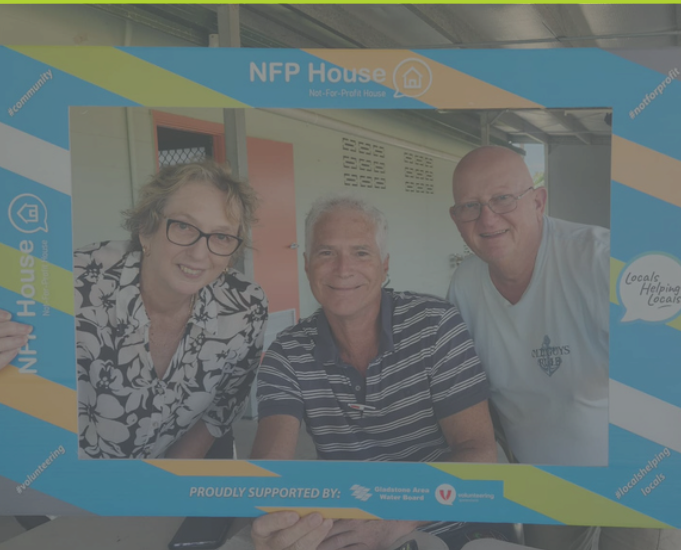


NFP House

Not-For-Profit House



Volunteer Ready Regional Reach Final Report October 2025



volunteering
queensland

Objective

Increase opportunities for people to participate in the social and economic life of their community through volunteering.

Highlights

The Volunteer Ready project achieved significant outcomes in strengthening volunteer inclusion, engagement, and capacity across the Gladstone region.

A diverse **Advisory Group** was successfully formed with representation from regional and remote Councils (Gladstone, Banana, and Central Highlands), community groups, and volunteer ambassadors.

The NFP House **Volunteer Portal** experienced strong growth, increasing placements by 50%. This growth was directly attributed to expanded **marketing and community engagement** efforts—including digital campaigns, presentations, stalls at events and local networking with **CALD** and **disability** groups.

The portal upgrade enhanced accessibility and **youth** engagement features, while **proactive monitoring** ensured ongoing inclusivity and effectiveness. **Micro-volunteering and task-based opportunities** further expanded flexibility, attracting youth, **corporate**, and **time-poor** volunteers into meaningful short-term roles.

Ten organisations were supported to self-assess against the **National Standards for Volunteer Involvement** and the NFP House Health Check, establishing a consistent framework to identify strengths, risks, and areas for improvement.



Advisory Committee

Established a Regional, Rural and Remote Advisory Committee to guide and facilitate culturally and geographically responsive approaches to volunteering. Supports National Strategy for Volunteering Objective 2.4 – Enable a community-led approach.

Highlights

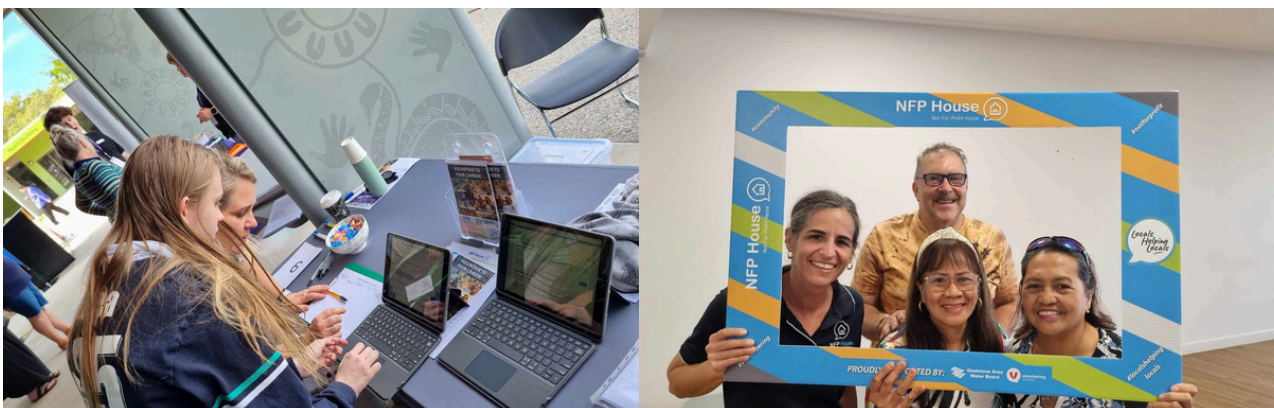
- A diverse advisory group was formed with representation from regional, rural, and remote communities, including Gladstone, Banana, and Central Highlands Councils.
- Membership included community groups, volunteer ambassadors, and stakeholders from local government, tourism, disability support, and multicultural services.
- Four meetings were held, with an average of 10 members attending.
- Participation was consistently strong, with attendance averaging above 80%.
- Agendas, minutes, and action logs were recorded and stored, ensuring clear documentation and accountability.
- Key insights and decisions were integrated into project planning and reporting cycles.
- Post-meeting surveys showed 100% agreement that members' input was valued and relevant to their regions.
- Feedback directly shaped the design of the corporate volunteering pilot and guided Volunteer Ready project communications.
- Advisory input was used to refine volunteer recruitment tools, messaging, and training materials.



