

<b>Project Name</b>	Student Advocates Program–National Student Volunteer Week 2024
<b>Partner Organisation</b>	Volunteering Queensland and Volunteer Peak bodies around Australia
<b>Project Period</b>	June – September 2024
<b>Project Status</b>	Completed.
<b>Project Budget</b>	\$20,298.16 (\$16,023.59 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 2024 (#NSVW24) acknowledges and celebrates student volunteers and promotes volunteering to students and young people across Australia.

We know that there has been a steady decline in the proportion of youth volunteering in both formal and informal settings. See [Youth Volunteering Factsheet \(August 2023\)](#). 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 NSVW24. The majority coordinated events at their school/university and promote NSVW24 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.

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*“As a student ambassador, I’ve realised volunteering isn’t about giving back, it’s about growing forward. Harnessing the power of leadership and creating a positive change.”*

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- The student advocates found the workload manageable around their daily tasks and 100% wish to be contacted again to participate next year

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*“Being a Student Advocate was one of its experience and I tried my best to do what I could to promote NSVW as well as tell others the importance of Volunteering.*

*I had the opportunity to talk about it in three different FMs and National Radio. Imogen, our Coordinator was very helpful, and I could think of many ideas to make it happen as well as utilise in the future.”*

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## Highlights

- The pilot student advocate program was initiated in 2023 to amplify the reach of Volunteering Queensland in promoting and educating students around the country. Supported by all Volunteering peak bodies, the nsvw.au 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.
- 51 applications were received, and 38 student advocates were appointed representing 18 universities, 9 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.

- During the period 5-11 August 2024, 275 items of coverage were secured with an estimated reach of more than 12.9 million people across the country and an Advertising Value Equivalent (AVE) of over \$494,000.
- Coverage was achieved across television, radio, print, and online! Campaign spokesperson, Jane Hedger, completed four interviews whilst student volunteers Itish Vinayak, Satya Vi Tondapu, Anika Kapoor, Kiran Adhikari, Andrea Wang, Emily Hotchkin, Jasmine Ho, and Nithya Yamasinghe completed a combined 17 interviews

## Lessons learned.

- We had more lead time between the appointment of the student advocates and the NSV Week but some students still struggled 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.

