

Impact Strategy 2024-2027 – Summary



Vision Volunteering is the heart of Australian communities.

Purpose We believe volunteering empowers people to make a positive impact and leads to more inclusive and flourishing communities

Mission We support a thriving volunteering ecosystem in Australia by promoting and advocating for volunteering and providing leadership at a national level.

Principles

Courageously pursue excellence

Combine passion with evidence

Inspire collaboration

Prioritise equity

Activities

Policy development and advocacy

Communications and engagement

Ecosystem support and infrastructure

Research and knowledge sharing

Strategic Directions

1: We will strengthen our policy and advocacy capacity to provide guidance and promote change across the full breadth of policy issues relevant to volunteering.

2: We will develop and nurture relationships with our global peers so that we can share learning and collaborate internationally.

3: We will develop further strategic alliances and partnerships to amplify our voice at the national level and strengthen our policy and advocacy impact.

4: We will innovate in our communications and marketing strategies to enhance our reach and influence.

5: We will target support through advancing key pieces of national infrastructure (for example, the National Strategy for Volunteering, and Volunteering Gateway).

6: We will build upon existing research infrastructure and enhance our knowledge translation function to meet the information needs of the volunteering ecosystem.

Enablers

Financial sustainability

A collaborative and supportive culture

Effective leadership and governance

A diverse and thriving team