Building Volunteer Capacity

Increased inclusion, engagement, and retention of volunteers in the Gladstone region by targeting specific cohorts: migrants, young people, unemployed individuals, vulnerable women, First Nations people, and people with disabilities. Supports National Strategy for Volunteering Objectives 1.1, 1.2, 2.1, and 3.4.

- Volunteer Portal usage expanded significantly, with registered organisations increasing by +44% and volunteer users from +50%, including strong engagement from target cohorts (youth, unemployed, First Nations, people with disabilities, vulnerable women, migrants).
- Volunteer roles listed on the Portal grew by +22% across 36 organisations, reflecting stronger outreach, marketing, and digital engagement efforts.
- Social media engagement surged, with 150% growth in reach, Facebook views rising to 1.5K–2.5K daily, and Instagram engagement exceeding 300 daily views, driven by targeted campaigns and regular newsletters.
- The March 2025 Portal upgrade improved accessibility, youth-friendly features, and overall navigation; all volunteers and organisations were contacted for feedback and trained in the new features.
- Skills-based volunteer matching increased +51%, leading to more confirmed placements and higher satisfaction for both volunteers and organisations.
- Responsiveness from Volunteer Involving Organisations improved to 87% replying within two weeks, up from under 70%, supported by active follow-ups from NFP House to reduce volunteer drop-off.
- Partnerships strengthened with 20+ organisations, including GRC, McCosker, Bitplex, and ACCIONA Energia, enabling workplace volunteering pilots and practical support initiatives such as the Community Car Program and Donated Equipment Register.
- Inclusion outcomes were strong: 60% of the 46 new volunteers identified within priority target groups.
- Volunteer stories and case studies were consistently promoted, contributing to a 150% increase in community reach and reinforcing recognition and engagement throughout 2025.



Building Volunteer Capacity

Marginalised Groups Engagement

Migrants

- Promoted inclusive volunteering at two Welcome to Gladstone Morning Tea events, engaging around 100 new residents from CALD backgrounds and generating multiple new volunteer sign-ups.
- Delivered the Migrant Pathways Bridging Workshop with 12 CALD attendees, resulting in new volunteer registrations and stronger community connection.
- Hosted an information stall at the Gladstone Multicultural Festival, engaging over 400 visitors and distributing promotional materials to raise awareness of volunteering pathways.
- Ensured ongoing CALD representation within the advisory committee, providing continuous cultural insight and guidance to strengthen inclusive volunteering strategies.

Youth

- Delivered the Youth Volunteering Bridging Workshop, supporting young people to understand volunteering pathways and onboarding processes, resulting in new youth registrations on the Portal.
- Engaged 60+ young people individually at the Careers Expo (with hundreds attending overall), promoting the Volunteer Portal and youth-friendly roles.
- Supported 12 students through the Cooking for a Cause service program, strengthening practical youth volunteering experience.
- Launched the Volunteer Portal upgrade, enabling dedicated youth profiles (12–17 years) and improving accessibility for young volunteers.
- Presented to the Gladstone Region Youth Council in September, reaching 20 attendees, boosting youth portal traffic, and gathering valuable youth insights that informed NFP House activities.



