



GROWING VOLUNTEERING

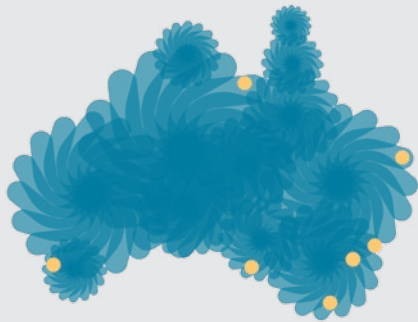


volunteeringaustralia

Annual Review
2010/2011



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WHAT IS VOLUNTEERING AUSTRALIA



Volunteering Australia is the national peak body working to advance volunteering in the Australian community. Its role is to represent the diverse views and needs of the volunteering sector while promoting the activity of volunteering as one of enduring social, cultural and economic value.

Volunteering Australia fulfils its peak body role by:

- Providing public policy advice to Government on matters relating to volunteering;
- Providing a national focus for the promotion of volunteering and its principles;
- Establishing co-operative relationships with key national and international volunteering organisations;
- Encouraging the pursuit of excellence in volunteer management;
- Consulting with stakeholders to ensure proper representation of the volunteering sector; and
- Mobilising and supporting volunteer effort by providing a national service for recruitment and deployment of volunteers including assisting with the registration of spontaneous volunteers in national emergency response situations.

History

Volunteering Australia Inc. is an incorporated body under the Australian Capital Territory Associations Incorporation Act 1991. It was funded in 1997 under the National Secretariat Program and is the peak body for volunteering in Australia.

The Board of Volunteering Australia is made up of seven nominated members and up to four co-opted members, in accordance with its constitution.

Volunteering Australia, formerly known as the Australian Council for Volunteering (ACV), was formed as a result of the merger between two incorporated bodies: The Australian Association for Volunteering (AAV) and the National Association of Volunteer Referral Agencies (NAVRA). The Australian Association for Volunteering was incorporated in 1990, and membership was open to any individual or organisation with an interest in volunteering. The National Association of Volunteer Referral Agencies was also incorporated in 1990, and membership was made up of volunteer referral agencies, including the five state volunteer centres.

The Australian Council for Volunteering was incorporated in 1993, and in 1997 received funding from the Commonwealth Government, became Volunteering Australia, and underwent a constitutional change restricting membership to the state volunteer centres. In 2003, the board of volunteering Australia reversed that decision, opening up membership of Volunteering Australia once again to national organisations with a demonstrated interest in the concept of volunteering.

MESSAGE FROM THE PRESIDENT

It has again been an honour to serve as the President of Volunteering Australia for 2010/2011.

VA was fortunate that from a stability perspective, only one board change was undertaken during the reporting period. We saw the resignation of Maxine Griffiths as the Volunteering Victoria representative and the nomination of Terry Macdonald as replacement. Terry was subsequently appointed to the board. This allowed the board to continue on the journey, mapped out in the previous 12 months.

The AGM was held in Melbourne in conjunction with the 13th National Conference on Volunteering. The conference attracted more than 500 delegates from a broad cross section of our volunteer community as well as government and business sectors. The conference was a resounding success and again demonstrated the depth and quality of innovation in volunteer effort taking place throughout Australia.

2010 also saw new administrative arrangements announced under the Gillard Government with the appointment of the Hon Tanya Plibersek as the Minister for Social Inclusion, which includes responsibility for volunteering. In addition, the establishment of the Office for the Not for Profit Sector within the Department of Prime Minister and Cabinet was a welcomed initiative. Volunteering Australia has been actively working with officers from the PM&C to ensure that the interests of the volunteering sector are well understood and represented to Minister Plibersek.



**THE BOARD OF
VOLUNTEERING
AUSTRALIA IS
REPRESENTATIVE
OF ALL STATES AND
TERRITORIES.**



The International Year of Volunteers + 10

IYV + 10 was officially launched by Her Excellency The Governor-General of Australia, Ms Quentin Bryce at Admiralty House in Sydney before more than 100 volunteers and members. Her Excellency spoke warmly of the role of volunteers in our communities and reflected on her visits to flood affected areas and her meeting with volunteers. As Volunteering Australia Board President, I responded on behalf of the volunteers reflecting on the importance of volunteers not only in times of emergency like we have seen this year, but also the millions of volunteers who are less visible in our communities. The launch was also attended by the Hon Tanya Plibersek, Minister for Social Inclusion, and The Hon Bronwyn Bishop.

As part of IYV+10, the United Nations Volunteers Program (UNV) invited VA to send a delegate to a “Global Voices” meeting in Bonn, Germany on Feb 20/21 to share with other National Coordinating Bodies their experiences of planning for IYV+10 Initiatives. Mara Basanovic, CEO of Volunteering Western Australia, represented VA and reported on a range of national and state initiatives that Australia had planned.

Volunteer Trust Grants

As Trustees for the Volunteer Trust the VA Directors approved two special grants for IYV+10 activities. The first of these was a grant of \$5000 to assist one youth delegate from Australia to attend the 2nd World Summit on Youth Volunteering to be held in Colombia on 3-5 November 2011. The second allocation from the Volunteer Trust was a grant of \$10,000 to Volunteering Queensland to further upgrade, develop and maintain the Australian IYV+10 website. This upgrade provided increased functionality and facilitated greater sharing of information and ideas during IYV+10 for the benefit of all.

NVW Launch in Canberra

I had the pleasure of attending Parliament House in Canberra on Monday the 9th of May for the launch of 2011 National Volunteer Week. The event was hosted by Hon Tanya Plibersek and a number of ACT based NFP's and some interstate guests were in attendance. NVW will be covered more extensively in this Annual review.

Foundation Member Communication Forums

I have continued to hold regular teleconference meetings with the Chairs/Presidents from our foundation member network to supplement the regular monthly meetings of the CEO network. This has continued to prove useful from a governance perspective in sharing ideas at board level and generally increasing the lines of communication across the state bodies. I would like to thank the foundation member chairs/presidents for their support in this activity.

Over the past 12 months VA and the Foundation Member Boards have been working towards the signing of a Memorandum of Understanding (MOU) on key areas of activity including: advocacy; research and policy; sector capacity building; corporate, community and government partnerships; and national brand management.

The successful completion of the MOU arrangement will demonstrate that VA and its Foundation Members are working cohesively together in a structured way for the betterment of the volunteering sector, and will provide clarity to all stakeholders on the respective roles and responsibilities of national and state peak bodies.



The MOU has been signed by 5 of our 7 Foundation Members and we continue to work with the remaining two state bodies and to finalise their commitment. Neither state body has any fundamental disagreement with the MOU concept. The signing of this agreement represents a new watershed in state and national peak body relations and one of which we are very proud.

