



# Annual Report

## 2013-14



# CHEERS FOR VOLUNTEERS

## #CheersForVolunteers

Volunteers do fantastic work in Australian communities and we're proud to support them. By partnering with Volunteering Australia, we help to connect people with volunteer opportunities throughout the country.

We also believe that volunteers should be rewarded. That's why we've developed our Community Volunteer Banking package, to say 'cheers' for the great work they do.

The package provides a range of banking benefits as well as a yearly donation of \$20 to the organisation the volunteer supports. In addition, volunteers receive a reward card providing access to discounts at restaurants, retail outlets and leisure activities throughout Australia.

For more information on how we assist volunteers, visit [beyondbank.com.au/community](https://beyondbank.com.au/community) or contact **Shane Farley**, National Community Development Manager on **0430 301 133**.

Full terms, conditions, fees and charges are available in our Product Guide and Fees and Charges booklets. These booklets are available on request and will be provided at the time of acquiring the product. Before acquiring the product you should consider if the product is appropriate for you. Beyond Bank Australia is a trading name of Community CPS Australia Ltd ABN 15 087 651 143 AFSL/Australian Credit Licence 237 856.

**Beyond Bank**  
AUSTRALIA

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# About Us

Volunteering Australia is the national peak body for volunteering working to advance volunteering in the Australian community.

## Vision:

Strong, connected and resilient communities through volunteering.

## Mission:

To lead, strengthen, promote and celebrate volunteering in Australia.

## Values:

We will be:

- Collaborative, accessible and inclusive;
- Innovative, flexible and proactive; and
- Transparent and accountable.

## History

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

The Board of Directors is made up of appointed directors from the seven foundation members ie each State/Territory peak body and up to four co-opted members (independent directors).

Volunteering Australia (VA), 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 Council for Volunteering was incorporated in 1993 and in 1997 received funding from the Commonwealth Government and became Volunteering Australia. At that time VA underwent a constitutional change to confirm its membership as the State/Territory volunteer centres.

In 2003, the VA Board of Directors reversed that decision, opening membership to national organisations with a demonstrated interest in volunteering.

In 2012, Volunteering Australia moved from its original base in Melbourne, Victoria to Canberra, ACT where it is now firmly established, sharing VACT's office space and support services.



# President and CEO Report

It is with great pleasure and pride that we present the 2014 Annual Report of Volunteering Australia (VA), the national peak body for volunteering in Australia.

This report details the achievements of VA during 2013/14. The past year was a period of consolidation from governance and management perspectives, and also a period of very significant challenge, particularly with respect to planning and preparations for the 23rd IAVE World Volunteer Conference, which VA hosted in September 2014 on the Gold Coast.

Following the VA Board's review of the International Conference's governance, management and financial aspects in late 2013, the VA Board implemented changes to previous arrangements. The CEO, with support of the special Conference Governance Committee and Finance & Audit Committee, has been immensely involved in both Conference oversight and operations.

It needs to also be noted that the VA Board decided it was prudent to defer the migration of VA to Company Limited by Guarantee (CLG) status, as approved at the 2013 AGM, pending the financial outcome of VA hosting the 2014 IAVE World Conference, and confirmation about the future of the Australian Charities and Not for Profit Commission (ACNC).

The year under review also saw a new Commonwealth Government elected, which led to significant changes to VA's interaction with the government. Firstly, oversight of volunteering was transferred from the Department of Prime Minister and Cabinet to the Department of Social Services

(DSS). Secondly, the DSS itself was restructured to align with the new Government's civil society agenda, along with its funding program.

During this period, VA has continued to engage proactively and constructively with the DSS. VA remains concerned about the potential negative implications associated with the new funding arrangements and proposed abolition of the Australian Charities and Not for Profit Commission.

VA has, with the support of the State & Territory Volunteering Peaks, responded to several government inquiries and discussion papers impacting on volunteering.

Examples of submissions lodged by VA include:

- Inquiry into the Australian Charities and Not-For-Profit Commission (Repeal Bill)
- Exposure Draft of the Purchasing Arrangements for Employment Services 2015-2020
- National Commission of Audit
- Work for the Dole and Volunteering

The VA Board is particularly appreciative of the great contributions by the State & Territory Peaks to take on leadership and coordination roles for delivering significant national priorities. VSA & NT's hosting of the very successful 2013 National Volunteering Conference and VWA's continued excellent hosting and management of GoVolunteer/Seek Volunteer are particularly recognised and applauded.

Last year's annual report reflected on the major work undertaken to develop VA's new strategic

direction and priorities. A Work Plan was developed to articulate VA's actions and initiatives to progress VA's strategic priorities. A summary of VA's performance achievements against our strategic priorities is reported later. The VA Board receives and reviews quarterly performance report cards. We extend a very special thanks to the CEO Network which has continued its positive collaborative efforts. VA's achievements are a reflection of the excellent contributions of the CEO Network and the State & Territory Peaks to advance priorities of national significance.

