

## Vision

Strong, connected communities through volunteering

## Mission

To advance volunteering for Queensland's economic, social, cultural and environmental well-being

## Values

We operate with integrity and commit to being:



Inclusive



Collaborative



Innovative



Compassionate

## Leading the way

We are the lead voice for volunteering in Queensland supporting this essential industry to thrive.

As the state peak body we are solely dedicated to advancing and promoting volunteering.

To achieve our vision we work across three strategic focus areas:



### Enable

volunteer-involving organisations to maximise volunteer contribution



### Inspire

more Queenslanders to volunteer



### Increase

the impact of the volunteering sector

**OUR WORK IS** vital to ensuring volunteer-involving organisations can engage, manage and retain the strong, effective volunteer workforce necessary to advance their mission and cause. We support volunteer participation that is inclusive, transformative, flexible and meaningful. We inform policy, good practice, research and development, regulation and decision-making that supports the sustainability and advancement of volunteering.

We actively campaign that investing in volunteering is fundamental to the continued prosperity of Queensland. The volunteering industry is a vital force that fuels the economy, connects and enriches the lives of Queenslanders, builds social and cultural value, and protects the environment.

To support the whole of Queensland, we harness the power of strategic partnerships and strive to engage the state-wide volunteer network. We ground our efforts in inclusive practices and principles based on service, experience, evidence, transparency, accountability, consultation and continuous improvement.

## Critical issues for volunteering

- **Valuing and investing** – in volunteering as a key contributor to sustaining a healthy, resilient, connected, economically viable Queensland.
- **Building attraction and retention** – of a skilled and committed unpaid and paid industry workforce.
- **Strengthening capacity and capability** – of managers of volunteers to have the skills and tools they need to support their volunteer workforce.
- **Local solutions and new functions** – to best meet local volunteering and changing community needs and aspirations.
- **Adequate infrastructure** – to ensure appropriate frameworks, resources, mechanisms and a supportive atmosphere that maximises volunteering impact.
- **Sustainability, flexibility and diversity** – for effective planning and operations that deliver quality service and strong growth in a fast changing environment.
- **Partnering to improve** – to foster a collaborative whole-of-government and community approach to volunteering.
- **Advocacy and influencing** – for an effective long-term planning agenda that embraces and values volunteering.
- **Inclusion and engagement** – to enable meaningful participation by citizens of all abilities, ages and backgrounds.
- **Transition of responsibilities and significance** – less government, more citizen empowerment, engagement and direction.
- **New clients and concurrency** – new initiatives, not-for-profit vs for-profit volunteering opportunities and service providers.
- **Services** – need to comply with higher, professional demands.

## Our strategic direction

This plan sets out how we will advance our mission. It is endorsed by our membership which looks to us to advocate for, lead, develop and promote a vibrant, inclusive volunteering community. It is our roadmap guiding how we will work collaboratively to ensure our industry thrives and Queensland prospers.

We underpin our three strategic focus areas with key objectives that aim to foster a whole-of-volunteering approach that maximises impact. Ensuring our work effectively meets the needs, expectations and aspirations of volunteer-involving organisations, managers of volunteers, volunteers, government, business and the community. Our plan will be reviewed annually to reflect changing environments and new opportunities.

## Our competitive advantage

Our singular purpose and focus is the development and promotion of volunteering, in all its forms and across all industries and sectors of the community.

## Measuring our impact

Our measures of success are the meaningful outcomes we achieve for our industry. Our value is the expertise we bring to representing the interests of our industry and to building impactful and sustainable volunteering advocacy, services, resources and programs that help boost rates of volunteering across Queensland.

We measure the significance and quality of our work with qualitative and quantitative evaluation methods. This includes surveys, satisfaction ratings, interviews, focus groups and key metrics. We draw comparisons over time to determine the transformational change we help create and where we can improve. We share evidence of our impact through the telling of stories, case studies and reporting.

## Our collaborative approach

We recognise that the strength and diversity of our partnerships is the key to unlocking the full potential of volunteering. Our relationships increase our reach and amplify our impact. This leads to new ways of working that enhances innovation, embraces technology and helps improve industry performance.

Our engagement with the state network of volunteer resource centres and hubs, all levels of government, business and local communities provides place-based support that meets local needs and aspirations.

This collaborative approach delivers high return on investment in volunteering across metropolitan, regional and remote Queensland.

## Our guiding principles

- We place volunteers and volunteer-involving organisations at the heart of everything we do.
- We belong to a network of national, state and territory volunteering peak bodies, volunteer resource centres and local hubs to lead a thriving and sustainable volunteering movement.
- We encourage diversity in volunteering and value the unique volunteering contribution of all Queenslanders.
- We recognise Aboriginal and Torres Strait Islander peoples as the traditional custodians of this land we share.
- We work collaboratively with industry partners, government, business and the community to deliver the best whole-of-system solutions and provide industry leadership.
- We believe in the power of volunteering to transform individuals, organisations and communities for the better.

## A team with heart and drive

Our highly skilled, service-driven, engaged workforce is committed to developing and promoting volunteering at a local and state level. We employ the power of partnerships and collaboration to lead and serve the volunteering movement. We are able to do this vital work because of the generosity and giving spirit of Queensland's volunteers.

