

#### Project: Student Advocates Program-NSVW 2023

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 <u>VA-Youth-Volunteering-Factsheet-2022-Revision.pdf</u> (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, microstructures, 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".



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 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 nonsocials

"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.

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### 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.



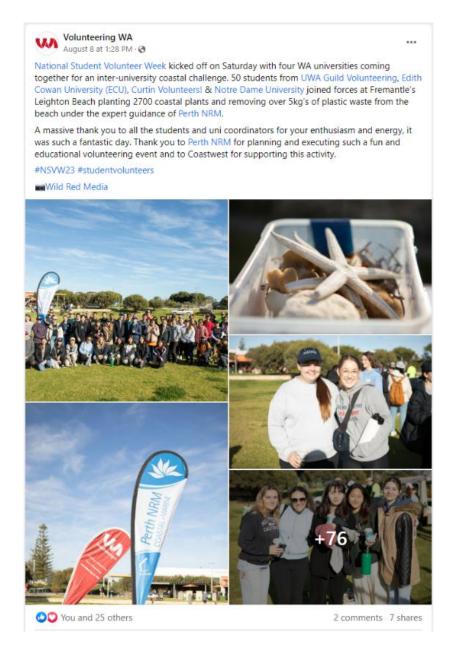


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Media Release NSVW - MediaRelease - FINAL V3.pdf

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 <u>Students: South Australian teen's huge impact on rural community</u>, "I feel fulfilled" - <u>9Honey (nine.com.au)</u>

Radio interview <u>Ultra106.5FM - Simone Hasker (1).mp3</u>