

# **ATTACHMENT TO AGENDA ITEM**

**Ordinary Meeting**

**19 September 2017**

<b>Agenda Item 7.4</b>	<b>Volunteer Strategy and Action Plan 2014-2018 Year 3 update</b>	
<b>Attachment 1</b>	<b>Volunteer Strategy Key Strategic Directions - Year 3 Review .....</b>	<b>145</b>

### Key Strategic Direction 1: Promotion

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

	Deliverable	Measurement	Actioned
1.1	Continue to maintain the Volunteer Manager's Network "Quick Reference Guide to Volunteering" which outlines volunteering opportunities across Greater Shepparton	Review and update the guide twice a year or as required.	The Quick Reference Guide was updated and reprinted in June 2017 with two new organisations included; The Community Fund and Connect GV. This guide has been welcomed by the Volunteer Managers Network and within Council. Copies have been distributed to community members coming into Council showing their interest in volunteering. Organisations across the municipality are sharing and distributing the resource.
1.2	Develop a campaign plan to promote volunteering opportunities in the community, including print, website and social media.	Develop a 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 in May. These articles showcased our municipalities volunteers and the organisations they volunteered for. 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 expos; 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 Careers Day Out. The Volunteer Managers Network are currently looking at hosting a Volunteer Forum/Expo later in the year to increase volunteers in the sector.
1.4	Identify opportunities for young people aged less than 18 years to volunteer and promote these volunteering positions. Include these in the Quick Reference Guide to Volunteering.	Produce a youth volunteering opportunities list. Add to the Quick Reference Guide. Include list on Council's volunteering web page.	Youth volunteering options have been identified by the Volunteer Managers Network within the municipality. A resource specific to youth volunteering options is being designed in partnership with Council's Youth Development Officer and the Network. This resource will then be available in hard copy, on Council's website and be distributed to youth identified organisations.
1.5	To promote and support the CALD community volunteering through utilising culturally appropriate methods of communications and existing networks.	Quick reference guide utilises 'Easy English'.	It was identified by attending the Multicultural Volunteering Conference and the Research Roundtable discussion for Multicultural Communities that the definitions for volunteering differentiate in this sector. Further work needs to be done in this space, in the way of workshops/information sessions around volunteering with these communities.

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1.6	To promote and support Aboriginal community volunteering through utilising culturally appropriate methods of communications and existing networks.	Quick reference guide utilises 'Easy English'.	An acknowledgement has been included in the Quick Reference Guide and further identification and discussions are to be held with those relevant to promote and support the Aboriginal community volunteering.
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## Key Strategic Direction 2: Recruitment

Council will provide a consistent approach to recruitment of volunteers.

	Deliverable	Measurement	Actioned
2.1	Council will develop a Volunteer Policy that reflects the national standards of volunteering.	Council adopts Volunteer Policy.	Council adopted its first Volunteer Policy and Managing Volunteers procedure in April 2016. The policy was recently reviewed and adopted in July 2017.
2.3	Create position descriptions for all volunteer positions within Council	Position Descriptions completed for all volunteer positions within Council.	Templates for position descriptions were included in the Volunteer Managers Induction Booklet, which was delivered in 2016. Volunteer Managers/Responsible officers are working with People & Development and Community Development Officer to continue to streamline the recruitment of volunteers. All position descriptions will be finalised this year.
2.6	Explore professional development opportunities for volunteers including links with Council and Volunteer sector training programs	Volunteers participate in training opportunities	Through the Volunteer Managers Network, it was identified that there is insufficient funds in organisations to contribute to training in the volunteering sector. The Network are looking at ways training resources can be shared at a local level. External training opportunities have also been shared with the Volunteer Managers Network through Volunteer Victoria and other volunteer organisations.
2.8	Council will monitor emerging volunteer trends and their application within Council. e.g. virtual volunteering and corporate volunteering	Council officer to attend regular volunteer professional development. Collect data on volunteer trends.	Community Development Officer attended the Multicultural Volunteering Conference and the Research Roundtable discussion for Multicultural Communities. As mentioned above, it was identified that further work needs to be done in this space, in the way of workshops/information sessions around volunteering with these communities.

