

# **ATTACHMENT TO AGENDA ITEM**

**Ordinary Meeting**

**16 October 2018**

**Agenda Item 8.3      Volunteer Strategy and Action Plan 2014-2018 Year 4  
Update**

**Attachment 1      Volunteer Strategy Key Strategic Directions - Year 4..... 366**

## Year 4 Deliverables - Volunteer Strategy &amp; Action Plan 2014-2018

**Key Strategic Direction 1: Promotion**

Council will work to raise the profile of volunteering across the Greater Shepparton municipality.

	<b>Deliverable</b>	<b>Measurement</b>	<b>Actioned</b>
1.1	Continue to maintain the Volunteer Manager's Network "Quick Reference Guide" which outlines volunteering opportunities across Greater Shepparton	Review and update the guide twice a year or as required	The last reprint of the guide was done in December. 5 new volunteer organisations were added to the guide. The guide is currently being updated for a reprint and a new link is being put on the Council website.
1.2	Develop a campaign plan to promote volunteering opportunities in the community, including print, website and social media	Develop campaign plan. Utilise Council's calendar of events to highlight vacancies	Promotion of volunteers and volunteer opportunities were featured in the Shepparton News during National Volunteer Week. Council's Volunteer Recognition Awards were also featured in the media after the event, with the Shepparton News attending the evening.
1.3	Actively promote the benefits of volunteering in educational settings such as career expo's; secondary schools; community services; tertiary campuses; Neighbourhood Houses	Attend a minimum of two events per year	Quick Reference Guide was distributed at Health Careers Day and also the Careers Expo. Neighbourhood Houses and Learning centres also distribute the guide to community members.
1.4	Identify opportunities for young people aged 18 years to volunteer and promote these volunteering positions. Include these opportunities in the "Quick Reference Guide".	Produce a youth volunteering opportunities list. Include this list on Council's Volunteering webpage	A Youth Volunteer Resource was developed in the form of a brochure. This resource outlines organisations external to Council and relevant Council departments who are able to host young volunteers. This resource has been distributed to all Community Planning Groups, Neighbourhood Houses, Customer Service, Council departments and through Councils Youth officer.
1.8	To work towards achieving the regional average of volunteering	To increase the percentage from 19.7% (2011 Census) to be closer to the regional average of 23.4%	Through promotion, recruitment, support, celebration and recognition of volunteers, according to Census data 2016, Shepparton average of volunteering has increased from 19.7% in 2011 to 22.7%. This has risen significantly and compares to the State average of 19.2% and National average of 19.0%. This is an achievement for Greater Shepparton.

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## Year 4 Deliverables - Volunteer Strategy &amp; Action Plan 2014-2018

**Key Strategic Direction 2: Recruitment**

Council will provide a consistent approach to recruitment of volunteers.

	<b>Deliverable</b>	<b>Measurement</b>	<b>Actioned</b>
2.2	Create uniformity for internal volunteering recruitment through a consistent registration process across Council	Update registration forms that are easily accessible for volunteer managers and customer service	This action has been identified as not relevant. The forms were updated and distributed last year and are currently up to date. Review will be conducted in 2019.
2.4	Develop Council Induction Kit for all volunteers – which would include registration forms, relevant policies and procedures, grievance procedures, Police checks and name tags	Kits development and distributed to managers	This action has been identified as not relevant. All Managers/Coordinators have Volunteer Kits and continue to implement Council processes. If you new areas are identified to host volunteers, they are made aware and given folder for their use. Review will be conducted in 2019.
2.9	Council will continue to advocate at all levels of Government and the wider community for volunteer management resources to conduct selection/screening/competency/skill matching.	Conduct feasibility study to identify funding options to conduct a feasibility study for a skill match database	Partnerships with Volunteering Victoria have been instrumental in delivering this outcome. Being strongly involved at this level, to provide feedback on issues relating to Volunteer management, resources and training through the State body has enabled volunteers at the local level to be considered. Advocating on behalf of volunteers, in partnership with the internal and external volunteer managers locally through Volunteer Victoria's submission to the Federal Government. Council is working collaboratively to achieve outcomes in this space.

