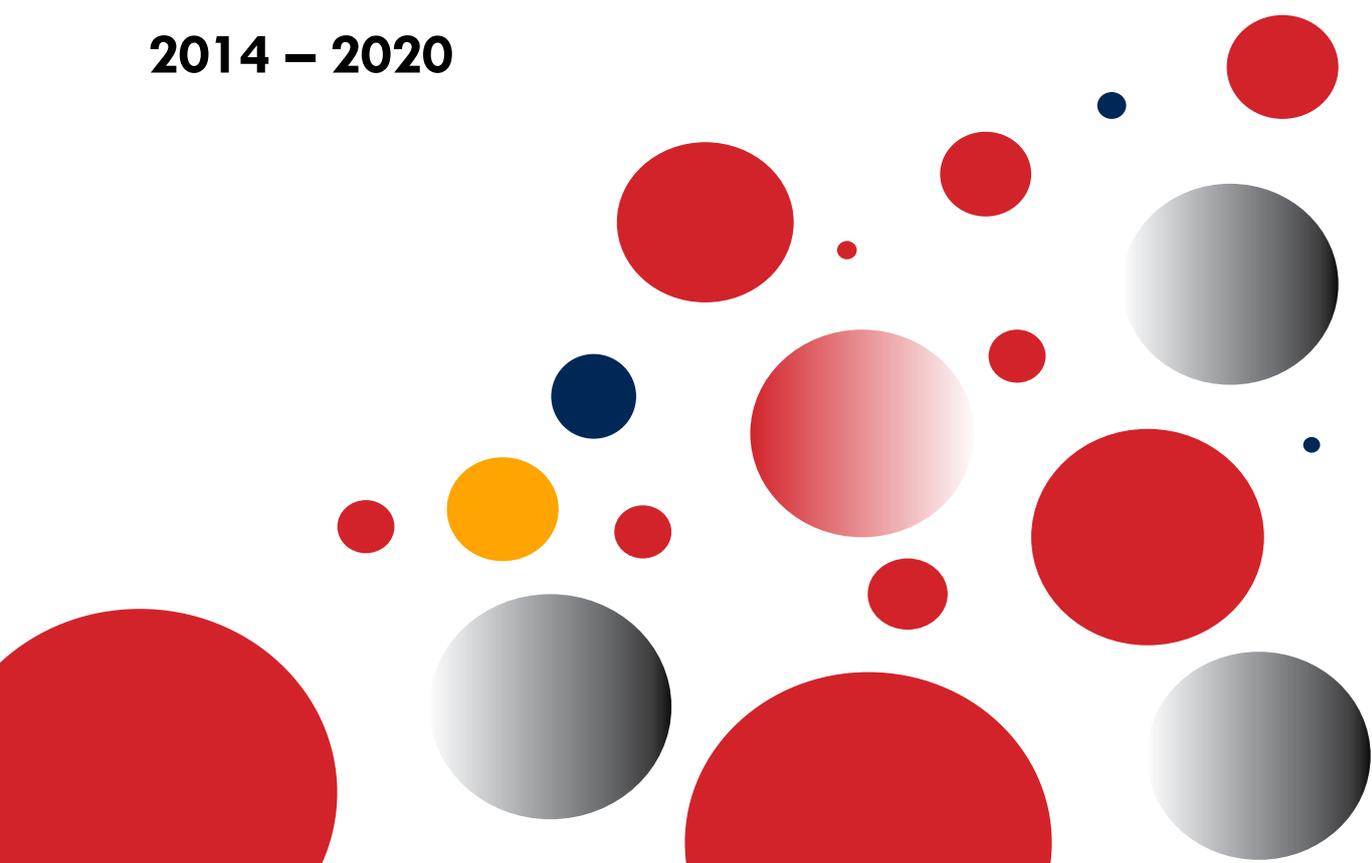


VOLUNTEERING *Strategy*

FOR SOUTH AUSTRALIA

2014 – 2020



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February 2014

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E: lgasa@lga.sa.gov.au

Business SA

136 Greenhill Rd
UNLEY SA 5061

P: 08 8300 0000

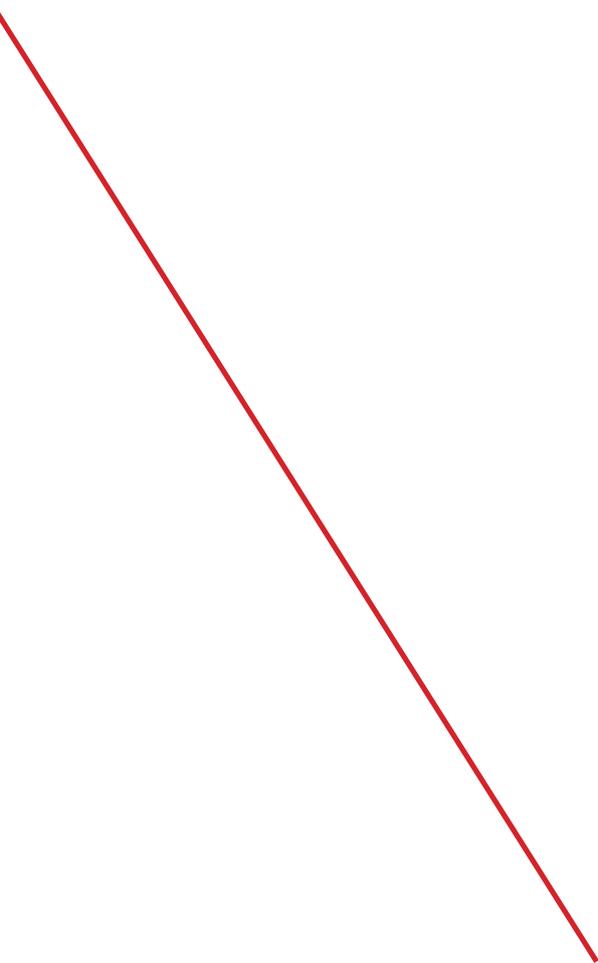
E: customerservice@business-sa.com



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www.savolunteeringstrategy.org.au



Volunteering is
fundamental to
our communities
and a vital part of
being Australian.

FOREWORD

The nature of volunteering is constantly changing. As a community, South Australia depends on over 900,000 volunteers to support the provision of essential services, and help maintain community wellbeing.

There are ever increasing demands on our volunteers due to demographic changes, increasing urbanisation, evolving technology, complex legislation, access to insurance cover, volunteer rights, recruitment and recognition.

We want to ensure that the number of volunteers continues to grow, even in the face of these changing community norms and our ageing population. We need to respond to these trends and embrace new opportunities, so that volunteering remains vibrant and strong.

This volunteering strategy is the result of a collaboration between the Government of South Australia, Business SA, the Local Government Association of South Australia and the peak body Volunteering SA&NT. It provides a practical blueprint for action over the next six years, which will result in real and lasting improvements to the volunteer experience for South Australians.