We also extend our heartfelt thanks to our major corporate partner Beyond Bank for its invaluable financial and operational support. We further acknowledge with appreciation the support from Aon Insurance Brokers, The Sydney Boulevard Hotel, Seek, Boston Consulting Group and the Australian Government through the Department of Prime Minister and Cabinet and Department of Social Services.

We also extend our acknowledgement and appreciation to the Australian Government, through DSS, Attorney General's Department and DFAT for their support for the IAVE International World Conference.

## Financial Performance

VA has had to closely manage its financial situation throughout the year, particularly with the potential impact of hosting and underwriting the 2014 IAVE World Volunteer Conference.

Cash flow remained extremely tight throughout the year. However, with the implementation of the revised governance and management arrangements for the IAVE World Conference and with careful management of expenses, we have minimised financial loss to \$83,829.

Raising additional revenue remains difficult for not-for-profit charities, including VA, however will be a priority focus for next year following the IAVE World Volunteer Conference.

## Appointments and Retirements of Directors

During 2013-14 two Directors retired. Paul Lynch stepped down as an Independent Director and VA President at the 2013 Annual General Meeting after serving the maximum six (6) year term. Matt Rutter, the Volunteering Western Australian Appointed Director and VA President also resigned for personal reasons in May 2014. Tim Jackson was subsequently elected VA President in May 2014.

Other Foundation Member Appointed Directors also stood down before the 2013 AGM due to their terms as President of their respective State/Territory concluding. These included Frances Healy (VTas) and Dianne Carlos (V ACT).

VA conveys its sincere thanks to each of those outgoing Directors for their very significant contributions during their time as VA Directors.

The Board welcomed David Morrison (V WA Appointed Director) as well as two (2) new Independent Directors, Amit Jois and Peter Lucas during the year.

## Organisational Outlook

2014-15 shapes up as a very exciting year for VA as we look to build on this year's achievements, including the successful hosting of the IAVE International World Conference. We especially look forward to focussing all of our (albeit limited) resources and energies in progressing VA's strategic priorities, which essentially are all about building and sustaining a better Australia. It will be good to do without the distractions associated with protecting VA's financial position, which required close management and monitoring during the year.

Like other organisations reliant on funding from the Department of Social Services (DSS), we are anxiously awaiting positive responses to our grant applications. DSS has indicated that the announcement of grants will be released in October 2014.



VA is very concerned about the negative effects on volunteering if there are any reductions of Australian Government funding to the organisations which provide the essential infrastructure to enhance volunteering.

## Conclusion

We would like to sincerely thank VA Directors, staff and State/Territory Peaks for their shared commitment for, and real support of, what VA does and aspires to do.

We certainly have an amazing group of talented and passionate people with a big picture focus.

We look forward to working with you all during the year ahead as we continue our efforts to advance volunteering.

We also particularly acknowledge and thank Volunteering ACT staff and volunteers for the wonderful support by allowing VA to share your office and systems, and for your enthusiasm. This is greatly appreciated.

In conclusion, we hope you enjoy perusing this report and reflect with pride on your contribution to building better communities through volunteering.

Tim Jackson  
President

Brett Williamson OAM  
CEO



Tim Jackson  
President



Brett Williamson OAM  
CEO

# Foundation 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.

Volunteering Australia is reviewing its membership programs to enhance benefits, including 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

We acknowledge the ongoing support of our Foundation Members:

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

## PATRON

- Margaret Bell AM





# Our Partners

Volunteering Australia acknowledges and thanks our partners for their contribution to further the cause of volunteering.



Australian Government  
Department of Social Services



Australian Government  
Attorney-General's Department

Beyond Bank  
AUSTRALIA

Pro  
Bono  
AUSTRALIA



THE SYDNEY  
BOULEVARD  
HOTEL

BCG  
THE BOSTON CONSULTING GROUP

AON



# Our Strategic Priorities - How We Are Meeting Our Targets

The Volunteering Australia (VA) Strategic Plan 2014-2018 includes VA's Key Strategic Focus Areas and targeted Success Measures.