Building Volunteer Capacity

Marginalised Groups Engagement (continued)

First Nations People

- Facilitated the Aboriginal Cooperative AGM and Strategic Planning Workshop in September, engaging 12 participants and supporting the development of three new community projects.
- Ensured consistent First Nations representation on the advisory committee, with local Elders providing cultural insight and guiding inclusive volunteering strategies.

People with Disabilities

- Delivered the Disability Inclusion Bridging Workshop with 50 attendees, providing accessible volunteering training and achieving confirmed volunteer matches.
- Presented to the Parent2Parent Stand By Me Peer Group, offering an inclusive volunteering overview and live portal demonstration to engage people with disabilities and their carers.
- Hosted a stall at the Disability Expo, engaging students and staff from four local high schools and strengthening the integration of volunteering into school pathway programs.
- Maintained disability representation through advisory committee involvement, with Magenta Community Services providing continuous input to strengthen inclusive volunteering strategies.



Building Volunteer Capacity

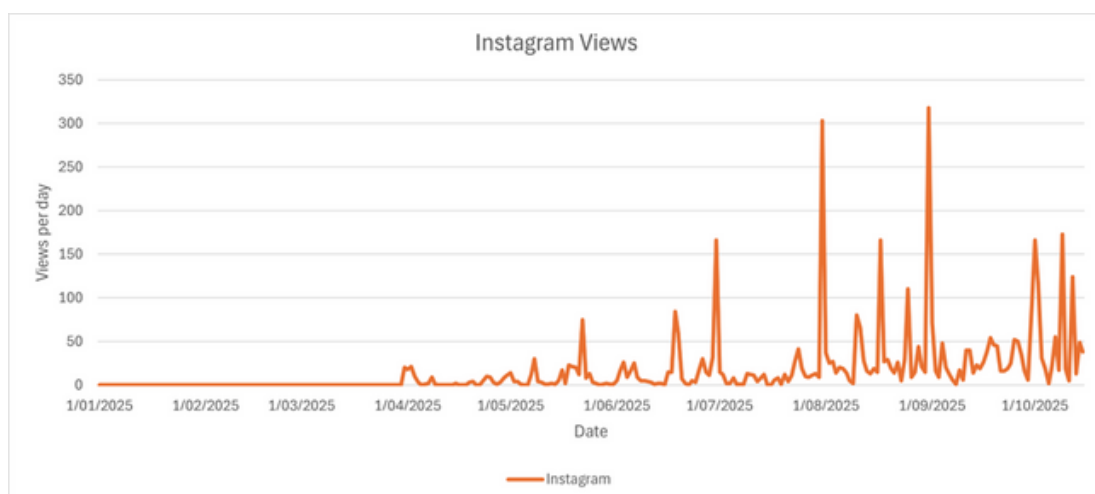
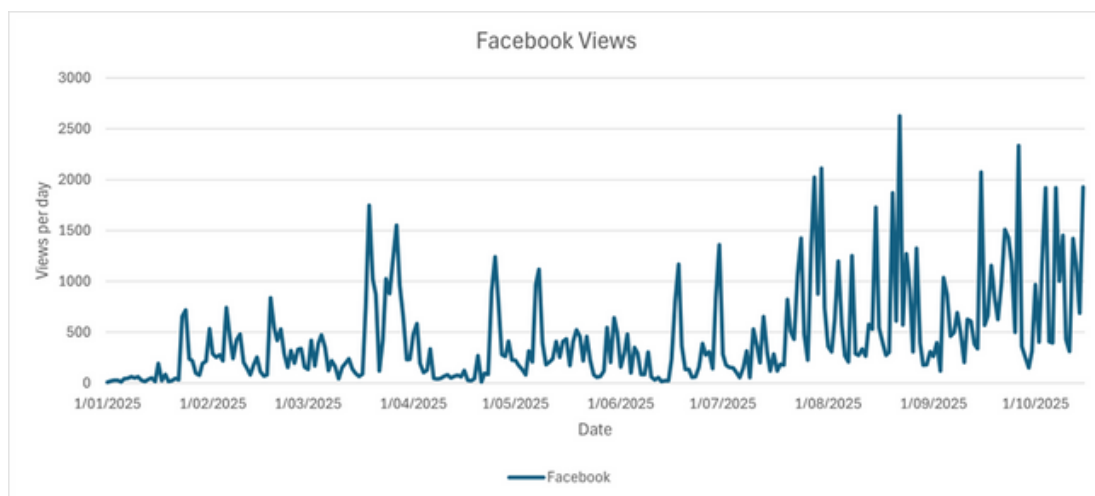
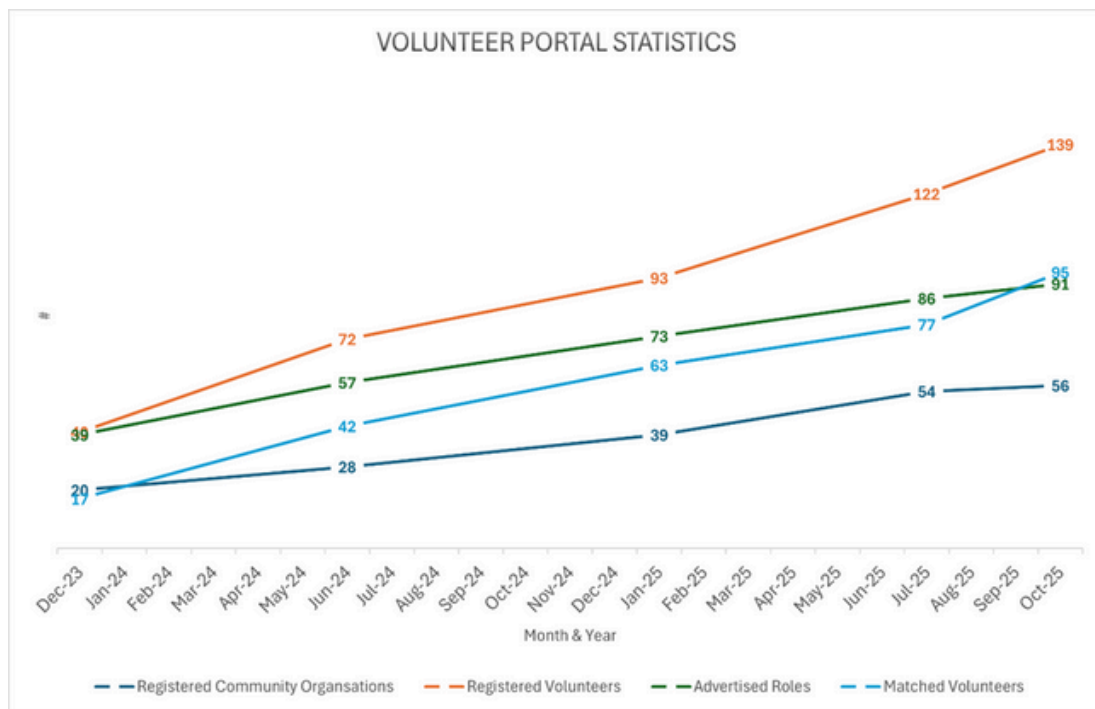
Cross-Cohort / Multi-Impact Initiatives

- Launched the Volunteer Portal Upgrade, introducing inclusive and youth features that drove 46 new registrations shortly after release.
- Spoke at three National Volunteer Week – Breakfast of Champions events across Gladstone, Tannum, and Agnes Water, engaging 200+ volunteers and promoting local volunteering pathways.
- Supported regional not-for-profits through the McCosker Community Car Program, with 15 organisations accessing transport to strengthen volunteer participation.
- Partnered with Prizm Engineering for R U OK? Day, promoting volunteer connection, workplace wellbeing, and community advocacy.
- Launched the Grant Writing Program with 18 participants, strengthening funding and project development skills for local VIOs.
- Managed the Connecting Community Gladstone Facebook group (2,400+ followers), sharing 100+ posts to promote volunteering and community opportunities.
- Coordinated corporate donations through ongoing equipment and donation initiatives, distributing laptops and other resources to support multiple community organisations.
- Maintained broad and diverse representation on the advisory committee, including voices from migrant, disability, youth, sport, arts, seniors, and regional communities, ensuring inclusive input.



