

# Volunteering Victoria – State of Volunteering Research

## Request for Proposal: Analyst and Communications Professional

### About us

Volunteering Victoria is the state peak body for volunteering in Victoria. Read [our mission, vision and values](#).

### Background

Volunteering Victoria last commissioned Victorian-specific volunteering research in 2020 (refer to Appendix A).

In May 2024, the Victorian Government announced funding to Volunteering Victoria to “*capture the latest data on the impact of volunteers and prepare for the future of volunteering in the state*” (Victorian Government media release), with an interest in understanding the distinct experiences of volunteers across groups and geographic regions across Victoria.

To deliver this project, Volunteering Victoria has commenced the following:

- 1. Randomised public survey** to understand current volunteering rates in Victoria and the experiences of volunteers (2500 respondents). Initial analysis will be undertaken by Link Education who are overseeing the survey rollout;
- 2. Online survey of volunteer leaders** (14 October 2024 to 29 November 2024), with an expected response rate of 300-500 volunteer leaders, predominantly volunteer managers and co-ordinators. Initial analysis will also be undertaken by Link Education;
- 3. Qualitative forums:** 24 forums have been scheduled across Victoria, either in-person or online (refer to Appendix B). All sessions will be recorded and transcribed, with an observer from Volunteering Victoria attending each session.

Forums have been organised to collect insights from the following demographics:

- General – open to all volunteers
- Volunteer leaders, managers or co-ordinators
- Culturally and linguistically diverse (CALD) communities – covering newly arrived migrants and refugees (arriving in Victoria in the last 5 years); more established migrants (15 years+); impact of faith on volunteering; and students
- First Nations
- People with disability
- Sport volunteering
- Youth
- Politically motivated volunteering (election support; more regular volunteering untied to election cycles)
- Emergency services volunteering
- Parent-led volunteering
- Online volunteering
- Non-volunteers who would like to volunteer more

### **Volunteering Victoria are seeking one or more professionals to assist with the following:**

**Comprehensive analysis:** Provide an in-depth analysis of:

- the state of volunteering in Victoria (what is happening)
- key drivers identified, and supported, by the data (why it is happening)
- the experience of different groups (who is experiencing what and where)

- the levers and opportunities to increase inclusive volunteering (the how), with recommendations for short, medium and long-term action.

Analysis must include cross-referencing with existing sources of data (Refer to Appendix A) to leverage the data and add richness to the reports produced (outlined in Scope of Work – Communications Professional).

**Communications:** Prepare a series of reports and collateral (factsheets, bite sized information, case studies etc.) designed for government, Volunteering Victoria stakeholders and public audiences.

## Scope of Work – Analyst

- 1. Review randomised public survey and vol. manager survey for cross-referencing**
- 2. Observer at four qualitative forums** (forums will be agreed, online attendance acceptable. Forums will be generally 90 mins to 2 hours in length)
- 3. Qualitative data analysis**
  - a. Statewide observations – overall trends, consistencies between regions and groups
  - b. Cross-comparison with other data points including randomised public survey, volunteer manager survey and existing data sources
  - c. Insights and comparisons by geography and demographics e.g. rural, metro, youth, older volunteers, new migrants, CALD, employment status, etc.
  - d. Insights by volunteering type e.g. online volunteering, formal, informal etc.
  - e. Testing of assumptions e.g. residual impact of covid-19, cost of living pressures impacting volunteering, cultural changes etc.
  - f. Identification of areas and anomalies warranting further analysis or research
- 4. Data-informed recommendations** for overcoming barriers and strengthening enablers
- 5. Synthesis of data in easy-to-read formats** (tables, graphs etc.) that can be used in communications
- 6. Identification of case studies/statements to be included in communications** (to occur during data review and analysis)
- 7. Work collaboratively with Communications Professional to ensure write-up correctly conveys data insights.**

## Scope of Work – Communications Professional

- 1. Prepare**
  - a. **comprehensive State of Volunteering report for the benefit of the entire volunteer field**, showing what is happening, where and for whom
  - b. **government briefing report**, in consultation with Volunteering Victoria personnel, outlining insights and proposed recommendations to inform the development of a refreshed Victorian Volunteer Strategy (report prepared for government funding body)
  - c. **translation into bite-sized content** (shorter content, factsheets, case studies etc.) focusing on geographic and cohort/group specific insights suitable for web publication and distribution
- 2. Liaise with in-house graphic designer as required.**

The preparation of Part 1 will require the following:

