONS, BARRIERS & CHALLENGES
Why people volunteer

Volunteering is personal & motivations differ
- Support personal goals
- Because someone they know volunteers
- Build social networks & connectedness
- For organisations, in places, at times that suit them
- Affinity with causes & issues
- Belief they can make a difference
- Sense of purpose & empowerment
- Sense of satisfaction, pride & accomplishment
- Skill utilisation, development & transfer
- Work preparedness
- Contribute & connect to the community
Barriers to volunteering

- Limited meaningful volunteering opportunities that utilise skills & knowledge
- No interest
- Regulatory barriers, including insurance, police checks etc.
- Do not have time
- Unable to make a long term commitment
- Competing time demands e.g. work & informal caring
- Do not know how to get involved
- Health problems or physical ability
- Financial cost
- No-one asked
Volunteering challenge

- Adequate support & resourcing for volunteering
- Balance organisations’ & volunteers’ needs
- More effort, negotiation, calculated risk taking
- Need to be flexible, creative, innovative to:
  - Accommodate different motivations & expectations
  - Remove or minimise barriers to volunteering
  - Support intergenerational volunteering
  - Support socially inclusive volunteering
  - Leverage diversity & new technologies
  - Engage (not merely manage) volunteers
  - Build a resilient volunteer involving organisation
- Challenge of evolving volunteering landscape
Volunteering evolution

Volunteering is evolving. Volunteers are different

- Diverse social, cultural, linguistic, religious backgrounds
- Different generations, characteristics, motivations, understanding & experience of volunteering
- Life-cycle & life-style changes
- More mobile & tech-savvy
- Have multiple roles, experiences
- Seek options, opportunities to develop or use skills
- Seek reciprocal, collaborative, inclusive relationships
- Seek to build social networks & connectedness
- Seek organisations, causes, in places, at times that suit them
IMPACT OF VOLUNTEERING
Social inclusion in action
Community development one person at a time
Transform lives
Transform communities

In 2010, 35.6% of Victorians aged 18 years and over participated in formal volunteering (1.5 million people).

Sustained volunteering is associated with better mental health.

Happiness
Just a few hours of volunteer work makes a difference in happiness and mood.

Victorian volunteers worked a total of 173 million hours in just one year!*

GIVE HAPPY
LIVE HAPPY

* @volunteeringvic
Impact of volunteering

- Refer to *Key Facts & Statistics about Volunteering in Victoria*
- Great breadth, depth, variety, ways of volunteering
- The number of volunteers in Australia has doubled from 1995 (3.2 million) to 2010 (6.1 million)
- 4.6 million volunteers support 600,000 NFPs across Australia
  - Only about 60,000 NFPs have paid staff
  - Volunteer hours in NFPs equivalent to 317,000 fulltime positions
- In Victoria:
  - 35.6% (1.5 million people) of those over 18 participated in formal volunteering
  - 38% of adult women & 33% of adult men volunteered
  - 90% of incorporated associations relied on volunteers to do what they do
ABOUT YOU

Our membership is representative of the diversity of the volunteering sector across Victoria.

- Environment & Wildlife
- Community Houses
- Sport
- Corporate
- Health
- Volunteer Resource Centres
- Community Services
- Local Government
- Overseas Aid
- Volunteers
- Arts & Culture
- Multicultural Services
- Animal Welfare
- Disability Services
- Emergency Services
- Religious Organisations
- Law & Advocacy
- Education & Training

The health, sport, community services and local government sectors represent the largest groups of Volunteering Victoria members.
Impact on volunteers

For all age groups volunteering can ..........
- Support individuals’ empowerment & self worth
- Improve physical health & longevity
- Build general wellbeing, emotional resilience
- Improve mood & happiness
- Build satisfaction, pride, purpose, accomplishment
- Help develop new skills, expand life & work experience
- Build work & social networks, connectedness & community cohesion
- Demonstrate a volunteer’s motivation, values, proactivity
- Provide a pathway to economic participation
- Refer to Health & Wellbeing Information Sheet
Impact on the community

- Significant economic impact of volunteering:
  - “Volunteering is worth more than 200 billion a year to the Australian economy, outstripping revenue sources from mining, retail & agriculture.” Dr Lisel O’Dywer, The Conversation
  - Contributed $16.4 billion in Victoria in 2006 & up to $42.1 billion by 2021

- Significant social impact: strengthening communities, supporting civic participation
  - Imagine the cost if we had to pay to deliver services delivered by volunteers.......
  - Imagine what would or could not be done if we had to pay for volunteer services.......
  - Imagine our world without volunteers.......