Being a partner-driven strategy, it will provide a coordinated approach to addressing the diverse needs of our volunteers and their communities.

As partners, we recognise that volunteering is an important barometer of community wellbeing and is fundamental to a sustainable South Australia. We are committed to the implementation of this strategy and look forward to working in partnership to see our outcomes achieved by 2020.

HON TONY PICCOLO
Minister for Volunteers
Government of South Australia



TIM JACKSON
Chairperson
Volunteering SA&NT



LORRAINE ROSENBERG
Acting President
Local Government Association of SA



NIGEL McBRIDE
Chief Executive Officer
Business SA





THE VISION

Volunteering is fundamental to our communities and a vital part of being Australian.

STRATEGIC OUTCOMES

- Volunteering is an integral part of life's journey
- Volunteering connects our communities
- Volunteering improves the health and wellbeing of our citizens

FOCUS AREAS

1. Invest in the foundations of volunteering
2. Promote and inform on the benefits of volunteering
3. Implement leading practice and high quality standards
4. Proactively adapt through continuous improvement

HOW DID THIS STRATEGY COME ABOUT?

South Australia was the first state in Australia to appoint a Minister for Volunteers in 2001. This was in recognition of the importance of volunteering to individuals, the community and a civil society.

That year also celebrated the International Year of Volunteers and a journey commenced in South Australia to create a compact between the Government and Volunteer Sector entitled "Advancing the Community Together" which was signed by the Premier and 29 volunteer involving organisations.

