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New Volunteer Workforce

Mara Basanovic
Tuesday 31 May 2016





I respectfully acknowledge
the traditional custodians
of this land we share
and pay tribute to
their elders past and present



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Who are we?

Peak body working to advance volunteering

To strengthen and connect communities through volunteering

- Work state-wide supporting over 2,000 members
- Advocacy, consultancy and advice
- Good practice
- Research and development
- Education and training
- Specialist programs
- Promotion and networking
- Referral service
- Digital matching and management platforms
- Enhancing access to volunteering
 - all ages, abilities, cultures and locations



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volunteeringqld.org.au

Overview



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Keeping Pace in a Changing World

Status

Relevance

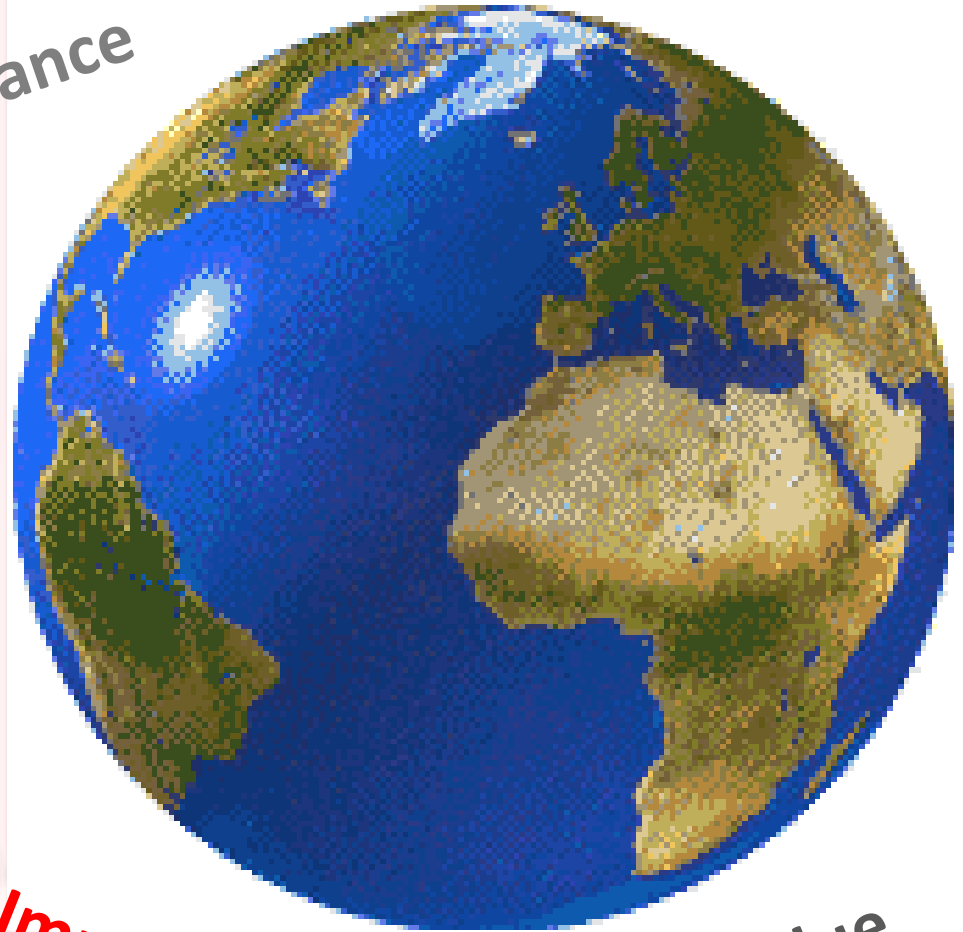
Compliance

Functionality

Advocacy

Impact

Value



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Considerations

- Economic/ social/ cultural/ environmental/ political
- More for less expectation of NFPs
- Legislative changes – EEO, WHS
- Right/ need to work
- Globalism/ nationalism
- Inclusion/ participation
- Questions you can/ can't ask
- New vs traditional VIO demands for volunteers
- Digital revolution
- Impact of media



The Volunteer Story

- 4 in 5 Australians volunteer formally or informally
- Largest industry of employment
- Every \$1 invested, delivers \$4.50 in benefits
- \$9.4 billion productivity premium
- Well-being benefit of \$9.9 billion

Volunteering does not just happen

1% increase in investment will deliver
\$10 billion more in value



Facts

With falling volunteer rates* need to find new ways to attract and retain volunteers

Time poor/ extremely busy people

Non-volunteers sceptical about finding time to volunteer

New breed of volunteers don't want volunteer managers hovering over them

Modern volunteers expect to work more entrepreneurially in tailored positions

Want to see difference they have made

No wonder slacktivism/ clicktivism/ episodic volunteering are growing



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* ABS 2015

Facts

Volunteering is a core part of our community *

Volunteers

- 99% say they would continue to engage
- 93% saw a positive change to their lives
- 77% of informal volunteers reported they would be willing to engage in formal volunteering

Volunteer-involving organisations

- 67% report volunteers bring new insights
- 86% need more volunteers
- 30% unable to fill their roles
- 46% feel they are ill-equipped to recruit/engage volunteers with barriers

* 2016 State of Volunteering in Australia



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Volunteering Sector

The volunteering sector has long been an enabler and driver of equitable growth in Australia and a significant contributor to the welfare of the community and nation



It's Time



It's time to change



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New Ways

Need for a variety of flexible opportunities

Allow people to multi-task volunteering with other life commitments

Be clear about benefits on offer/ impact they make

Clearly demonstrate impact of VIO

Changes to kinds of houses we live in

Single households double by 2026

Greater choice

Starbucks - 87,000 drink combinations

Have something for everyone!