@volunteeringvic
Without volunteering.....

- Many community support services will not be delivered
- Community sport will grind to a halt
- Many cultural institutions will close
- Our environment will degrade & wildlife will disappear
- Reduced protection & slower recovery from disasters
- Breakdown in social connectedness, cohesion & resilience
- People will live unsafe, unhealthy, lonely, isolated, disconnected & poorer lives
- People will die

**Challenge:** to build a resilient volunteering culture & workforce
BUILDING RESILIENT VOLUNTEERING
Resilience defined

- Volunteering Victoria’s vision:
  Resilient communities & empowered & active citizens through volunteering

- Resilience: a recently emerged concept, still ill-defined
  The capacity & capability to grow, to tolerate & adapt to change & any excessive demands & stresses, & to bounce-back after an adverse event

- Applied to individuals, organisations, communities

- Built 2 ways:
  - Experience: What doesn’t kill you makes you stronger
  - Built purposefully by capacity building activities
Resilience defined

- Adaptive capacity:
  - Confront disruptive challenges
  - Respond & adapt quickly to change
- Sustainable, well managed workload & resources
- Aligned strategy, structure, systems, processes
- Forward thinking, prepared
- Superior performance, higher productivity & creativity
- Access to timely, accurate, relevant information
- Embraces diversity, manage complexity
- Actively engaged, proactive, empowered, ownership
- Good personal support systems, work-life integration
Enabling leadership

Strong, effective leadership
- Core characteristic of resilience
- Supports the other characteristics of resilience
- Enabling, not inhibiting
- Inspiring, not demoralising
- Empowers communities & individuals
- Critical to build communities resilient to change & disasters
- Progresses, reinforces, sustains a resilient volunteer workforce

Role of Volunteer Manager is critical
VOLUNTEER MANAGEMENT
The volunteer manager

- Expert in volunteer management
- Key player, central enabler, driver of innovation to:
  - Build a resilient volunteer workforce
  - Identify & capitalise on the motivations for volunteering
  - Reduce the barriers to volunteering
  - Anticipate & respond to volunteering trends & issues
  - Ensure great volunteering experience
- Face significant challenges in changing environment
- Often under-valued, under-resourced, undersold
- Management recognition & support essential:
  - Resources & tools to do their job
  - Leadership training & development to adapt
The volunteer manager

Apply good HR principles, policies & practices:
- Workforce planning, job design
- Develop a portfolio of volunteering programs e.g.
  - Take advantage of new technologies (virtual volunteering)
  - For skilled or time-poor volunteers (bite-sized volunteering)
  - Leverage corporate social responsibility via EVP
- Recruitment, induction, departure
- Training, development, performance management
- Communication, acknowledgement, recognition
- Policies, processes, continuous improvement
- Work environment, rostering, relationship with paid staff, OH&S
- Conflict management, discipline
- Apply National Standards: best practice volunteer management
Supporting volunteer managers

Support for volunteer managers:
- Sector leadership & support
- Research to identify trends, build a bank of evidence
- Thought leadership & policy development
- Information, resources & tools
- Foster collaboration & networks e.g. Volunteer Management SIG
- Volunteer management training, consulting services
- Mentoring program
- Identification & promotion of good/best practice programs
- Capacity building
- Advocacy (internal & external)
- Promotion, PR, profile raising
IMAGINE THE POSSIBILITIES...
Promoting volunteering

It’s too easy to take volunteers for granted.

