VOLUNTEERING VICTORIA

THE POWER OF ASSOCIATION



LEADING REPRESENTING CONNECTING **SUPPORTING**

ANNUAL REPORT 2014 - 2015

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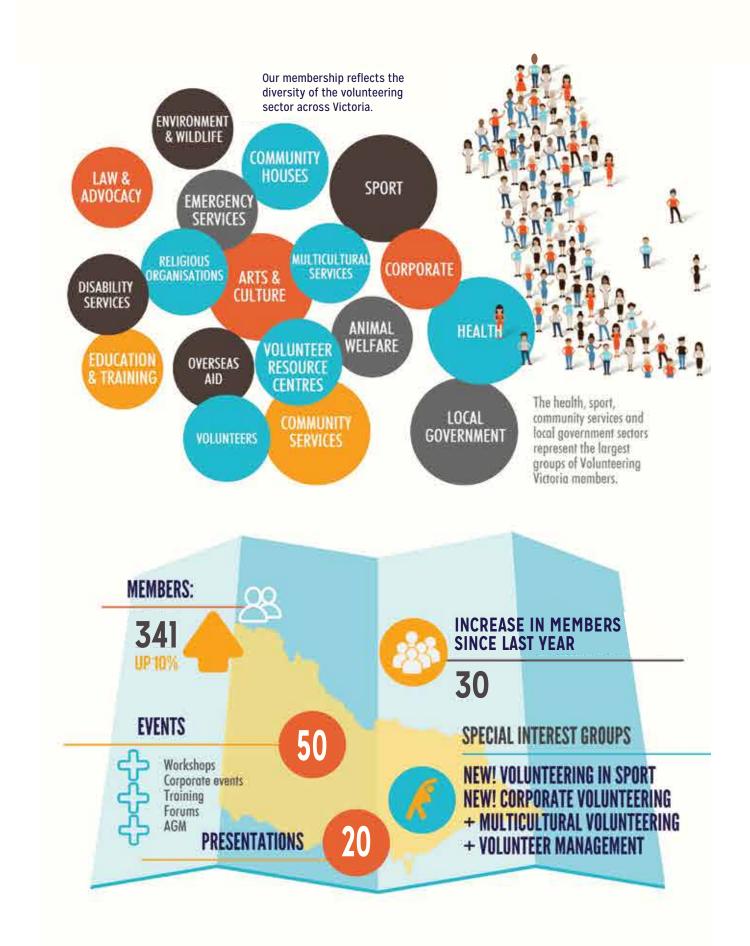
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LEARNING & DEVELOPMENT





SKILLED VOLUNTEERING

138 NFP ORGANISATIONS ASSISTED

271 SKILLED VOLUNTEERING OPPORTUNITIES CREATED

HIGHEST AREA OF DEMAND - DIGITAL & MARKETING SKILLS





TEAM VOLUNTEERING

KEY PROJECTS

Volunteer Management Toolkit Volunteer Management in Sport

Website Redevelopment

Managers of Spontaneous Emergency Volunteers

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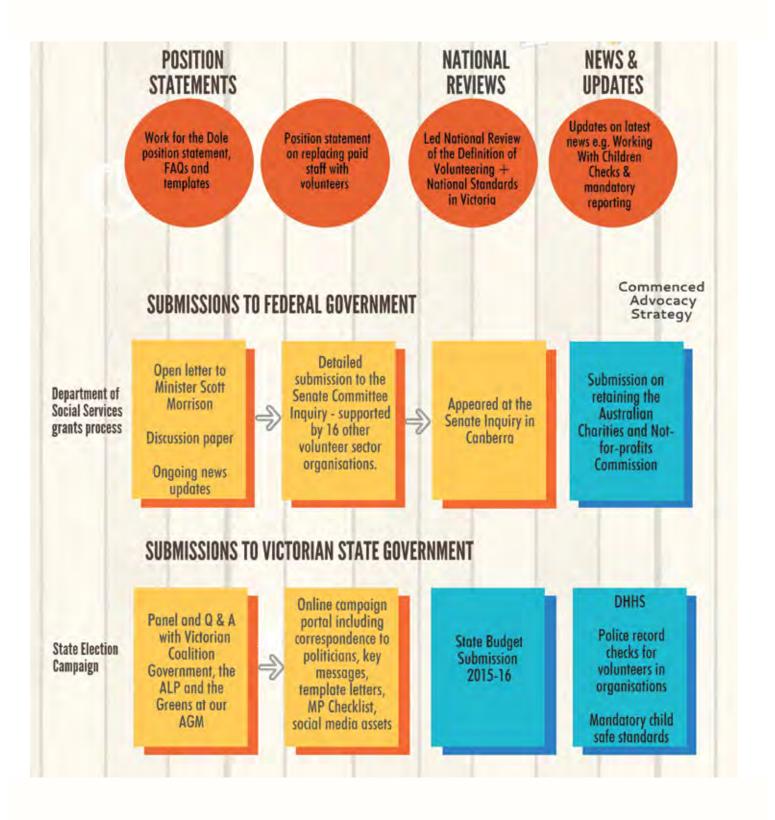
This project is the first of its kind in Australia.

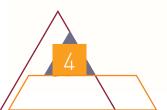
The project has been successful in recruiting, training and supporting a select group of well qualified Volunteer Managers to support spontaneous emergency volunteers in disaster relief and recovery. After our successful pilot, the program is now being rolled out across the State.

This project was supported by NAB who also generously sponsor many of our events, including our AGM.



POLICY & ADVOCACY





RESEARCH



Our research digests provide a snapshot of recent developments in volunteering research and analysis from reputable institutions and centres. The digests are part of our response to Volunteering Victoria's Research Framework and priorities identified at one of our series of Research Roundtables.

CAMPAIGNS



SPREADING THE WORD











Did you know the Volunteering Victoria web portal received over 100,000 unique visits in the last year?



Our social media channels are valuable outlets to distribute time sensitive information and cross promote resources and information available on the website.



Our reach has grown significantly in the last 12 months - with a 2,233 strong mail list receving our monthly newsletter and training bulletin alongside 2,662 Facebook fans & 3,354 Twitter followers we engage with on a daily basis.

IMAGINE THE POSSIBILITIES





Mobil

Highlighting the volunteering programs of























WHY?

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

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

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 advocacy strategy

BROADLY PROMOTED

Posters, postcards, web tiles & banners, advertising, pro forma letters & media releases

Volunteering is evolving Volunteers are different

We wanted to support & profile - Volunteer Managers

Member organisations
 Diversity of ways to volunteer

WELCOME MESSAGE ROBYN ROSE CHAIR

2014-2015 marked a year of achievements, challenges and changes for Volunteering Victoria.

We continued to achieve strong membership growth and engagement as a result of expanding our services and support for members, and undertaking effective promotion and communication.