- **Familiarity with data sources listed in Background**
- **Read and synthesise full technical analysis (refer to Scope of Work - Analyst) into actionable communications**
- **Observer at four forums** (forums will be agreed, online attendance acceptable. Forums will be generally 90 mins to 2 hours in length)
- **Collaborate with Analyst to ensure write-up correctly captures data insights.**

## Key timelines

<b>Randomised public survey results:</b>	End October 2024
<b>Vol Manager Survey:</b>	End November 2024
<b>Qualitative Forums:</b>	October to early December 2024
<b>Analysis:</b>	Mid-November 2024 to end January 2025
<b>Report writing:</b>	January to February 2025
<b>Communications finalised:</b>	Mid-March 2025

## Budget envelope

Volunteering Victoria are seeking proposals for the above work with a budget envelope of \$18,000 (ex GST) for the combined work.

## Request for Proposals

Volunteering Victoria are seeking proposals from suitably qualified people to execute the respective Scopes of Work.

Proposals must include the following:

- Personal or Organisation profile and expertise
- Personnel who will be executing the project – background and relevant expertise
- Proposed approach to undertake Scope/s of Work
- How you will address the two different aspects of the work (Analyst and Communications) - individually, jointly or through a team approach (if bidding for both pieces of work)
- Milestones and deliverables
- Previous clients, including relevant examples of work (2-3 examples)
- Client testimonials and referees relevant to the Scope/s of Work (minimum two client referees, work must have been undertaken within the last three years)
- Budget breakdown, including payment milestones
- Agreement for execution by Volunteering Victoria CEO with all terms and conditions, including exclusions, dispute resolution process and copyright ownership.

## Key Selection Criteria

- Ability to extrapolate insights from the data
- Ability to translate technical information and concepts into accessible formats
- Ability to bridge between qualitative and quantitative data
- Demonstrated capability and experience to understand and communicate in Australian vernacular
- Desirable for candidates to have a working knowledge of the Australian not for profit sector and volunteering in particular
- Demonstrable knowledge of social and cultural trends in Victoria, Australia
- Understanding of First Australian context and culture (highly desirable).

**Succinct proposals are due by 6.00pm (AEDT) on Monday 28 October 2024 and are to be sent to Jessica Zammit, Innovation and Development Lead, Volunteering Victoria at [jessica@volunteeringvictoria.org.au](mailto:jessica@volunteeringvictoria.org.au).**

## Questions?

Questions regarding the scope of work can be directed to Jessica Zammit (above) until 4.00pm (AEDT) on Wednesday 23 October 2024.

## Appendix A: State of Volunteering Reports and volunteering focused research for comparison purposes

### Previous reports

[State of Volunteering Report, 2020, Volunteering Victoria](#)

Volunteering Victoria Sector Survey 2024 (available on request)

### State of Volunteering Reports (SOVR) released in other states

[State of Volunteering Report, 2024, Volunteering QLD](#)

[State of Volunteering Report, 2023, Centre for Volunteering, NSW](#)

[State of Volunteering Report, 2023, Volunteering WA](#)

[State of Volunteering Report, 2023, Volunteering SA](#)

### Adjacent reports

[State of Volunteering Report - youth, 2024, Volunteering QLD](#)

[Volunteering in Australia: The Volunteer Perspective, 2022, Volunteering Australia](#)

[Volunteering in Australia: The Organisation Perspective, 2022, Volunteering Australia](#)

## Appendix B: Proposed forums and locations

Twenty-four (24) forums will be held during October and November 2024, with dates currently being finalised. All sessions will be recorded and transcribed, with a Volunteering Victoria observer attending each session.

Focus Groups	Location
Volunteers (general)	Ringwood TBC, Dunkeld
Volunteer leaders, managers or co-ordinators	Hawthorn, Traralgon, Mildura and online
Culturally and linguistically diverse (CALD) communities covering	
- newly arrived migrants and refugees (arriving in Victoria in the last 5 years)	Metro west (TBC) and Wodonga
- established migrants (15 years+)	Metro north TBC
- faith based volunteering	Bendigo
- students	Ballarat
First Nations	Metro south-east and Ballarat
People with disability	Melbourne CBD and Horsham
Sport volunteering	Metro south-east and online
Youth	Online
Politically motivated volunteering (election support; more regular volunteering untied to election cycles)	Online
Emergency services volunteering	Online
Parent-led volunteering	Metro TBC
Online volunteering	Online
Non-volunteers interested in volunteering	Metro or Online TBC