



**VISION** A strong, connected, and resilient Australian community through volunteering

**PURPOSE** To lead, strengthen, and celebrate volunteering in Australia

## PRINCIPLES

### Leadership

We are the recognised national peak body for volunteering in Australia and play an important leadership role among our members, the ecosystem, and to the community more widely.

### Collaboration

We work hard to build strong, productive, and mutually beneficial partnerships, and believe the best results arise from effective collaboration with governments, businesses, for-purpose organisations, and individuals.

### Trusted

Our priorities, decisions, policies, and activities are based on sound evidence and credible research, and we actively seek to support and encourage the research that is needed to advance volunteering.

### Sustainable

We understand and appreciate the importance of good governance, financial management and reporting to maintain our reputation as a credible, trustworthy, and sustainable organisation.

## STRATEGIC PILLARS

### Policy, Advocacy & Research

Drive and inform advocacy through credible evidence-based public policy. We will:

- Positively influence policies and programs that impact upon volunteering.
- Advocate on matters of national importance.
- Leverage research outcomes to inform and improve best practice in volunteering.
- Research and identify evidence of the social and economic benefits of volunteering as a contribution to community resilience.

### Leadership & Sector Development

Enhance and invest in the sustainable infrastructure and inclusive practices of the volunteering ecosystem. We will:

- Develop and promote frameworks, systems and tools that innovate and improve the volunteering experience.
- Enable the inclusion of all Australians to ensure the removal of obstacles to increase volunteering.
- Drive and encourage best practice in the volunteering ecosystem.
- Be recognised as a national thought leader on volunteering.

### Stakeholder Engagement & Communication

Develop and sustain strategic relationships to ensure volunteering is recognised as a valued and integral part of society. We will:

- Develop and implement effective stakeholder engagement to build collaboration and seek investment for volunteering.
- Raise awareness of volunteering.
- Strengthen our brand and reputation as the national peak.
- Work collaboratively within the volunteering ecosystem and the broader community.

### Organisational Sustainability & Resilience

Build our capacity and capabilities to ensure organisational agility and longevity. We will:

- Strengthen governance models and business practices.
- Attract and retain a skilled and knowledgeable workforce.
- Establish a diverse portfolio of sustainable income streams.
- Monitor the emerging characteristics of the sector and develop capabilities to adapt.