Building Volunteer Capacity

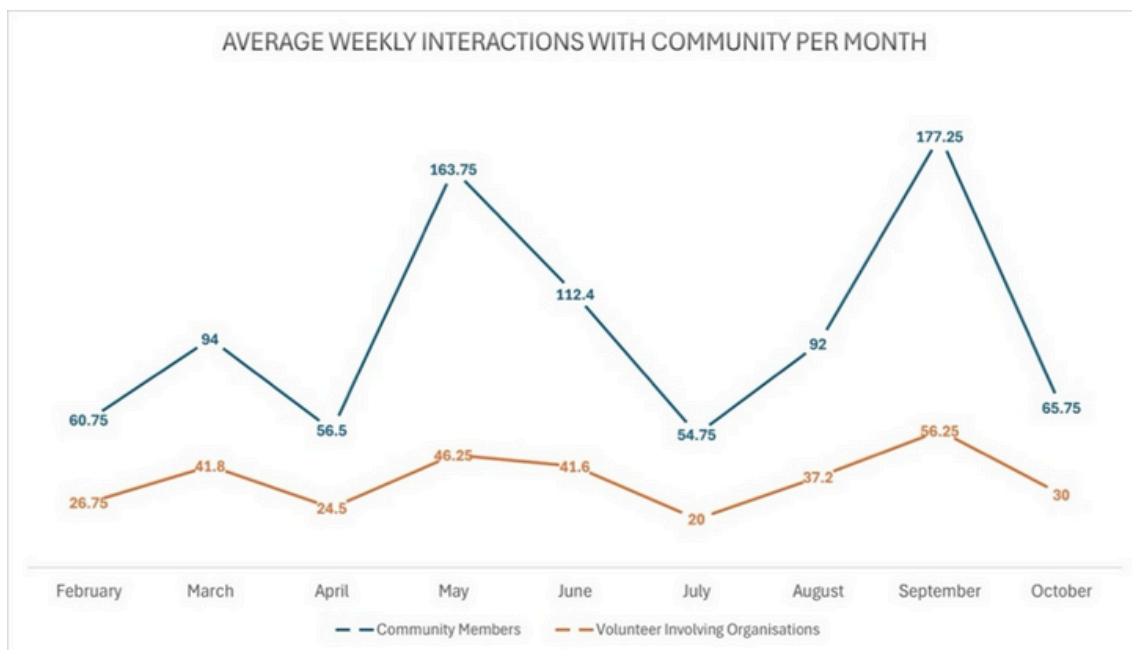
Volunteer Portal & Social Media Statistics



Building Volunteer Capacity

Community Member and Volunteer-Involving Organisation Interactions

The number of community members/volunteers and volunteer-involving organisations that NFP House interacted with each month is tracked below. This includes; face-to-face, phone, email, office walk-ins, at their place of volunteering or at events in the community.



	February	March	April	May	June	July	August	September	October
Community Members	60.75	94	56.5	163.75	112.4	54.75	92	177.25	65.75
Volunteer Involving Organisations	26.75	41.8	24.5	46.25	41.6	20	37.2	56.25	30

Volunteer Success Stories

6 volunteers were interviewed and their stories shared on Facebook and Instagram:



Train the Trainer

Highlights

- Supported 10 organisations to self-assess against the National Standards for Volunteer Involvement and the NFP House Health Check, creating a consistent framework for identifying strengths, risks, and improvement actions.
- NFP House staff completed Volunteering Queensland's National Standards training, applying this knowledge across advisory work, Health Checks, workshops, and mentoring throughout 2025.
- Promoted and delivered Organisational Health Checks through newsletters, advisory networks, and the Volunteer Portal, strengthening local organisations' compliance, structure, and volunteer retention.
- Designed short-term, skills-based, and micro-volunteering roles with local VIOs, creating flexible options suited to youth, corporate teams, and time-poor community members (e.g. digital support, event assistance, creative tasks).
- Increased VIO readiness and progress toward the National Standards, with feedback showing stronger awareness, clearer improvement actions, and measurable movement toward compliance.

