

NATIONAL 17-23 MAY 2021 VOLUNTEER WEEK

RECOGNISE. RECONNECT.
REIMAGINE.



National Volunteer Week 2021
Exclusive National Sponsor



NATIONAL 17-23 MAY 2021 VOLUNTEER WEEK

**RECOGNISE. RECONNECT.
REIMAGINE.**

Join us in celebrating Australia's volunteers

Established in 1989, National Volunteer Week is the largest celebration of volunteers and volunteerism in Australia, and provides an opportunity to highlight the role of volunteers in our community and to say thank you to the almost six million Australians who volunteer.

Join us as we celebrate and thank volunteers for the vital role they play in communities across the country. Never has this been more evident than after a year where Australia has dealt with drought, devastating bushfires, floods and then a global pandemic. Let's recognise that volunteers make our communities stronger, especially during times of need, crisis or isolation.

Join Volunteering Australia as we acknowledge that it is time to RECOGNISE. RECONNECT. REIMAGINE. volunteering in Australia this National Volunteer Week (NVW).



Michelle Ewington

Michelle Ewington
Chair



Mark Pearce

Mark Pearce
Chief Executive Officer

About National Volunteer Week

National Volunteer Week (NVW) is Australia's largest annual celebration of volunteers. From Monday 17th to Sunday 23rd May 2021, NVW will celebrate the significant contribution of Australia's almost six million volunteers. Each year these volunteers dedicate over 600 million hours to help others.



The National Volunteer Week 2021 Theme

The theme for National Volunteer Week 2021 is **RECOGNISE. RECONNECT. REIMAGINE.**

This theme acknowledges that it is time to:

RECOGNISE, celebrate and thank volunteers for the vital role they play in our lives.

Never has this been more evident than after a year where Australia has dealt with drought, devastating bushfires, floods and then a global pandemic. Amidst the pandemic, while many of us stayed home, volunteers continued to deliver essential services, organise food packages and offer care, comfort and more to support the well-being of Australians. Volunteers make our communities stronger, especially during times of need, crisis or isolation.

RECONNECT to what is important by giving our time to help others and ourselves.

In a year when many of us have experienced increased loneliness or isolation, mental health or financial stress, volunteering can help. Evidence shows that volunteering connects us to others in our local communities, to better mental well-being or to potential pathways to employment. When we help others in our community or give our time to a cause we value, we also give back to ourselves. Explore volunteer opportunities by visiting www.GoVolunteer.com.au.

REIMAGINE how we better support volunteers and communities they help.

Since 2014, Australia has seen a 20 per cent decline in the number of hours volunteers give. During COVID-19, two-thirds of volunteers stopped working and a recent study highlights that social purpose organisations continue to lose one in four volunteers due to illness or caring responsibilities. In the current changing environment, where Australians are time-poor and experiencing higher degrees of uncertainty and stress, we need to reimagine how we do things. We need to collaborate more and adapt our volunteering practices and programs so we can better support and engage volunteers to continue the necessary work that they do.



Resources

A suite of resources is available at the Volunteering Australia website for everyone to use leading up to and during NVW. We encourage all volunteer involving organisations to proudly promote the upcoming celebrations and use the resources widely to help increase the awareness of the vital role volunteers play in our lives. #NVW2021

Let's RECOGNISE, celebrate and thank volunteers for the vital role they play in our lives



Wave Your Appreciation for Volunteers

You are invited to put your hand up and thank the millions of volunteers around Australia with a special smile. [The Wave Your Appreciation campaign](#) is back to recognise the great work volunteers do each and every day.

How will you Wave Your Appreciation for Volunteers? National Volunteer Week is fast approaching, so get planning your special #waveforvolunteers.

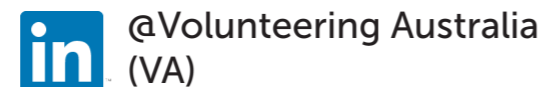
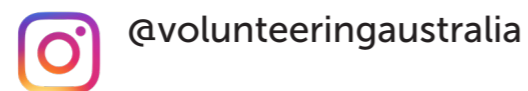
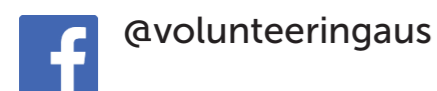
Join us as we RECOGNISE, celebrate and thank volunteers for the vital role they play in our lives this National Volunteer Week. Upload your wave photo to social media during National Volunteer Week and share using the hashtags #NVW2021 and #waveforvolunteers.