VA's key strategic focus areas are:

**1: ADVOCACY:** *The Volunteering Sector is strengthened through our advocacy efforts*

**2: RESEARCH AND POLICY:** *Volunteering is advanced by evidence-based research and policy development*

**3: SECTOR DEVELOPMENT:** *The capacity of the volunteering sector is enhanced by diversity, integrated effort and sustainable infrastructure*

**4: POSITIONING & PROFILING VOLUNTEERING:** *Volunteering is recognised, valued and supported as an enduring, respected and integral part of society*

**5: GOVERNANCE, SUSTAINABILITY & REVENUE:** *Volunteering Australia is a financially self-sustaining and thriving organisation.*

A summary report on VA's progress against the key strategic priorities is provided as follows:

**ADVOCACY:** *The Volunteering Sector is strengthened through our advocacy efforts*

## 2013 – 2014 Achievements

- Liaison with all sides of politics and relevant government departments and agencies, advocating VA policies and positions.
- Constructive relationship developed with Department of Social Services staff.
- Active engagement with Community Council for Australia (CCA), Australian Emergency Management Volunteer Forum (AEMVF), and other sector peaks.
- Advocacy strategy under development by the CEO Network.
- VA has responded to several relevant government reviews e.g., ACNC abolishment, Work-for-Dole, etc.

## 2014 – 2015 Priorities

- Maintain a close and constructive relationship with the Department of Social Services.
- Build relationships with other government departments (e.g., Ministers, Shadow Ministers, officers etc) which influence volunteering policy.
- Leverage the successful IAVE World Volunteer Conference.
- Continue engagement and representation with sector groups.
- Grow engagement via membership and social media.

## 2013 – 2014 Achievements

- 2013 International Volunteer Day celebrations.
- 2014 National Volunteer Week promoted successfully under the theme 'Celebrate the power of volunteering' (a 79% increase in the social media campaign from 2012 – 2013).
- VA website refreshed and growing numbers of subscribers, Facebook & Twitter followers.
- Marketing workshop conducted with all State and Territory Peak Bodies to start the process of developing a national marketing campaign.

## 2014 – 2015 Priorities

- Continue to respond to government discussion papers.
- Enhance awareness and involvement of individuals, volunteer involving organisations, government and Corporates in celebrating volunteerism and volunteers.
- Delivery of VA Promotions & Communications Strategy.
- Finalisation and delivery of a national marketing campaign.
- Establish Parliamentary Friends of Volunteering group.

**RESEARCH AND POLICY:** *Volunteering is advanced by evidence-based research and policy development*

## Achievements 2013-2014

- Researchers' Round Table held during 2013 National Volunteering Conference.
- Review of National Volunteering Standards underway.
- Review of the Definition of Volunteering underway.
- Negotiations initiated to secure corporate/skilled volunteer support to produce 'State of Volunteering in Australia' report.
- Leverage of the IAVE World Volunteer Conference.

## Priorities for 2014-2015

- Convince ABS (Government) to retain volunteering questions in census.
- Convene VA Research Advisory Committee to develop and settle on a VA research agenda for 2015-2018.
- Re-establish 'Research Network'.
- Re-launch the 'Volunteering Journal'.
- Advance review of National Volunteering Standards.
- Complete Review of Definition of Volunteering.
- Undertake 'State of Volunteering in Australia' report.
- Strengthen and expand VA research initiatives.

**SECTOR DEVELOPMENT:** *The capacity of the volunteering sector is enhanced by diversity, integrated effort and sustainable infrastructure*

Achievements 2013-2014	Priorities for 2014-2015
<ul style="list-style-type: none"> <li>• Very positive, constructive and collaborative relationships maintained and developed between VA and State/Territory Peaks.</li> <li>• VA and State/Territory Peaks Collaboration Work Plan in place and regularly reviewed by the CEO Network and VA Board.</li> <li>• Collaborative effort by VA and State and Territory Peak Bodies in reviewing new Department of Social Services funding programmes.</li> <li>• Considerable engagement with sector achieved through 23rd IAVE World Volunteer Conference outreach.</li> <li>• Very constructive engagement with Community Council for Australia and other not for profit peak bodies.</li> <li>• Membership of, and constructive engagement with, the Australian Emergency Management Volunteer Forum.</li> <li>• A suite of funding applications, lodged under the new Department of Social Services funding programs, focussed on maintaining and enhancing volunteering critical infrastructure and services.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain constructive and collaborative relationships with State/Territory Peaks.</li> <li>• Constructively engage with aligned organisations e.g., Australian Association of Managers of Volunteers</li> <li>• Leverage 'Review of National Volunteering Standards' and 'Review of Definition of Volunteering' to increase constructive engagement with sector.</li> <li>• Grow VA membership, newsletter, Facebook and Twitter subscribers.</li> <li>• Extend dissemination of research findings to facilitate evidence based practice.</li> <li>• Re-introduce VA membership programme for national peaks, individuals, government agencies and corporates.</li> <li>• Capitalise on VA hosting the 23rd IAVE World Volunteer Conference.</li> <li>• Review and update the Collaborative Work Plan.</li> <li>• Planning for the 2016 National Volunteering Conference.</li> </ul>

**POSITIONING & PROFILING VOLUNTEERING:** *Volunteering is recognised, valued and supported as an enduring, respected and integral part of society*

