



Something for Everyone: Charting a new course for volunteering

Mark Pearce

CEO

Volunteering Australia



Acknowledgement of Country

Volunteering Australia acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea, and community. We pay our respect to Elders past and present. We strive to raise awareness of the many forms that volunteering can take which includes recognising and uplifting First Nations' practices of community giving.

Today's event

- Minister for Social Services, the Hon Amanda Rishworth MP
- The Volunteering Stories Showcase – Mark Pearce
- NSV Co-design Insights – Zac Reimers & Sarah Wilson
- Concluding remarks – Mark Pearce
- Thank you and event close – Mark Pearce

**The Hon Amanda
Rishworth MP
Minister for Social Services**



The Volunteering Stories Showcase



Zac Reimers

National Strategy Director
Volunteering Australia



Sarah Wilson

National Strategy Advisor
Volunteering Australia



National Strategy for Volunteering Co-design Insights



**National Strategy
for Volunteering**

National Strategy for Volunteering

2023–2033



What is the National Strategy?

The National Strategy for Volunteering is a **ten-year blueprint** and **national strategic framework**.

It provides a clear and compelling **case for change** to achieve a **better future for volunteering**, underpinned by robust data and evidence.

Its vision is that **volunteering is the heart of Australian communities**.

Volunteering is the heart of Australian communities

*National Strategy for
Volunteering vision*

Achieving the Vision

The National Strategy is **co-owned by the volunteering ecosystem**. Each member has a role to play in creating a better future for volunteering.

How do we achieve this vision?

- Three Focus Areas
- Eleven Strategic Objectives
- Three Action Plan phases
- Shared responsibility

Focus Areas and Aims



Strategic Objectives

1.1 Focus on the Volunteer Experience

1.2 Make Volunteering Inclusive and Accessible

1.3 Ensure Volunteering is Not Exploitative

2.1 Diversify the Understanding of Volunteering

2.2 Reshape the Public Perception of Volunteering

2.3 Recognise the Inherent Value of Volunteering

2.4 Enable a Community-Led Approach

3.1 Make Volunteering a Cross-Portfolio Issue in Government

3.2 Build Strong Leadership and Shared Accountability

3.3 Commit to Strategic Investment

3.4 Recognise the Importance of Volunteer Management

National Strategy Phases

The National Strategy for Volunteering is implemented in phases across its ten-year timeline.

Jan 2022

Development
Phase

Feb 2023

Launch

July 2023

Establishment
Phase

July 2024

First Three-Year
Action Plan starts

National Strategy Phases

July 2023

Establishment
Phase

July 2024

First Three-Year
Action Plan

2027

Second Three-
Year Action Plan

2030

Third Three-Year
Action Plan

2033

The National Strategy for Volunteering is implemented in phases across its ten-year timeline.

The first-year **Establishment Phase** has a focus on:

- Promoting the National Strategy
Accessed by over 5,000 volunteers, organisations and others
- Developing key documents to guide implementation
Three-Year Action Plan, Monitoring and Evaluation Framework, Model for Shared Accountability and Governance Blueprint
- Setting up for long-term success
Governance Council, working groups and supporter network formed
- Identifying examples of the National Strategy in use

National Strategy In Action

Play Matters Australia are using the National Strategy to establish a **steering group** of volunteers and paid staff.

The steering group will provide a **voice for volunteers** on matters that affect them, such as:

- **Role design**
- **Recognition**
- **Communication**
- **Policy changes**



National Strategy In Action

Vinnies WA have used the National Strategy for Volunteering to:

- Strengthen **funding applications**
- **Form partnerships** with local organisations
- **Measure and communicate the impact** of volunteering
- Develop **volunteer surveys**
- Deliver new **training**