Advertising makes people feel fitter/ healthier/
younger/ better looking.....

A Few Emerging Trends

- Informal is more frequent than formal volunteering
- Individuals on average are giving less hours
- People identify with causes, not a specific organisation
- Men identify with the activity rather than as a volunteer
- Want to improve things/ help people
- Cause is important
- Have windows of spare time – 24/7
- Want to meet people/ make friends
- Use skills/ learn new skills
- Look on line first/ recommendations
- Opportunities to volunteer from workplace / home



Understanding a New Breed

- Passion is our greatest asset and our greatest challenge
- Passionate people can be a pain
- Passion without hope degenerates into cynicism
- Challenge is to mobilise passionate/ slacktivist/ episodic/ empowered/ twitch-speed, volunteers
- Can't motivate anyone - motivation is an inside job
- Create a volunteer culture that stimulates the inner motivation of each volunteer
- Traditional volunteer management is 20th century - today we manage stuff and lead people
- Unleash volunteer power and passion with empowerment

Competition

- From leisure time, family, friends, hobbies, work, life long education demands, etc
- From other groups, causes
- From available individual and family budgets

How can VIOs show the value and difference people will make?



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Volunteering is like dating

Don't ask for marriage on a first date

Not a good way to recruit or manage

The first date should be a simple affair

eg helping out at an event

But how do you get a second date?

Take time to affirm volunteers for their work

Let them see their impact and the impact of VIO

Let them get a taste of being involved and
experience fun of working together

Make sure they **leave wanting a second date**

Your goal is a second date



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Volunteering is like dating

The future date goal is to tell volunteers that you'd like their help
After they've had a taste, it's okay to present your need

People want to be asked.

Be specific.

Some need more time and might say "no"

"No", often doesn't mean "No"

It could mean, **"Not now"**

You eventually want to ask for a commitment,
but not on a first date



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What Stops People Volunteering?

- Work commitments - by a long way
- Looking after children/ home/ family
- Have other things to do with spare time
- Haven't heard about opportunities
- Don't know groups that need help

Need to make the idea of volunteering so good that they don't have to choose, but are able to integrate volunteering with friends and family



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Top Reasons For Leaving

- No flexibility in schedule
- Too much time wasted
eg in unproductive meetings
- Lack of communication
- Lack of professionalism
- Volunteer feels they weren't making
a difference - vs contributing
- No feedback from CEO/ Board –
not just from Volunteer Manager
- Volunteer Manager who doesn't
know how to lead



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It's a Fact

**By far the most frequent
complaint from volunteers
is that nobody ever gets
back to them!**



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Keeping the Heart and Upholding the Spirit



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New Definition

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

Part of the wider concept of civic participation

Includes formal and informal volunteering

Follows best practice guidelines:

- Should not be exploitative or replace paid employment

- Provides benefits to society and to the volunteer



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New Definition

Willingly given

- Without coercion

Without financial gain

- Receive reimbursement of out of pocket expenses
- Rewarded and recognised
- Receive an honorarium, stipend or similar

For the common good

- Aligns with UN view that volunteering should directly or indirectly benefit people outside the family or benefit a cause
- Activism considered volunteering if for beneficial outcomes
- Activities involving or inciting violence that harm society and actions not corresponding to values attributed to volunteerism are not included
- Volunteers cannot be exploited for profit
- Can include concept of reciprocity



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New National Standards for Involving Volunteers

Address key areas of volunteer involvement

Reasons

- Reflect contemporary society
- Maximises positive volunteer experience
- Sector alignment of standards
- Maximise scarce resources
- One national voice
- Wanted by sector



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Eight Standards

1. Leadership and management
2. Commitment to volunteer involvement
3. Volunteer roles
4. Recruitment and selection
5. Support and development
6. Workplace safety and well-being
7. Volunteer recognition
8. Quality management and continuous improvement



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Someone wants to volunteer with you!

Good news! The person below has expressed an interest in volunteering with your organisation. You can reach them at the email address or phone number they have provided below.

Please note this person has self-selected your opportunity from the internet and as such your normal screening procedures should apply.

Position they're interested in:

#70800: Project Manager *for* Sustainable Energy NOW (SEN)

Description: The "Future Energy Expo" will be held at the Convention Centre on Friday 4 December. We need a mature self-starter to manage this fantastic initiative being put together by not-for-profit Peak Bodies in the clean energy space. As Project Manager you will get the team together for decision-making, keep track of the Sponsorship Manager, Exhibitor Manager, Marketing and Promotions Manager, Advertising Manager, Events Manager and others to ensure that outcomes are achieved on time and within budget.