We also held the third annual face to face workshop of VA Board members and the President/Chair and Chief Executive Officer of each of our Foundation Member boards in Melbourne on Friday 24th of June. The meeting venue and logistical support was kindly provided by one of our strategic partners in National Australia Bank at their Docklands facility. Good robust discussions took place during the day with all participants contributing to the discussions.

The issue of accountability and representational legitimacy is fundamental to the capacity of any peak body wishing to influence public policy and advocate effectively on behalf of its members. Over the past four years a number of internal and external reviews of VA have highlighted the need for VA and its Foundation Members to strengthen representation and accountability to the broader volunteering sector.

Proposed Governance Changes

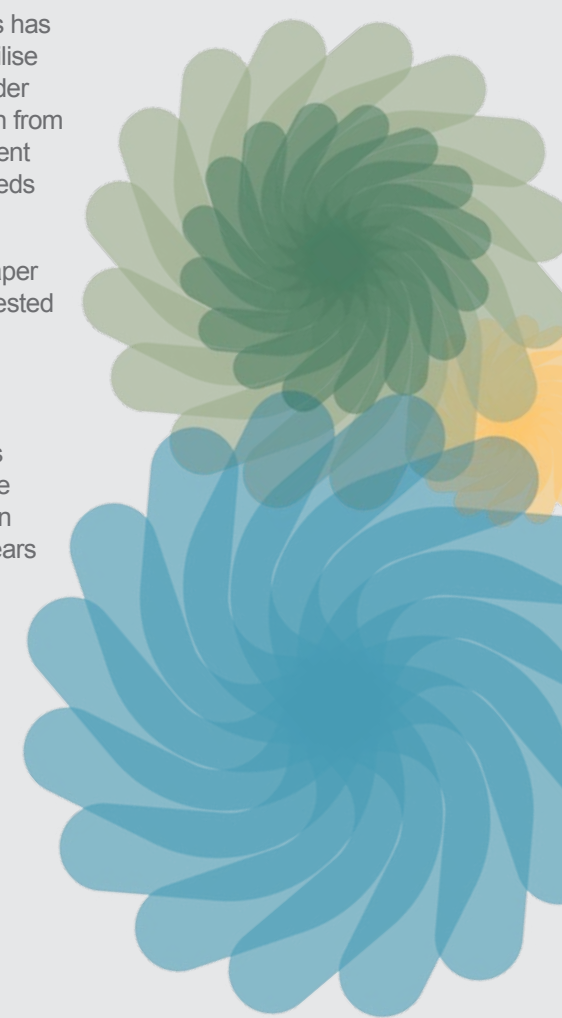
One significant achievement from the June meeting was to gain the in-principle approval of the state bodies to review the existing governance arrangements for the VA Board such that it will give us the impetus to change the board makeup. As you may be aware, the VA Board is made up of a representative from each Foundation Member plus the constitutional ability to co-opt people onto the board.

Whilst I remain very comfortable with the board makeup at the present time, the existing process for election of board members has the potential to lead to succession issues and potentially destabilise the strategic direction of the board. The ability to draw from a wider cross section of the community whilst maintaining representation from the Foundation Members should lead to more expert management on the board. The board can then recruit appropriately to the needs identified by the board members.

We are currently preparing a governance reform consultation paper for circulation to the Foundation Member boards and other interested parties. The ultimate aim would be an amendment to the VA constitution in the first quarter of 2012.

In-principle support was also received from the states to review the current membership structure for VA. At the moment, VA has just 7 Foundation Members plus associate membership by some of the significant national bodies (about 30 in number) involved in volunteering. This has caused angst to some NFP's for many years in that they were ineligible to become a member of VA.

Through the reform of governance and membership structure, VA can demonstrate increased expert capability, accountability and representational legitimacy to the broad volunteering sector within Australia.





Strategic Planning Review

During the middle of the year, VA also reviewed its strategic plan for the next 3 years. Feedback was received from many interested parties and we completed this process at the end of August. For the benefit of all I have restated the keys points hereunder:

Vision - VA's desired future is to enhance its position as the recognised national peak body for volunteering in Australia and to represent the diverse views and serve the needs of volunteers and volunteer involving organisations.

Mission - VA's purpose is to promote volunteering as an activity of enduring social, cultural, and economic value and to play a vital role in enabling and mobilising volunteering within Australia.

Goals

- Ensure that volunteering is recognised as an activity of enduring social, cultural, environmental and economic value
- Continue to be a strong representative body and the national voice for volunteering across all sectors
- Ensure effective, transparent and accountable governance
- Provide leadership in policy and program innovation and lead the development of best practice in volunteering standards
- Act as a source of national resources and support for volunteering whilst working to strengthen the cohesion and coordination of the volunteering sector
- Diversify and strengthen resource base
- Influence decision makers at the national level by building constructive relationships with national public policy making bodies, networks and alliances with members and other sectors
- Maintain a well-managed organisation

Strategic Focus Areas:

External

- Advocacy
- Research and Policy
- Sector Capacity Building
- Corporate, community and government partnerships
- National Events, Communication and Promotion

Internal

- Governance Reform
- Financial sustainability

GoVolunteer/Seek initiative

Another of our IYV+10 initiatives was to revisit the GoVolunteer model that has been in place for the past 10 years. Last year we secured pro-bono support from Boston Consulting Group (BCG) together with Seek (Aust) Ltd to undertake a review of the on-line volunteer recruitment market in Australia including our own Go Volunteer business model.

The overarching goal of GoVolunteer's business model reform is to create the most effective meeting place in Australia for connecting volunteers to opportunities and to increase the impact of volunteering through:

- Improving efficiency in the process and facilitate as many matches as possible
- Effectively creating quality matches between the skills and interests of volunteers and the requirements of the NFP organisation
- Whilst recognising that appropriate safeguards are required such as child protection, privacy, police and other legal requirements.

The Board considered the recommendations of the BCG report and has decided to proceed with the redevelopment of the GoVolunteer site in collaboration with Seek.

In ten years much has changed and GoVolunteer will now have even greater capacity to take advantage of new technologies and adapt to the changing ways people want to volunteer.

Enhanced functionality will include features such as interaction with social media, small screen friendly interface, geo tagging of 'opportunities near you' and 'interest' based searches. Volunteers can set up job mail style opportunity alerts and revamped organisation profiles will allow more information to reflect an organisation's cause and branding.

A key feature of the new GoVolunteer system is its capacity to share information with the myriad of local and state based systems that have evolved since GoVolunteer was first introduced. The great advantage of this feature is that organisations will only have to load their volunteer opportunities on the one GoVolunteer site to achieve maximum exposure for their organisation.