We also continued to advocate for improved recognition of and support for volunteer managers and management. New initiatives this year included:

- Our mentoring program for volunteer managers.
- The Volunteering Victoria State Awards to celebrate the work of volunteer managers, programs and volunteer-involving organisations. Nominations opened during National Volunteer Week in May 2015. Our inaugural Awards ceremony is at Victoria's Parliament House on International Volunteer Managers' Day on 5 November.
- The delivery of the Volunteer Management Toolkit, supported by funding from Sport & Recreation Victoria.

We were funded by NAB to place their staff in skilled volunteering roles, and facilitated team volunteering days, for over 500 other employees from a range of companies at over 90 NFPs. Our corporate volunteering events remained popular and in May we established the Corporate Volunteering Special Interest Group, bringing together corporates and not-for-profit volunteering practitioners to share information and ideas.

As in past years we offered an extensive learning and development program, delivering more than 140 hours of events. We celebrated the power of

volunteering during National Volunteer Week in May, which included a seminar considering inclusive volunteering. We also continued our extensive schedule of over 20 speaking engagements on a wide range of topics to diverse audiences of volunteer managers and volunteers.

Volunteering Victoria actively supported the landmark national reviews on the National Standards for Involving Volunteers in Not-for-Profit Organisations and the Definition of Volunteering. The new definition is broader, more inclusive and better reflects the diversity and scope of contemporary volunteering in Australia.

Despite a tight timeframe and complex grant submission process we secured three grants under the Commonwealth Department of Social Services new funding model, A New Way of Working. These grants were to deliver Volunteer Support and Referral Services to June 2016 in the City of Melbourne and surrounding inner suburbs, and the Baw Baw, East Gippsland and South Gippsland Shires, and Latrobe City. The Australian Senate implemented an inquiry into the flawed grant process and Volunteering Victoria, supported by 16 other volunteering organisations, provided a detailed written submission and gave evidence at the inquiry, with a view to achieving a more streamlined and transparent grant process, and more equitable and long term funding outcomes.

Following the national introduction of Work for the Dole (WfD), we wrote a detailed position paper to assist not-for-profit organisations considering taking part in the program. This attracted very positive feedback from across the sector. It made no sense that funding for the sector was being cut at the same time that it was being asked to assist with WfD implementation. We were subsequently engaged by the Department of Employment to develop an induction kit to help organisations support job seekers participating in this program.

FROM UE NOBLE



Spontaneous Emergency Volunteering was a prominent part of our work this year. A G21 Region Manager of Spontaneous Emergency Volunteers (MSEV) pilot program, funded by Regional Development Victoria, was successfully completed. The statewide implementation of this same work progressed through the year with funding from the Natural Disaster Resilience Grants Program. The MSEV trains volunteer managers to coordinate spontaneous volunteers during disaster relief and recovery situations. At the end of the year we secured funding from the same source for a closely related project focusing on the spontaneous emergency volunteers themselves.

Volunteering is predicted to contribute between \$25 and \$31 billion to the Victorian economy in 2016, yet the State government only provided \$144,300 in recurrent funding to Volunteering Victoria this financial year. This is one third of the average core funding for volunteering peak bodies provided by other State and Territory governments in Australia. The lack of adequate State funding constrains our ability to provide peak body services, and volunteering programs, services, support and policy advice crucial to building strong, connected communities. In our State Budget 2015-16 submission, we advocated for better funding for a range of key projects and areas of focus, as well as a whole of government approach to supporting volunteering.

On a more positive note, the change of State Government in November did result in the welcome appointment of Gabrielle Williams as the Parliamentary Secretary for Carers and Volunteers and the promise to establish a Ministerial Advisory Council for Volunteers. These two developments should ensure a stronger voice for volunteering across government.

Our achievements this past year would not have been possible without the collaborative support of a wide range of individuals, organisations and networks. Not to mention our dedicated and talented staff and volunteers. We gratefully thank corporate supporters for their invaluable financial and in-kind assistance including:

- NAB for their funding of our Skilled Volunteering Service, sponsorship of our MSEV project, and for providing great venues and catering for events and meetings.
- Exxon Mobil for their sponsorship of our *Imagine* the Possibilities campaign (and ongoing support in 2015-16).
- SEEK Volunteer for their sponsorship of the Corporate Award category in our inaugural State Volunteering Awards.
- Helen McPherson Smith Trust for their funding of a Volunteer Support Organisation and Network Capacity and Capability project over the next three years.
- Deloitte, Telstra, ANZ, Maddocks and Anecdote that also supported oiur operations

We remain committed to our vision of fostering active, engaged citizens to promote a cohesive, resilient community. By working together we can deliver innovative programs, resources, support and further advocate to build capacity in the volunteering community, thus harnessing the power of volunteers for the benefit of all.

Robyn Rose Sue Noble
Chairperson Chief Executive O Chief Executive Officer







ABOUT US

Our Purpose

We are the peak body for volunteering in Victoria. Through our dynamic and transformative leadership we will promote and build a vibrant, prosperous and strong volunteering community that is inclusive, respected and sustainable.

Our Vision

Resilient communities and empowered and active citizens through volunteering.

Our Values

We are:-

- Collaborative, supportive and inclusive
- Innovative, flexible and proactive
- Transparent, accountable and professional

BOARD MEMBERS as at 30 JUNE 2015

Robyn Rose - Chairperson

Jemal Ahmet

Richard Blakeman

Craig Lapsley

Dr Leonie Lockstone-Binney

Julie Pettett

Angela Seach

Esis Tawfik

Strategic Themes

We achieve our purpose and vision by focusing on the following strategic themes that underpin all our objectives and initiatives. We work to:-

- Build a vibrant, diverse, satisfied and growing membership and network of stakeholders that is truly representative of the entire Victorian volunteering community
- Facilitate an innovative and collaborative approach to develop and deliver our policy and advocacy priorities, and quality programs and resources to support the growth and empowerment of the volunteering community
- Demonstrate and support the delivery of marketing and business development excellence
- Champion and model governance and management leadership, excellence, accountability and good stewardship
- Grow a robust and sustainable financial base that demonstrates commercial acumen, supports sustainable
 growth and enables us to invest in the future of volunteering.







OUR MEMBERS

Over the 2014-15 year, Volunteering Victoria focussed on developing an increased number and variety of services, support and opportunities for our members, and conducted activities to grow our membership base.

Membership grew by 10%, a net increase of 30 new members across a range of sectors and categories. Our new Associate and Individual membership numbers increased following the introduction of these new membership categories in the previous year.

We place considerable importance on maximising our value proposition for members, and being responsive to their needs and expectations.