In 2011 South Australia tabled a report of significant achievements to the United Nations to celebrate the 10th anniversary of the International Year of Volunteers. That year also saw a re-commitment to the compact with a revitalised "Advancing the Community Together" partnership.

The Volunteering Strategy for South Australia is a continuation of this important journey of collaboration, for the benefit of volunteers, volunteer-involving organisations and the advancement of volunteering.



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WHY VOLUNTEERING MATTERS

Volunteering plays a key role in sustaining healthy, resilient communities and contributes significantly to the quality and vibrancy of our society.

In South Australia, the volunteering effort is valued at \$5 billion annually. If we had to rely on paying everyone to undertake these activities, it would leave an enormous gap and society would be the poorer for it.

Who would fight bushfires? Who would coach the under 12s? Who would care for our parks? Who would deliver meals to the elderly? Who would organise the thousands of events run each year to raise money for charity?

The reality is there is only so much that government at all levels can do. Beyond that we rely on volunteers and volunteer involving organisations to extend value to our communities to make them safe, robust, inclusive and culturally rich.

It is also true that volunteering is usually thought of in terms of the benefits it brings to others. The fact that it benefits those who themselves volunteer is often overlooked. Contributing time and effort is a significant way of exercising active citizenship as well as reflecting a high level of social capital. It's that simple.

There are also health benefits. For instance, the retired and retiring population alone contains an immense wealth of skills and experience. Keeping those skills and experience in play may actually help people live longer, healthier lives.

When considering the value of volunteering to the South Australian economy, it makes sense for us to do everything we can to support, grow, recognise and enhance volunteering. When we sustain volunteering as a dynamic force in our society – and help it thrive – everyone benefits. Volunteering matters.

At the heart of the Volunteering Strategy for South Australia are values and principles that aim to improve the experience of volunteers, enhance outcomes for volunteer involving organisations, and to get to a point where the majority of South Australians are engaged in some form of volunteering activity.



**STRATEGY
IN FOCUS**

When we sustain volunteering as a dynamic force in our society – and help it thrive – everyone benefits.

Volunteering matters.

FOCUS AREAS

1. INVEST IN THE FOUNDATIONS OF VOLUNTEERING

This focus area will ensure that volunteers are welcomed and valued by society and are given the opportunity to develop according to their individual abilities, needs and aspirations.

Why?

As interest in volunteering grows, volunteer involving organisations need to be supported to build their capacity to inclusively recruit, train and support volunteers. The aim is to deliver experiences that match the needs, aspirations and lifestyles of volunteers and higher standards of volunteer management.

Now what?

Key actions to achieve change will include:

- Raise the status and profile of volunteers and volunteer management
- Clarify the difference between volunteering and paid employment, while acknowledging the benefits shared between the fields of volunteering and those of employment-driven internships and work experience
- Increase opportunities and accessibility of training for volunteers and managers of volunteers to increase recruitment and retention of volunteers
- Update, accredit and increase the uptake of the National Volunteer Standards and best practice
- Increase partnerships that develop the capacity of community organisations, minority groups, young people and communities of interest
- Identify fiscal barriers for volunteering in all sectors and research solutions
- Review the definition of volunteering to address emerging trends

FOCUS AREAS

2. PROMOTE AND INFORM ON THE BENEFITS OF VOLUNTEERING

This focus area will raise the profile of volunteering in South Australia to ensure all facets of the community have a greater understanding of the benefits of volunteering, with the ultimate goal of facilitating greater participation. A key challenge is to create and strengthen more resilient communities by sourcing volunteers to meet demand.

Why?

Where there are issues such as shortages of volunteers, marginalised groups being underrepresented or people from diverse backgrounds facing barriers to inclusion, it is vital that the benefits of volunteering are accessible to all volunteer involving organisations. This builds community wellbeing and a robust civil society.

Now what?

Key actions to achieve change will include:

- Develop a holistic promotion strategy for volunteer recruitment with a unified message
- Promote positive images of volunteers and the diversity of volunteering roles
- Identify innovative and new IT models for volunteer recruitment, training, engagement and funding
- Research and promote the benefits of corporate volunteering and encourage employers to provide employee-working arrangements, which facilitate volunteering in the community
- Recognise volunteering as both a pathway to employment and a pathway to retirement with multiple outcomes for individual well being and connections to community
- Simplify volunteer recruitment processes and consider common templates



FOCUS AREAS

3. IMPLEMENT LEADING PRACTICE AND HIGH QUALITY STANDARDS

This focus area will support an active infrastructure that is essential to inclusive and sustained volunteer involvement. Issues that impede volunteering need to be responded to and more effective policy interventions need to be initiated to support volunteering.