We work together across five core areas:

- Sector Development
- Volunteer Services
- Strategic Engagement
- Marketing and Communications
- Corporate Services

Learn more at [volunteeringqld.org.au/strategicplan](http://volunteeringqld.org.au/strategicplan)

**ENABLE *volunteer-involving organisations to maximise volunteer contribution*****INSPIRE *more Queenslanders to volunteer*****INCREASE *the impact of the volunteering sector*****SECTOR DEVELOPMENT OBJECTIVES****Build industry capacity to implement good practice in volunteer management**

- Facilitate continual improvement of good practice in volunteer management through delivery of accredited training, professional development and other knowledge development activities
- Encourage good practice through industry commitment to and application of the National Standards for Volunteer Involvement
- Present a biennial state conference that unites, promotes, builds knowledge and motivates industry to better navigate the complexities of contemporary volunteering
- Provide advocacy, consultation, information and resources on volunteer management issues

**Build industry capacity to deliver meaningful, inclusive, impactful volunteering opportunities**

- Support industry to be adaptive and responsive in providing impactful programs that address contemporary volunteering motivations and patterns
- Provide advice, information and support to industry on developing meaningful, flexible and appealing volunteering opportunities and experiences that encourage more Queenslanders to volunteer
- Implement transformative volunteer programs that address barriers to volunteering and promote inclusion, participation and connection

**Engage in advocacy and policy development that represents the best interests of our sector**

- Build our reputation at local, state and national levels to increase investment, strengthen infrastructure and ensure the volunteering perspective is considered in long-term planning
- Influence policy, regulations and decision-making that leads to positive outcomes for volunteering
- Partner with government and industry on a state volunteering strategy and research on the economic, social and cultural value of volunteering to Queensland
- Advocate on behalf of industry and volunteers on key issues and for the collective voice of volunteering to be considered on matters of significance

**VOLUNTEER SERVICES OBJECTIVES****Provide leading-edge initiatives that meet the diverse needs of our industry**

- Deliver place-based and online initiatives that attract, manage and retain diverse volunteers across the course of life
- Initiate and support research, development and programs that address current and emerging volunteering issues and trends
- Provide networking and knowledge sharing opportunities that bring industry together around common goals and issues
- Increase accredited training and professional development opportunities for the volunteer workforce

**Guide existing and potential volunteers into rewarding opportunities**

- Provide information, advice and resources to interested potential and existing volunteers through a variety of mediums
- Grow the state-wide network of volunteer support service centres and hubs to increase volunteering opportunities and positive experiences for volunteers
- Implement marketing and media activities to enhance awareness and perceptions of the value and contribution of volunteering
- Support volunteers and volunteer-involving organisations experiencing workplace issues and challenges

**Foster a culture that values volunteering and volunteer management**

- Support local, state, national and international committees, advisory and reference groups to measure and promote the value and impact of volunteering
- Implement marketing and media initiatives to share and celebrate stories highlighting meaningful outcomes the industry delivers
- Present high-profile events to recognise and celebrate the vital contribution of volunteers and the volunteering movement

**STRATEGIC ENGAGEMENT OBJECTIVES****Collaborate on opportunities to improve the performance of our industry**

- Assist industry to transform, resource, develop and deliver effective and appropriate programs, systems and infrastructure
- Engage with the state-wide network of volunteer resource centres, support service providers and hubs to improve whole-of-industry processes and efficiencies
- Build industry skills in adaptive leadership, community engagement, project management, governance, accountability, disaster preparedness and community resilience

**Collaborate on innovation and technology that effectively engages more volunteers**

- Explore new models of service delivery and technology to mobilise volunteers and increase volunteer participation opportunities and experiences
- Facilitate accessible online information, training and development opportunities for volunteers and industry
- Investigate integration of state and national spontaneous emergency volunteer management technology and digital platforms

**Collaborate on evidence-based research that benefits our industry**

- Build an active network of partners to advance research opportunities
- Ensure local, state, national and international research outcomes inform policy and good practice
- Undertake, broker and commission research that addresses industry needs, challenges and issues, and builds capacity
- Establish and maintain an annual research digest

**SUSTAINABLE, EFFECTIVE AND EFFICIENT ORGANISATIONAL OBJECTIVES**

- Embrace effective consultation and collaboration to strengthen industry reach, impact and advancement
- Support a workforce that strives for continuous improvement and applies skill, experience, knowledge, creativity and evidence to deliver positive volunteering outcomes
- Implement effective risk management that addresses likely consequences of the impact, scale and pace of a fast changing industry environment
- Employ strong governance principles and processes that ensure compliance of business practices with required regulatory, industry and corporate governance standards
- Apply competitive business and financing models that attract diverse, sustainable sources of investment

**OUTCOMES**

Industry increasingly reports that our work supports them in the delivery of transformative, impactful volunteering programs that advance causes and contribute to the economic, social, cultural and environmental well-being of Queensland

Industry increasingly reports that our services enhance the quality of their volunteering programs and improve their access to and recruitment, matching and retention of volunteers suitable to their needs

Industry increasingly recognises our value as a respected, high performing leader that advocates for volunteering, appropriate and sustainable infrastructure, strong volunteer leadership and management, and the rights and well-being of volunteers

