



National Volunteer Week 2019 Media and Communications Kit

Volunteering Australia
April 2019

Volunteering Australia
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National Volunteer Week 2019

Established in 1989, National Volunteer Week (NVW) 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 more than 6 million Australians who volunteer. Every year, we also acknowledge the social, economic and cultural contributions volunteers make to society.

From 20 – 26 May 2019, thousands of events will be held across the country to say thank you to the 6 million Australians who volunteer their time. The week-long celebration will include breakfasts, morning/afternoon teas, and luncheons, as well as open days, award ceremonies, picnics, forums and training sessions. NVW celebrations and events play an integral role in facilitating important discussions on volunteering and informing Government policies and programs.

Theme

This year, Volunteering Australia is pleased to announce our new theme for National Volunteer Week:

Making a world of difference.

This year's theme represents the millions of volunteers who make a profound impact in their communities and on society.

As the lead agency responsible for National Volunteer Week in Australia, all trademarks, logos and other propriety materials must be used in accordance with Volunteering Australia's branding usage guidelines.

I want to volunteer

National Volunteer Week is also a great opportunity to encourage those who may not currently be engaged in volunteering activities, to become more engaged with their local communities. If you would like to get involved in volunteering, visit the govolunteer.com.au to find the right opportunity for you.



Facts

Visit the National Volunteer Week website to view the latest facts on how volunteers drive 'making a world of difference.' This includes information on the social, cultural and economic contributions that volunteers make to society!

Social Media

Social media is a powerful tool to leverage and engage with your audience, stakeholders and the wider community. Volunteering Australia have created marketing collateral that can be shared on social media, or you can use the National Volunteer Week logo to create personalised and unique posts.

The National Volunteer Week hashtag is **#NVW2019**

Volunteering Australia has a number of social media accounts you can engage with during NVW:



Facebook: www.facebook.com/volunteeringaus or [@volunteeringaus](https://www.facebook.com/volunteeringaus)



Twitter: twitter.com/VolunteeringAus or [@VolunteeringAus](https://twitter.com/VolunteeringAus)



Instagram: www.instagram.com/volunteeringaustralia or [volunteeringaustralia](https://www.instagram.com/volunteeringaustralia)



LinkedIn: www.linkedin.com/company/volunteering-australia/

Tips when posting on social media:

- Be concise and clear in your messaging
- Reply promptly to inquiries and comments
- Use visuals (photographs and videos)
- Know your audience

Suggested social media posts during National Volunteer Week:

- Save the date for National Volunteer Week, held from 20-26 May #NVW2019
- National Volunteer Week is the time to celebrate and acknowledge the generous contributions of Australia's 6 million volunteers #NVW2019
- Thank you volunteers for Making a World of Difference! #NVW2019
- Thank you volunteers for your amazing contribution to the Australian community #NVW2019
- Through collective action, volunteers can create transformative change from the grassroots to international levels. This National Volunteer Week we celebrate our incredible volunteers! #NVW2019
- Volunteers are the heroes who come together and ensure change happens in our communities. This National Volunteer Week we applaud the generous contributions of Australia's volunteers, and the incredible impact they make in our local communities #NVW2019
- Pledge to volunteer this National Volunteer Week and join the 6 million Australians helping to make Australia and the world a better place! #NVW2019
- This National Volunteer Week we acknowledge and celebrate the enduring role volunteers make in improving the wellbeing of society #NVW2019

Promotional Material

Volunteering Australia has a great range of official promotional resources, logos, certificates, posters, email signatures and social media banners for download.

Please visit our website via <https://www.volunteeringaustralia.org/get-involved/nvw/nvw-resources/> to support National Volunteer Week.

AON National Volunteer Week 2019 Exclusive National Sponsor **30** years of National Volunteer Week

NMW

NATIONAL VOLUNTEER WEEK
Making a world of difference
20-26 May 2019

CERTIFICATE OF APPRECIATION

THANK YOU

First Name Last name

for Making a World of Difference
by volunteering in your community

Insert Name
Insert Position
Insert

Organisation Logo

Adrienne Picone
Adrienne Picone
Chief Executive Officer
Volunteering Australia

Volunteering AUSTRALIA

AON National Volunteer Week 2019 Exclusive National Sponsor **30** years of National Volunteer Week

MAKING A WORLD OF DIFFERENCE

NATIONAL VOLUNTEER WEEK

20-26 MAY 2019

Volunteering: Get the Facts

Volunteering Australia defines volunteering as "time willingly given for the common good and without financial gain".

Australian volunteers contribute an estimated \$290 billion to the national economy annually, yielding a 450% return for every dollar invested.

Over 13,000 Australian volunteers have worked overseas in developing countries since the 1950s through community and government supported programs.

In 2016, Australians collectively volunteered 922 million hours in their local communities.