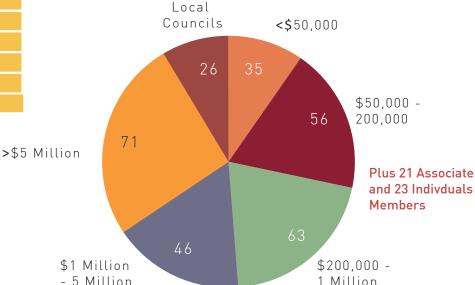
Our membership acquisition efforts specifically targeted local government, health and sporting organisations. Through these campaigns, and our increased engagement with the sporting sector via the Volunteer Innovation Project in Sport, we saw an increase (from 9 to 17) in sporting members. Our corporate membership also increased to twelve through involvement with our team-matching program.

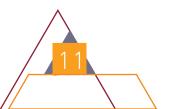
INDUSTRY CLASSIFICATION 2014 - 2015 MEMBERS

Advocacy	4
Animal Welfare	7
Community Development	40
Corporates	12
Culture and Arts	15
Education and Training	13
Emergency Services	5
Environment and Wildlife	8
Health	81
International	4
Legal	1
Local Government	26
Religious	6
Social Services	58
Sport and Recreation	17
Volunteer Services	21
Individuals	23

Membership increase by 10% From 311 to 341 members

Membership classification by organisation size (annual turnover)







CORPORATE PROGRAMS

Team matching service

Volunteering Victoria offers a service matching corporate volunteering teams to volunteering opportunities. Interest in this service is growing as companies see the value in outsourcing the organisation of their volunteer days to ensure the best possible experiences for their employees and the best outcomes for the community. In 2014-15 we worked with ten companies to facilitate more than 20 team volunteer days for more than 500 Victorian employees. Participating companies included Bankwest, Ernst and Young, L'Oreal, CSL and Grant Thornton.

Events

Our corporate event series continued to be popular with corporate professionals committed to volunteering. These events aim to encourage best practice management of employee volunteering by sharing ideas and information amongst peers.

Our three corporate events this year were:

- The final event in our NAB breakfast series in September 2014 focussed on team volunteering. After
 informative presentations from Debbie Baxter (Body Shop), Nicky Scheltus (Telstra) and Sonia Oke
 (Conservation Volunteers) a 'speed-dating' opportunity was provided for staff from corporate members to talk
 to ten not-for-profits about their team volunteering opportunities.
- In February Deloitte hosted a discussion about skilled volunteering. Over 30 corporate representatives
 attended to find out how other corporates developed and managed skilled volunteering programs. Speakers
 included Eve Buckley (PwC), Vanessa Cover (Deloitte), Bec Lund (NAB) and Kate Randall (Volunteering Victoria).
- Telstra hosted our June event with a panel discussion on one-day volunteering. Panellists included Nicky Scheltus (Telstra), Simone Power (Brotherhood of St Laurence), Sunita Varlamos (Save the Children) and Sofie Anslemi (Leadership Victoria).

Corporate Volunteering Special Interest Group

The Corporate Volunteering Special Interest Group (SIG) brings together corporate volunteering practitioners from both the corporate and not-for-profit (NFP) sectors to advise and make recommendations to support the work Volunteering Victoria undertakes in corporate volunteering. This includes increasing awareness of corporate volunteering, identifying current issues and trends, exchanging ideas and facilitating best practice. After launching in May, the SIG now has 17 members.







CORPORATEPROGRAMS

Skilled Volunteering Service

In 2014 Volunteering Victoria partnered with NAB, one of Australia's leading corporate volunteering programs, to launch our new Skilled Volunteering Service. This service was designed to help volunteer-involving organisations access NAB employee volunteers more easily, and make the most of their skills and expertise. The 12-month partnership was developed in recognition that many not-for-profit organisations are new to skilled volunteering, and lack the awareness and/or the time required to tap into this valuable and increasingly popular resource.

Our Skilled Volunteering Manager, Kate Randall, worked with 138 not-for-profit organisations during the contracted partnership, helping them identify specific projects suitable for NAB volunteers. She then drafted the position descriptions and liaised with NAB on the organisations' behalf to source the right volunteers for the job. In total 271 skilled volunteering opportunities were created for NAB employees across a diverse range of skillsets. Nearly three quarters of all requests were in the areas of IT/digital, marketing, and strategic/business planning - highlighting a significant need for these skills in the not-for-profit sector. Professional mentoring and project management skills were also popular.

The service finished in August 2015 when the 12-month contract with NAB expired. While the Skilled Volunteering Service was received enthusiastically by NFP organisations and was successful on many fronts, it was not without its challenges. With just 48% of skilled volunteering opportunities filled by NAB employees, a significant number of organisations didn't get the volunteers they asked for. For some organisations, this meant their project could not proceed.

This highlights the importance of carefully considering whether a task or project is suitable for volunteer involvement – and if a project is critical, having back-up options which can be pursued in the event that corporate volunteers are not available.

Although our skilled volunteering partnership has come to an end, NAB continues to support its employees to volunteer, and welcomes skilled or general volunteer requests from NFP organisations via its website atwww.nab.com.au/volunteering.

Through this partnership, Volunteering Victoria has gained valuable knowledge about the key success factors and challenges involved in supporting skilled corporate volunteering partnerships. We are now exploring further opportunities to share this knowledge with our members and the wider volunteering sector, to support even more successful skilled volunteering partnerships between business and the community.

At a glance:

- 271 individual skilled volunteering opportunities created over 10 months
- 138 not for profit organisations assisted
- 48% of all opportunities filled by NAB employees
- 70% of all opportunities were in key skill areas of IT/Digital, Marketing/Communications, and Strategy/Business Planning





SPONTANEOUS EMERGENCY VOLUNTEERING

In recent years, major Australian disasters have seen the emergence of thousands of spontaneous emergency volunteers (SEVs) seeking to assist with relief and recovery efforts. This is distinct from emergency response roles such as firefighting, which are undertaken by specially trained volunteers. The management of spontaneous volunteers involves both considerable opportunities and challenges.

Volunteering Victoria is a national leader in the training and deployment of Managers of Spontaneous Emergency Volunteers (MSEVs). MSEVs are volunteer managers skilled in managing spontaneous volunteers in the complex environments that arise after major disasters. The approach taken is a community-demand driven MSEV deployment model that ensures the affected community is assisted and remains in charge of recovery efforts. This work involves a partnership between local government, local volunteer organisations, emergency management agencies and local communities and aims to improve emergency preparedness, capability and community resilience.

G21 MSEV Pilot Program

The G21 region encompasses five municipalities: Greater Geelong, Colac Otway, Golden Plains, Queenscliffe and Surf Coast. Volunteering Victoria was supported by Volunteering Geelong and the Australian Red Cross, and funded by Regional Development Victoria and NAB to pilot the MSEV concept in this region.