Why?

Governments, business and volunteer involving organisations need to work together to ensure that regulatory requirements are as clear and uncomplicated as possible and that future policy decisions take into account any potential impact on volunteering.

Now what?

Key actions to achieve change will include:

- Identify issues and gaps in the rights of volunteers in terms of work health safety, governance and recognition
- Review government and private funding criteria to include volunteer costs, training and management
- Investigate the transferability of criminal history record checks across organisations and jurisdictions. Develop simple guidelines on how they should be used
- Improve access to information on regulatory requirements, good governance and risk management for the use of volunteer-led community organisations, to reduce red tape



FOCUS AREAS

4. PROGRESSIVELY ADAPT THROUGH CONTINUOUS IMPROVEMENT

The value of volunteering to individuals and communities needs to be recognised across South Australia. This focus area aims to ensure that the impact of volunteering on individuals, organisations and communities is measured consistently with the aim of continuous improvement and advocacy.

Why?

There is a lack of information about the scale and impact of volunteering. This focus area will generate and test potential solutions to overcome barriers to volunteering and make sure that the strategy stays focused on collaborative action and results.

Now what?

Key actions to achieve change will include:

- Support research and advocacy that documents the value and impact of volunteering
- Address the time-poor barrier to volunteering by developing innovative avenues to volunteering such as family volunteering, on-line roles, 'voluntourism', episodic roles and opportunities for students, employees and the singles segment
- Adopt a governance structure for the implementation of the Volunteering Strategy for South Australia in collaboration with stakeholders and strategy partners
- Review the Volunteering Strategy for South Australia on an annual basis to ensure it is relevant, deals with current trends and practice and maintains partner and bi-partisan support

WORKING TOGETHER TO ACHIEVE CHANGE

Implementation is the most important part of the strategic planning process. It involves achieving outcomes in the strategy while remaining alert and flexible to new opportunities as they unfold.

For the Volunteering Strategy for South Australia to meet its objectives, it needs commitment from all partners and stakeholders. It also needs a willingness to change, the ability to measure progress and a clear understanding of the desired results.

A process has been developed that supports the strategy's implementation and the ability to deliver on the intent. This process will be overseen by the four partners through a program of work to the year 2020.

The partners steering the strategy into the future are:

- Minister for Volunteers (representing the Government of South Australia) supported by the Ministerial Advisory Group for Volunteering and the Office for Volunteers
- Volunteering SA&NT (representing volunteers and volunteer involving organisations) supported by Volunteer Resource Centres
- Local Government Association of SA (representing local Councils) supported by the Local Government Volunteer Managers Network
- Business SA (representing business and industry in South Australia)

