



volunteering
queensland



2026 Census Media Pack

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

Introduction

This media pack includes key information and messages about the 2026 Census, social media ideas, and newsletter content to share with your volunteers and volunteer managers to encourage them to show they volunteer and to use the job title *Volunteer Coordinator* in the 2026 Census. 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 the Census and why it is so important to count all volunteers and volunteer coordinators in the 2026 Census on our website at: volunteeringqld.org.au/initiatives/2026-census



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...



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How you can help

You can support us by encouraging volunteers in your organisation to show that they volunteer and your volunteer leaders to use the job title *Volunteer Coordinator* 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

Every five years, the Australian Bureau of Statistics (ABS) counts every person and household in Australia in a Census. The next Census is on Tuesday 11 August 2026.

How to include your volunteering in the Census

Volunteers

In this year's Census, you will be asked about unpaid (voluntary) work for an organisation, which could include for sporting teams, youth groups, charities, schools or religious organisations. The question (#53 in the Census Household form) that you will be asked is:

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

Think about any voluntary help given in the form of time, service or skills to a club, organisation or association. This could include:

- helping at organised events and with sports organisations
- helping with organised school events and activities
- helping in churches, hospitals, aged care homes and charities
- school students taking part in student government in their schools
- other kinds of volunteer work (for example, emergency services, or serving on a committee for a club or community group).

Do not include:

- work for a family business or any other paid employment
- work done to receive a government payment
- work done as part of completing study
- work done because of a court or community service order

Why it's so important to include your volunteering in the Census

In the volunteering sector, data talks. In the Census, your volunteering data is invaluable. It's so important that you count your volunteering in the Census so that we know the true number of volunteers in Queensland. This information means that, as a peak body, we can advocate on your behalf for better funding, resources and recognition. It also helps the government understand volunteer impact which will directly influence policy and funding decisions and ultimately ensure investment goes where Queensland communities need it most.

How to include your volunteer role in the Census

Volunteer leaders, managers, coordinators, supervisors

If your job involves managing, coordinating, leading, training or supervising volunteers, this year is the first time you can use the official title Volunteer Coordinator as your occupation in the Census. This title is the officially recognised title for volunteer leaders and matches the ABS data. It is the only title the ABS recognises for volunteer leaders.

The question (#42 in the Census Household form) that you will be asked is:

In the main job held last week, what was the person's occupation?

How to answer this question

If you lead volunteers in any way as part of your job, including managing, coordinating, leading, training or supervising volunteers, please use the official title *Volunteer Coordinator* as your job title. This title is the officially recognised title for volunteer leaders and matches the ABS data. It is the only title the ABS recognises for volunteer leaders. Even if your usual job title is different, we encourage you to use *Volunteer Coordinator* in the Census.

Why it's so important to use the 'Volunteer Coordinator' job title

Using the one official job title *Volunteer Coordinator*, will ensure we can accurately report on the number of people who are employed in this kind of job across the state. This is the first time we will know how many people manage, coordinate, lead, train and supervise volunteers in Queensland. This information means that, as a peak body, we can advocate on your behalf for better funding, resources and recognition. It also helps the government understand your impact which will directly influence policy and funding decisions and ultimately ensure investment goes where Queensland communities need it most.



[See how the questions appear in the Census form](#)

Key Messages

Volunteers

- Make your volunteering count this year by marking the box in the 2026 Census
- Your volunteering data drives real support, it strengthens advocacy for better funding, resources and recognition
- Volunteers are the heartbeat of Queensland, help us put a number on that and ensure support is allocated where it's most needed
- If you help out in your community, make sure to make it count this year by marking the box in the 2026 Census.

Volunteer Leaders

- Use *volunteer coordinator* as your occupation in the 2026 Census to strengthen recognition of your profession.
- Your role deserves to be seen. If you're a volunteer leader, manager, coordinator, trainer or supervisor, use the officially recognised job title *Volunteer Coordinator* as your occupation in the 2026 Census.



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 grow awareness of the Census, the importance of counting every volunteer and volunteer coordinator in Queensland.



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

Newsletter articles

Make your Volunteering Count in the 2026 Census!

In the 2026 Census, you can make your volunteering count.

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

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

So make it count. Mark that box!

Find more information about how to include your volunteering in the 2026 Census at volunteeringqld.org.au/initiatives/2026-census.

Count yourself as a Volunteer Coordinator for the first time in the 2026 Census!

If your job involves managing, coordinating, leading, training or supervising volunteers, use the official title Volunteer Coordinator as your occupation in the 2026 Census.

Using this official title is important as it will ensure Volunteering Queensland and the Government have an accurate picture of how many people are employed in this kind of job across the state. It could also lead to better funding, resources and recognition for your role.

So make it count.

Find more information about the 2026 Census at volunteeringqld.org.au/initiatives/2026-census.

Social Media tiles



[Access the social tiles here](#)

Suggested captions

Mark the box in the 2026 Census and make your volunteering count.

Your volunteering has never mattered more.

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

If you lead, manage, supervise or train volunteers, your role deserves to be seen.

Use the official job title *Volunteer Coordinator* for your occupation in the 2026 Census to strengthen recognition for your profession.

Find out more at: volunteeringqld.org.au/initiatives/2026-census



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



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