This pilot project was successfully completed in December 2014. The final report is available from our website. Key project outcomes include:

- Testing of the MSEV concept and developing a greater understanding of the role a MSEV workforce can play in the management spontaneous emergency volunteers.
- Development and trialling of a MSEV training program drawing on previous work by the Australian Red Cross.
- Establishment of a workforce of 21 trained volunteer managers able to be deployed in an emergency to help coordinate and more effectively manage spontaneous emergency volunteers.
- Increased interest in and discussion about managing spontaneous emergency volunteers across local government and emergency services.
- Securing of funding for a Statewide MSEV program.

The G21 MSEV Pilot Program was recognised during National Volunteer Week (13 May) in Geelong. This event, attended by Craig Lapsley, Emergency Management Commissioner and Gabrielle Williams, Parliamentary Secretary for Carers and Volunteers, reinforced the critical role all MSEVs play in emergency relief and recovery activities.





SPONTANEOUS EMERGENCY VOLUNTEERING

Statewide MSEV Program

The state-wide rollout of the MSEV Program has been made possible with grant funding from the Natural Disaster Resilience Grants Program. This three-year project commenced in September 2014, focusing on two regions that include rural/regional and metropolitan municipalities:

- Hume Region (incorporating the municipalities of Strathbogie, Murrindindi, Mansfield, Towong, Benalla, Greater Shepparton, Moira, Alpine, Indigo, Wangaratta and Wodonga).
- Eastern Metropolitan Region (Yarra Ranges, Manningham, Boorondara, Knox, Monash, Whitehorse and Maroondah).

Workgroups were established to engage with local government authorities (LGAs) and volunteer resource centres in these two catchment areas to understand the existing emergency management structures, identify the agencies that are likely to provide additional support to LGAs in an emergency, and develop implementation plans for the project within each area.

The training program, developed as part of the G21 Pilot Program has resulted in 11 additional MSEVs accredited by the end of June, with several additional courses planned for the second half of 2015.

Induction pack

All registered MSEVs receive a Volunteering Victoria branded Induction Pack including a tabard, name badge and lanyard to ensure they will be recognised as managers of spontaneous emergency volunteers when deployed.

Online resources

An online resource centre has been established on the Volunteering Victoria website providing MSEVs with information and tools relevant to the MSEV program and the wider emergency management sector in Victoria.

Spontaneous Emergency Volunteer (SEV) G21 Pilot Program

In June 2015 we were advised that we had received Natural Disaster Resilience Grants Program funding to pilot a Spontaneous Emergency Volunteer Program in the G21 Region. This project, which complements the MSEV project, focuses on systems and community networks to facilitate the recruitment and administration of spontaneous emergency volunteers.

WITHOUT THE POWER OF VOLUNTEERS







LEARNING & DEVELOPMENT

Volunteering Victoria delivered professional development opportunities to our members and the broader volunteering sector throughout the year.

Professional development and events

More than 140 hours of public workshops, in-house training and special events were offered by Volunteering Victoria in 2014-15. The program of professional development and events attracted more than 800 participants from across the State.

AGM and Forums - Hijacking Volunteering: For Fair Means or Foul?

The 2014 Annual General Meeting, held in the weeks leading up to the 2014 Victorian State Election, kicked off with *Political Perspectives on Volunteering*, a panel discussion with representatives from each of the major political parties, including Andrea Coote MP (Liberals), John Eren MP (ALP), and Colleen Hartland MLC (Australian Greens).

After the formalities of the AGM proper, the focus turned to the definition of volunteering with a forum entitled *Hijacking Volunteering: For Fair Means or Foul?* Facilitated by Josh Fergeus, acting CEO at the Foster Care Association of Victoria, the forum featured six panellists debating the evolution in volunteering, and whether the changing meaning of volunteering and emerging new forms of volunteering were for better or worse.

Volunteer Management Special Interest Group Workshop

Around 30 members of the Volunteer Management Special Interest Group came together in March for a one-day workshop to have input into sector-related issues including:

- The review of the definition of Volunteering and the National Standards for Volunteer Involving Organisations
- Redevelopment of the Volunteering Victoria website
- Advocacy, policy and research priorities for volunteer management
- Criteria for judging Volunteering Victoria's State Awards.

The group also heard updates on new or ongoing initiatives including: the Management of Spontaneous Emergency Volunteers (MSEV) program, the mentoring program and a volunteer management cost calculator.

2015 National Volunteer Week Event - Down and Out and Volunteering

Volunteering Victoria's major National Volunteer Week event was titled *Down and Out and Volunteering*. Held in May at the State Library, the forum asked 'What is the nature of wellbeing derived from volunteering, and is it shared equally by all volunteers?'

The forum was facilitated by George Halkias from The Big Issue. It commenced with Dr Art Stukas from La Trobe University talking about his research findings on 'Promoting Wellbeing Through Volunteering'. This was followed by an interactive forum with a panel of experts which asked: 'How can the volunteering sector leverage the knowledge we have on volunteering to increase opportunities for those amongst us experiencing disadvantage?' and 'What realistic goals can we as a volunteering sector aim for or aim to overcome to increase diversity in the volunteering workplace?'







LEARNING & DEVELOPMENT

Core volunteer management workshops

Volunteering Victoria's suite of core volunteer management workshops – the essentials of managing volunteers - were delivered by our team of experienced trainers including Tara Cantwell, Jess Van Arendonk and Fiona O'Leary.

Our core workshops are popular and are a good starting point for those who want to learn more about the professional management of volunteers and volunteer programs. Delivered as either public or in-house training sessions, these workshops attracted almost 200 participants through the year.

Particularly popular were the sessions on National Standards and Best Practice Frameworks, reflecting strong interest in the recent revision of the Standards and in implementing best practice volunteer management.

Master Classes

Volunteering Victoria's suite of core '101' volunteer management workshops (aimed at new Volunteer Managers) was complemented by a series of Master Classes conducted by guest presenters recognised for their high level professional capabilities and connection to the volunteering community. The Master Classes were designed for experienced volunteer managers.

The series began in September 2014 with a workshop on a new model for measuring the value of volunteer contributions. The guest presenter was Tony Goodrow, the Canada-based President of Volunteer2 and founder of Our Shared Resources, a free service for leaders of volunteers to exchange resources. Tony's workshop attracted over 50 registrants showing strong interest in how to measure the value to an organisation of volunteers efforts. November 2015 saw Volunteering Victoria host a workshop on advanced volunteer management delivered by Andy Fryar. Andy, well-known throughout the Australian Volunteering community, presented on *Volunteer Management – What Does It Mean To Be Advanced?* addressing the characteristics that he has observed in advanced level Volunteer Managers during his 30 year involvement in the not-for-profit sector. Andy provided guidance on what a Volunteer Manager needs to do to hone their professional practice at the advanced level.

