

Draft Yarra Volunteer Strategy 2019-2023

Action Plan – Year One

Priority area 1: PROMOTE, CONNECT & PARTICIPATE

Council has a key role to play in terms of promoting opportunities for residents to connect with and participate in community life to enhance social and mental wellbeing. Council will build on the promotion of and information about volunteering in Yarra through a range of media and activities.

Strategy	Action	Implementation	Who	Resources
1.1 Promote volunteer opportunities in the Yarra community	1.1.1 Improve promotion of volunteering opportunities through a range of multi-media channels	Review the way volunteer information including opportunities, resources and other relevant material is presented by Council.	Community Partnerships Communications	Existing
		Develop a Communications Plan for a coordinated and consistent system to promote volunteer opportunities and the different options available to people wanting to volunteer in Yarra. Consider a range of media; Yarra eNews, social media, printed flyers, video, radio to ensure the information is accessible and inclusive. For example, create an annual campaign to promote and recognise Yarra’s volunteers linked to National Volunteer Week and International Volunteer Manager’s Day. This might include showcasing local volunteer champions, similar to ‘Faces of Yarra’.	Community Partnerships Communications	Existing

		Liaise with internal and external stakeholders to promote volunteer opportunities across all demographics in Yarra; youth, people with a disability, older people, indigenous, CALD. This might involve establishing regular promotional methods, for example posts to Yarra Youth Service’s Facebook page to engage with young people and face-to-face pop up stalls to engage with older people.	Community Partnerships	Existing
		Facilitate and manage a dedicated webpage for volunteering in Yarra Investigate options for hosting a dedicated online portal for information regarding all aspects of volunteering in Yarra, including promotion of volunteer opportunities and volunteer’s skills they can offer	Community Partnerships Communications	Existing & New
		Continue to promote volunteer opportunities through peak bodies; Go Volunteer, Seek Volunteer (although these are not Yarra specific).	Community Partnerships	Existing
		Build on the Community Grants eNewsletter to incorporate more volunteer content or consider other methods for combining and communication this information.	Community Grants	Existing
	1.1.2 Improve promotion of volunteering	Organise events and activities to promote volunteering and opportunities face-to-face, for example pop up stalls at Yarra’s libraries, pools,	Community Partnerships Library Services	Existing

	opportunities through a range of events and activities	community festivals - particularly during National Volunteer Week. Collaborate with existing events and activities to promote opportunities and/or deliver information sessions about volunteering, for example Neighbourhood House programs or volunteer expos.	Youth Services Neighbourhood Houses	
	1.1.3 Continue to promote Council's existing volunteer programs and make it clear what Council does and does not provide	Explore ways to better promote existing programs and services; L2P, Neighbourhood House programs, Yarra's advisory committees, grants program, discounted venue hire and council officers expertise.	Community Partnerships Communications	Existing
		Make it clear to both internal staff and community what Council does and does not provide in terms of volunteer opportunities that are Council-led and Council's support for volunteering, for example Council does not provide opportunities for the public to volunteer within Council programs including libraries and aged services. This should also include clear messaging for local organisations wanting to do corporate volunteering somewhere in Yarra, provide some options? This information can be demonstrated on the Volunteer webpage of the Council website.	Communications	Existing

		Refer online enquiries (that come in through Oracle) to this information.		
		Strongly consider setting up a Council-run volunteer program where there is an identified need eg. Yarra libraries, family & children's services	Whole of Council????	New
	1.1.4 Develop a directory of Yarra's community organisations, groups and agencies to promote the services offered and contact details	Create and manage a database of Yarra organisations, groups, charities and agencies that involve volunteers in some capacity for internal use. Promote and maintain a register/directory of Yarra's community organisations and groups to assist people looking for volunteer opportunities, especially new residents. Consider both online and hard copy at strategic locations across Yarra.	Community Partnerships Communications	Existing
Strategy	Action	Implementation	Who	Resources
1.2 Encourage volunteering as a way for people to connect with and participate in their community	1.2.1 Identify ways to encourage volunteering and community participation, across a range of cohorts in Yarra, to include innovative and	Work with staff across relevant Council departments to identify and develop appropriate ways to make volunteering accessible and inclusive to all demographics including young people, older people, people with disabilities, culturally diverse groups, international students, professionals, families and public housing residents.	Community Partnerships Multicultural Partnerships Library Services Aged & Disability Service	Existing