Organisations Assessed

The following organisations undertook an NFP House Health Check and Volunteer Standards self-assessment:

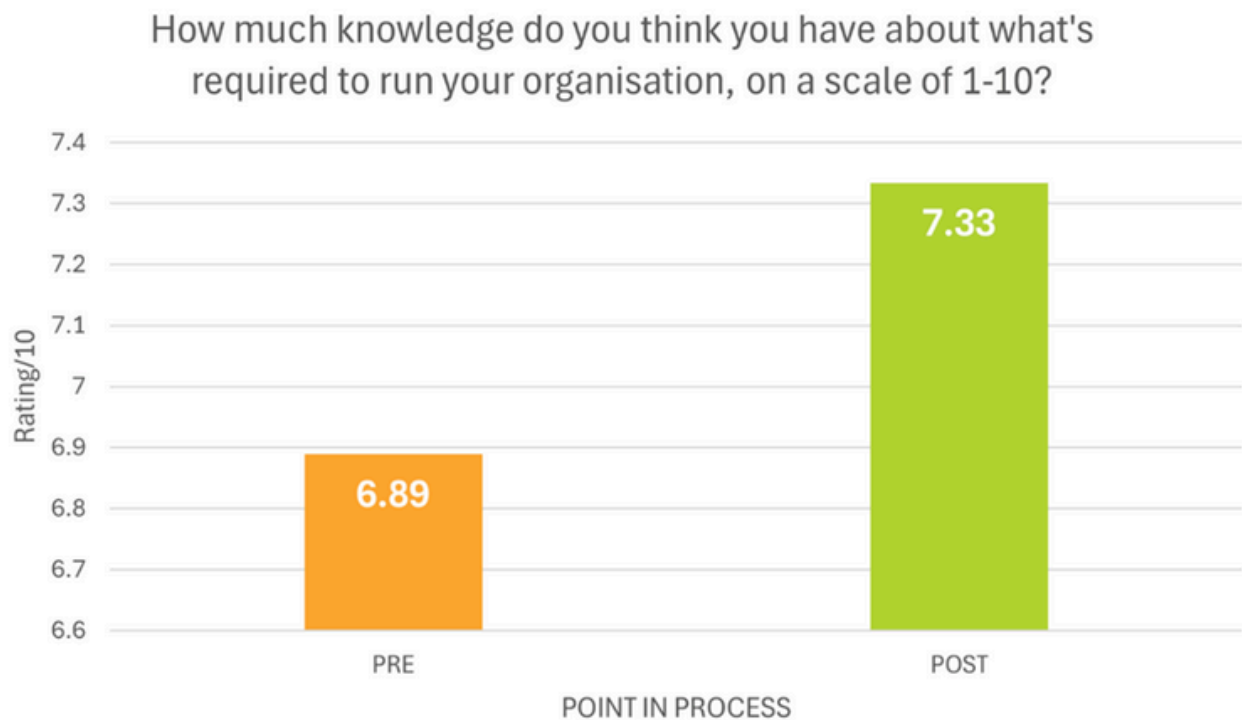
- Boyne Tannum Football Club Inc. (Tannum Sands)
- Biggenden Women's Shed Inc. (Burnett Region)
- Gladstone Australian Football Club Inc. (Gladstone)
- The Gladstone 8-Ball Association Inc. (Gladstone)
- Curtis Coast Trail Riders Club Inc. (Gladstone)
- Gladstone Mountain Bike Club (Gladstone)
- CQ Drag Racing Association (Gladstone)
- Baffle Creek Community Inc. (Baffle Creek)
- Chaplain Watch (Various, including Bundaberg)
- Gladstone Martial Arts Academy Inc. (Gladstone)
- Port Curtis District Scouts Inc. (Gladstone)



Following the Health Checks, each organisation receives an individual Report Card. For an example, see Appendix

Feedback

Pre and post surveys were completed on the organisations, self-assessing their knowledge of how to run the volunteer-involving organisation:



Insights and Lessons Learned

1. Community-Led Collaboration Works

Establishing a regional Advisory Group proved instrumental in ensuring the project remained grounded in local realities. The diversity enabled a better understanding of rural challenges and supported alignment with the National Strategy for Volunteering's goal of enabling community-led approaches.