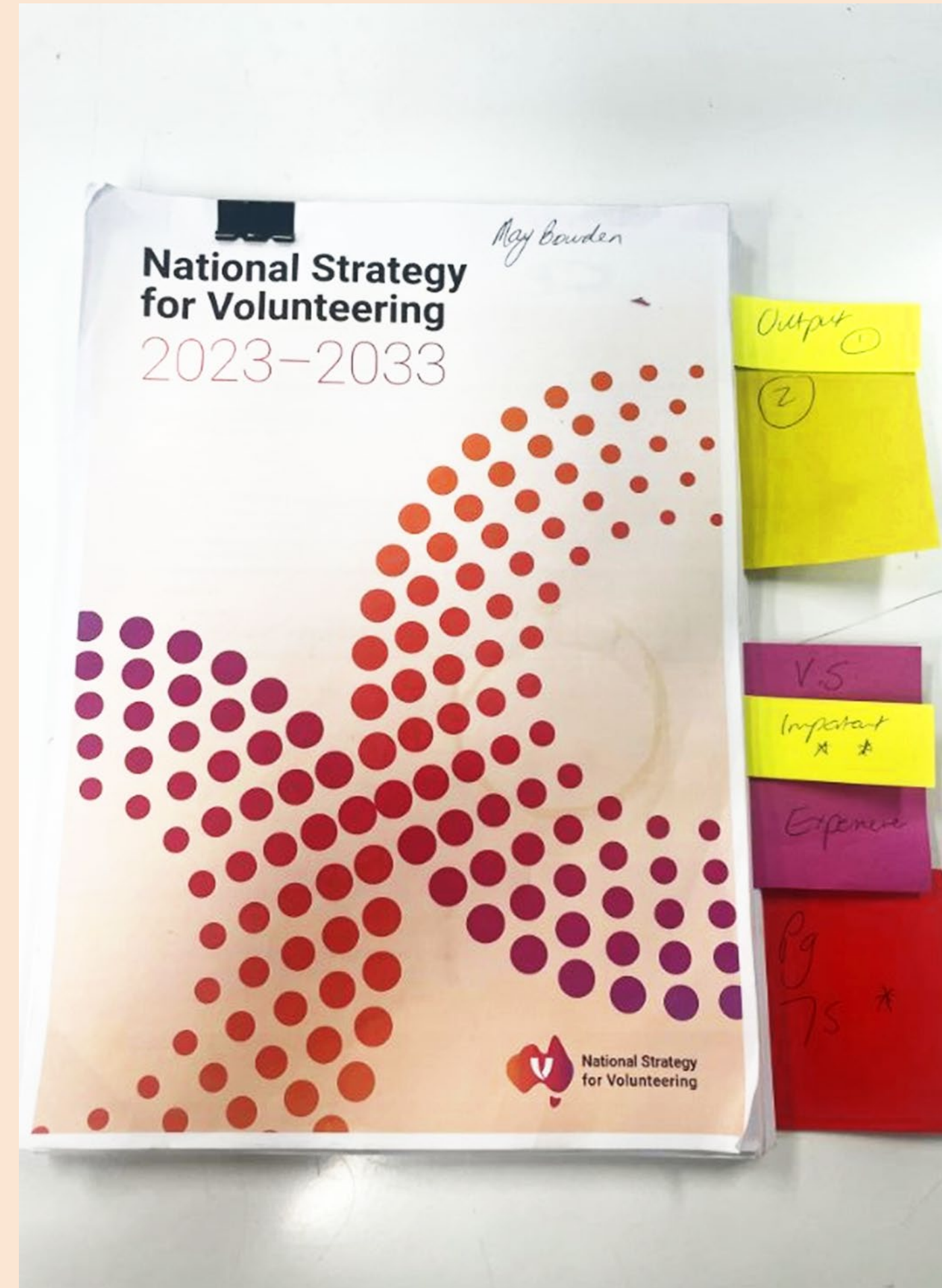


National Strategy In Action

The National Strategy gave us **permission to be bold**.

The National Strategy has **high level concepts** that we share in our management meetings, but it also **has practical applications at a lower level**. It could easily be the fundamentals of an operations plan, **which is what we did**.

May Bowden, Manager, Volunteer Services



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2023–2033



Implementing the Strategy

The National Strategy for Volunteering is **available for you to use** in your volunteering practice.