The proliferation of volunteer matching websites since the launch of GoVolunteer has had both positive and negative implications for volunteers and volunteer involving organisations. In the major study undertaken earlier this year, BCG found that:

- **Proliferation of online volunteer recruitment sites has led to time-consuming and frustrating experiences for volunteers.** To view all available opportunities at once, volunteer seekers must trawl many websites and even then cannot be confident they have viewed all opportunities. From a systemic viewpoint this is undesirable and inefficient resulting in volunteers being placed in positions which may not best match their interests and skills.

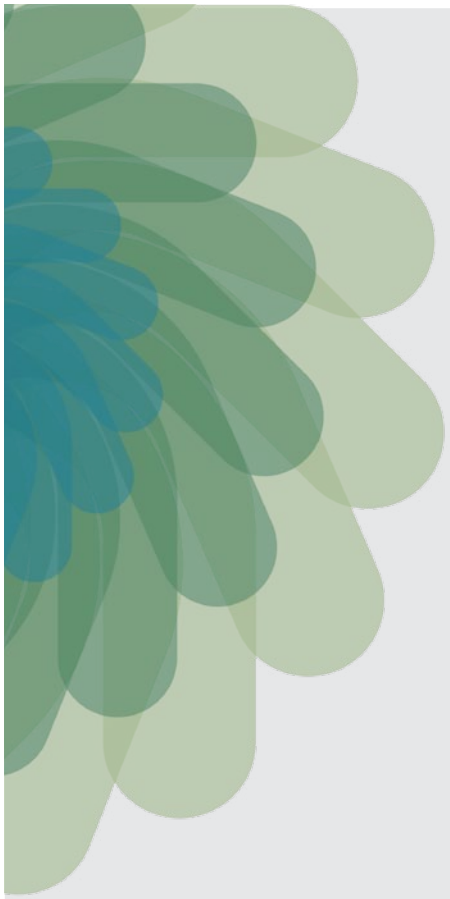
Apart from being time-consuming, volunteer seekers also expressed frustration as they encounter the same opportunity on different websites.

- **Not-for-profit organisations expressed that interacting with the myriad websites was difficult and created duplication of work.** The existence of many volunteer matching websites requires NFP organisations to understand the different registration, account log-ins and upload processes that each site requires. Some NFPs cannot manage multiple uploads to each website due to staff time constraints. NFPs reported receiving expressions of interest from multiple websites in different formats and time consuming work of physically re-entering volunteer data into their own system from different forms as even more resource intensive.
- **Growing market fragmentation detracts from market efficiency.** Rather than negating or reducing the need for a national aggregator, the proliferation of many websites emphasises the need for easy navigation and search ability.

Over the past ten years, GoVolunteer has grown rapidly and become the largest national volunteer recruitment service in Australia. In 2010, on average there were 13,000 volunteer opportunities in the national database at any one time. This represents approximately 80% market share in terms of posted opportunities. GoVolunteer opportunities are distributed to over 60,000 unique website visitors each month via the dual branded GoVolunteer and SEEK Volunteer websites.

This initiative has the propensity to change the face of on-line recruitment and retention of volunteers within Australia.





United Nations Volunteers (UNV)

The UNV commenced work late last year on a major research project, the State of the World's Volunteerism Report, which is due for release on International Volunteers Day in December 2011. As part of the consultation process, our CEO Cary Pedicini attended a forum at UNV headquarters in Bonn, Germany along with 19 other representatives from civil society organisations around the world.

The report will address first what is meant by volunteerism, why people volunteer their time, what are the manifold ways people choose to volunteer and the impact of this volunteer engagement. VA has committed to supporting this research project and as a first step has prepared a report card on Australia's progress towards achievement of objectives set out in the National Agenda on Volunteering which was developed during the original International Year of Volunteers in 2001. We look forward to the release of that report later this year.

There are a number of people and organisations to thank for their support over the past 12 months.

On behalf of the Board, I particularly commend Chief Executive Officer, Cary Pedicini and the talented staff and volunteers at VA for their hard work, and above and beyond commitment and contribution to building and advancing a vibrant, united, viable volunteering sector across Australia.

The Teams dedication and hard work is commendable and their achievements remarkable. Amongst other things the Team ran an exceptionally well organised National Conference last October and we are well on track to hold another great event this year.

We have a diverse range of board members from business, government and the sector and this has allowed meaningful and robust discussion at board level and underpinned a strong level of governance. I thank and acknowledge my fellow Board Members for their commitment, support and generous contribution of expertise, time and wise counsel. It has also been an honour and privilege.

Finally I would like to thank our partners whose efforts allow us to provide the range of services and activities that we do. My thanks in this regard to the Office of Not for Profit Sector within the Dept of PM&C, NAB, AON, Attorney General's Department, SEEK, and the Boston Consulting Group for their support over the reporting period.

We at Volunteering Australia are looking forward to the building upon the work articulated above.

In closing, I extend our collective thanks to the more than five million Australian volunteers who selflessly donate their talent and time to make a positive difference through their extraordinary voluntary endeavours.

May the remainder of this milestone International Year of Volunteers +10 and beyond continue to Inspire the Volunteer in You.

Thank You.

Mr Paul Lynch
President
Volunteering Australia

OUR MEMBERS

Volunteering Australia is keen to ensure that in promoting volunteering we draw upon as much experience and expertise as possible by involving eligible organisations and individuals as members.

Our rules allow Volunteering Australia members to be national not-for-profit and corporate organisations, Commonwealth government departments and individuals with a demonstrated commitment to advancing volunteering.

Membership of Volunteering Australia is free and the benefits include industry networking, formal recognition of your contribution to volunteering and the opportunity for shaping future research, inquiry, development and participation in this sector as part of the national peak body for volunteering.



Foundation Members

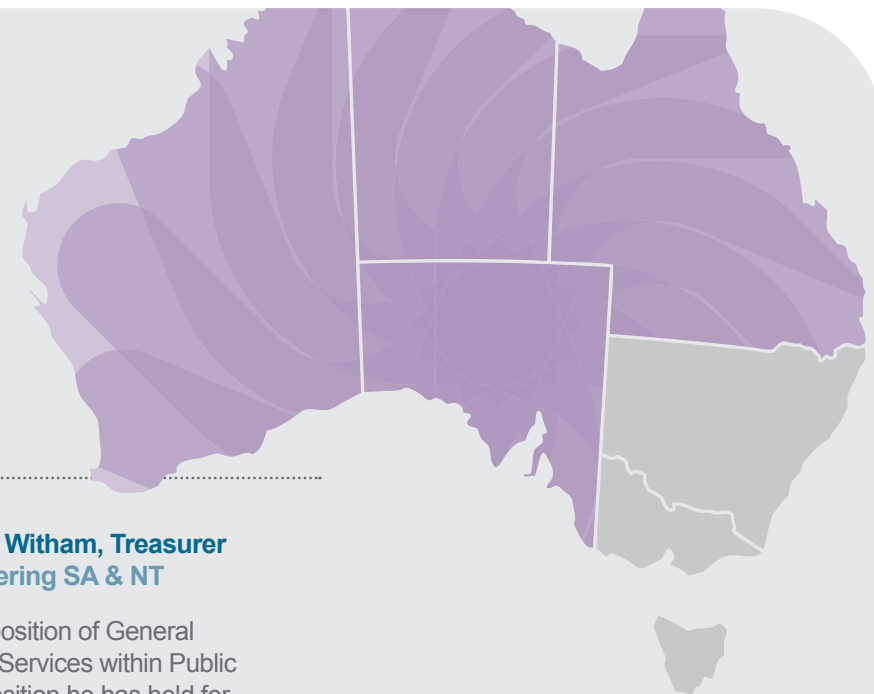
- Volunteering ACT
- The Centre for Volunteering (Volunteering NSW)
- Volunteering Queensland
- Volunteering SA & NT
- Volunteering Tasmania Inc
- Volunteering Victoria
- Volunteering WA