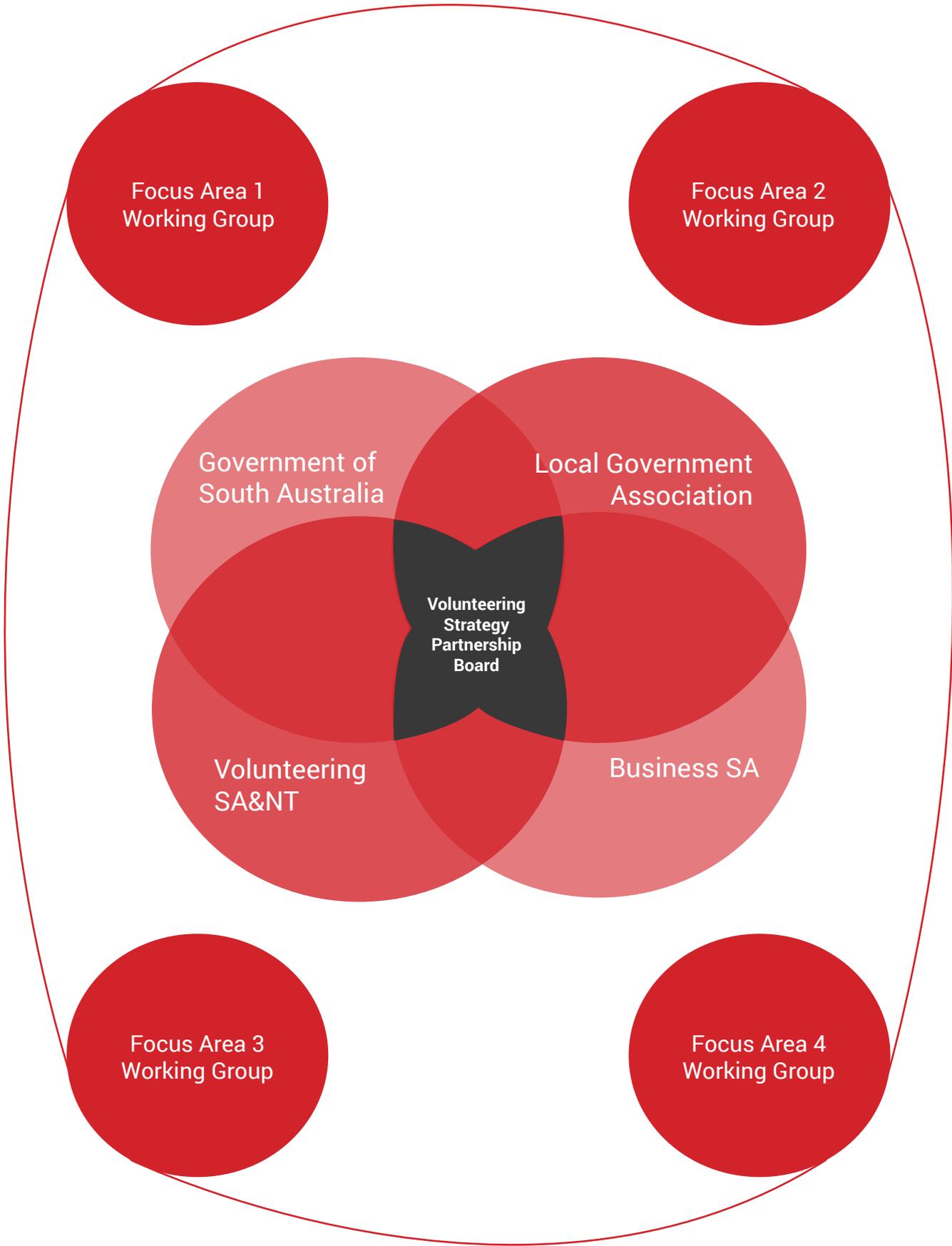
A wide range of stakeholders in the voluntary, public and private sectors have already proposed solutions to issues posed in each of the focus areas and will be playing a key role in achieving the overall aims of the strategy. The partners will collaborate with these stakeholders through the establishment of working groups for each focus area, complemented by project teams for individual actions.

The working groups will be responsible to a Volunteering Strategy Partnership Board for the delivery of the strategy, which will in turn be overseen by the four signing partners. Members of the working groups will meet at least bi-monthly and be responsible for delivering on actions from their specific sector either through their own efforts or appropriate delegation.

The Partnership Board will meet at least quarterly, report to signing partners on a regular basis and will update the strategy's action plan annually in consultation with stakeholders. This consultation could take the form of an annual congress, annual report, on-line forums or surveys. An annual and open review process will also allow for additional partners as the need arises.

Individual organisations will also have an opportunity to be involved by 'signing up' to an action or a target as an implementation partner. This can also be done through partnerships across sectors that can collaborate and adapt to the future needs of the community. This is where individual actions by groups and individuals can be formally recognised as major contributors to the strategy's success.

Outcomes from this collaboration, as well as findings from broader research, will be taken into account when taking the strategy forward. In the longer term, developments from implementation will be included in the monitoring, evaluation and research within the 'leading practice' focus area of the strategy.



ACKNOWLEDGMENTS

The Volunteering Strategy for South Australia has been in the minds of a number of key individuals for several years. The initial development of our strategy evolved as a result of discussions within Volunteering SA&NT and the South Australian Ministerial Advisory Group for Volunteering.

One of the key drivers of its progress has been the collaboration of key people to provide the necessary resources and effort needed to consult, collate, write up and get the work done.