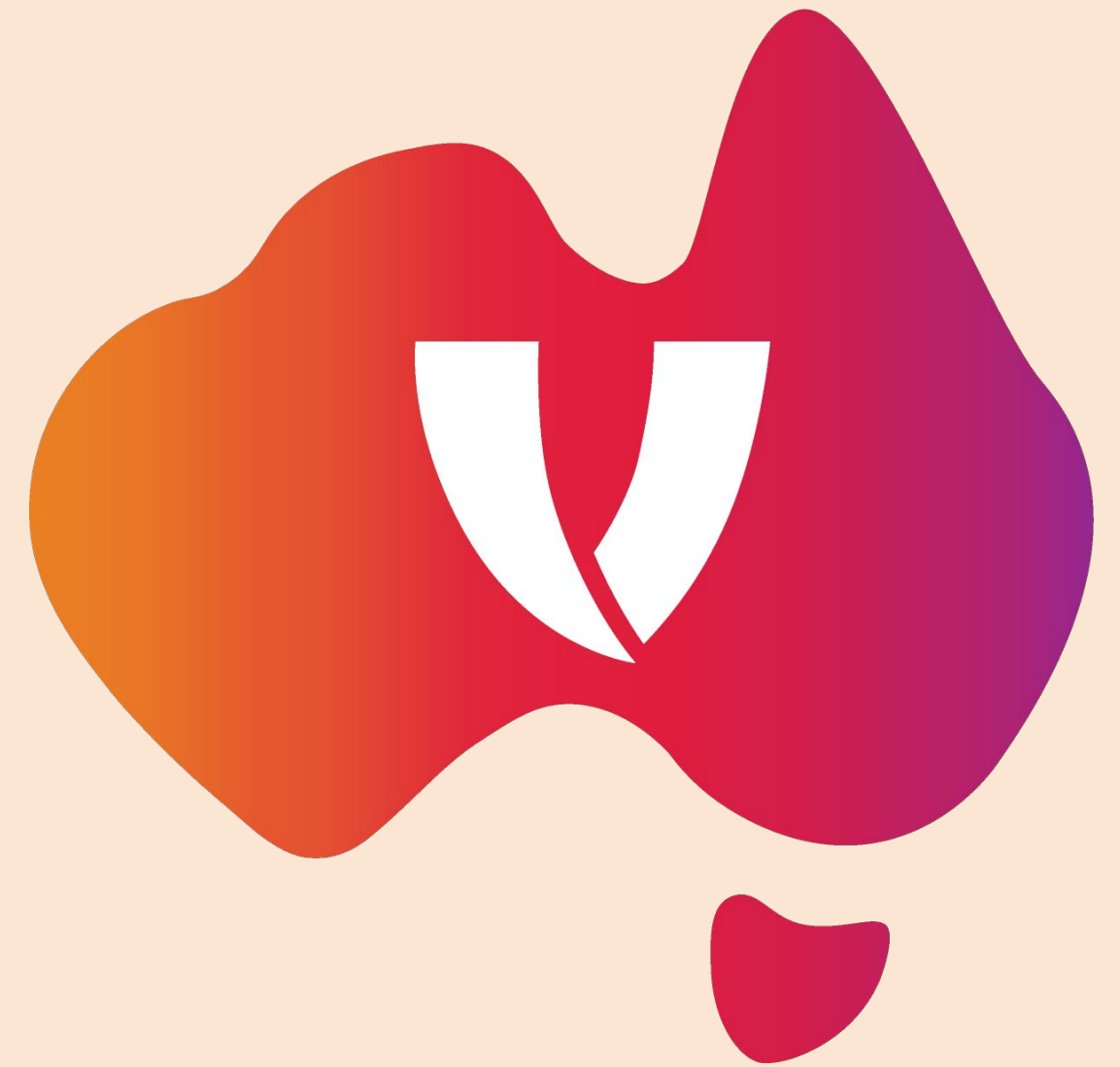
Across Australia, **action is being taken** to implement the National Strategy and strengthen volunteering.

To achieve the National Strategy's vision, we also need a **coordinated approach**.

Strategy Alignment

Across Australia, states, territories, local governments and organisations are delivering volunteering strategies.

The National Strategy for Volunteering creates an opportunity to **align strategic action** towards a common vision.



Strategy Alignment

The National Strategy is being used to refresh the *Volunteering Strategy for South Australia 2021 – 2027*.

The launch of the new National Strategy [...] presents a timely opportunity to review progress and ensure the SA Strategy aligns with the new national objectives.



Question

Which approach to implementing the National Strategy best aligns with your volunteering?