Ordinary/Organisational Members

- Australia Business Arts Foundation
- ACUMA Incorporated
- Adventist Development & Relief Agency Australia (ADRA)
- Australian Multicultural Foundation
- Australian Polish Community Services
- Australian Red Cross
- Australian Volunteer Coast Guard
- Australian Volunteers International
- Conservation Volunteers Australia
- Families Australia
- Good Beginnings
- Habitat for Humanity - Australia
- Jewish Emergency Management Plan (JEMP) Inc
- Latitude Global Volunteering
- Life Be In It Australia Limited
- Lifeline Australia
- Mission Australia
- National Association for Prevention of Child Abuse and Neglect (NAPCAN)
- National Association of Testing Authorities, Australia (NATA)
- Prison Fellowship Australia
- Surf Life Saving Australia
- The Foundation for Young Australians
- The School Volunteer Program Inc.
- The Smith Family
- The University of Southern Queensland
- University of Technology, Sydney
- YMCA Australia

The full membership listing is available on the Volunteering Australia website.





Board Members

The Board of Volunteering Australia is made up of seven nominated members and up to four co-opted members, in accordance with its constitution. Volunteering Australia acknowledges and thanks them for their contribution.



Paul Lynch, President
Volunteering Western Australia

Paul has over 30 years experience in the banking and finance sector with Westpac Banking Corporation. His current role is Regional General Manager for Westpac's Commercial Banking business in metropolitan Perth. Paul has also enjoyed roles with Westpac in Indonesia and more recently Fiji Islands where he ran the bank's corporate banking division.

Paul holds a Bachelor of Business degree from ECU (majoring in Finance and Accounting) and has previously held board positions with ASCPA (Fiji Branch), Rotary, and various school and sporting clubs.

Paul is married with two children and is looking forward to making a contribution to Volunteering Western Australia and Volunteering Australia.



Richard Williams, Vice-President
Volunteering Queensland

Richard has over thirty years experience working in government both at federal and state levels, in a number of senior positions. He has worked in the areas of education, property development and management, and emergency services. He was a member of the government inter-departmental committee in Queensland that established government policy on volunteering, and is currently the President of the Board of Volunteering Queensland.

His interests include sport, particularly swimming and golf, and photography. Richard is involved with Volunteering Australia to contribute his experience of government and to seek greater recognition of the significant contribution volunteerism makes to Australian society at all levels.

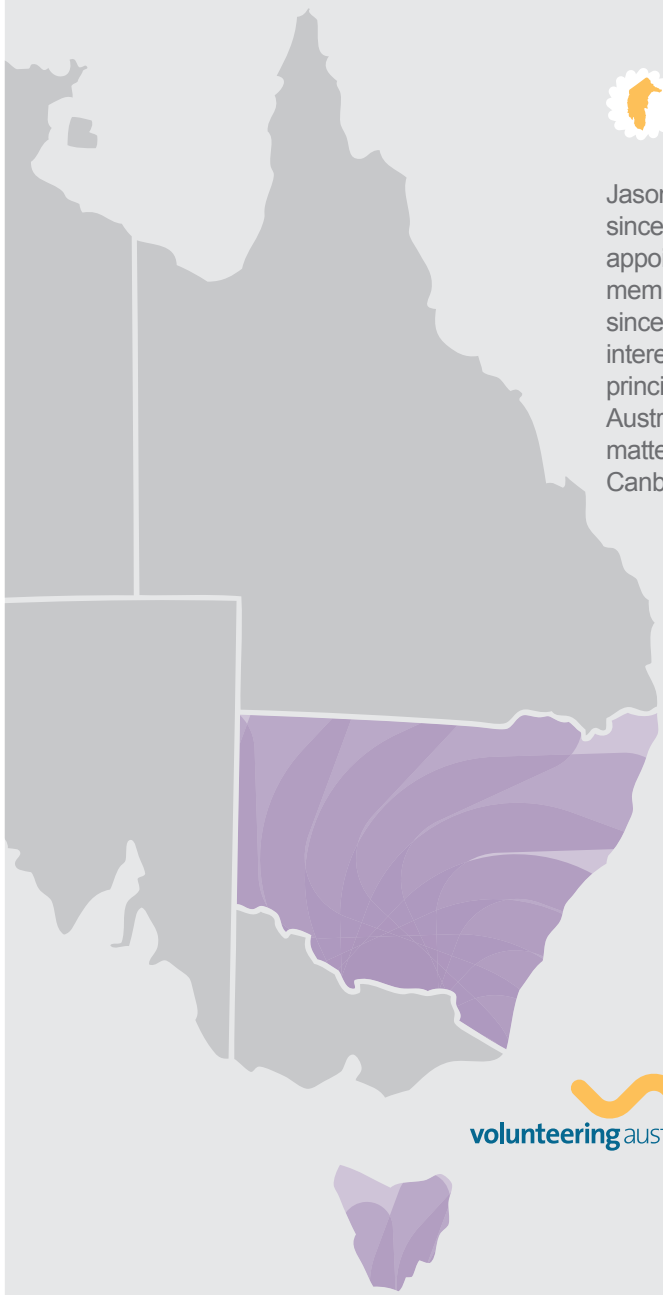


Dr Mark Witham, Treasurer
Volunteering SA & NT

Mark holds the position of General Manager, Client Services within Public Trustee SA, a position he has held for the past 6 years. He was previously Director Resource Allocation in the South Australian Department of Education and Children's Services. He has a degree in economics from the University of Adelaide and a PhD from James Cook University.

Mark has been active as a volunteer in education, recreation and environmental endeavours with organisations over the past decade, including the Australian Rural Education Research Association, University of SA, Norwood Primary School, Adelaide University Mountain Club and as a Friend of the Onkaparinga Recreation Park.