Celebrate on social

Join in the conversation on social media using the hashtags #NVW2021 and #waveforvolunteers

Share photos of your National Volunteer Week celebrations using the hashtags above and by tagging Volunteering Australia.

Follow Volunteering Australia and your local State/Territory volunteering peak body.



Send an online Certificate of Appreciation to your volunteers

Looking for a virtual way to thank your volunteers this National Volunteer Week? Through the Volunteering Australia website you can send a free [e-card Certificate of Appreciation](#) directly to your volunteer's email.

Say thank you to your volunteers with a gift

Giving a gift is a great way to say thank you and the [Volunteering Australia shop](#) remains open all year round. Say thank you to your volunteers with high quality, volunteer-specific gifts, while supporting Volunteering Australia in advocating for the volunteering sector in Australia.

As well as the hugely popular lapel pins we have pens, lanyards, post-it notes and eco cups. We will again have a limited number of 'V' volunteer anniversary pins for volunteers who have volunteered for 5, 10, 15, 20, 25 or 30 years as well as the sought-after Red V lapel pins.



Tools to recognise your volunteers

Recognise your volunteers this National Volunteer Week with the [Volunteering Resource Hub](#). Find useful ideas to celebrate and thank your volunteers this National Volunteer Week and all year round.

The Volunteering Resource Hub helps volunteer managers embrace the National Standards of Volunteer Involvement in their everyday practice. Visit the Volunteering Resource Hub for resources to support your organisation to meet National Standard 7, Volunteer Recognition: "Volunteer contribution, value and impact is understood, appreciated and acknowledged."

Key Messages

- This National Volunteer Week (17th – 23rd May), Volunteering Australia is urging Australians to recognise, reconnect and reimagine volunteering, as the national peak leads the way to reinvigorating volunteering.
- Volunteering Australia is calling on everyone to ‘wave your appreciation’ for volunteers and recognise the vital role they play in our lives each and every day.
- Each year Australian volunteers dedicate over 600 million hours to help others.
- Evidence is mounting on the severe and ongoing impact of COVID-19 on the sector:
 - » The rate of volunteering through an organisation was already declining over time, from 36% in 2010, to just 29% in 2019 and now new ABS data shows nearly one in ten Australians have not returned to volunteering in the past year.
 - » This comes as three quarters (72%) report their organisation’s volunteer program was not fully operational whilst 42% were not confident that they will achieve pre-COVID levels of volunteering activity in the next six months.
 - » At the height of the pandemic in Australia, two thirds of volunteers (66%) stopped volunteering altogether, equating to an estimated loss of 12.2 million hours per week.
 - » Despite 43% of organisations experiencing an increase in demand for services, further data from the ABS reveals that in the last 12 months, only 3.6% Australians started to take part in unpaid voluntary work, while just under one in five (17%) volunteers have continued donating their time.
- This year’s National Volunteer Week theme acknowledges that it is time to recognise, reconnect and reimagine volunteering in Australia. By recognising volunteers, reconnecting by giving our time and reimagining how we better support volunteers, Volunteering Australia believes we can reinvigorate volunteering for the future.
- It is vital for the sector to work together, share our collective knowledge and reimagine how we can better support Australia’s diverse, dedicated and invaluable volunteers. With COVID-19 providing many challenges, it is more important than ever that we thank and recognise volunteers this National Volunteer Week.
- This National Volunteer Week, we will celebrate the significant contribution made by almost six million Australians. This includes community sport coaches and managers, volunteer programs across hospitals and aged care, and volunteers supporting disaster response and recovery.
- Volunteering Australia encourages everyone to reconnect with what is important by giving our time to help others and ourselves.
- To get involved and find a volunteer opportunity that suits you, visit [GoVolunteer.com.au](https://www.govolunteer.com.au), download the GoVolunteer App or contact your local State or Territory volunteering peak body.

