

Project Name	HBNC Volunteer Strategy Roll out 2023-2024
Partner Organisation	Hervey Bay Neighbourhood Centre
Project Period	01 July 2023 to 30 June 2024
Project Status	Completed
Project Budget	\$57,765.00

Project Overview

HBNC is a community-based initiative that has been working for the Fraser Coast community since 1989. At present, HBNC manages 30 funded programs that encompass aspects of aged care, family services, diversity, and social isolation.

The HBNC Volunteer Strategy Roll out 2023-2024 aims to increase volunteering numbers and volunteer engagement, especially priority areas such as CALD; improve the volunteer experience across all our programs through improved inductions, training and ongoing support; explore new and creative ways of getting volunteers involved through the development of new resources.

Main impacts

- ✓ Creation and distribution of a volunteer story book.
The book showcases the diversity of volunteering in the Fraser Coast community. The book has a hard copy version with 40 stories of volunteers and their work in the community, and the online version contains 56 additional stories, for a total of 96 volunteers stories showcased.



The digital version was read 580 times by the 30th of June, with 2144 impressions.

The book was launched with a [Gala Night](#) in honor of the 96 volunteers that participated in the book.



Photo 1 HBNC Volunteer Expo- 20 May 2024

- ✓ 200+ people attended the Volunteering expo during National Volunteer Week (20th of May).

During the expo, volunteers in the book showcased their stories and 42 volunteering involving organisations (VIOs) attended to promote their volunteer programs with the community. Stalls were provided free to participant VIOs.

- ✓ 55 people from 26 different VIOs attending a free Volunteer Managers Conference.

The event explored the *Art of volunteer Coordination* from different angles and provided information about

18 different topics. Presentations are available for anyone to use them at <https://www.hbnc.com.au/volunteer-training>

- ✓ Three marketing videos created to promote volunteering in the Fraser Coast Region The videos were launched via YouTube and social media. Up to the 30th of June they add up 248 views in total.
 - [Thank you, Fraser Coast Volunteer Heroes!](#)
 - [Meet some of the Fraser Coast Volunteer Heroes!](#)
 - [Meet Fraser Coast Volunteer Hero, Lesa Stagg](#)
- ✓ Engagement and Induction training about Cultural Diversity This is a 22 min long video that introduce viewers to Diversity, Cultural Awareness, Cultural Sensitivity and Cultural safety. It was done to offer VIO's a resource to increase Volunteers and Staff awareness and skills to be culturally aware when volunteering or working with individuals from CALD communities. It is available on their [website](#) and [YouTube](#) and was promoted through HBNC social media. Up to 30th of June the video had 18.000 views and has been shared with all VIOs in HBNC networks.



Photo 2 Cultural Diversity Training snapshot

45 volunteers have been trained internally and further training for HBNC staff has been scheduled in July for another 100 individuals to be trained.

- ✓ Upgrades in Faser Coast Heroes Volunteer Database. The Fraser Coast Heroes Volunteer Database helps VIOs in the Fraser Coast to find volunteers easier. It also makes it easier for community-minded people to find ways they can help. The database is managed and maintained by HBNC staff and delivered in partnership with the Fraser Coast Regional Council.

The system upgrade made possible to organise emails and contact volunteers depending on the area they are interested in volunteer. It offers Volunteer Involving Organizations (VIOs) the capability to request access to customized contact lists tailored to their specific volunteering opportunities.

- ✓ Increasing in Fraser Coast Heroes Volunteer registrations. By the end of the project on 30th of June 2024, the database had 181 more volunteers registered for a total of 681 individuals.

Highlights

- 1000 hard copies of the Fraser Coast volunteer heroes book distributed in the community. Books were distributed in partnership with the local Magazine *What's on*, to 160 locations across the Fraser Coast, including public libraries, school and hotels.
- Diversity is highlighted. The book shows the diversity not only the volunteers as individuals but also in the ways people volunteer.

- Networking. HBNC used all the power its network to engage other organisations to support the delivery of the project. This not only helped in the reduction of costs but also make the project an enterprise of the whole community. HBNC partnered with *What's on* magazine to reduce the cost of the book's hard copy delivery, partnered with the Hervey Bay Boat Club for the launch of the book, they provided venue and drinks for the event. Invited experts from businesses and other VIOs in the Fraser Coast, to share their knowledge at the Volunteer Managers Conference. Invited the local Radio to attend the Volunteer expo and increase the exposure of the event.

"The storybook features inspiring stories of local community members who tirelessly volunteer within our community while celebrating and honouring their commitment. We have so many incredible volunteers in our region whose unwavering dedication and selfless contributions profoundly impact our community. Their efforts, often undertaken without expectation of recognition or reward, embody the true spirit of generosity and compassion. Whether helping at events, providing essential support services, or simply offering a smile and kind words, volunteers bring light and hope to countless lives. We thank every single one of you!"

Kim Parnell – Editor, What's on Fraser Coast Magazine (May 31, What's on Coast Magazine Facebook page)



Aunty Jan Williams

Aunty Jan Williams, a dedicated volunteer at the Wide Bay Women's Health Centre Inc's Women's Yarning Circle, embodies the spirit of empowerment and healing through her commitment to supporting women in their journeys.

Photo 4: Aunty Jan story, Page 84 of the Hard Copy book and [online](#)



Yue (Sunny) Bell

Yue (Sunny) Bell's journey into volunteering at HBNC began over three months ago when she was struggling with a sore back from her housekeeping job.

Photo 3 Yue Story, Page 80 of the hard copy book and [online](#)

Lessons learned.

- **Make the most of your networking in the community-** Building relationships and networking with other businesses or VIOs can help reduce costs. For instance, partnering with a local magazine allowed HBNC to deliver the Volunteer Hero's Storybook alongside the magazine's What's On edition, saving the project both time and money.
- **Recognition-** Volunteers expressed genuine appreciation for hosting a formal recognition event. They provided feedback that most thank-you events are typically minimal, such as a simple sausage sizzle, making the formal event especially meaningful.
- **Collaborating with the local council** to include Australia Day nominations in the Storybook received positive feedback, as nominees typically do not receive any follow-up on their awards.
- **Involve other VIOs helps to extend de benefits of the initiative longer than the project life cycle.** For example:
 - Several organizations were consulted during the development of the Multicultural Training program. These organizations previously had no such training in place and are now utilizing the online training provided.
 - The Volunteer Expo was well received and will continue to be delivered in collaboration with other volunteer organisations every 6 months.
 - The development of a volunteer coordination network group has been positive for local organisations to share ideas and support each other, especially when finding volunteers is becoming more difficult.
- Allowing additional time to source stories for the volunteer storybook. Most volunteers are humble and don't do it for the media attention. We took the time to do it one on one which made it easier for the volunteers.