



volunteering
queensland

2026 Census

Media Pack

Your guide to sharing information about volunteering
and the 2026 Census.



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Introduction

This media pack includes key information and messages about the 2026 Census, social media ideas, newsletter and website content to share with your volunteers to encourage them to show they volunteer in the 2026 Census this August. You are welcome to tailor the messaging to suit your style and organisation. There is no expectation for you to share all the social media posts, feel free to pick one or more that you like best.

You can find more information about volunteering and the 2026 Census on our website.



Make your volunteering count in the 2026 Census

Every five years, the Australian Bureau of Statistics (ABS) counts every person and household in Australia. This is...

 Volunteering Queensland /

How you can help

You can support us in encouraging volunteers in your organisation to show that they volunteer in the 2026 Census. Some easy ways to help us do this include:

1. Share a social media post with your followers.
2. Spread the word through your newsletter.
3. Follow Volunteering Queensland on social media and share our posts about the upcoming Census.



Key Census Information

- The 2026 Census, planned for August 2026, will include questions regarding 'unpaid voluntary work' to help build a picture of community involvement and volunteering across Australia. Questions include:
 - ***'In the last twelve months did the person spend any time doing unpaid voluntary work for an organisation or group?'***
 - *Include unpaid voluntary work for sporting teams, youth groups, charities, schools or religious organisations.*
- The 2026 Census will also deliver richer insights to the volunteer sector with the addition of a new occupation title of 'Volunteer Coordinator' to meet emerging data needs.
 - *Occupation data is essential for labour market analysis and policy formation. Changes in the occupational composition of the labour force are important for planning at the industry and geographic area levels. The data is used to analyse education and training needs, and as indicators for industry assistance programs.*



Key Messages

- All volunteering matters and what you share in the Census matters.
- There are many things that count as volunteering. If you help out in your community, that counts.
- Your volunteering data is extremely useful as it provides a comprehensive snapshot of how many volunteers there are across Queensland.
- The more we know about how many volunteers there are in Queensland, the more we can do to advocate for you and for better support for volunteering across the state.

Benefits for your organisation

- Census data influences real policy and funding decisions for volunteering in QLD.
 - When government knows how many Queenslanders volunteer, they can better support your organisation.
 - Accurate volunteer data ensures funding goes where communities need it most.
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Resources

A range of resources have been provided for you to share on your channels and with your networks, including newsletter articles, social media tiles and captions to educate your organisation's members and volunteers on what is included in the 2026 Census.



Tip: You can customise the social media and newsletter resources using the key messages provided and to suit your organisation and community.

Newsletter article

Make your Volunteering Count in the 2026 Census!

In the 2026 Census, you can share how you volunteer.

The Census will include questions regarding 'unpaid voluntary work' to help build a picture of community involvement and volunteering across Australia.

Questions include:

- 'In the last twelve months did the person spend any time doing unpaid voluntary work for an organisation or group?'

Including your volunteer work will help influence real policy and funding decisions for volunteering in Queensland, making it easier for you to volunteer.

So make it count.

Find more information about how to include your volunteering in the 2026 Census at <https://volunteeringqld.org.au/initiatives/make-your-volunteering-count-in-the-2026-census/>

Social Media tiles

[Access the social tiles on Canva here](#)



Note: Please tag @volunteeringqueensland in your posts on LinkedIn, Facebook and Instagram.

Suggested caption

Have you volunteered in the past 12 months?

In this year's Census, you can make that volunteering count.

Find out more about how to include your volunteering in the 2026 Census at: <https://volunteeringqld.org.au/initiatives/make-your-volunteering-count-in-the-2026-census/>

Social tile



We know so many of you help out in your communities. Whether it's with sporting teams, youth groups, charities, schools or religious organisations; it all counts as volunteering.

In this year's Census, you can make that volunteering count.

Find out more about how to include your volunteering in the 2026 Census at: <https://volunteeringqld.org.au/initiatives/make-your-volunteering-count-in-the-2026-census/>





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