Achievements 2013-2014	Priorities for 2014-2015
<ul style="list-style-type: none"> <li>• New VA website developed and launched, with very significant increase in visitors and page views.</li> <li>• Significant growth in engagement through social media.</li> <li>• Preparatory work on developing a national marketing and communications plan.</li> <li>• Successful conduct of 2013 National Volunteering Conference, hosted by V SA&amp;NT in September 2013.</li> <li>• 2013 International Volunteer Day celebrated.</li> <li>• 2014 National Volunteer Week successfully delivered.</li> <li>• GoVolunteer website hits continued to increase month-on-month (in the 12 month period 128,849 people were referred to volunteering positions).</li> <li>• Review of potential options for establishing a National Volunteer Awards programme initiated.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to build website content.</li> <li>• Continue to grow engagement through social media platforms.</li> <li>• Finalise and implement national marketing and communications plan.</li> <li>• Leverage IAVE World Volunteer Conference outcomes.</li> <li>• Commence preparations for the 2016 National Volunteering Conference via V ACT.</li> <li>• Earlier planning and execution for 2014 International Volunteer Day celebrations.</li> <li>• Earlier planning and execution for 2015 National Volunteer Week and increased engagement in the campaign.</li> <li>• Develop options for establishing a National Volunteer Awards program.</li> </ul>





**GOVERNANCE, SUSTAINABILITY & REVENUE:** *Volunteering Australia is a financially self-sustaining and thriving organisation.*

## Achievements 2013-2014

- Monthly financial reports, including budget variance report/s, presented to the Finance & Audit Committee and Board.
- Review of 23rd IAVE World Volunteer Conference's governance, management and financial aspects undertaken and changes adopted.
- Establishment of 23rd IAVE World Volunteer Conference Governance Committee by the VA Board.
- Quarterly VA Performance Cards provided to Board.
- Board Skills Audit carried out resulting in appointment of Independent Directors with financial and legal expertise.
- Department of Social Services invitation to VA to apply (non-competitively) for peak body funding.
- Regular meetings with Auditors.
- External financial/accounting advice sourced and received on VA's current and forecast financial performance/position.

## Priorities for 2014-2015

- Secure confirmation of future DSS funding under Families and Communities Service Improvement program.
- Secure confirmation of Beyond Bank's ongoing sponsorship.
- Continue timely financial reporting to Finance & Audit Committee and Board.
- Settle new accounting and banking arrangements.
- Develop a 'Sustainability (Revenue/Fundraising) Plan', aligned to VA's Objects and Strategic Priorities.
- Continue quarterly VA Performance Report Cards to the Board.
- Develop VA People (Workforce) Strategy and Plan.
- Review and update the VA and State/ Territory Peaks Collaboration Work Plan.
- Re-consider transition to Company Limited by Guarantee status.
- Review and update VA's Strategic and Business Plans.
- Develop five year financial management plan.





# National Initiatives

## GoVolunteer

GoVolunteer is an initiative of Volunteering Australia in partnership with SEEK and Boston Consulting Group and we are proud to continue our role in this partnership by maintaining these websites and providing this important service that ensures thousands of volunteers are connected with organisations needing their help.

This year we have continued to improve and update the websites including increasing the speed of the search functionality by over **400%** and adding more ability for registered organisations to manage the volunteer referrals they receive.

Since the launch of the Volunteer Profile in May 2013, over 4,000 users have now created their very own Volunteer Profile which allows them to record their own volunteer experience, receive recommended opportunities and search and shortlist opportunities to their Volunteer Profile via the GoVolunteer website. In September 2013 we connected the Volunteer Profile to our partner websites allowing users this functionality via all of these additional websites too.

Through our helpdesk we continue to provide daily support to GoVolunteer, SEEK Volunteer and Volunteer Profile users nationally. Users can contact the helpdesk directly from the websites, by telephone or email ensuring a high level of customer service and support for both volunteers and volunteer involving organisations using these services.

A monthly newsletter and announcements are sent to all registered organisations listing volunteer opportunities, bringing them news of new features and updates and advising them how to use the websites most effectively. We have also used these newsletters and the home page of the GoVolunteer and SEEK Volunteer websites to promote National Volunteer Week and the 23rd IAVE World Volunteer Conference.

In the last 12 months we have:

- Assisted **128,849** people towards volunteering, helping to build stronger communities
- Helped **5615** volunteer involving organisations find the right people to support their work in the community
- Promoted volunteering to **1,729,877** people per month through the websites

We've found chook managers and companions, marketing assistants and mentors, bus drivers and board members. We've even found a few Zombies!

The helpdesk has:

- Provided **246** days of support
- Dealt with approximately **750** telephone calls and 1,000 emails
- Responded to and resolved over **2,100** support requests
- Processed and accepted **448** registration requests

Volunteering Australia sincerely thanks VWA for managing this significant national infrastructure on behalf of VA and the community.