#NVW2019
volunteeringaustralia.org/nvw

Volunteering AUSTRALIA

AON National Volunteer Week 2019 Exclusive National Sponsor **30** years of National Volunteer Week

MAKING A WORLD OF DIFFERENCE

NATIONAL VOLUNTEER WEEK

20-26 MAY 2019

This National Volunteer Week we acknowledge and celebrate the generous contributions of Australia's 6 million volunteers, and the incredible impact they make in our local communities, society and the world.

Thank you volunteers for Making a World of Difference!

#NVW2019
volunteeringaustralia.org/nvw

Volunteering AUSTRALIA

AON National Volunteer Week 2019 Exclusive National Sponsor **30** years of National Volunteer Week

MAKING A WORLD OF DIFFERENCE

INVITATION

Location: 100 Sampio Street, Suburb

Date: Day XX May 2019

Time: 10:00 am

RSVP to: xxxxx@xxxx.xxxxx.xx

First Name Last Name
You are invited to celebrate National Volunteer Week with

Organisation Name

Organisation Logo

NMW NATIONAL VOLUNTEER WEEK

Volunteering AUSTRALIA

PRINTED ON 100% RECYCLED PAPER WITH 50% POST CONSUMER WASTE

NMW NATIONAL VOLUNTEER WEEK

Making a world of difference

20-26 May 2019 | #NVW2019



NMW NATIONAL VOLUNTEER WEEK

Making a world of difference

20-26 May 2019 | #NVW2019



Celebrating years of National Volunteer Week

Media Engagement during National Volunteer Week

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

Volunteering Australia's vision is to promote strong, connected communities through volunteering. Our mission is to lead, strengthen, promote and celebrate volunteering in Australia.

We work collectively with the seven State and Territory volunteering peak bodies to deliver national, state/territory and local volunteering programs and initiatives in accordance with the Government's priorities.

National Media Contact

To arrange an interview with Volunteering Australia CEO Adrienne Picone please contact:

Lavanya Kala

02 6251 4060

media@volunteeringaustralia.org

www.volunteeringaustralia.org/nvw

State/Territory Volunteering Contacts

Volunteering and Contact ACT Rachel Juvan Communications and Marketing Coordinator comms@vc-act.org.au 02 6251 4060	The Centre for Volunteering (NSW) Tamsin Quinn tquinn@volunteering.com.au 0427 471 261
Volunteering SA&NT Sue Rogers Sue.rogers@volunteeringsa-nt.org.au 0415 111 201	Volunteering WA Monika Page monika@volunteeringwa.org.au 0428 979 283
Volunteering Tasmania Veney Hiller VeneyH@volunteeringtas.org.au 02 6231 5550	Volunteering Queensland Vanessa Codling Vanessa.codling@volunteeringqld.org.au 07 3002 7600
Volunteering Victoria Camellia Sayed c.sayed@volunteeringvictoria.org.au volunteeringvictoria.org.au 03 8327 8599	

Merchandise

Volunteering Australia has a great new range of merchandise available this year to thank your volunteers. Visit the shop page to view the full range of merchandise, including prices.

For all merchandise-related enquiries please email marketing@volunteeringaustralia.org

Please note: we do not invoice or take any orders over the phone.



Aon Australia



Volunteering Australia is delighted to continue their relationship with supporting partner Aon Australia for a further three years. A relationship that already spans over 20 years has grown in 2019, as Aon signs on as National Volunteer Week Exclusive Sponsor.

As the approved insurance provider for Volunteering Australia, Aon understands the value of volunteering and that organising insurance can be a daunting experience for a Volunteer Involving Organisation. [Aon's Volunteering Australia Resource Centre](#)

delivers educational material and tools as well as general advice to ensure Volunteer Involving Organisations have the right insurance to protect their volunteers.

Aon is the National Volunteer Week Exclusive Sponsor for the next three years. Aon's support will help Volunteering Australia grow this important celebration to acknowledge the generous contribution of our nation's volunteers. Aon has a long-standing commitment to supporting the community. During National Volunteer Week (20-26 May 2019) we will also be encouraging those who don't volunteer to give it a go and experience the benefits of giving back to their community for themselves.

Working with Aon on National Volunteer Week will also allow more Volunteering Involving Organisations to learn about Aon and how their expertise in the volunteer space can assist them to ensure their volunteer programs are safe. [Aon's Volunteers Vital Pack](#) for example, aims to meet the needs of the volunteering sector by offering an insurance package designed for the volunteering sector.

WOWDay 2019



This year, we are pleased to be celebrating WOWDay again in support of SES Volunteers.

WOWDay will be held on Wednesday, 22 May 2019, and Volunteering Australia encourages everyone to wear orange to school, university or work in support of the State Emergency Service.

The official hashtag for WOWDay is #thankyouses

To find out more about WOWDay you can visit: www.wearorangewednesday.com.au

To find out what Volunteering Australia will be doing on WOWDay, visit our social media pages and our website: www.volunteeringaustralia.org