

# Strategic Plan 2017-2020



**VISION:** A stronger, more connected and more resilient Australian community through volunteering.

**MISSION:** To lead, strengthen, promote and celebrate volunteering in Australia.

## FOCUS AREAS

### National Leadership, Advocacy & Policy

#### Goal One:

Maintain and strengthen VA's leadership role in the sector by advocating effectively to support and advance volunteering in Australia.

#### Objectives:

- a** Build and maintain strong mutually beneficial relationships with all federal politicians and relevant Australian Government agencies to ensure engagement and investment for the volunteering sector.
- b** Positively influence policies and programs that impact upon volunteering.
- c** Advocate on matters of national importance.
- d** Develop and promote frameworks and tools that improve the volunteering sector and the volunteering experience.

### Informative & Useful Research

#### Goal Two:

Build and maintain a credible evidence base for VA's policies and platforms; and to promote and quantify the benefits of volunteering.

#### Objectives:

- a** Establish and pursue an annual Research Agenda.
- b** Leverage research outcomes to inform and improve good practice in volunteering experience.
- c** Build and maintain a Research Network of strong relationships with researchers and academics to facilitate input and participation in research opportunities.

### Effective Communication & Stakeholder Engagement

#### Goal Three:

Engage and communicate effectively to ensure volunteering, and VA itself, are recognised, respected and valued among stakeholders.

#### Objectives:

- a** Develop and implement effective marketing and communications to strengthen VA as the national peak.
- b** Develop and implement effective stakeholder engagement to build collaboration and engagement with the volunteering sector.
- c** Communicate directly and regularly with stakeholders, with clear and consistent messaging, to raise awareness and support for VA and the volunteering sector from the Government.
- d** Develop guidelines and protocols to support effective collaboration and management of national and cross-border activities.

### Collective Viability (Sustainability & Resilience)

#### Goal Four:

Build and support the capacity and capability of VA, which harnesses the network's collective capabilities, capacities and contributions of Foundation Members.

#### Objectives:

- a** Work collaboratively with the Foundation Members to ensure the network offers effective systems and infrastructure.
- b** Collaborate to ensure the collective financial viability of the Network by establishing a diverse portfolio of sustainable income streams.
- c** Support the Network to innovate, resource and deliver effective systems and infrastructure to the Sector.