The final in the series was delivered by Volunteering Victoria's own Marketing and Communications Manager, Alicia Paterson. Alicia brought to bear her substantial expertise in media and communications and knowledge of the not for profit sector in a workshop called 'Getting Real About Social Media and Volunteering'. The workshop looked at practical ways for Volunteer Managers to engage in social media, doing a little myth busting and soul searching in the process.

Mentoring

In addition to the suite of workshops, seminars and forums, a mentoring program was launched in April 2015. Ten volunteer managers with less than two years' experience were matched to a mentor, being a volunteer manager with more than five years' experience. This six-month mentoring program is a professional development opportunity that assists promising new volunteer management talent to grow in their role through a dedicated one-on-one relationship with a 'senior' practitioner recognised for their experience and skills.



OTHER PROJECTS

Volunteer Management Toolkit

Funding from Sport and Recreation Victoria supported the development of a Volunteer Management Toolkit and associated learning and development program for sporting clubs.

The toolkit, developed in conjunction with Club Help and Leisure Networks, includes templates, fact sheets and resources suitable for sporting clubs. The train-the-trainer training was developed to give participants the skills to carry out volunteer management training for local sporting clubs and organisations. Members of the Regional Sports Assemblies and representatives from the five sports associated with the VIP program (Cycling, Equestrian, Rugby, Squash and Calisthenics) attended the two training sessions.

The toolkit is available for download on both the Club Help and Volunteering Victoria websites.

Volunteer Support and Referral Service

Volunteering Victoria secured funding from the Commonwealth Department of Social Services to deliver Volunteer Support and Referral Services in the City of Melbourne and surrounding inner suburbs, Baw Baw, East Gippsland and South Gippsland shires, and the Latrobe Valley community. The Melbourne service is a continuation of a previously funded service and the Gippsland services began in July 2015. Both services are funded to the end of June 2016. Volunteering Victoria has recruited a staff member dedicated to the development and implementation of the services in these regions.

Because we only received 50% of the funding requested for the start-up Gippsland service, we are exploring new and creative ways to deliver volunteer support services to this high needs area.

State Awards

Following consultation with the sector and key leaders in the volunteering community we developed our Awards program to showcase the commitment, diversity and impact of Victoria's volunteer programs, volunteer managers and volunteer-involving organisations.

The awards are a first in Victoria and specifically aim to promote volunteer management and the integral part it plays in making volunteering possible and effective. All other awards and programs - including State Government awards - focus on volunteers.

We launched our State Awards in December 2014, and called for nominations in each category during National Volunteer Week in May 2015.

The Awards will be announced at Victoria's Parliament House on International Volunteer Managers' Day, 5 November 2015.

Awards include the following categories:

Innovation Award

For an innovative, unique volunteering program/model that engages volunteers and makes a significant contribution to the work of the volunteer involving organisation, improving their ability to respond to social challenges.

Excellence Award

For a volunteer management team or individual demonstrating best practice in the management of volunteers and the delivery of programs by those volunteers.

Inclusion Award

For a volunteer program that encourages/achieves the inclusion of individuals or groups of volunteers who are often excluded from the mainstream.

Impact Award

For a volunteer program or activity that has made a positive, measurable and sustainable social and/or economic impact to the community/cause/individuals who are supported by the program.

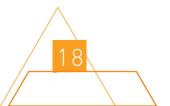
Thought Leadership Award

For significant advancement in knowledge and research in volunteering.

Corporate Award

For a company that has had a significant impact on a volunteer involving organisation through its employee volunteering program.

Visit volunteeringvictoria.org.au/awards for more information.







POLICY & ADVOCACY

Senate Committee Inquiry into DSS Tender

In May 2014, the Federal Government cut the Department of Social Services (DSS) budget by \$271 million over four years. DSS subsequently announced new grant arrangements that promised to cut red tape, streamline the application process and provide longer term funding agreements. Applications opened in late June 2014 and closed just four weeks later. DSS received more than 5,500 applications for grants worth more than \$3.9 billion with only \$800 million available.

Grants for the volunteering sector were limited to some peak body funding for Volunteering Australia (but not for state peak services), funding for narrowly-defined volunteer support services, and one-off grants for innovative projects. Grants were only given for the period up to 30 June 2016. Most volunteer support organisations received less funding than requested and/or previously granted, and/or for larger geographic areas. Few innovative projects were funded.

In February 2015, the Senate referred the matter to the Senate Community Affairs References Committee for inquiry and report. Volunteering Victoria wrote a detailed submission that was supported by 16 other volunteering sector organisations. The submission articulated our serious concerns about the DSS tender process and outcomes, and the long term impact on the volunteering sector, people experiencing disadvantage, and the broader community. In April 2015, our CEO Sue Noble appeared before the Committee to give evidence, along with the Volunteering Australia, Volunteering Tasmania and Volunteering SA & NT. We subsequently lodged a supplementary written submission.

In May 2015, the Committee released an interim report that encouragingly recognised the negative impact of the grant process on the community sector, and called on the Auditor General to investigate and make changes to the Commonwealth Grants Guidelines. The full report was released in September 2015. Further information about the Inquiry is available on our website.

2015-2016 Budget Submission

In the lead up to the Victorian 2015-16 State budget, we prepared a submission which highlighted specific priority areas for Victorian Government funding in support of volunteering. Our position remains that there should be a whole of government approach to funding and support for volunteering in Victoria, given volunteering supports the mission and activities of most departments and portfolios.

The 2015-16 State budget was delivered on 6 May 2015. We did not receive peak State government funding, therefore our funding remains at just over one third of the average State government funding of the other States and Territories, highlighting once again the inadequate funding for the volunteering sector in this State.

Volunteering Victoria will be consulting its members in relation to our 2016-17 State budget submission, including at our Annual General Meeting in October 2015.

Research Digests

Our Research Digests, compiled by our skilled volunteer, summarise the latest and most interesting developments in volunteering in Australia and internationally. We produced six editions of the Research Digests in the last financial year. They support the implementation of our Research Framework and provide current volunteering policy and research trends to our members. The Research Digests were promoted in Volunteering Matters and via social media, and are published on our website.





POLICY & ADVOCACY

Government relations

Parliamentary Secretary for Carers and Volunteers

The 2014-elected State Government of Victoria appointed a Parliamentary Secretary for Carers and Volunteers, Gabrielle Williams MP. Gabrielle visited the Volunteering Victoria office in January and attended a Board Meeting and a Victorian Volunteer Support Network meeting in early February.

We have introduced Gabrielle to the volunteering sector including to the Leaders in Health Volunteering Network. We had regular meetings with Gabrielle to discuss the opportunities and challenges facing Volunteering Victoria and the volunteering sector.