- Volunteers are the power behind more than 600,000 NFPs in Australia.
- Even NFPs that have paid staff (a minority), there’s a heavy reliance on the goodwill, energy & skills of people who freely give their time & expertise to help out.
Imagine the possibilities...

- It is part of Volunteering Victoria’s purpose to support the growth & empowerment of the volunteering community

- *Imagine the possibilities* is our campaign to raise awareness of the value of volunteering to our community & the diversity of ways volunteering happens

- It has been developed in consultation with the volunteering community

- It has involved a significant investment of time & expertise by a team of skilled volunteers from the disciplines of marketing, communications & design, in collaboration with Volunteering Victoria staff

- The development & implementation of the campaign is a working example of the power & diversity of volunteering
Imagine the possibilities...

- The campaign features real organisations, from real locations, aiming to help real people & causes.
- It showcases the diversity of volunteering & the true, full impact of volunteers.
- It bursts a few stereotypical myths & ideas about volunteering.
- It highlights that volunteers are active citizens making a difference & that volunteering can transform lives & communities.
- Each organisation has used the campaign to promote their service or cause, showcase the value of their volunteers & attract new volunteers.

@volunteeringvic
Campaign objectives

Change the language & dialogue:
- Position volunteers as active citizens
- Recognise the social & economic impact of volunteering

Lead & encourage behaviour change:
- By volunteers & volunteer managers
- By government, corporates, VIOs
- Grow volunteering across the community

Expand perceptions of volunteering by showcasing:
- Diversity of people who volunteer
- Variety of types, ways, places, reasons for volunteering
- Recognise importance of volunteer management
- Support & integrate with our advocacy efforts
Campaign overview

Utopia/dystopia theme:
• Imagine a world without volunteers (dystopia)
• Imagine the world with more volunteering (utopia)

Multi-layered campaign:
• Implemented & evolving over time with different communication channels
• Adapted to specific communities, sectors, scenarios, VIOs

Target audiences:
• Volunteer managers & VIOs
• Government, policy makers, funders, corporate supporters
• Volunteers of all ages, across all sectors

Walking the talk:
• Campaign developed with volunteers

@volunteeringvic
Imagine the Possibilities

Imagine the possibilities we have!

Encompass Community Services is a not-for-profit organisation committed to promoting equality and opportunity for individuals. They offer support to people with physical, intellectual, sensory or psychological disabilities, young people who are disengaged, long-term unemployed and those facing financial, social or learning barriers.

“We would like to see every person who wants a job, get one, that everyone has a home to call their own, and that everyone who has a goal, is listened to and taken seriously” says Claire Risk CEO at Encompass.

Encompass Community Services have 26 volunteers on board. The volunteer roles vary from assisting people with disabilities in programs such as:

- Farming & Animals: giving participants gardening work experience, planting various ruins, vegetables and fruit and taking care of both chickens and sheep and of course ploughing with the new red tractor. The vegetables produced and organized by the participants are sold at their corner shop at Head Office, supplied to their catering service.
- Numeracy and Literacy: 1:1 mentoring in Work Education and Functional Education.
- Cooking: assisting with cooking and with teaching the participants cooking skills.

@volunteeringvic
Website

Imagine Encompass: Without the Power of Volunteers

Campaign materials
Click the images below to learn more about Encompass and to download our campaign materials.

The photoshoot
Our skilled volunteer photographer met up with volunteers at Encompass Community Services and got to see their work in action at their various facilities. See the full gallery for all that was captured on the day.

@volunteeringvic
Posters & postcards

Encompass Community Services works every day to support people with physical, intellectual, sensory and psychological disabilities, providing support and services to more than 2000 people in the community.

They do this work with the essential support of more than 30 committed and energetic volunteers. The volunteers tutor in literacy and numeracy, support participants in learning to be active in farming, cooking and independent living. They also provide friendship, encouragement and opportunity. They are one of the powers behind Encompass Community Services.

Imagine Encompass and their participants without the support of these volunteers.