Mark was elected to the board of VA on 20 November, 2009 and has been Treasurer since May 2010. Mark is also Treasurer of Volunteering SA & NT.



**Jason Lange, Secretary
Volunteering Australian
Capital Territory**

Jason has been a member of the Board since November 2008, following his appointment as Secretary. He has been a member of the Board of Volunteering ACT since November 2004. Jason is keenly interested in policy and Government principles, and has been working for the Australian Government on social policy matters since moving from Adelaide to Canberra in January 2004.



**Frances Healy
Volunteering Tasmania**

Fran's career spans 30 years during which time she has worked in the State and Commonwealth governments and the not-for profit sector. She worked in National Parks and Wildlife as Communications Manager for 13 years. She was Corporate Communication Manager in the Department of Health and Human Services and a Senior Policy Analyst in the Department of Premier and Cabinet. She has worked as Program Leader - Business Development & Communication with the CSIRO Division of Marine Research and the National Oceans Office. She was CEO with Greening Australia (Tasmania) from 1997 – 2004.

Fran is currently Chair of Volunteering Tasmania, a member of the Volunteering Australia Board, a Member of the Resource Management and Planning Tribunal, the Tasmania Marine Farming Review Panel and Tasmanian National Parks and Wildlife Advisory Committee. Fran has been on a number of Natural Resource Management Committees including the Tasmania Natural Resource Management Council and the Natural Heritage Trust State Assessment Panel and the working group that compiled the Tasmania Nature Conservation Strategy. She is an Australian Business Volunteer and has done assignments in Tonga, the Solomon Islands and East Timor.



**Dr Bronwen Dalton
The Centre for
Volunteering (NSW)**

Bronwen is the Director of the Centre for Community Organisations and Management; the Coordinator of the Masters of Community Management Program, and the University Ombudsman at the University of Technology, Sydney. In 2001 Bronwen completed a PhD at the University of Oxford. Her thesis focuses on the potential of NGOs to fight corruption and serve as agents of democratisation. Bronwen also has a BA from the Australian National University and a MA from Yonsei University, Seoul, South Korea. Bronwen has conducted extensive research in the field of third sector studies and authored book chapters and journal articles on childcare, nonprofit business venturing, recruitment; accountability; and advocacy. In 2007-8 Bronwen was an investigator on an ARC Linkage grant which examined the "compacts" (also called "partnership agreements") recently finalised by the Labor Government'. Bronwen was an expert adviser on the evaluation of the Commonwealth Department of Family and Community Services' Stronger Families and Communities Strategy. Bronwen has also worked closely with the NSW community sector as part of her work in social policy at the ICAC and the NSW Attorney General's Department. She is on the Boards of the Department of Foreign Affairs' Australia Korea Foundation and Volunteering NSW .



Terry Macdonald
Volunteering Victoria

Terry started his career as an Electrical Engineer. He joined the Australian Public Service and spent time in the Civil Aviation and Defence portfolios. In 1982 he was appointed Chief Electrical Engineer in the Department of Defence, and, in 1984, Director of Facilities Engineering Services. Following a restructuring of the Defence Production Facilities, he left Defence in 1989 and headed for the private sector.

From 1989 to 1994 he had a role as a Senior Project Manager in the Engineering Consulting sector and lectured in Management Studies at Monash University. From 1994 to 2003 he had executive roles in the asset and facilities management operations of three of Melbourne's major Universities, Monash, RMIT and Melbourne.

In 1994 he took his first step into the Community Sector by being elected as a Municipal Councillor. This role showed him the vital importance of Community Organisations to the effective functioning

of the Community and the value of them to individuals. He joined the Committees of various NFP organisations, including Melbourne's Lord Mayor's Charitable Foundation, the National Council of Philanthropy Australia and many others. After being invited to join a Volunteer Resource Centre in Eastern Melbourne as Deputy Chairman, he became Chairman in 2008. He joined the Board of Volunteering Victoria in November 2010 and was then elected as the representative to Volunteering Australia. He currently leads five organisations and is a Board member of three others. So much for retirement!



Andrew Coghlan
Australian Emergency
Management Volunteer
Forum (AEMVF)

Andrew was appointed National Manager, Emergency Services with Australian Red Cross in February 2006. His pivotal role is to oversee the national Emergency Services function, and ensure Australian Red Cross' ability to promote resilience and build community capacity, both in preparation for and response to disasters throughout Australia. Amongst achievements and contributions to date, Andrew has developed and overseen the implementation of a new vision for Red Cross in the emergency sphere, including the restructure of the emergency services team throughout Australia into a tight knit group incorporating staff in both National and Divisional offices.

Together, the team have elevated the organisation's profile within the emergency services sector and established relationships with key agencies at all levels of Government. A major achievement has been the development and recent launch of the Emergency REDiPlan project, a four step household preparation program aimed at fostering individual and community resilience throughout Australia. Andrew has also played a pivotal role in coordinating the Red Cross response to a number of major emergencies and disasters, including Cyclone Larry (2006) and the Black Saturday Victorian Bushfires (2009).

During July 2008 Andrew was invited to be part of a multi-disciplinary team of Australian experts who led a co-sanctioned Australia/China workshop on Psychosocial Recovery in Chengdu, in response to the Earthquake in Szechuan Province.

Prior to joining Red Cross, Andrew was the National Recovery Consultant with Emergency Management Australia, where he coordinated the Australian approach to disaster recovery. Major achievements in this role included a national review of community recovery arrangements, development of the Australian Recovery Manual, and representation of the community sector on a range of national and international emergency management forums. In this role Andrew also played a key role in coordinating recovery assistance to Australians impacted by the Boxing Day 2004 Indian Ocean Tsunami.

Andrew is Vice-President of the International Research Committee on Disasters, a member of the Australian Journal of Emergency Management Editorial Board and represents Red Cross at key external forums and consultations including the Australian Emergency Management Volunteer Forum and the Australian Government's Not for profit Advisory Group.



Team Members



Cary Pedicini
Chief Executive Officer

Cary Pedicini is Chief Executive Officer of Volunteering Australia. As a national peak body, Volunteering Australia represents the diverse views and serves the needs of volunteers and volunteer involving organisations and promotes volunteering as an activity of enduring social, cultural and economic value.

Volunteering Australia receives funding from the Federal Government under the National Secretariat Program to provide policy advice to Government and advocate on behalf of the volunteering sector. Volunteering Australia also develops training and management resources including the National Standards for Involving Volunteers in Not for Profit Organisations.

Cary's career has been predominantly in the not-for-profit and government sectors in fields as diverse as sport and recreation, outdoor education, student accommodation, vocational education and training, employment and community

services. He has held senior management positions with organisations including the YMCA, the Department for Victorian Communities, and State Director for Mission Australia in Victoria.