Ministerial Advisory Council

Premier Daniel Andrews announced the establishment of the Ministerial Advisory Council for Volunteers on 30 July 2015, to advise the Government on how best to support and strengthen the volunteer sector and oversee a broader program of volunteer recognition. The Parliamentary Secretary for Carers and Volunteers Ms Gabrielle Williams MP will chair the new Council. Members have been sought from peak organisations, representatives from corporations with volunteering programs and individual volunteers in Victoria.

The Council will provide high-level, independent advice to government, through the Minister for Families & Children, about issues affecting volunteering in Victoria and inform a coordinated, whole-of-sector approach to supporting and strengthening the volunteer sector. The Council is due to meet by the end of 2015.

Work for the Dole

Work for the Dole (WfD) is a new Commonwealth government approach to employment services. It places job seekers in not-for-profit organisations where they can gain skills and experience that can help them find a paid job whilst also giving back to the community. Eligible job seekers are required to participate in Work for the Dole or another approved activity for six months each year to keep receiving their income support.

In July 2014, Work for the Dole (WfD) commenced for eligible job seekers aged 18 to 30 in the Western suburbs, Goulburn Valley, Mornington Peninsula and Geelong (as part of a pilot program in 18 selected areas around Australia). The program was phased in during the year, in preparation for national implementation on 1 July 2015.

Many not-for-profit organisations were considering whether they would participate in WfD. At first glance, WfD may seem like a 'win/win' – in theory not-for-profit organisations will gain additional workers and job seekers will gain work experience. However, the reality is more complex as WfD is different to traditional volunteering programs. As a result, not-for-profit organisations need to carefully assess all the pros and cons before agreeing to participate in WfD.

Volunteering Victoria wrote a detailed position paper (and other resources) to assist not-for-profit organisations with their decision-making. In this paper we point out that not for profit organisations are not obliged to participate in WfD and that it is a strategic business decision. We emphasise that WfD is problematic under the current definition of volunteering.

Furthermore we recommended:

- that WfD is not called 'volunteering'
- considering whether WfD is compatible with your mission, values and strategic priorities
- considering the outcomes for job seekers
- clarifying what you would be required to do
- considering the resourcing needed for management times and other costs
- negotiating 'hard' with WfD coordinators (or jobactive providers) about payment
- considering the impact on relationships with staff, volunteers, clients and other stakeholders.

The Commonwealth Department of Employment engaged Volunteering Victoria to write a job seeker induction kit for host organisations under WfD. This kit was drafted in June 2015. It supports host organisations to introduce job seekers to their organisation and activities to improve prospects of success of work placements. Volunteering Victoria will be working with the Department of Employment regarding the best way to communicate and distribute this information. This kit will be available nationally.





COLLABORATIONS & PARTNERSHIPS

The New Definition of Volunteering in Australia

Volunteering is time willingly given for the common good and without financial gain.

Volunteering Victoria was a member of the national steering committee for this project. We sought input from the Victorian volunteering sector into this landmark review at our 2014 National Volunteer Week Forum and our 2014 AGM.

The new definition for volunteering was agreed following a comprehensive review process that included the release of an issues paper, national stakeholder information sessions and an online survey to identify community views. The result is a broader and more inclusive definition that reflects the diversity of volunteering activities undertaken nationally.

A set of explanatory notes available from Volunteering Australia assist in interpretation of the new definition and includes supportive statements regarding best practice.

Multicultural Volunteering Special Interest Group

Facilitated by Volunteering Victoria, the Multicultural Volunteering Special Interest Group held four meetings between September 2014 and June 2015.

Approximately 20 organisations working in volunteering, multicultural, government, environment and the community sector regularly attend. The meetings provide a platform for Volunteering Victoria to collaborate with organisations which are working with volunteers from culturally and linguistically diverse (CALD) backgrounds. They also provide an opportunity to share information, programs and projects that impact multicultural volunteering. Key sector issues as well as advocacy, funding and policy issues are discussed.

National Standards for Volunteering

Volunteering Australia launched an extensive and thorough review of the National Standards in 2014, with oversight by the National Standards Working Group, composed of representatives from State and Territory volunteer peak bodies. The review was completed and released on 11 May 2015. We made substantive contributions to this review.

The new Standards incorporate significant changes to the original Standards in order to reflect best practice in volunteer management in Australia's current work environment. The Standards are easy to understand and use and provide clear guidance for planning volunteer programs. They also place a responsibility on organisations to ensure their management practices are continually reviewed and improved. Guidance on applying the Standards will be provided via comprehensive implementation resources.

Additionally, Volunteering Australia will be developing a flexible, tiered voluntary certification, or 'Quality Mark' system, to enable organisations to check how they are tracking in implementing the Standards.

Networks

In 2014-15 we continued to be involved in networks relevant to policy, advocacy and research, including the Victorian Council of Social Services (VCOSS) Peaks and State wide Networks Forum, the Evaluation Network, the ACNC Sector User Group, the Victorian Volunteer Support Network, the Volunteer Management Special Interest Group, the Leaders in Health Volunteering Network and the City Network.



MARKETING & COMMUNICATIONS

In 2014/2015 we continued to grow our reach and impact on online channels and commenced an exciting new web redevelopment project to ensure we remain the premium portal for volunteering in Victoria.

Volunteering Matters

The monthly Volunteering Matters e-bulletin, which provides a roundup of news, activities and recent information on all things volunteering, has increased its subscriber base over the year – from 1,908 to 2,233 – with an open rate of 25%, well above the industry average of 21.2%.

Website

Our website (volunteeringvictoria.org.au) had an average of 28,415 visitors per month and in excess of 100,000 unique visitors over the year. Work began on a significant redevelopment with the new website scheduled to go live early in 2016.

Social Media

We maintain two social media channels – Twitter (@VolunteeringVic) and a Facebook page. In the past year, our Twitter following has expanded by more than 800 followers to 3,354 (a 31% increase). Facebook has gained 918 new fans to 2,662 fans (a 53% increase). The channels are valuable outlets to distribute time sensitive information and cross-promote resources and information available on the website.

Media Relations

Volunteering Victoria has a healthy relationship with sector based media and a pro-active approach to media relations. In this financial year we issued fifteen media releases on issues as diverse as the State budget, our *Managers of Spontaneous Emergency Volunteers* project, local *Imagine the Possibilities* campaign launches, and our appearance at the Senate Inquiry into the DSS grants process.











MARKETING & COMMUNICATIONS

Imagine the Possibilities Campaign

Our *Imagine the Possibilities Campaign* was developed and launched in 2013-14, with delivery continuing through the second half of 2014. This campaign raised awareness of the value that volunteering plays in our community and the diversity of ways volunteering happens. It contrasts volunteering contexts with images of a dystopian world without volunteering with a utopian world with volunteering. In doing so we showcased the diversity of volunteering, challenge stereotypical ideas of what volunteering means and highlighted the full impact of volunteers.

