Strategic Plan

2017-2020

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Vision, mission and values

Vision

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

Mission

To lead, strengthen, promote and celebrate volunteering in Australia.

How we work

- Volunteering Australia exists primarily to both lead and support its Members.
- Volunteering works best in a safe and professional environment with clear expectations and recognition of the volunteering contribution; so Volunteering Australia works with its Members across the community to help create these environments.
- Volunteering Australia also provides a valuable link – on behalf of its members – to the international volunteering community, both drawing on and contribution to the global knowledge base, and advocating for Australian volunteers working overseas.
- We manage proactive and reactive responses to issues of both national and international significance, that impact upon volunteers and the organisations they work with.
- Individuals, business, governments and the not-for-profit sector benefit from volunteering; so these are all our stakeholders.

Values

Volunteering Australia has identified the following values to underpin all its work:

- **The privilege of leadership**
  Volunteering Australia is the recognised national peak body in volunteering in Australia and plays an important leadership role among its Members, in the sector, and to the community more widely.

- **Working together**
  Volunteering Australia works hard to build strong, productive and mutually-beneficial partnerships, and believe the best results arise from effective collaboration with governments, businesses, not-for-profit organisations and individuals.

- **Reliable information**
  Volunteering Australia's priorities, decisions, policies and activities are always based on sound evidence and credible research, and it actively seeks to support and encourage the research that's needed to advance the sector.

- **Being an organisation you can trust**
  Volunteering Australia understands and appreciate the importance of good governance, financial management and reporting to maintaining its reputation as a credible, trustworthy and sustainable organisation.

Focus Areas

As a not-for-profit organisation with a potentially enormous scope of work and finite resources, Volunteering Australia recognises the need to prioritise its efforts to ensure the most efficient and effective approach to its work.

Therefore, in pursuing its vision, Volunteering Australia has identified the following four Focus Areas as key priorities for the period of this Strategic Plan.

Focus Area One: **National Leadership, Advocacy and Policy**

Focus Area Two: **Informative and Useful Research**

Focus Area Three: **Effective Communication and Stakeholder Engagement**

Focus Area Four: **Collective Viability (Sustainability and Resilience)**

Focus Area One:	National Leadership, Advocacy and Policy

Strategic Goal One:	Maintain and strengthen Volunteering Australia's leadership role in the sector by advocating effectively to support and advance volunteering in Australia.
Objective 1a:	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.
Objective 1b:	Positively influence policies and programs that impact upon volunteering.
Objective 1c:	Advocate on matters of national importance.
Objective 1d:	Develop and promote frameworks and tools that improve the volunteering sector and the volunteering experience.
KPI 1a:	**Australian Government Ministers, Shadow Ministers and agencies seek out and consult with Volunteering Australia on relevant matters.**
KPI 1b:	**Volunteering Australia is actively influencing government policy through input, consultation and submissions at every suitable opportunity.**
KPI 1c:	**A National Volunteering Strategy is developed.**
KPI 1d:	**Members and other stakeholders are satisfied with the level of national representation and consultation provided by Volunteering Australia (including through its advocacy efforts).**
KPI 1e:	**The National Standards are widely recognised among stakeholders as best practice in engaging and working with volunteers.**

Focus Area Two:	Informative and Useful Research

Strategic Goal Two:	Build and maintain a credible evidence base for Volunteering Australia's policies and platforms; and to promote and quantify the benefits of volunteering.
Objective 2a:	Establish and pursue an annual Research Agenda.
Objective 2b	Leverage research outcomes to inform and improve good practice in volunteering experience.
Objective 2c:	Build and maintain a Research Network of strong relationships with researchers and academics to facilitate input and participation in research opportunities.
KPI 2a:	**Volunteering Australia's activities are sufficiently informed by Australian and international research into volunteering.**
KPI 2b:	**Volunteering Australia produces a 'State of Volunteering' Report, biennially, to inform research, policy and planning priorities.**
KPI 2c:	**Volunteering Australia has a highly-respected and thriving national network of research and academic contacts and partners.**

Focus Area Three:	Effective Communication and Stakeholder Engagement
Strategic Goal Three:	Engage and communicate effectively to ensure volunteering, and Volunteering Australia itself, are recognised, respected and valued among stakeholders.
Objective 3a:	Develop and implement effective marketing and communications to strengthen Volunteering Australia as the national peak.
Objective 3b:	Develop and implement effective stakeholder engagement to build collaboration and engagement with the volunteering sector.
Objective 3c:	Communicate directly and regularly with stakeholders, with clear and consistent messaging, to raise awareness and support for Volunteering Australia and the volunteering sector from the Government.
Objective 3d:	Develop guidelines and protocols to support effective collaboration and management of national and cross-border activities.
KPI 3a:	**A comprehensive marketing and communications plan/s, developed and implemented collaboratively.**
KPI 3b:	**Volunteering Australia is recognised by its stakeholders as the leading organisation representing the Volunteer Sector and volunteering.**
KPI 3c:	**A series of well-organised national events and activities contributes to a significant increase in awareness and recognition of volunteers and the benefits of volunteering to the community.**

Focus Area Four:	Collective Viability (Sustainability and Resilience)
Strategic Goal Four:	Build and support the capacity and capability of Volunteering Australia, which harnesses the network's collective capabilities, capacities and contributions of Foundation Members.
Objective 4a:	Work collaboratively with the Foundation Members to ensure the network offers effective systems and infrastructure
Objective 4b:	Collaborate to ensure the collective financial viability of the Network by establishing a diverse portfolio of sustainable income streams.
Objective 4c:	Support the Network to innovate, resource and deliver effective systems and infrastructure to the Sector.
KPI 4a:	**Volunteering Australia has the secure and sustainable human and financial resources it needs to perform its work and deliver on its goals and commitments.**
KPI 4b:	**Volunteering Australia works effectively with Members to build the Network's collective viability.**
KPI 4c:	**Volunteering Australia and its Members are viewed as highly-respected, trusted and credible organisations in the not-for-profit sector - employers of choice and attractive workplaces to high-quality candidates.**
KPI 4d:	**More people wish to volunteer, more organisations are seeking volunteers, and each can find opportunities and candidates quickly and easily through our collective network channels and infrastructure.**