Originally qualifying as an Industrial Designer, Cary holds a Masters of Business, and post graduate qualifications in Education and Outdoor Studies. Cary is currently a member of the Federal Government Volunteer Policy Advisory Group, the Advisory Council for the Centre for Social Impact, and the Australian national representative to the International Association of Volunteer Effort and the United Nations Volunteers International year of Volunteers Plus 10 Coordinating Committee.

Amanda Everton,
National Manager - Education, Policy and Research

Peter Cocks JP,
National Communications Manager

Judy Thompson,
Finance Manager

Pam Walford,
Finance Assistant

Jessica Hickey,
Events Officer

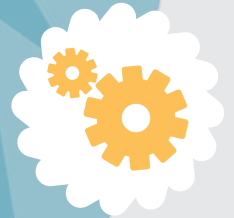
Bessy Andriotis,
Policy and Research Officer

Ratan Saha,
Volunteer

Jennifer Thompson,
Marketing Officer

Monique Kelso,
Executive Assistant

**VOLUNTEERING AUSTRALIA
ACKNOWLEDGES AND
THANKS OUR PARTNERS FOR
THEIR CONTRIBUTION TO
FURTHER THE ADVANCEMENT
OF VOLUNTEERING.**



PARTNERS



Australian Government
Department of the Prime Minister and Cabinet



Australian Government
Department of Families,
Housing, Community Services
and Indigenous Affairs



BCG

THE BOSTON CONSULTING GROUP



Australian Government
Attorney-General's Department



RESPECT
SELF
OTHERS
COMMUNITY





POLICY AND RESEARCH

Volunteering Australia receives commonwealth funding under the National Secretariat Program to provide advice to Government and advocate for policy outcomes that strengthen volunteerism in Australia. Key pieces of policy related work undertaken during 2010/2011 include:

- Developed a report card on the progress made towards each strategic objective identified in the National Agenda on Volunteering
- Developed a policy paper addressing volunteering as a pathway to social inclusion
- Publication of the 2010 National Survey of Volunteering Issues key findings report
- Submission to Treasury's consultation paper - Scoping Study for a National Not for Profit Regulator
- Ongoing advice to, and consultation with the Department of Education, Employment and Workplace relations re volunteering as a work experience activity of job seekers

In November 2010 Volunteering Australia initiated the production of a fortnightly review for policy, research and opinion (titled 'Policy Update') distributed by email to VA Members, Volunteer Resource Centres, the Volunteering Research Agenda Advisory Group (VRAAG) and Government representatives.

Volunteering Australia also participates in a national teleconference of policy and research officers in state and territory volunteering centres, as a way of identifying policy and research issues.

Additionally, we are represented on the following national forums:

- National Roundtable of Non-profit Organisations
- Community Council of Advice
- Australian Emergency Management Volunteer Forum
- Insurance Council of Australia

Volunteering Australia continues to facilitate the Volunteer Research Agenda Advisory Group (VRAAG) as a key avenue for supporting and encouraging the advancement of research into volunteering in Australia.

Key outcomes of VRAAG for 2010/2011 included:

- Integration of research papers into the 13th National Conference on Volunteering program
- Endorsement to develop a framework to strengthen the link between research and practice in volunteering through a series of state-based research roundtables
- Agreement to invite additional membership to VRAAG from other researchers, particularly in states not represented

Additional research related activities undertaken include:

- Invitation to participate in the Civil Society Consultation meeting held in Bonn to discuss and provide input into the development of the State of the World Volunteerism Report (SWVR) being produced by United Nations Volunteers to commemorate the tenth anniversary of the International Year of Volunteers



KEY EVENTS

National Volunteer Week

National Volunteer Week is the largest celebration of volunteering in Australia.

The theme for 2011 was “Inspiring The Volunteer In You”. The theme is the same used by the United Nations for the International Year of Volunteers Plus 10 and was chosen to ensure maximum promotion of the international theme rather than create an alternative theme that may confuse marketing messages.

NVW 2011 was officially launched by the Hon Tanya Pliibersek, Minister for Social Inclusion, at an event held at Parliament House Canberra. The launch was attended by volunteers, NFPs and MPs. Volunteering Australia is grateful for the Minister’s support in hosting this launch at Parliament House.

The NVW 2011 collateral was designed by Sarah Babetski who provided all design work free. Sarah is a graphic designer from Boston Massachusetts who was travelling in Australia at the time. Sarah had volunteered for a number of Australian organisations along her travels and was pleased to contribute to NVW 2011. We thank Sarah for her wonderful design work.



The aims of NVW 2011 were:

- provide a broad-based promotion of volunteering in order to increase awareness of the activity and the sector within the community at a national level
- encourage and assist volunteer-involving organisations to hold and promote events
- increase awareness of volunteering at all levels of government
- provide knowledge transfer of marketing and media skills to the not for profit sector
- encourage organisations and individuals to say thank you to volunteers and celebrate volunteerism
- provide resources that assist not for profit organisations to thank their volunteers during NVW.
- promote the 2011 as the celebration of the International Year of the Volunteer plus 10 (IYVplus10)

A comprehensive review of NVW 2011 returned the following:

- 83% of respondents suggested the theme was helpful to create a focus for the celebrations
- 87% of participants approved of the poster design
- social media usage increased with more than 150 active Twitter users and an active Facebook page
- 50,000 posters were distributed
- 75,000 lapel pins were distributed
- more than 4,300 NVW packs were distributed
- media hits exceeded 1,400

Volunteering Australia acknowledges the support of our NVW 2011 sponsors. NAB and Department of Prime Minister and Cabinet. NVW 2011 would not achieve the same levels of success without this support.



13th National Conference on Volunteering

More than 500 delegates attended the 13th National Conference on Volunteering held from 27-29 October 2010 at The Sebel and Citigate Albert Park in Melbourne, Victoria.

The conference aimed to provide a national forum to:

- INITIATE** discussion, debate and analyse issues affecting volunteering;
- DISCOVER** new technologies that can affect or support volunteering;
- EXAMINE** initiatives that will grow volunteering and promote best practice in volunteering.

The conference drew together papers, workshops and ideas that explore the following streams:

- INNOVATE:** sessions that address different or innovative volunteer programmes or approaches to volunteering.
- ADAPT:** sessions that address the changing environment and how the sector has had to adapt, or is adapting, to change.
- ACT:** sessions that look at the systems, policies and procedures in volunteering and volunteer management in a practical way that provides delegates with solutions, tools and tips.

More than 80 plenary sessions, workshops and presentations were offered to the delegates including nationally and internationally recognised speakers.

The conference was supported by our conference partners NAB, FaHCSIA, Attorney General's Department, AON and Victorian Department of Planning and Community Development. Volunteering Australia acknowledges and thanks our conference supporters. Their assistance was critical to the success of the event.