## National Review of the Definition of Volunteering

In 2014 National Volunteer Week, VA announced it was time to challenge the long held assumptions of what constitutes volunteering in Australia in 2014. We announced a landmark national review of the definition of volunteering.

The National Review of the Definition of Volunteering in Australia sets out to revise the current definition of volunteering. As the national peak body for volunteering, VA has a set of principles to describe volunteering. These were agreed upon in 1996, and have continued to underpin volunteering policy for not for profits, business and government.

The definition agreed upon at that time (way back in 1996!) by VA defined formal volunteering as an activity taking place through non-profit organisations or projects:

- to be of benefit to the community and the volunteer;
- of the volunteer's own free will and without coercion;
- for no financial payment; and
- in designated volunteer positions only.

That definition reflected the understanding of volunteering at that point in time. In 1996, volunteers expected to commit long-term and work in traditional organisations.

In 2012, the State of Volunteering in Australia Report commenced an initial review process of the national definition of volunteering.

A review of the Definition of Volunteering is long overdue. Volunteering Tasmania will be leading the

review of the project on behalf of VA. The review will be overseen by a national steering committee that met for the first time in May. The project will be undertaken in two key stages:

**Stage 1:** Analysing the issues, opportunities and implications for reviewing and possibly changing the definition. Developing the core information for the Consultation Framework.

**Stage 2:** Consultation and the development of a new/revised definition.

The review is expected to be completed by June 2015, subject to Government funding support.

## Review and Accreditation of the National Volunteering Standards

The National Standards represent 'best practice' in the management of volunteers. The standards and associated resources provide volunteer involving organisations with valuable tools and benchmarks upon which to plan and evaluate their volunteer programs.

The first National Standards for Involving Volunteers in Not For Profit Organisations were developed in 1996. Following feedback and further consultation a revised set of standards that truly embraced the full diversity of volunteering was launched in 2001, the United Nations International Year of Volunteers, and are still in use today.

As with everything, over the last 13 years, volunteering has evolved and changed and Volunteering Australia, along with the Foundation Members have made a commitment to review the National Standards and introduce a formal accreditation system.

V SA & NT will be leading this review, on behalf of Volunteering Australia during 2014 – 2015.

## National Collaboration Work Plan

Volunteering Australia's achievements during the 2013-14 period reflects the significant proactive and constructive contributions by the State & Territory Peaks on several key programs and projects of national significance.

This collegiate effort between VA and the State/Territory Peaks is guided by a National Collaboration Work Plan which is reviewed and updated on a regular basis by the CEO Network. The plan leverages the strengths of VA and State/Territory Peaks to deliver effective outcomes for volunteering in Australia.

Just a few examples of the great outcomes from the Collaboration Work Plan during 2013/14 are:

- V SA & NT delivering an outstanding 2013 National Volunteering Conference on behalf of VA
- V Vic delivering the marketing elements of 2014 National Volunteer Week
- V WA continuing the management and development of the GoVolunteer website

- V Q's development of National Disaster Readiness and Recovery tools to manage spontaneous volunteering in disasters
- V SA & NT coordinating the National Standards for Volunteering Management
- V NSW reviewing options for the re-establishment of a National Volunteering Journal
- V ACT monitoring implications for volunteers associated with the NDIS
- V Tas coordinating the review of the Definition of Volunteering
- V WA – assisting with developing VA's research agenda
- V WA & VQ reviewing schools/territory institutions volunteering
- V ACT reviewing National Curriculum

It is also important to note that the CEO Network has also contributed to VA responses to several government inquiries and discussion papers.



# Events

## 15th National Volunteering Conference

Over 500 people gathered at the Hilton Hotel in Adelaide from 4 – 6 September for the 15th National Conference on Volunteering. The conference was hosted and organised by V SA & NT on behalf of Volunteering Australia. The theme for the conference was Lead, Sustain, Partner, Build.

The conference was a huge success with:

- 84% of delegates rating it as excellent/good
- An 11% increase of delegate attendance from the 2011 conference
- 99% rated the helpfulness of conference staff and volunteers as excellent / good
- Key sponsors supporting the event included the major sponsor Beyond Bank Australia

The next National Conference on Volunteering will be held in Canberra from 6 – 8 April 2016, led by Volunteering ACT on behalf of VA. We are delighted that Beyond Bank Australia will again be the major sponsor.



## 25th Anniversary of National Volunteer Week

A different approach was taken to the 2014 National Volunteer Week (NVW) campaign this year. Due to limited resources within VA, Volunteering Victoria took the lead on implementing the 'Celebrating the Power of Volunteering' campaign, leveraging off V Vic's state based 'Imagine the Possibilities' campaign. We thank V Vic for their support in designing and implementing such a successful campaign. VA also thanks the major 2014 National Volunteer Week sponsor, Beyond Bank Australia.