The campaign has been implemented in partnership with ten volunteer-involving organisations across the state with individual campaigns progressively released and promoted. This campaign attracted considerable interest and very positive feedback from the sector.

This campaign would not have been possible without sponsorship from Exxon Mobil. Their support allowed campaign resources to be produced for ten volunteering organisations, with each campaign kit adapted to fit their service, location or cause.

Business Development and Fundraising

Volunteering Victoria developed 21 grant applications over 2014-15 with 19 of these submitted by the end of the financial year. We secured six grants with the outcome of four grants yet to be announced at the time of this Annual Report.

Grant funding secured this year included:

- Three grants from the Commonwealth Department of Social Services for the provision of Volunteer Support and Referral Services in inner city Melbourne and Gippsland
- Two grants from the National Disaster Resilience Grant Scheme for the Spontaneous Emergency Volunteer Pilot Project (Year 1) and the Statewide Manager of Spontaneous Emergency Volunteer project (Year 2).
- Funding from the Helen McPherson Smith Trust to implement a Volunteer Support Organisation and Network Capacity and Capability Building Project over the next three years.
- Funding from the Victorian Multicultural Commission to support the development of a multicultural volunteering clearinghouse as part of our website.

We also finalised and acquitted several other projects this year including the Imagine the Possibilities campaign funded by Exxon Mobil and the G21 region MSEV pilot project funded by Regional Development Victoria.

The year presented challenges with respect to sponsorships. Market downturns and changes in strategic priorities constrained the support that several of our regular sponsors could offer. We are very appreciative of the following sponsorships during the year:

- NAB, Deloitte and Telstra provided venues and catering for our corporate event series and NAB also sponsored our 2013-14 Annual General Meeting and the MSEV pilot project.
- SEEK Volunteer sponsored our inaugural State Volunteering Awards to be held in November 2015.
- ANZ provided venues and Maddocks provided pro bono legal advice for the MSEV project.
- Anecdote (Shawn Callahan) provided pro bono professional development services for staff and the Board.

INSIDE VOLUNTEERING VICTORIA

Staff

Sue Noble, CEO and Association Secretary
Constantina Dertimanis, Policy and Advocacy Manager, commenced on 8 September 2014
Shelley Falzon, Events Coordinator
Helen Kierce, Learning & Development Manager
Patricia Lopez, HR/Office Coordinator
Alicia Patterson, Marketing Manager
Kate Randall, Skilled Volunteer Manager, commenced on 5 November 2014
Tonye Segbedzi, Senior Policy Officer
Georgie Smith, Marketing & Communications Coordinator commenced on 19 August 2014
Vanessa Veldman, Membership and Corporate Program Manager
Claire Waters, Manager Community Engagement, commenced on 25 May 2015
Ken Wen, Bookkeeper
Simon Zavros-Orr, Business Development & Fundraising, commenced on 4 August 2014

Consultants

Jacinta Benne, Training Consultant
Tara Cantwell, Training Consultant
Helen Davis, Special Projects
Alison Duff, Emergency Volunteer Manager Project Coordinator
Tanya Gardiner, Accountant, NFP Solutions
Catie Hocking, Consultant, Theme Park
Anne Leadbeater, Emergency Volunteer Manager
Fiona O'Leary, Training Consultant
Jess Van Arendonk, Training Consultant

Volunteers

Thank you to the many volunteers who have shared their time, skills and enthusiasm with us. You help us do work we could not otherwise hope to resource. We couldn't imagine being where we are at the close of the financial year without you:

Jennifer Brown, researcher, commenced 15 August 2014
Anna Cairo, copywriter commenced February 2015
Veronica Chong, special projects
Helen Coleman, networks coordinator, commenced 10 December 2014
Myra Foley, market researcher
Vasvi Kapadia, researcher, from 13 August 2014
Samantha Kristani, special projects
Ewan Mackenzie Taylor, policy writer, commenced 1 April 2015
Renee Robson, human resources mentor, commenced 28 July 2014
Lesley Rosenthal, writer, commenced 25 March 2014
Laura Russo, research, commenced 23 February 2015





MEMBER LISTING

2014 - 2015

Listed here are all our non-individual members.

2nd Colac Sea Scout Group 4Cs Crisis Relief Centre

ACCESS Ministries

Albury Wodonga Volunteer Resource Bureau Inc.

Alfred Health

Alphington Community Centre (ASHE) Inc.

Alzheimers Australia (Vic)

AMES

Anchor Inc.

Ardoch Youth Foundation

Arthritis Victoria

Asha Global Development Organisation Limited

Aspergers Victoria
Austin Health

Australian Centre for the Moving Image (ACMI)

Australian Croatian Community Services Australian Multicultural Community Services Australian Pain Management Association Inc.

Australian Red Cross

Banksia Palliative Care Service

Bankwest Baptcare

Barwon Health

Baw Baw Shire Council Bayside City Council Bendigo Health

Bendigo Volunteer Resource Centre Bentleigh Bayside Community Health

Big Brothers Big Sisters BluEarth Foundation

Boroondara Aged Services Society (BASS Care)

Boroondara Volunteer Resource Centre

BreaCan Breakthru

Brimbank City Council Brotherhood of St Laurence Brunswick City Soccer Club Buddhist Council of Victoria

Burke & Beyond Bush Heritage Australia Bushwalking Victoria Calisthenics Victoria Inc. Calvary Health Care Bethlehem

Cambodian Kids Can

Camcare Inc

Camp Gallipoli Canoeing Victoria

Cardinia Environment Coalition

Carlton Neighbourhood Learning Centre

Caroline Chisholm Society
Carringbush Adult Education

Castlemaine Health

CatholicCare

CFA

Chelsea Care Works
Church of All Nations

Churches of Christ in Queensland

City of Ballarat City of Casey

City of Greater Bendigo
City of Greater Dandenong

City of Kingston City of Melbourne City of Moonee Valley City of Moreland City of Port Phillip City of Whitehorse

Clota Cottage Neighbourhood House Cobaw Community Health Service

CoHealth

Collingwood Children's Farm

Commonwealth Bank

Community Information Centre Hobsons Bay
Community Information Glen Eira Inc

Compassionate Friends of Victoria
Conservation Ecology Centre
Conservation Volunteers Australia
Coonara Community House

Council on the Ageing Victoria (COTA)

Cranbourne Information & Support Service Inc

Croatian Catholic Welfare

CSL Limited Cycling Victoria Cystic Fibrosis Victoria

Dandenong Community Advisory Bureau INC

Darebin Community Health

Darebin Information, Volunteer & Resource Service DIVRS

Volunteering Victoria

Delta Society Australia Limited Diabetes Australia - Victoria

Diamond Valley Community Support

Diaspora Action Australia

Do Care Geelong Co-Operative Ltd

Donwood Community Aged Care Services Inc Doveton Neighbourhood Learning Centre Inc

Drysdale Community Church Inc.