There has been an 'aligning of the stars' which allowed the development of the strategy to become a reality. Those stars include:

The Minister for Volunteers the Hon Tony Piccolo, who was prepared to champion the volunteering sector by endorsing the development of the strategy. Supporting the Minister was Zoe Bettison MP, Member for Ramsay and Chair of the Ministerial Advisory Group on Volunteering, which contributed significantly to the development of the strategy.

The Shadow Minister for Volunteers Dr Duncan McFetridge, Member for Morphett, who gave a valuable contribution at a volunteering strategy roundtable and continues to support the sector.

The Local Government Association, (LGA) supported by the Local Government Volunteer Managers Network. The LGA represents all Councils who not only have their own volunteer programs, but also supports volunteering by providing funding, recognition and facilities for volunteers in their communities.

Volunteering SA&NT, a voice for all volunteers and volunteering in the state, who apart from being one of the key drivers of the strategy has provided staff, funding and resources to ensure that many aspects of the development have been completed.

Business SA, who not only provide a fresh viewpoint, but who are essential in promoting the benefits of volunteering to the business community.

Government of South Australia, led by the Office for Volunteers and colleagues from the Department of Communities and Social Inclusion, who have provided staff to do much of the research and document preparation, as well as funding some of the necessary expenses to ensure that the volunteering sector is consulted.

And last but not least, independent facilitation was provided by **RH Advisory** who fulfilled an essential role as facilitator and conductor.

A small working group comprising representatives from the four venture partners developed the strategy from December 2013 to February 2014.

The following organisations were represented at the 2013 Youth Volunteering Forum and two Roundtable meetings for the development of the strategy:

Aged Care and Housing Group	Local Government Association
Aged and Community Services Australia	Local Government Community Managers Network
Adelaide City Council	Local Government Volunteer Managers Network
Aged & Community Services SA & NT Inc	Lower Murray Women's Cancer Support Group
Alexandrina Council	Loxton Waikerie Council
Anglicare SA	Masters Swimming SA
Australian Red Cross	Meals on Wheels SA Inc
Australian Red Cross	Migrant Resource Centre
Beyond Bank	Minister Piccolo's Office
BirdLife Australia Gluepot Reserve	Ministerial Youth Council
Blind Welfare Association of SA & NT	Ministerial Advisory Group on Volunteering
Business SA	Multicultural Council SA
Can-Do Group	National Railway Museum
Community Accommodation and Respite Centre	National Trust
Careworks SA	Northern Volunteering (SA) Inc
Country Fire Service Association	Not for Profit Accounting Specialists
Chair, Minister's Advisory Group on Volunteering	Office for Public Employment and Review
City of Charles Sturt	Office for Recreation and Sport
City of Holdfast Bay	Office for Volunteers
City of Marion	Australasian Volunteer Program Management Association
City of Mitcham	Port Pirie Regional Health Service
City of Norwood Payneham & St Peters	Purple Orange
City of Onkaparinga	Royal Adelaide Show Division
City of Playford	Returned Servicemen's League SA Inc
City of Salisbury	Rural City of Murray Bridge
City of Tea Tree Gully	SA Ambulance Service
City of Unley	SA Association of School Parents Clubs
City of West Torrens	SA Commissioner for Equal Opportunity
Community Houses SA	SA Council of Social Services
Community Mediation Services	SA Debating Association
Conservation Council SA	SA Division Australian Institute of Emergency Services
Conservation Volunteers Australia	SA Multicultural Affairs Commission
Consumer and Business Affairs	SA National Football League Inc
Department for Communities and Social Inclusion	SA Police
Department for Education and Children Services	SA State Emergency Service Volunteers Association Inc
Department for Correctional Services	SA Tourism Commission
Department for Education and Child Development	SA Fire and Emergency Commission
Department of the Environment, Water and Natural Resources	SafeWork SA
Department of Further Education, Employment, Science and Technology	Seniors Information Service Inc
District Council of Mt Barker	State Emergency Service
Domiciliary Care	Shadow Minister for Volunteers
Duke of Edinburgh's Award	Shoeboxes of Love
Employee Ombudsman	Southern Volunteering (SA) Inc
Eyre Futures Incorporated	Sport SA
Friends of the One and All Sailing Ship Inc	State Library
Greek Welfare Services	Technical Aid to the Disabled SA Inc
Guides SA	Together SA
Hills Volunteering	Town of Walkerville
IBM South Australia	University of South Australia
Inner North Country Health Service	University of Adelaide
Junction Australia	Volunteering Barossa and Light
Life Care	Volunteering SA&NT
Light Regional Council	Women's Information Service
	Youth Council of South Australia
	Zoos SA

APPENDIX 1

BACKGROUND RESOURCES

Volunteering Strategy for South Australia

www.savolunteeringstrategy.org.au

This website is a receptacle of resources and consultation notes from the development of the Volunteering Strategy. Future reports from the Board of Management and working groups will be posted on this website on a regular basis.