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### 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.

	Deliverable	Measurement	Actioned
3.1	Support the Volunteer Managers Network to continue to strengthen volunteering within the municipality.	Coordinate six meetings per year hosted by various members of VMN. At least one representative from Council's internal volunteer managers to attend each meeting	Over the past 12 months, meetings have been held bi-monthly. The group continues to discuss sector wide volunteer challenges and opportunities. A focus has been on an annual forum/workshop for volunteers and the prospect of delivery of training for volunteers.
3.2	Establish an Internal Volunteer Managers/Coordinators working group to strengthen volunteering within Council.	Conduct a minimum of two meetings per year.	Over the past 12 months, meetings have been held bi-monthly. The group has been instrumental in delivering Council's Volunteer Policy and Procedure. This year in December, a recognition event was held for the first time to acknowledge the contribution of Council only volunteers.
3.4	The VMN will continue to seek feedback from the volunteer sector to strengthen volunteering throughout the municipality.	Conduct two surveys annually to understand the volunteer experience.	Two surveys were developed and distributed in November 2016 via email and hardcopy throughout the municipality. One survey was specific to those who volunteer, to enable data to be gathered on how we can best support and recognise volunteers within the municipality. The second survey was aimed at those who do not volunteer, to enable us to gather data on how to increase volunteerism in the municipality. 77 surveys were collected and results were summarised and distributed to the internal and external Volunteer Managers Network to help inform our objectives moving forward. The next survey is planned to be delivered in October 2017.
3.6	Investigate opportunities to assist volunteers to develop and enhance skills in preparation for the volunteering experience	Identification of appropriate study opportunities	It has been identified through the survey and Volunteer Managers Network, the need to hold a workshop/forum around the benefits to volunteering and the opportunities that are available throughout the municipality. The Quick Reference Guide showcases these opportunities, but an event would be of further benefit to activate volunteerism more broadly.

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### Key Strategic Direction 4: Celebrate and Recognise

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

	Deliverable	Measurement	Actioned
4.1	Continue to host an annual Greater Shepparton Volunteer Recognition Awards during National Volunteer Week.	One event per year.	<p>The Awards are held annually in May during National Volunteer Week. This year the event was held at Eastbank on Wednesday 10 May 2017. This year for the first time, the entire awards event was live streamed to Facebook with 646 views.</p> <ul style="list-style-type: none"> <li>• Guest Speaker – Moira Kelly, Human Rights Humanitarian</li> <li>• 200 in attendance</li> <li>• 34 Nominees in 7 categories</li> <li>• Councillors presented the award</li> <li>• Catering and photography was provided</li> </ul> <p>In December 2016, Council hosted their first thank you event for their volunteers. This event was to formally recognise the volunteers across all departments as a collective. It was held at the Senior Citizens with food and entertainment. 60 people attended the event and were thanked by Council and the Mayor.</p>
4.2	Celebrate volunteers annually through a municipality wide event to recognise the contribution of volunteers.	One event per year. Annual forum for volunteers incorporating guest speakers and networking opportunities.	<p>An event is currently in its planning stage in partnership with the Volunteer Managers Network. The Network would like to recruit more youth volunteers to their organisations, showcase their organisations and also incorporate some form of training/knowledge base to share with volunteers. Celebrating Volunteers Entrance Flags were again up for the month of May to coincide with National Volunteer Week.</p>
4.4	Council will advocate for recognition of the municipality's volunteers by profiling local volunteers in the media.		<p>Each department within Council that utilises volunteers have profiled their volunteers in some way. Promotion of volunteers and volunteer opportunities were featured in the Shepparton News during National Volunteer Week in May.</p>

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