Location: West Perth 6005, Western Australia

Their details:

First Name: Chewing
Email: xyz.xyz@gmail.com
Postcode: 6005
Home Phone: 040000000

Last Name: Gum
Year of Birth: 1986
Gender: Male

Skills and Qualifications:

PRINCE2 practitioner CAPM ITIL V3 CENG CITP MBCS Bsc Hons

Thank you for posting this position with Volunteering WA. To ensure we're up to date, we rely on information from you. If you need to make any changes to details of any volunteering position(s) please let us know.

National Digital Platform



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[Details](#)

[Organisation](#)

[Address/Phone](#)

[Contacts](#)

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Editing Agency: Sustainable Energy NOW (SEN)

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✓ Position successfully saved.

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ABOUT THIS POSITION

Position ID Reference ID

Position Name *

Short Description *
(500 Characters)

The "Future Energy Expo" will be held at the Convention Centre on Friday 4 December. We need a mature self-starter to manage this fantastic initiative being put together by not-for-profit Peak Bodies in the clean energy space. As Project Manager you will get the team together for decision-making, keep track of the Sponsorship Manager, Exhibitor Manager, Marketing and Promotions Manager, Advertising Manager, Events Manager and others to ensure that outcomes are

Detailed Description *

We are a group of not-for-profit Peak bodies in the clean energy space and the project is being taken on by volunteers within those peaks.

The "Future Energy Expo" will be held at the Convention Centre on Friday 4 December. We need a mature self-starter to manage this fantastic initiative being put together by not-for-profit Peak Bodies in the clean energy space.

As Project Manager you will get the team together for decision-making, keep track of the Sponsorship Manager, Exhibitor Manager, Marketing and Promotions Manager, Advertising Manager, Events Manager and others to ensure that

Service Focus *

Protecting the environment and contributing to the ongoing health of the planet

Number of Volunteers needed

- Requirements
- ☐ Driver's Licence (C)
 - ☐ Driver's Licence (F)
 - ☐ Driver's Licence (HR)
 - ☐ Driver's Licence (LR)
 - ☐ Driver's Licence (MR)
 - ☐ Heavy Lifting
 - ☐ Medical Check
 - ☐ National Police Certificate
 - ☐ Others
 - ☐ Traffic Check

VIKTOR Online



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Evidence Based Research

Economic, Social and Cultural Value of Volunteering

- Common language and metrics
- Demonstrates \$ value/ return on investment/ well-being benefit/ productivity premium/ time donated

2016 State of Volunteering in Australia

- Released at National Conference
- Identifies seven key findings
- Articulates new and emerging issues



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The Volunteer Manager is Critical

HR management

- Recruiting volunteers
- Ensuring policies and procedures are followed
- Recording the service volunteers are providing
- Overseeing performance review processes/ etc

Entrepreneurs and program managers

- Seeking ways to involve volunteers based on **mission the organisation** not just work to be done
- Reporting on results of volunteer involvement far beyond number of hours donated/ number of volunteers involved/ amount of money saved/ etc



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Debunk Barriers and Myths

Volunteers

- Undermine paid labour/ replace paid staff
- Can't be trusted with confidential information
- Aren't as much a part of the organisation as paid staff
- Are expendable
 - aren't paid and more can be recruited
- Can't lead, manage or supervise paid staff
- Are unreliable
- Shouldn't be given any responsibility
- Don't need skilled management
 - anyone can do it
- Are free



Create the Story and the Magic

“People don't want more information. They are up to their eyeballs in information. They want faith – faith in the VIO, it's goals, it's success, in the story it tells. It is faith that moves mountains, not facts. Faith needs a story to sustain it – a meaningful story that inspires belief in the VIO and renews hope that its ideas indeed offer what is promised”

Annette Simmons, The Story Factor



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See the bigger picture....



Case Study

“I can’t find any volunteers who want to do that job.”

- A Volunteer Manager was looking for someone to escort children to school. The children were being bullied and threatened by older children. Sounds easy until you saw the neighbourhood that the children had to walk through to get to school.
- The Volunteer Manager brainstormed ideas of people who might want to do that kind of volunteer work with her team and they came up with several ideas. She went to the local secondary college and made a presentation to the rugby defensive players. Then she made a presentation to night club bouncers, then to a security company and to the local gym weight lifters. Soon a group of willing, strong, trusted volunteers were gathered. They made up a team of escorts for the young children walking to school.

The children loved having their local heroes escort them



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Where to from here?

Professional development from VQ

- Volunteer Managers networking
- Key Issues of Volunteer Management
- National Standards Training
- Human Resource Management
- Governance/ Risk/ Boards
- Managing Older/ Younger Volunteers
- Inclusive Volunteering
- Developing Policy/ Practice/ Models

New Volunteer Service Models

VQ is a RTO – Cert I - IV

Menu and Calendar posted on website



Where to from here?

Key to a sustainable, thriving volunteer workforce is good volunteer management

Understanding that

contemporary volunteering exists in a fast-changing world where reform, competitive environments, innovation and new technology are

driving transformation and new approaches to doing business



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Thank you

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