VOLUNTEERING AUSTRALIA SUPPORTED THE 21ST IAVE WORLD VOLUNTEER CONFERENCE IN SINGAPORE SENDING THREE DELEGATES AND PRESENTING A WORKSHOP.

International Volunteers Day (IVD)

International Volunteer Day (IVD) was established by the United Nations General Assembly in 1985. IVD is now celebrated worldwide with thousands of volunteers involved in a range of IVD initiatives including clean-up campaigns, conferences, exhibitions, morning teas and many other activities all aimed to highlight the role of volunteers in their communities.

Volunteering Australia supports IVD and encourages all volunteer based organisations to be involved and celebrate volunteering. Each year International Volunteer Day is celebrated on the 5th December with the emphasis on local celebrations to support volunteers.

VA makes available the Events Calendar each year as well as driving media support of IVD. VA also provides a range of online resources to assist volunteers and volunteer involving organisations to celebrate their volunteers.



**VOLUNTEERING AUSTRALIA
WORKED WITH OUR PARTNER
NAB TO ESTABLISH A CALL
CENTRE TO SUPPORT
VOLUNTEERING QUEENSLAND
MANAGE THE SPONTANEOUS
VOLUNTEER RESPONSE TO
THE QUEENSLAND FLOODS
REGISTERING MORE THAN
5,000 VOLUNTEERS.**



International Year of the Volunteer plus 10 (IYVplus10)

2011 has been declared a celebratory year by the United Nations to recognise the 10th anniversary of the International Year of Volunteers.

The UN announced four aims of IYV+10.

- Recognition: acknowledging the value of volunteerism to society all over the world and the connection between volunteerism and the MDGs
- Facilitation: ensuring that the maximum number of people from the broadest range of backgrounds have access to volunteer opportunities
- Networking: fostering the exchange of experience and strengthening partnerships among different entities promoting and implementing volunteer projects
- Promotion: promoting inclusive volunteerism representative of the diverse groups in society

VA's official launch was held at Admiralty House in Sydney by Her Excellency The Governor General, Ms Quentin Bryce AC. More than 100 volunteers gathered to celebrate volunteering including a group from Queensland and Victoria who had been involved in the major floods in January 2011. VA thanks Virgin Australia and Bayview Boulevard Hotel Sydney for their support to enable those volunteers to attend the event.

Volunteering Australia has encouraged and supported a range of activities during the year in conjunction with our foundation members. This included the launch of the national web portal, www.iyvplus10.com.au in conjunction with Volunteering Queensland. VA acknowledges and thanks Volunteering Queensland for their initiative and support of this initiative. The new IYV+10 Events Calendar has also been well supported.

EDUCATION AND SKILLS

Building the capacity of the sector through information and education continues to be a key focus area of Volunteering Australia. One way we achieve this is through the delivery of conference presentations. These events are opportunities where we can share with the sector information on emerging trends, what's happening nationally at a policy level, and build and maintain strong relationships with key stakeholders.

During 2010-11, in addition to presenting at the Volunteering Australia National Conference, we presented at the following forums:

- Australian Sports Commission National Conference, July 2010
- Initiate the Future Conference, July 2010
- Left Right Think Tank – Youth Summit, November, 2010
- 21st IAVE World Volunteer Conference, Singapore, 2011
- IAT Technological Education Conference, Abu Dhabi, March 2011
- NSW & ACT District Assembly Rotary Conference, April 2011

Additionally, we were invited to be involved in the following:

- Australian Sports Commission – as a working group member provided input and advice into the development of the National Sport Volunteer Strategy
- Involved in the judging of the 2010 AAVA Awards recognising managers and administrators of volunteers, and the 2010 ACSA Awards recognising volunteers within the Aged Care Sector.
- Writing an article for both the Retiree Magazine Winter edition, and the Community Services and Health Industry Skills Council newsletter on the benefits of engaging in volunteering
- Member of the Community Services and Health Industry Skills Council working group to provide advice into the development of a competency framework for volunteers working with clients with language, literacy and numeracy needs.

- Steering Committee Member of the Service Skills Australia project Discuss Display Do – developing a recognition of prior learning framework for volunteers.
- Invited to meet with the Advisory Panel on the Economic Potential of Senior Australians to discuss the benefits of volunteering for senior Australians.

Resources developed by Volunteering Australia, continue to attract high numbers of website hits, with the following resources being the top five resources accessed during 2010/2011:

1. Volunteering: What's it all about? PowerPoint and presenter's notes
2. Subject Guide – Event Volunteering
3. Subject Guide – Recruitment – The volunteer's journey
4. Running the Risk? A risk management tool for volunteer involving organisations
5. Model Code of Practice





GOVOLUNTEER

2010 – 2011 has been an amazing year for Govolunteer with demand at an all time high. Not-for-profits and volunteers have strongly supported Govolunteer with numbers strongly showing that the site is the pre-eminent web site for volunteer matching.

Govolunteer was launched in 2000 as a collaborative partnership between Volunteering Australia (VA), SEEK and Boston Consulting Group (BCG). The 10th anniversary of the International Year of Volunteers has seen the partnership come to the fore again as BCG undertook a major review of Govolunteer.

The review has resulted in VA and SEEK agreeing to develop a new Govolunteer embracing the recommendations of the report to take Govolunteer forward. The new site will embrace social technology advances and be easier to use, more responsive and have a raft of new features for volunteers and NFPs.

Volunteering Australia acknowledges the extraordinary work of BCG in conducting this review and thanks SEEK for their commitment to deliver a new Govolunteer to the voluntary community.

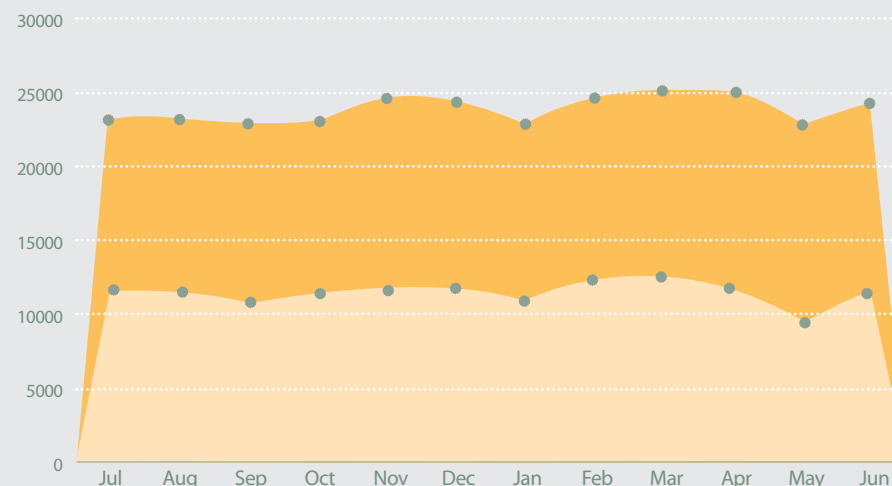
During 2010/11 govoluteer achieved the following:

- Monthly average of more than 13,000 volunteer opportunities listed each month
- Approximately 80% of market share of posted opportunities
- More than 60,000 visitors per month
- More than 2,000 registered users
- Survey results reported user satisfaction levels exceeded commercial benchmarks



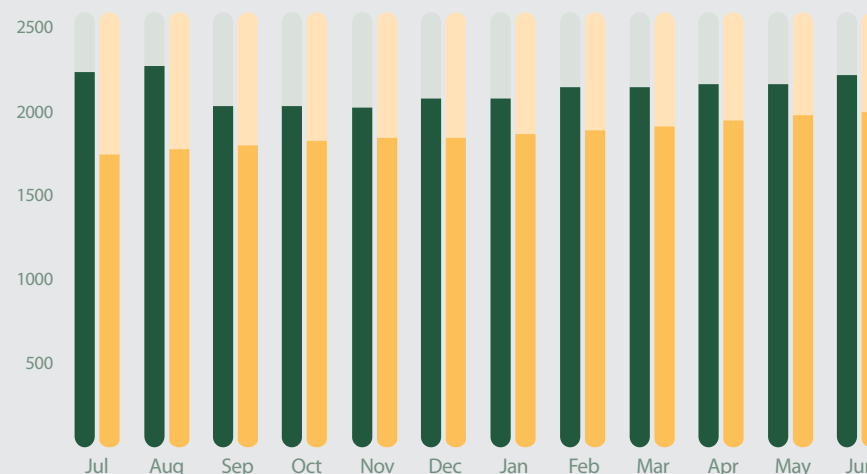
**Volunteer Positions
Advertised on GoVolunteer
2009/2010 Comparison**

2010 - 2011
2009 - 2010



**Number of organisations
registered on GoVolunteer
Comparison 2009–2010**

2010 - 2011
2009 - 2010





**DURING THE
2010 TO 2011
FINANCIAL YEAR,
VOLUNTEERING
AUSTRALIA HAD
A TURNOVER
OF \$ 1.159M.**

FINANCIAL REPORT

The financial results were impacted throughout 2010-2011 by the following areas:

- Grant Income reduced with the withdrawal of funding for the National Volunteer Skills Centre and Go Volunteer.
- The 2010 Conference generated Registration Fee Income of \$393k and Sponsorship Income of \$95k
- Sponsorship Income for National Volunteer Week reduced however additional sponsorship for Volunteering Research was secured.
- Fee for Service and Merchandise Sales were slightly down on the previous year.
- Whilst our main source of income - Grant Income reduced, other sources of income from the 2010 Conference and Sponsorship contributed to a higher total income figure compared to the previous year.
- Total expenses were higher on the previous year as a result of the 2010 Conference.

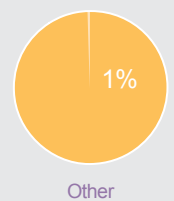
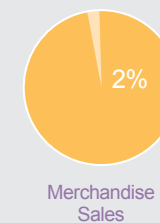
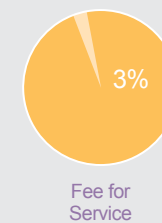
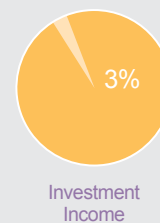
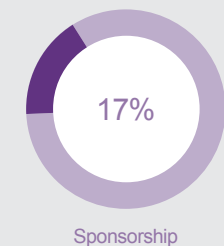
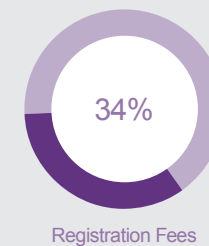
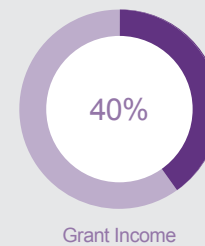
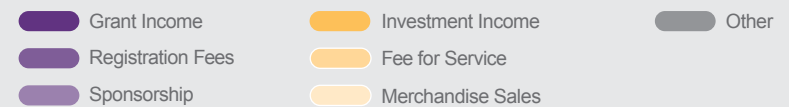
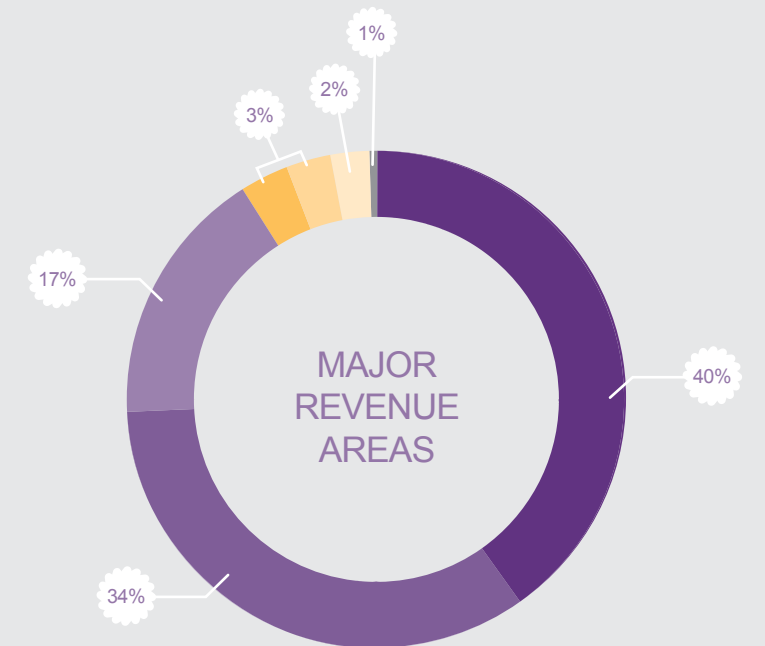
As a not-for-profit organisation any financial surpluses generated by Volunteering Australia operations are reinvested into future growth of the incorporation. Any financial deficits generated by Volunteering Australia are fully funded by reinvested surpluses from previous years.

Audited financial statements of Volunteering Australia are available for download from the website.

FINANCIAL SUMMARY 2010/2011

	10/11 \$'000	09/10 \$'000	% Percentage
Grant Income	467	797	40%
Registration Fees	393	0	34%
Sponsorship	195	125	17%
Investment Income	36	32	3%
Fee for Service	34	51	3%
Merchandise Sales	28	46	2%
Other	6	2	1%

Total Income	1,159	1,053
Total Expenses	(1,337)	(1,138)
Surplus/ (Deficit)	(178)	(85)





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