

Project Name	Student Advocates Program-National Student Volunteer Week 2023
Partner Organisation	Volunteering Queensland and Volunteer Peak bodies around Australia
Project Period	June - August 2023
Project Status	Completed.
Project Budget	\$21,135.76 (\$10,665.76 VMA funded)

Project Overview

Coordinated and delivered nationally by Volunteering Queensland since 2013 and supported by Volunteering Australia and all State and Territory Peak volunteering bodies, National Student Volunteer Week 2023 (#NSVW23) acknowledges and celebrates student volunteers and promotes volunteering to students and young people across Australia.

There has been a sharp decline in the proportion of youth volunteering in both formal and informal settings. See [VA-Youth-Volunteering-Factsheet-2022-Revision.pdf \(volunteeringaustralia.org\)](#) This decline has been acknowledged by both State and Federal Governments evidenced in the recent inclusion of volunteering in the QLD State Govt. Communities 2032 Strategy, the prioritisation of Youth as a key demographic in the national Volunteer Management Activity strategy as well as the very recent inclusion of volunteering as a measure of wellbeing in the federal government's Measuring What Matters framework.

Youth participation in volunteering requires focus on new opportunities offering flexibility, micro-structures, online contributions as well as a shift to highlighting the advantages to employment and wellbeing for young participants, to ensure that volunteering is understood and accessible to our young people.

Main impacts

- Student Advocates were overwhelming positive about the experience of NSVW23. The majority coordinated events at their school/university and promote NSVW23 around campus using posters and appreciation certificates. The online resources were very popular to assist in promotion and the support of Volunteering Queensland staff appreciated.
- The student advocates found the workload manageable around their daily tasks and 70% wish to be contacted again to participate next year

“My role as Student Ambassador taught me more than a part-time job. I enhanced my communication skills, public speaking skills and organisational skills. It was a learning and memorable experience for me as I felt proud to increase NSVW awareness and involve students in volunteering”.

- NSVW23 had an unexpected, positive uptake on social media from many organisations, volunteering resource centres and governing bodies around the country. Brand Analysis reveals 350 mentions during the week with a reach of 259K on socials and 30K on non-socials

“I personally believe volunteering is a part of individual’s progress of growth and developing a nature of contributing back to the community. Being a student ambassador helped me with it and I absolutely loved it.”

“Participating as a student ambassador helped me learn a lot about student initiatives on my campus and I met like-minded student volunteers I otherwise would not have crossed paths with.”

Highlights


- The pilot student advocate program was initiated to amplify the reach of Volunteering Queensland in promoting and educating students around the country. 61 applications were received, and 39 student advocates were appointed representing 11 universities, 14 High Schools and 1 college.
- The program was supported by all Volunteering peak bodies, the website link for Student Advocate applications was promoted and university engagement officers were also contacted to help with distribution of the role description to students.
- Volunteering Queensland attended the Lord Mayor Youth Advisory Council in Brisbane with 55 high schools in attendance.
- During the period 1-13 August 2023, 126 items of coverage were secured with an estimated reach of more than 4.3 million people across the country and an Advertising Value Equivalent (AVE) of over \$144,000. The coverage was secured across all mediums including television, radio, podcast, online and print. Campaign spokespeople, Simone Hasker, Juan Lakonawa, Jackson Moffat and Imogen Barnes completed 18 interviews
- 101 Organisations/Business, 18 Universities/Schools, 7 Volunteer Resource Centres, 6 members of government bodies and 2 state bodies participated on social media supporting the event.
- 27 events were held around the country.

Lessons learned.

- The lead time between the appointment of the student advocates and the NSVW needs to be increased to have enough time to coordinate with various groups and administrative staff.
- Provide the contact details of relevant staff in advance for student advocates to approach for support. Finding the Student Engagement person/s was time consuming and difficult.



Mentions in social media.



EarlyEd - Follow
August 7 at 4:25 PM · 🌐

This [National Student Volunteer Week](#), EarlyEd would like to acknowledge our wonderful student volunteers for their commitment in supporting our playgroups, making resources and the toy library.

We value the contribution of our student volunteers. We make sure they have what they need to feel like they can take on their volunteering tasks. They help the team by contributing to our work in supporting young children, their families and the community.

Our student volunteer program is also a pathway to employment when opportunities become available at EarlyEd. We ensure a safe and supportive experience for all our student volunteers.

If you are interested in joining our team of student volunteers, get in touch with us at info@earlyed.com.au or (02) 9923 2727.

#NSVW23 #EarlyEd #studentvolunteer #volunteer #speechpathologiststudent #speechandhearingsciencesstudent #studentexperience



Maharoor, student volunteer at EarlyEd who is studying Speech and Hearing Sciences and assists at our inclusive playgroups in Westmead

Volunteering as a student has been a fulfilling experience that has helped me connect with my surrounding community. It has provided me with a deeper understanding of developing interpersonal skills. Volunteering at EarlyEd has allowed me to enhance my pre-existing skills as well as gain insight to the importance of early childhood intervention.

- Maharoor, Student Volunteer at EarlyEd
Bachelor of Speech and Hearing Sciences

As students, we often lack opportunities to gain 'real life' experience in our areas of interest. However, volunteering has provided us an incredible opportunity to engage with professionals in your field and work alongside members of your community to make positive change.

Volunteering at EarlyEd throughout my studies has enabled my theoretical learning to become practical, providing an encouraging environment to develop my interpersonal skills and emerging professional knowledge. It is the achievement of understanding and overcoming their volunteering problem which breeds your confidence, independence and self-worth. Volunteering is also very rewarding and expands your perspective about yourself and the community you volunteer within which is essential for personal and professional growth.

- Reyana, Student Volunteer at EarlyEd
Bachelor of Speech and Language Pathology

Reyana, student volunteer at EarlyEd who is doing a Bachelor of Speech and Language Pathology and makes key word/sign resources for the library

Asha and Will, high school students who volunteered at the Cubby House Toy Library in school holidays

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This week is National Student Volunteer Week, which has the theme 'Give. Grow. Belong.'. Rather than standing idly by, students around Australia are more socially conscious than ever and are getting involved with causes they believe in to contribute to positive change. We acknowledge all the students who participate in our Schools in the Kitchen program most mornings and the uni students who give up their time to regularly volunteer with us. Your enthusiasm in helping us cook complete meals for people who need them is inspirational!

#NSVW23 #students #volunteers #positivechange #enthusiasm #mealrelief #cookwithcare



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Media Release [NSVW - MediaRelease - FINAL V3.pdf](#)

Video News Release [Interview-SimoneHasker \(3\).mp4](#)

Weekend Sunrise Channel 7 - [NSVW Weekend Sunrise.mp4](#)

SBS podcast [Australia is running out of volunteers | SBS News](#)

Referral post Nine Honey [Students: South Australian teen's huge impact on rural community, "I feel fulfilled" - 9Honey \(nine.com.au\)](#)

Radio interview [Ultra106.5FM - Simone Hasker \(1\).mp3](#)