Highlights for 2014 National Volunteer Week:

- The social media campaign reached 150 000 virally through Facebook between 12 – 18 May 2014 (an increase of 79% from last year)
- Over 674 media article impressions across Australia were received
- 138 Tweets were re-tweeted 31 times from 12 – 18 May 2014
- Over 2200 tweets were sent from 1/5/2014 – 18/5/2014 using the #NVW2014 (an increase of over 100%)
- Traffic to the VA website during NVW increased by 315% compared to a 'normal' week
- The NVW web page hosting all of the resources was viewed 32 085 times during the campaign
- VA sold over 100,000 lapel pins
- An increase of 61% in referrals on GoVolunteer from NVW2013
- The announcement of the national review of the definition of volunteering

- An audio release profiling the national review of the definition of volunteering and NVW generally that was downloaded 196 times across 234 radio stations with a potential audience of 31,119,300
- Partnership with Beyond Bank Australia and the Cheers for Volunteers social campaign



## 23rd IAVE World Volunteer Conference

The 23rd IAVE World Volunteer Conference was held on the Gold Coast from 15 – 20 September 2014.

Volunteering Australia was privileged to host the event, and appreciative of the support and guidance provided by the International Association for Volunteer Effort (IAVE), Chair of the Advisory Committee (and VA Patron) Margaret Bell AM and several national supporting organisations.

The event consisted of two separate conferences:

- IAVE World Youth Conference, 15-17 September 2014
- 23rd IAVE World Volunteer conference, 17-20 September 2014

This was only the second time in 28 years that Australia has hosted this international event. The conference attracted a wide range of delegates including:

- Leaders and staff in volunteer involving organisations
- Volunteer managers
- Government representatives, both Parliamentarians and public/civil servants especially those engaged in policy making
- Corporations engaged in employee volunteering, corporate and social responsibility
- Academics researching in the area of volunteering

The event was attended by over 1,000 volunteering leaders from over 40 countries from around the world and an exciting line-up of keynote speakers, including: IAVE President and Co-Chair of the Korea Council of Volunteering, Dr Kang Hyuan Lee; Executive Co-ordinator United Nations Volunteers Mr Richard Dictus; the Hon Michael Kirby AC CMG; and Aboriginal Affairs specialist Jody Broun. The Conference highlighted both the importance and complexity of volunteering.

### Conference Program

The conference program focused on sharing best practice current models of volunteering, as well as future trends under the theme “Volunteering – Today’s Imperative”.

The conference program included a rich diversity of presentations and workshop sessions presented by speakers from around the world, including Russia, Brazil, Israel, Canada, Australia and many more. A sample of the breakout sessions:

- Individual vs institution: Volunteering Boosting Human Capacity and Organisational Capability
- Emerging Global Trends
- Volunteering: The Approach of a New Generation



- Legislation on Volunteering: Help or Hindrance?
- Dynamic Volunteer Practices – Strong Communities
- Corporate Volunteering: Approaches to Employee Engagement
- Volunteer Management: Can we do it better?
- Inspiration, Aspiration and Volunteer Leaders who Motivate
- Volunteering and Trendsetting: What does the Future Hold?
- Volunteering in a post 2015 world of sustainable development goals
- Volunteers and advocacy
- The role of Government in supporting volunteering
- Successful partnerships with the business sector
- Youth, employment and volunteering
- Disaster and emergency service dialogue
- The world's atwitter: volunteering and social media
- Youth Statement from the 2014 World Youth Volunteer Conference, including a call to be engaged and connected.
- Kylee Bates from Australia formally assumed the World President of IAVE role.
- The next IAVE World Volunteer Conference will be held in Mexico in 2016.
- The next VA National Volunteering Conference will be held in Canberra from 6-8 April 2016.

### Conclusion

VA has received overwhelmingly positive feedback from conference delegates. VA also acknowledges with appreciation the great support for the Conference from the Australian Government departments of Foreign Affairs, Attorney General/Emergency Management Australia and Social Services.

VA also extends its appreciation to all sponsors and supporting organisations as identified on the following page.



### Some key announcements

Some of the key announcements made during the conference included:

- A call to action by IAVE for volunteering considerations to be prominently included in all relevant United Nations resolutions, reports and investments related to the Post 2015 Development Agenda and Sustainable Development Goals.





# IAVE 2014 23rd World Volunteer Conference - Sponsors and Supporters

## PARTNERS:



## GLOBAL SPONSORS:



## SPONSORS:



## MEDIA PARTNERS:



## SUPPORTERS :



## SCHOLARSHIP SUPPORTERS:



# 2013-14 Board and Committees

VA is very dependent on the generous contributions of our volunteer directors and committee members who commit their time, efforts and skills for the benefit of Volunteering Australia and volunteering.