Research links

[Re-engaging Volunteers and COVID-19 survey](#)

[The Australian Bureau of Statistics Household Impacts of COVID-19 Survey](#)

Sample Social Media Posts

- National Volunteer Week is Australia’s largest annual celebration of volunteers. Let’s recognise the significant contribution of Australia’s almost six million volunteers with a #waveforvolunteers this #NVW2021
- Join us as we celebrate and thank volunteers for the vital role they play in communities across the country this National Volunteer Week. Let’s recognise that volunteers make our communities stronger, especially during times of need, crisis or isolation. #NVW2021 #waveforvolunteers
- This National Volunteer Week we acknowledge it’s time to RECOGNISE. RECONNECT. REIMAGINE. volunteering in Australia. #NVW2021 #waveforvolunteers
- Did you know? Each year these volunteers dedicate over 600 million hours to help others. Let’s recognise the significant contribution of Australia’s almost six million volunteers with a #waveforvolunteers this #NVW2021
- This National Volunteer Week pledge to reconnect with what is important by giving your time to help others. Visit [GoVolunteer.com.au](https://www.govolunteer.com.au) to get involved and find a volunteer opportunity that suits you, #NVW2021 #waveforvolunteers
- This National Volunteer Week let’s explore how we can reimagine volunteering and better support volunteers and communities they help as we ensure we reinvigorate volunteering for the future. #NVW2021 #waveforvolunteers

Get volunteering

Volunteering is a proven pathway to participation and social connectedness and provides a wealth of opportunities, including contributing to the social fabric of our society.

This National Volunteer Week pledge to reconnect with what is important by giving your time to help others. Visit the [GoVolunteer website](https://www.govolunteer.com.au) or download the [GoVolunteer App](#) to search for a volunteer opportunity to suit you. For more information about how to start your volunteer journey contact the [volunteering peak body](#) in your State or Territory.



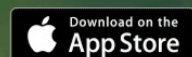
Looking to volunteer in 2021?
Download the GoVolunteer App today



GoVolunteer
com.au

an initiative of volunteering australia

Opportunities in your hand





About Volunteering Australia

Volunteering Australia is the national peak body for volunteering, working to advance volunteering in the Australian community. Volunteering Australia's vision is strong, connected communities through volunteering. Our mission is to lead, strengthen, promote and celebrate volunteering in Australia. We work collectively with the seven State/Territory volunteering peak bodies to deliver national, state/territory and local volunteering programs and initiatives in accordance with the Government's priorities.

As the national peak body for volunteering, Volunteering Australia is the lead agency for NVW and, in consultation with State/Territory volunteering peak bodies, sets the theme, develops collateral and co-ordinates merchandise for the sector.



National Volunteer Week 2021 Exclusive National Sponsor: Aon Australia

National Volunteer Week is supported again in 2021 by Aon Australia.

Gavin Deadman, Client Director Not-for-Profit at Aon Australia, "Aon is delighted to be the exclusive sponsor of National Volunteer Week as part of its more than 20-year partnership with Volunteering Australia. During the recent challenging times, volunteers again proved how supportive and resilient they are by giving back to the community in so many ways. Aon is proud to support the roles not for profits and volunteers play in creating stronger, safer and more connected communities, adding immeasurable value to society."

Aon has been a proud supporting partner of Volunteering Australia for over 20 years. We have worked together to discover the issues confronting the volunteering sector and gained an understanding of the risks not-for-profits and volunteer organisations face. Then by leveraging our longstanding relationship with insurers, we've developed and designed innovative cover that caters to these risks.

As the approved insurance broker for Volunteering Australia, we're committed to supporting Australian not-for-profits and volunteer organisations in helping to empower and enrich the broader community with your service.



Supporting Volunteering Australia and its members for over 20 years

Aon are proud to continue our long-standing relationship with Volunteering Australia and its members throughout this difficult year.

Contact our NFP team for a complimentary insurance health check

aon.com.au/va | 1800 123 266

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