E.W. Tipping Foundation





East Burwood Centre

Eastern Districts Polish Association

Eastern Health

Eastern Volunteer Resource Centre Emergency Medical Response

Endeavour Foundation Epilepsy Foundation Equestrian Victoria

Ermha Inc Esso Australia

Extended Families Australia Inc Fairview Homes for the Aged Inc

Family Access Network Family Care Inc Fernlea House Inc

Fitzroy Legal Services Fronditha Care

Gateway Social Support Options

Genband Telecommunications Australia P/L

Girl Guides Victoria Global Vaddo Charity goodcompany

Goulburn Valley Hospice Care Service Inc Grampians Community Health Centre Greater Shepparton City Council

Griefline Services Inc. Guide Dogs Victoria Gymnastics Victoria

Hallam Community Learning Centre

Healesville Interchurch Community Care Inc

Heathcote Health

Heide Museum of Modern Art

Heidelcare

Hepburn Health Service Hepburn Shire Council Hobsons Bay City Council

Holden Street Neighbourhood House Household Disaster Relief Fund

Hume City Council Huntington's Victoria Impact Volunteering

Inala Village Residents' Committee
Indigenous Community Volunteers
Inner East Community Health
Inner South Community Health
Interchange - Inner East
Interchange - Northern Region
Interchange - Outer East
Jewish Care (Victoria) Inc
Kildonan Uniting Care
Knox City Council

Kyabram Community and Learning Centre Inc.

Kyabram District Health Services Latrobe Community Health Service Latrobe Visitor Information Centre

Launch Housing

Laverton Community Centre

Leadership Victoria Lentara Uniting Care

Leukaemia Foundation of Victoria

Life's Little Treasures Limbs 4 Life Inc

Link Community Transport
Lort Smith Animal Hospital
Macedon Ranges Health Service
Make A Difference Dingley Village Inc

Make a Wish Foundation

Mallee Track Health and Community Service

Manheim

Manningham Centre

Marie Sloane

Maroondah City Council
Marriott Support Services

McClelland Gallery & Sculpture Park

Melba Support Services Melbourne City Mission Inc

Melbourne Legacy

Melton Visitor Information Centre

Mental Illness Fellowship

Mentis Assist Mercy Connect MHA Care

Mission Australia

Moira Disability and Youth Services

Monash Health

Motor Neurone Disease Association of Victoria

Mount Alexander Shire Council Multiple Sclerosis Limited Museum of Victoria National Australia Bank National Trust of Australia

New International Book Shop Co-op

Nillumbik Health Nillumbik Shire Council

Nobelius Heritage Park & Emerald Museum Committee of

Management

 $\label{thm:continuous} \textbf{North Carlton Railway Station Neighbourhood House Inc.}$

North East Citizen Advocacy North East Health Wangaratta

North Richmond Community Health Centre

Northcote Junior Football Club

Northern Health

Oakleigh Centre for Intellectually Disabled Citizens

Volunteering Victori

Office of the Public Advocate

Old Treasury Building Olivet Aged Persons Home

Outlook (Vic) Inc

Ovarian Cancer Australia

Oxfam Australia

OzChild

Pancare Foundation Inc.

PANDA

Parks Victoria



People Outdoors
Pets Haven Foundation

Polish Community Council of Victoria

Prahran Mission

Pregnancy Loss Australia Inc.

Pro Bono Australia Puffing Billy Railway

Quambatook Community Resource Centre

RAAF Museum Reclink Australia

Returned & Services League of Australia (Victoria) Inc.

Road Trauma Support Services Victoria Robinson Reserve Neighbourhood House Rochester and Elmore District Health Service

Ronald McDonald House Monash

Rotary Recycle Inc.

Royal Agricultural Society of Victoria Royal Botanic Gardens Melbourne

Royal Freemasons Ltd RSPCA (Victoria) Inc Rural City of Wangaratta

Rushworth Community House Inc

Salvation Army

Salvation Army - Westcare Save the Children Australia

Scientists and Mathematicians in Schools Victoria (SISVIC)

Scouts Australia (Victoria Branch)

Seaworks Foundation

Seek

Shekinah Homeless Services Shrine of Remembrance South East Palliative Care South East Volunteers South Gippsland Shire Council

South Port Day Links
South Port Uniting Care

South Waverley Sandown Cobras Football & Net Ball Club

Southern Family Life Service Association Inc

Southern Peninsula Community Support and Information

Centre

Southern Peninsula Rescue Squad Inc.

SPAN Community House Inc. Special Olympics Victoria

Spectrum Migrant Resource Centre

Sports Central

Squash and Raquetball Victoria
St John of God Health Care
St Laurence Community Services
St Theresa's Aged & Retired Services
St Vincent de Paul Society Victoria
St Vincent's Hospital Melbourne

StartOut Australia State Library of Victoria

Story Dogs

Stroke Association of Victoria Inc Sunassist Volunteer Helpers Inc Sunbury Community Health Centre Superpartners Pty Ltd

Swan Hill Neighbourhood House

Swinburne Student Amenities Association (SSAA)

Telco Together Foundation

The Centre

The Centre for Continuing Education The Fr Bob Maguire Foundation

The Holland Foundation

The Ian Parker Bipolar Research Fund
The Royal Melbourne Hospital
The Walt Disney Company Australia
The Winged Horse Equine Welfare Inc.

Think Pink Foundation

Timboon and District Healthcare Service

Trentham Neighbourhood House

U3A Colac Otway Inc. United Way Ballarat Uniting Care-Ballarat

Uniting Care-Biala Ringwood

University of Melbourne Student Union

Very Special Kids Victoria Police

Victorian Arabic Social Service

Victorian Environment Friends Network

Victorian Immigrant & Refugee Women's Coalition

Victorian Rugby League
Villa Maria Catholic Homes
VincentCare Victoria
Vision Australia
Volunteer Alliance
Volunteer West

Volunteering in Manningham (Doncare) Volunteering Mornington Peninsula

Volunteering Warrnambool Volunteering Western Victoria

Volunteers of Banyule

Volunteering Geelong

Wesley Mission Victoria Head Office

Western Health

Whitehorse Community Chest
Whittlesea Community Connections
Whittlesea Township Community House

WIRE - Women's Information & Referral Exchange

Volunteering Victoria

Women's Cancer Foundation Woodend Neighbourhood House

Worksafe Victoria World Vision Australia Wyndham City Council

YACVic - Youth Affairs Council of Victoria Yarra Plenty Regional Library Service

Yarra Ranges Shire Council

YMCA Victoria Youth Connect

Youth Support & Advocacy Service Zonta Club of Melbourne on Yarra

Zoos Victoria



Volunteering Victoria volunteering victoria.org.au