- Implementing within our group (*organisation, department, peak body, etc*)
- Collaborating with others through partnerships or action plans
- Both



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2023–2033



Three-Year Action Plan

What is an action plan?

A defined set of tasks, often assigned to a stakeholder, that achieve a goal.

Three-Year Action Plans create **opportunities to collaborate** and achieve broad, **long-term change**.

The National Strategy for Volunteering is **co-designed, co-owned** and the Action Plan must **reflect these values**.

Co-Design Process

Ideation

Public workshops

Targeted consultations

State and territory workshops

Development Phase workshops

1,600
ideas
generated

Refinement

Establishment Design Team

National Strategy for Volunteering staff

Testing with key stakeholders

Three-Year Action Plan

Delivery

NSV Council endorsement

Volunteering ecosystem

Commitments from leading stakeholders

What Did the Ecosystem Call For?

Knowledge and knowledge-sharing

Better understanding of the volunteer experience.

Better understanding and communication of benefits beyond labour cost.

Better understanding of communities' relationship with volunteering.

Better understanding of inclusion and diversity gaps.

More accessible links between research, researchers and volunteering practitioners.

Better understanding of volunteers' rights, responsibilities and expectations for management.

Continued and collaborative research into volunteering trends, issues and best practice.

What Did the Ecosystem Call For?

Advocacy and recognition

Wider take-up and greater consistency in recognition of volunteers.

Stronger advocacy for volunteers and wider campaigns to participate in.

Volunteers to have more of a voice in decisions that affect them.

Recognition of volunteer management as a skill and profession.

Network of ambassadors for volunteering and the National Strategy.

Volunteering to have a dedicated department, committee or Ministry in government.

More workforce and organisation strategies to include volunteers.

Less fragmentation of volunteering awards between sectors and jurisdictions.

What Did the Ecosystem Call For?

Sharing the story of volunteering

Volunteer contributions to be measured and reported more consistently.

Campaigns to promote volunteering and raise awareness of different ways to participate.

Better ways to share volunteer stories nation-wide.

Volunteering to be a stronger part of students' experience at school.

What Did the Ecosystem Call For?

Process, protections and policy

Less burden associated with volunteering checks.

Better use of inclusion and accessibility standards.

Better protections for volunteers and formal channels for complaints.

Better access to insurance coverage for volunteers.

Changes to taxation to lessen the burden on the volunteering ecosystem.

Increased cohesion between supports and policies for paid workers and volunteers.

More solutions that are tailored to the needs of communities.

Stronger coordination between national and state/territory volunteering initiatives.

What Did the Ecosystem Call For?

Partnerships and resourcing

Funding that encourages strategic planning, innovation and collaboration.

Stronger links between managers of volunteers.

Better funding conditions for volunteering.

Partnerships between tertiary education and Volunteer Involving Organisations.

Technology solutions to be more accessible and easily-compared.

Stronger engagement between employers and the volunteering ecosystem.

Technology that tracks contributions, qualifications and checks.

Resourcing to improve accessibility (*premises, role design, technology, training*).

Next Steps

Ideation

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Targeted consultations

State and territory workshops

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ideas
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Design Team

National Strategy
for Volunteering
staff

Testing with key
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**Three-
Year
Action
Plan**

Delivery

NSV Council
endorsement

Volunteering
ecosystem

Commitments
from leading
stakeholders

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2023–2033



Next Steps

Actions are being assessed against criteria established by the volunteering ecosystem.

Key stakeholders are being presented with potential **actions they can lead** in the Three-Year Action Plan.

The Action Plan will present **flexible, accessible opportunities** to participate for mutual benefit.

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2023–2033



What Can You Do?

- **Use the National Strategy** to enhance your volunteering practice or collaborate with others.
- Help us **celebrate and learn** from **your use of the National Strategy**.
- **Subscribe** to receive updates directly.
- Sign up as a **supporter of the National Strategy** through the Coalition of Support.

Coalition of Support

The **Coalition of Support** is a network of groups that have made a **public commitment** to the National Strategy for Volunteering and its vision.

It is a way to demonstrate your support and **identify peers and collaborators**.

This network will help form **key partnerships** through the Action Plan.