Advancing the Community Together Partnership 2011

www.ofv.sa.gov.au

A partnership between the Volunteer Sector and Government of South Australia.

Partners for the Volunteering Strategy for South Australia:

- **Volunteering SA&NT:** www.volunteering-sa-nt.org.au
- **Local Government Association:** www.lga.sa.gov.au
- **Business SA:** www.business-sa.com
- **Office for Volunteers (Government of South Australia):** www.ofv.sa.gov.au

Other useful links:

Local Government Volunteer Managers Network
www.lga.sa.gov.au/goto/volunteers

The Australasian Association of Managers of Volunteers
www.aava.asn.au

Volunteering Australia
www.volunteeringaustralia.org



APPENDIX 2

SOUTH AUSTRALIAN VOLUNTEER RESOURCE CENTRES

Volunteering SA&NT (Peak body State-wide service)

Level 5, 182 Victoria Square
Adelaide SA 5000
Ph: 8221 7177
www.volunteeringsa-nt.org.au

Northern Volunteering (SA) Inc.

39 John Street
Salisbury SA 5108
Ph: 8250 1582
www.northernvolunteering.org.au

Southern Volunteering (SA) Inc.

13 McKinna Road
Christies Downs SA 5168
Ph: 8326 0020
www.svsa.on.net

Gawler

c/ - Northern Volunteering
39 John Street
Salisbury SA 5108
Ph: 8250 1592
www.gawler.sa.gov.au

Hills Volunteering

Room D.43, Mount Barker Community Library
Dumas Street
Mount Barker SA 5251
Ph: 0437 034 806
www.hillsvolunteering.org.au

City of West Torrens

164 Sir Donald Bradman Drive
Hilton SA 5033
Ph: 8416 6333
www.westtorrens.sa.gov.au

City of Holdfast Bay

PO Box 19
Brighton SA 5048
Ph: 8229 9999
www.holdfast.sa.gov.au

District Council of Yankalilla

PO Box 9
Yankalilla SA 5203
Ph: 8558 0200
www.yankalilla.sa.gov.au

Volunteering Barossa & Light

The Barossa Council
43 - 51 Tanunda Road
Nuriootpa SA 5355
Ph: 8563 8495
www.barossa.sa.gov.au

Upper Spencer Gulf

Volunteering SA&NT
Level 5, 182 Victoria Square
Adelaide SA 5000
Ph: 8221 7177
www.volunteeringsa-nt.org.au

Northern Areas Council

PO Box 120
Jamestown SA 5491
Ph: 8664 1139
www.nacouncil.sa.gov.au

Limestone Coast

Council Chambers
Naracoorte SA 5271
PO Box 555 Naracoorte SA 5271
Ph: 8760 1100
www.volunteeringlimestonecoast.com

Copper Coast

51 Taylor Street Kadina SA
PO Box 396 Kadina SA 5554
Ph: 8828 1200
www.coppercoast.sa.gov.au

Streaky Bay

District Council of Streaky Bay
29 Alfred Terrace
Streaky Bay SA 5680
Ph: 8626 1001
www.streakybay.sa.gov.au

Roxby Downs

PO Box 124
Roxby Downs SA 5725
Ph: 8671 0010
www.roxbydowns.com/council

Mount Remarkable

District Council of Mt Remarkable
PO Box 94
Melrose SA 5483
Ph: 8666 2014
www.mtr.sa.gov.au

Clare & Gilbert Valley Council

4 Gleeson Street
Clare SA 5453
Ph: 8842 6400
www.claregilbertvalleys.sa.gov.au

Flinders Ranges Council

1 Seventh Street
Quorn SA 5433
Ph: 8648 6031
www.frc.sa.gov.au