A regional coordination model can bridge local volunteer supply and demand, translating community intelligence into statewide strategy and impact.

2. Targeted Marketing Drives Tangible Results

Combining online visibility with on-the-ground outreach is critical to building awareness and sustained volunteer participation, especially in regional communities.

3. Accessibility Builds Trust and Follow Up Is Essential

Portal upgrades that improved usability, accessibility, and youth engagement created a more inclusive and user-friendly experience.

Continuous monitoring and follow-up with both volunteers and organisations enhanced satisfaction, reduced drop-offs, and strengthened relationships.

4. Diversity in Volunteering Increases Reach and Impact

Tailoring engagement strategies to specific cohorts leads to deeper, more sustainable volunteer participation.

5. Cross-Sector Partnerships Strengthen the Ecosystem

Partnerships with industry, local government, and social services provided shared value.

6. Capacity Building is Essential for Small Organisations

Ongoing mentoring and accessible frameworks help small community organisations translate the Standards into practical, achievable actions.

7. Intergenerational Collaboration is Emerging as a Key Success Factor

Intentional intergenerational initiatives can sustain volunteering into the future, by aligning traditional experience with contemporary approaches and values.

8. Continuous Evaluation Improves Program Agility

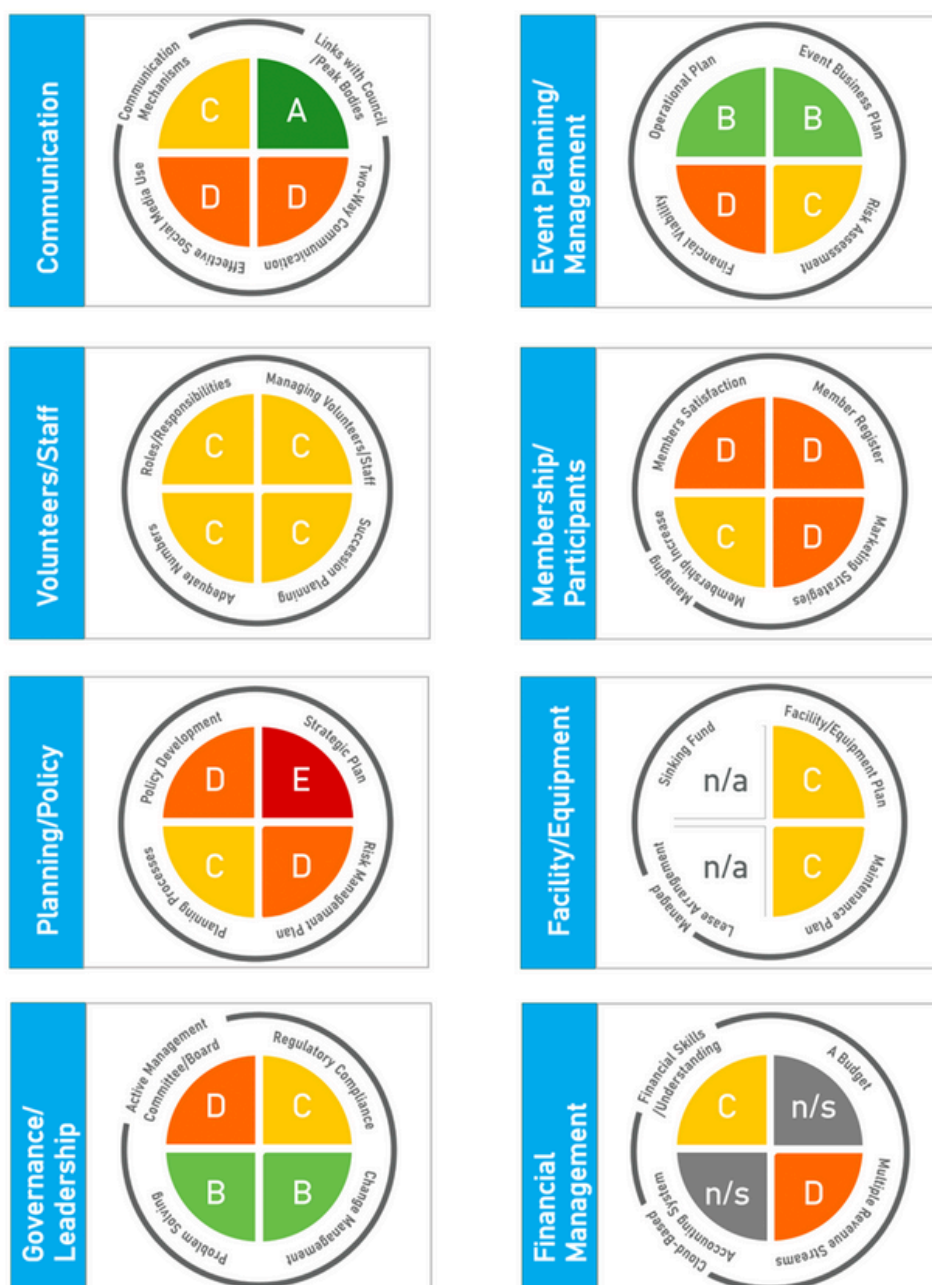
Embedding evaluation into delivery (not just post-project) ensures agility, responsiveness, and demonstrable value for funders and communities.