**Key Strategic Direction 3: Supporting Volunteers**

Council will work towards ensuring our volunteers across the Greater Shepparton municipality are supported with standards of best practice and consistency; providing opportunities to share information.

	<b>Deliverable</b>	<b>Measurement</b>	<b>Actioned</b>
3.1	Support the Volunteer Manager's Network to continue to strengthen volunteering within the municipality	Coordinate six meetings per year hosted by various members of the VMN	<ul style="list-style-type: none"> <li>6 meetings have been held over the last 12 months.</li> <li>The group continues to discuss sector wide volunteer challenges and opportunities.</li> </ul>

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## Year 4 Deliverables - Volunteer Strategy &amp; Action Plan 2014-2018

			<ul style="list-style-type: none"> <li>They have been instrumental in the success of the Strategy deliverables including the Volunteer Recognition Awards, development of the Youth Volunteer Resource and Quick Reference Guide to Volunteering.</li> </ul>
3.2	Establish and Internal Volunteer Managers/Coordinators Working group to strengthen volunteering within Council	Conduct a minimum of two meetings per year	<ul style="list-style-type: none"> <li>7 meetings have been held over the past 12 months.</li> <li>They have been instrumental in the success of the Strategy deliverables including the Volunteer Recognition Awards, development of the Youth Volunteer Resource and Council's processes around volunteers.</li> </ul>
3.4	The VMN will continue to seek feedback from the volunteer sector to strengthen volunteering within the municipality	Conduct two surveys annually to understand the volunteer experience	The last survey was conducted in December which outlined the volunteer experience. One survey was specific to those who volunteer and one was specific to those who do not volunteer. Further consultation will be done for the development of the new strategy.
3.5	Investigate the feasibility of creating a volunteer resource space, either a physical or virtual location	Conduct a feasibility study	<p>When developing the Strategy through the consultation phase, it identified the need for a feasibility study for a skill match database.</p> <p>Throughout the Strategy it was also identified that this action was no longer needed. There are a number of resources/organisations that have the capacity and are currently working in that space. Volunteering Victoria, VOLLIE (online skill matching) and Volunteer Skillsbank are examples of this working well for the region and for the State.</p> <p>Council has made connections with these organisations and is working collaboratively to achieve outcomes in this space.</p>
3.7	Council to advocate with insurers for enhanced procedures regarding Council's Volunteer management system	Procedures identified	This procedure has been identified and Council volunteers and groups are now covered by Council's insurance. This was done in partnership with Risk and Governance.

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## Year 4 Deliverables - Volunteer Strategy &amp; Action Plan 2014-2018

**Key Strategic Direction 4: Celebrate and Recognise**

Council will acknowledge the valued contributions of volunteering in the Greater Shepparton municipality.

	<b>Deliverable</b>	<b>Measurement</b>	<b>Actioned</b>
4.1	Continue to host an annual Greater Shepparton Volunteer Recognition Awards during National Volunteer Week.	One event per year	The Volunteer Recognition Awards are held annually in May during National Volunteer Week. This year the event was held at Eastbank on Thursday 24 May 2018. <ul style="list-style-type: none"> <li>• 200 in attendance</li> <li>• 35 nominations across 6 categories</li> <li>• Guest Speaker – Local volunteer Tahlia Humphreys</li> <li>• Catering provided</li> <li>• Event photography by Liz Arcus</li> </ul>
4.4	Council will advocate for recognition of the municipality's volunteers by profiling local volunteers in the media	Prepare two media releases per year to celebrate and recognise volunteers	Each department within Council that utilises volunteers have profiled their volunteer in some way. Promotion of volunteers and volunteer opportunities were featured in the Shepparton News during National Volunteer Week and also through the Volunteer Manager's Network on a needs basis.
4.6	Investigate volunteer recognition programs and opportunities.	Development of a CEO Directive or guidelines.	<ul style="list-style-type: none"> <li>• Council volunteers are recognised through Council's Volunteer Recognition Awards through an invitation to attend the event and the ability to be nominated for an Award during National Volunteer Week annually.</li> <li>• The internal Volunteer Manager's Network are identifying ways to further acknowledge and celebrate Council's volunteers.</li> <li>• Each department responsible for volunteers does their own form of recognition related to their programs.</li> </ul>

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