## Volunteering Australia Board

The peak policy and decision making body comprising seven(7) Foundation Member Appointed Directors and four (4) Independent Directors elected by the Board.

Name	Position
Tim Jackson - President	Appointed Director (V SA & NT)
Ross Wiseman - Secretary	Appointed Director (V QLD)
Valerie Hoogstadt	Appointed Director (V NSW)
Robyn Rose	Appointed Director (V Vic)
Michelle Ewington	Appointed Director (V Tas)
David Morrison	Appointed Director (V WA)
Jane Hayden - Treasurer	Appointed Director (V ACT)
Andrew Coghlan	Independent Director
Kevin Thompson - Vice President & Public Officer	Independent Director
Amit Jois	Independent Director
Peter Lucas	Independent Director



**Tim Jackson**  
President and Chairman

Tim joined the Board of Volunteering Australia in 2012 and became President in 2014. He is also the Chairperson of VSA&NT after joining the VSA&NT Board in 2007.

Tim's current involvement in volunteering is with Operation Flinders, an organisation focused on bringing about change for young offenders and youth at risk, as a fundraiser and exercise leader.



**Andrew Coghlan**  
Independent Director

Andrew has been the National Manager, Emergency Services with Australian Red Cross since February 2006. In this role, he ensures the Australian Red Cross' ability to promote resilience and build community capacity, both in preparation for and response to disasters throughout Australia.

Andrew is also Chairman of the Australian Emergency Management Volunteer Forum (AEMVF) and the Australian Government's not for profit Advisory Group.



**Kevin Thompson**  
Independent Director and Vice President

Kevin has extensive experience working in all Commonwealth agencies involved in the delivery of sport, including: the Australian Sports Commission as a Senior Consultant in the Olympic Athlete Program, the Australian Sports Anti-Doping Authority, Director of

Sport Policy in the portfolio department and in the office of the Minister for Sport.



**Michelle Ewington**  
Volunteering Tasmania

Michelle has been employed by Red Cross for the past 7 years and currently holds the position of National Co-ordinator, Youth Health & Wellbeing. She was elected as Chair of VTas in 2012.



**Jane Hayden**  
**Volunteering ACT**

Jane was elected Chair of Volunteering ACT in 2013 following two years as Treasurer and Chair of Volunteering ACT's Finance and Audit Committee. Jane is the CEO of Lifeline Australia, has extensive experience in the private, public and not for profit sectors and holds several Board Directorships. Prior to joining Lifeline Jane had 20 years' experience in business and IT consulting to the corporate and Government sectors.



**David Morrison**  
**Volunteering WA**

David is the Chief Executive Officer of Adcorp Australia Ltd, a publically listed leading advertising and marketing agency based across Australia and New Zealand.

David's interest and commitment to volunteering began as a child. David is pleased to be able to continue helping and supporting the community in a more formal sense since becoming a Board member of Volunteering WA in October 2010 and of Volunteering Australia in July 2014.



**Valerie Hoogstad**  
**Volunteering NSW**

Valerie has over 25 years of experience working in universities, both in academia and as a Director involved with International Education. Currently, Valerie is working part-time at Sydney University and as a consultant in Intercultural Communications. Valerie has a Master's degree in Education and is a Board member at Odyssey House.



**Robyn Rose**  
**Volunteering Victoria**

Robyn is the Senior Manager, Enterprise Services with Catholic Care Melbourne. She has a background in Social Science and Counselling, and has managed volunteers for Queensland AIDS Council and Lifeline Brisbane, while also volunteering as a telephone counsellor with Lifeline Brisbane for 10 years.

Now in her second term as President of Volunteering Victoria, Robyn looks forward to the continuing evolution of the organisation as it adapts to a constantly changing volunteering landscape.



**Amit Jois**  
**Independent Director**

Amit was appointed as an independent director in May 2014 following a period of constructive engagement with Volunteering Australia.

Amit is a lawyer in the Sydney office of a leading international law firm. He represents companies in a wide range of business transactions including mergers and acquisitions, strategic alliances and joint ventures and counsels boards of directors and senior management on corporate governance matters and risk management.



**Ross Wiseman**  
**Volunteering Queensland**

Ross has worked for over 35 years in the Queensland community services sector, including roles with Lifeline and the Queensland Council of Social Services.

He obtained his Masters in Social Welfare Administration & Planning [UQ] through researching the governance of small not-for-profit organisations, and he has a Degree in Adult & Vocational Teaching [Griff].

Since retirement, Ross works as a consultant with PeakCare Queensland assisting with developing the governance and long term sustainability of small not-for-profits.



**Peter Lucas**  
**Independent Director**

Peter was appointed to the Board of Volunteering Australia in July 2014. He is a Chartered Accountant with over 30 years of experience.