Example of an individual Report Card following each Organisational Health Check



Appendix 3: Example of an individual Report Card following each Organisational Health Check

UNITED VOLUNTEERS ASSOCIATION ASSESSMENT RESULTS



ASPECTS OF THE REPORT CARD

This Report Card was prepared by NFP House and is based on the information provided by United Volunteers Association at the time of the Health Check. The aim of the Report Card through the Improvement Plan is to assist the Management Committee to strive for excellence in managing their organisation. It is recommended that United Volunteers Association undertakes their next Health Check in 2026 to ensure the organisation is on the right path to best practice.

GRADING SCALE	
A	Excellent
B	Above Expected Standard
C	Met Expected Standard
D	In Progress
E	Not Met
n/a	Not Applicable
n/s	Not Sighted

Appendix 3: Example of an individual Report Card following each Organisational Health Check

IMPROVEMENT PLAN FOR IMPLEMENTATION

PLANNING/POLICY High Priority	<ul style="list-style-type: none"> • Confirm level of insurance for the public/members, and complete risk assessments with documented mitigations • Engage in a strategic planning workshop to develop a Strategic Plan
GOVERNANCE/ LEADERSHIP	<ul style="list-style-type: none"> • Recruit additional members to fill vacant positions on the Management Committee at the next general meeting
FINANCIAL MANAGEMENT	<ul style="list-style-type: none"> • Consider additional revenue streams to ensure the organisation's financial stability
COMMUNICATION	<ul style="list-style-type: none"> • Consistently identify opportunities to collect media content to share on social media feed • Utilise the organisation's newsletter more frequently • Update the organisation's website
VOLUNTEERS	<ul style="list-style-type: none"> • Submit Public Notices on the NFP House Volunteer Portal to attract additional volunteers
EVENT PLANNING/ MANAGEMENT	<ul style="list-style-type: none"> • Assess the financial viability of future events
MEMBERSHIP/ PARTICIPANTS	<ul style="list-style-type: none"> • Conduct a membership survey and use the results to guide future decisions • Document mechanism to market organisation to prospective members
FACILITY/ EQUIPMENT	<ul style="list-style-type: none"> • Consider implementing instructions surrounding the maintenance of equipment



Volunteers required in the following areas for United Volunteers Association

- Event volunteers
- Strategic Plan development
- Social Media Officer

Scan to advertise
volunteer needs



Appendix 3: Example of an individual Report Card following each Organisational Health Check

Organisation Objects

1. To provide examples
2. To be an example



Supported by:

e.f.

EXAMPLE FUNDING

Produced by:

NFP House 
Not-For-Profit House

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