Then imagine the possibilities. Active citizens make a difference.
Call 03 5222 3377 or go to www.encompass-cs.org.au or www.volunteeringvictoria.org.au

Encompass Community Services works every day to support people with physical, intellectual, sensory and psychological disabilities, providing support and services to more than 2000 people in the community.

They do this work with the essential support of more than 30 committed and energetic volunteers. The volunteers tutor in literacy and numeracy, support participants in learning to be active in farming, cooking and independent living. They also provide friendship, encouragement and opportunity. They are one of the powers behind Encompass Community Services.

Imagine Encompass and their participants without the support of these volunteers.

Then imagine the possibilities. Active citizens make a difference.
Call 03 5222 3377 or go to www.encompass-cs.org.au or www.volunteeringvictoria.org.au

@volunteeringvic
For more than 20 years, Lort Smith Pet Therapy has worked to improve the health and wellbeing of patients, residents and clients of aged care facilities, hospitals, disability services and other facilities across Melbourne and Geelong.

They do this with the support of more than 150 volunteers who along with their well-loved pet dogs share some of the joy they get from their pets with people who are no longer, or not currently able to have an animal of their own.

Imagine those patients, residents and clients without the support of these volunteers.

Then imagine the possibilities. Active citizens make a difference.

Call 9321 5722 or go to www.lortsmith.com to find out more about the Pet Therapy Program and the basics on which it has been developed – or go to www.volunteeringvictoria.org.au

ExxonMobil

This initiative has been supported with funds from ExxonMobil Australia.

@volunteeringvic
Posters & postcards

Softball Victoria works every day to provide the opportunity for fun, fitness and friendship to participate in competitions, development programs and activities, which provides services to more than 3300 people in the community.

They do this work with the essential support of more than 150 volunteers. It is the volunteers who coach, umpire, organise the uniforms, keep the records, operate rescue, manage grounds and events. They are the power behind Softball in Victoria.

Imagine softball without the support of these volunteers.

Then imagine the possibilities. Active citizens make a difference.

Call 83 4619 7745 or go to www.victoriassocsoftball.org.au or www.volunteeringvictoria.org.au

IMAGINE SOFTBALL IN VICTORIA WITHOUT THE POWER OF VOLUNTEERS

ExxonMobil

This initiative has been supported with funds from ExxonMobil Australia

@volunteeringvic
Volunteering Victoria State Awards

- To be awarded on International Volunteer Managers’ Day 5 November 2015
- Showcases the commitment & impact of Victoria’s volunteer programs, volunteer managers & volunteer involving organisations (VIO)
- **Innovation Award:** for a volunteering Program or VIO for an innovative, unique volunteering program that engages volunteers & makes a significant contribution to the work of the VIO, improving their ability to respond to social challenges
- **Excellence Award:** for a volunteering program or VIO that has made a positive, measurable & sustainable social, environmental and/or economic impact to a community/individuals supported by the program
Volunteering Victoria State Awards

- **Inclusion Award** for a volunteering program or VIO that supports the inclusion of individuals or groups who are often excluded from the mainstream or traditional volunteering.

- **Impact Award** for a volunteering program or VIO that has made a positive, measurable & sustainable social, environmental and/or economic impact on the community/individuals supported by the program.

- **Thought leadership Award** for an individual (academic, researcher or volunteer manager) for significant advancement in knowledge & research regarding volunteering.

- **Corporate Award** for a for-profit company that has had a significant impact on a VIO through its employee volunteer program.
Down And Out And Volunteering
Special Event - Free for Members

Thursday 21 May 2015

Give Happy, Live Happy is the theme for this year’s National Volunteer Week. But not all volunteering is the same. What is the nature of wellbeing derived from volunteering, and is it shared equally by all volunteers?

This year we host an interactive forum which asks how the volunteering sector can leverage the knowledge we have on volunteering to increase opportunities for those among us experiencing disadvantage – and to share the benefits volunteering can bring personally, socially and economically.

10am to Midday
Village Roadshow Theatrette
State Library Victoria
Entry 3, 179 La Trobe Street, Melbourne

Registration and more information
volunteeringvictoria.org.au
Free for members. Non-members $33.