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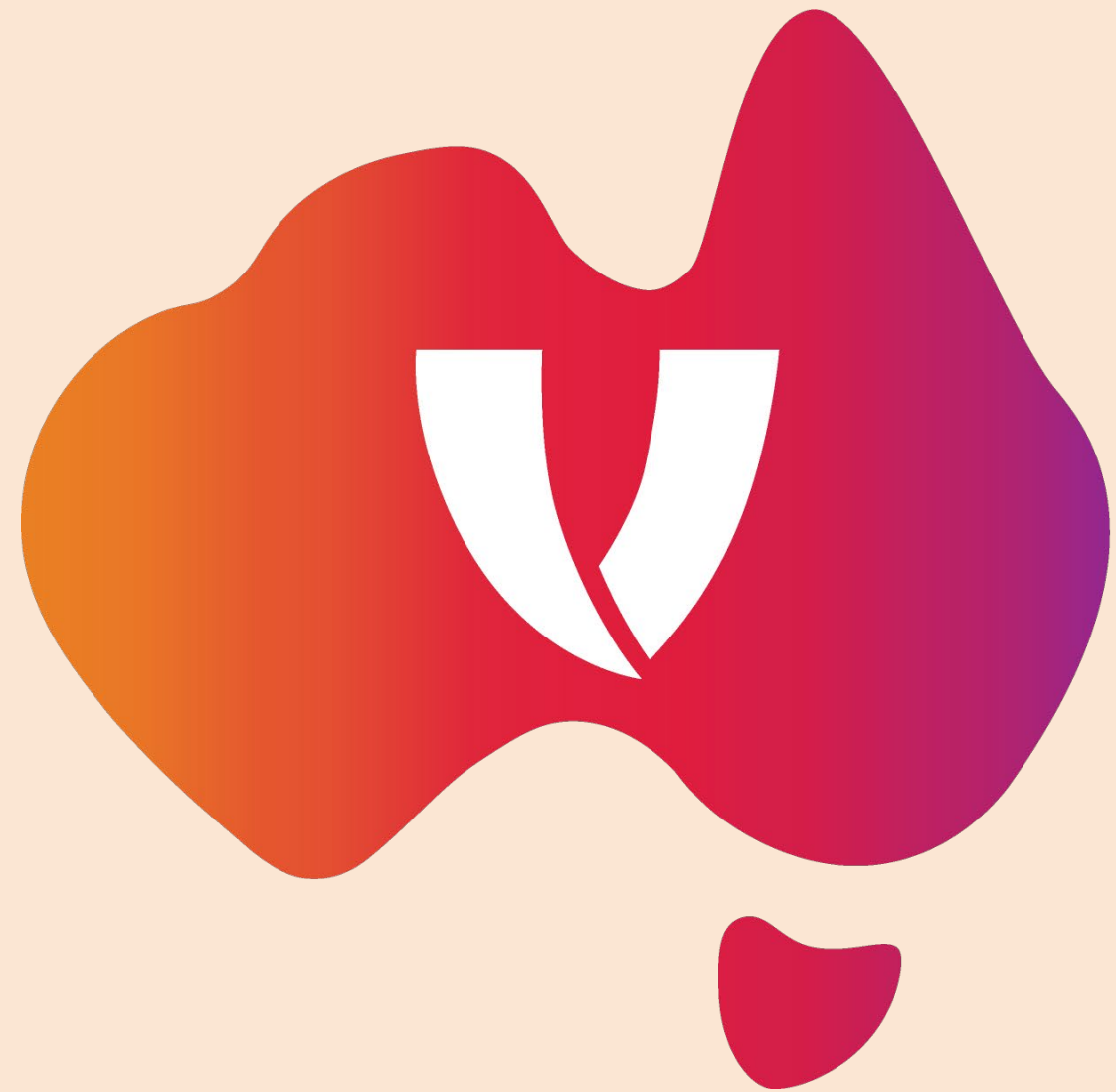
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A Better Future for Volunteering

By working together through the National Strategy, we will **chart a new course** for volunteering in Australia.

Join the national movement by showing your support and participating in the Action Plan.

Whatever your role in volunteering, the National Strategy has **something for everyone.**



National Strategy for Volunteering

Mark Pearce

CEO

Volunteering Australia





Thank You!