

**20** NATIONAL  
**23** VOLUNTEERING  
CONFERENCE  
THE FUTURE IS NOW

## C4: Innovations in governance & strategy



# True North: Shifting the volunteering needle

Brad Cooper

CEO / Executive Director

E: [brad.cooper@volunteeringgc.org.au](mailto:brad.cooper@volunteeringgc.org.au)

# Purpose | Activity



## **Purpose**

VGC exists to deliver experience through our leadership in volunteer management, advocacy and targeted activities for members of the community in need.

## **Volunteer Support Service**

Volunteer Resource Centre – Gold Coast and Ipswich (Volunteer Service Australia), Northern Tasmania (ceased 2021)

Volunteer recruitment | Volunteer Management | VIO collaborations | Disaster response | Event support

## **Volunteer Involving Organisation**

Supported by 180 service volunteers, 6 volunteer board members and 33 FTE of paid staff to deliver our impacts through Community Transport, Community Visitor Scheme and Accessible Beaches.

Aged Care | CHSP | Qld government transport | NDIS | Federal Sports | Fee for service



Fearless



Collaborative



Impactful



Inclusive



Innovative

# We rise to the challenge of 'the last mile'

The last mile:

- Final obstacle to participation
- Physical and / or psychological barrier
- Can preclude businesses from tackling the service challenge (costly)
- Can be designed out over time
- The point where an experience or service can dissolve barriers to participation



# Governance and Innovation

## 25th year of a volunteer governance

- Profit for purpose
- Planning for succession
- Governance frameworks
- Risk management, mitigation and insurance
- Performance and impact
- Stakeholder engagement and management
- Re-calibration of the organisational compass  
– defining our true north

Committee --> Management Committee -->  
Board --> Skills based board

## Innovation is not optional

Thinning markets – Volunteer Support Services;  
Volunteering, policy not conducive to collaboration,  
data fog / blackout

Delivering what volunteers want, supporting what  
they can give

Taking risk, collaborate, re-sell, honour IP

Understand the market – can your VIO meet its  
objectives if another part of the market fails?