Over the past 30 years Peter has provided significant advice to Directors of Companies and Corporations with financial difficulties, as well as those wanting to improve profitability and meet long-term goals for their businesses and organisations.

#### **Finance & Audit Committee**

Jane Hayden (Chair), Robyn Rose, Matt Rutter (resigned 23/05/14), Tim Jackson, Brett Williamson

#### **Planning & Strategies Committee**

Kevin Thompson (Chair), Andrew Coghlan, Perry Hembury, Gemma Rygate, Sue Noble, Adrienne Picone, Evelyn O'Loughlin, Mara Basanovic, Maureen Cane, Brett Williamson

#### **IAVE Conference Governance Committee**

Matt Rutter (resigned 23/05/14), Tim Jackson, Ross Wiseman, Amit Jois, Brett Williamson

# Financial Report

During the 13/14 Financial Year, Volunteering Australia had a turnover of \$353,743 and expenses of \$435,629 resulting in an operating loss of \$83,829.

The following is a summary of key financial issues for the year under review:

- As at 30 June 2014, VA's net equity position is \$149,249, down from \$233,078 as at 30 June 2013 – a deficit of \$83,829 for the year.
- Grant income from the Commonwealth Government remained steady.
- Sponsorship income rebounded from \$0 in FY12/13 to \$75k from Beyond Bank. Beyond Bank also contributed a further \$75k to VSA&NT as hosts of VA's 2013 National Volunteering Conference. Aon's annual sponsorship was also diverted to the IAVE World Volunteer Conference during this year.
- The profit from merchandise sales for 2014 National Volunteer Week was disappointing, taking into consideration the extra number of items sold.
- There was no other project/contract income during the year, due to VA's focus on the IAVE World Volunteer Conference and the uncertainty of the change of Government and subsequent review of priorities for grants.
- Included in VA's financial position is an asset and liability for The Volunteer Trust. As at 30 June 2014, the Trust balance was \$121,492.
- The Trustees approved an allocation of \$9,900 for a grant to VSA&NT for Inclusion Scholarships for the 2013 National Volunteering Conference. The FY13/14 accounts acknowledge that the Trust funds are quarantined, ie. not for VA's general use.
- VA started migrating its banking arrangements to Beyond Bank. VA also prepared for changing accounting systems from 1 July 2015.
- The management of the 23rd IAVE World Volunteer Conference account was also changed during FY13/14, which resulted in a joint VA/PCO (Eventcorp) Conference account being established.

It needs to be noted that VA had provided \$145,000 seed/cash flow grants to the conference account, and this facilitated the VA Board's endorsement of project governance and management arrangements, including

terminating the 'Conference Organiser' contract.

As a charity/not-for-profit organisation, any surpluses generated by VA operations have been and are reinvested in furthering VA's objectives.

VA's audited financial statements are available for review from [www.volunteeringaustralia.org](http://www.volunteeringaustralia.org)

## Statement of Financial Position – 30 June 2014

Financial Position	2013/14 \$	2012/13 \$	% change
<b>Current Assets</b>			
Cash & cash equivalents	590,899	327,082	81
Accounts Receivable	16,791	141,776	- 88
Inventories on han	14,145	-	-
Other assets	9,259	1,091	749
<b>Non-current Asset</b>			
Intangible assets	3,419	-	-
<b>TOTAL ASSETS</b>	<b>634,513</b>	<b>469,949</b>	
<b>Current Liabilities</b>			
Accounts Payable	477,816	236,871	102
Provisions	7,448	-	-
<b>Non-Current Liabilities</b>			
	-	-	-
<b>TOTAL LIABILITIES</b>	<b>485,264</b>	<b>236,871</b>	<b>105</b>
<b>NET ASSETS/EQUITY</b>	<b>149,249</b>	<b>233,078</b>	<b>- 36</b>

PROFIT & LOSS	2013/14 \$	2012/13 \$	% change
<b>Income</b>			
Grant income	302,762	302,755	0
Merchandise sales	62,862	97,648	- 36
Sundry income	- 11,881	10,226	- 216
Fee for service	-	25,000	- 100
<b>TOTAL INCOME</b>	<b>353,743</b>	<b>435,629</b>	<b>- 19</b>
<b>Expenses</b>			
Employee benefits expense	234,401	70,853	231
Other expenses from ordinary activities	122,363	117,453	4
Travel and accommodation	23,257	26,538	- 12
Professional fees	31,620	93,004	- 66
Marketing	15,530	87,147	- 82
Audit fees	10,401	59,473	- 83
<b>TOTAL EXPENSES</b>	<b>437,572</b>	<b>454,468</b>	<b>- 4</b>
<b>NET PROFIT FOR THE YEAR</b>	<b>- 83,829</b>	<b>- 18,839</b>	<b>345</b>

**Volunteering Australia**

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