	flexible options and how to access them		Family, Youth & Children's Services Neighbourhood Houses Communications	
		Investigate and promote more diverse and informal ways to volunteer, such as short-term options, one-off events, emergency relief and committee membership and the offer of goodwill / expertise to specific projects and initiatives. This includes access to flexible volunteering options for people with caring responsibilities or who are working and studying.	Community Partnerships	Existing
		Provide volunteering information in 'welcome packs' for new arrivals to Yarra, including in a range of languages.	Community Partnerships	Existing
		Liaise with local TAFE and universities to promote volunteering during National Student Volunteer Week.	Community Partnerships	Existing
	1.2.2 Deliver and support a range of community	Continue to facilitate Council and community initiated activities and events to build social connections, such as Community Wellbeing festival.	Community Partnerships Neighbourhood Houses Library Services	Existing

	activities and events		Community Grants	
		Explore ways we can enhance one-off Council events eg. Smith Street Dreaming by involving volunteers.	Community Partnerships Arts, Culture & Events	Existing
	Develop the community capacity by encouraging groups to apply for and utilise Council's grant funding, discounted hire of Council's facilities and in kind support.	Community Partnerships Community Grants	Existing	
1.2.3	Develop a policy on corporate volunteering options for Yarra City Council staff	Update and promote Council's internal volunteer program – Corporate Volunteer Policy, in reference to the One Yarra Strategy - and inform all staff across Council.	People & Culture Community Partnerships	Existing

Priority area 2: SUPPORT & STRENGTHEN

Council will provide opportunities to support and strengthen the capacity of volunteers and people who manage volunteers, and assist with developing collaborative, sustainable relationships to support volunteering in the community. The building of networks and partnerships between Council and the volunteering sector is essential for increasing capacity to deliver better outcomes for the community and enhance the experience of volunteers.

Strategy	Action	Implementation	Who	Resources
2.1 Support people who manage volunteers in	2.1.1 Improve support for volunteer involving	Promote and encourage the National Standards for Volunteer Involvement framework to organisations and groups who involve volunteers	Community Partnerships	Existing

the Yarra community	organisations and groups to manage volunteers	in order to support best practice in volunteer management.		
		Connect people who manage volunteers with Federal, State and local resources specially to support volunteer management. This includes programs like Volunteering Victoria's annual Volunteer Manager's Mentor Program.	Community Partnerships	Existing
		Review the level of financial and in-kind support Council provides to Council supported volunteer groups and volunteers.	Community Partnerships Finance	Existing
		Assist community organisations in seeking grant funding and discounted use of Council venue hire to support volunteering.	Community Grants	Existing
		Explore processes to help make it easy for volunteers and volunteer groups by reducing red tape by providing advice and assistance, for example induction policies.	Community Partnerships	Existing
		Explore financial support means, such as a scholarship, for volunteer managers and volunteers to attend key events such as Volunteering Victoria's State Conference.	Community Partnerships	Existing

	2.1.2 Provide ways for people who manage volunteers to connect	Continue to promote and facilitate the Yarra Volunteer Leaders Network aimed at external stakeholders in Yarra who manage or supervise volunteers to be able to connect, share information and expertise and collaborate on initiatives relevant to volunteer management.	Community Partnerships	Existing
		Organise and convene quarterly meetings with the possibility of additional working groups for specific projects.	Community Partnerships	Existing
		Encourage people who manage volunteers in Yarra to connect with other support networks for example Volunteering Victoria's Corporate Volunteering, Leadership in Volunteering and Inclusive Volunteering special interest groups.	Community Partnerships	Existing
	2.1.3 Assist with skills development for people who manage volunteers	Continue to promote existing free community training sessions through Yarra Community Grants program.	Community Partnerships Community Grants Communications	Existing
		Assess needs and gaps regarding best practice in volunteer management and investigate free or low cost training and skills development opportunities, more specific to volunteer managers, (although	Community Partnerships Community Grants	Existing

		<p>many of these people are volunteers themselves), for example 'Volunteers and the Law'.</p> <p>Explore options for Council to run additional structured and informal training, or promote other training opportunities.</p>		
	2.1.4 Advocate for volunteer's rights and responsibilities	<p>Develop stronger advocacy in relation to the needs of volunteers, the volunteer sector and community by promoting the impact of key policy reforms and resulting program changes within the volunteer sector, for example Aged Care, NDIS and child safety policies.</p> <p>Increase opportunities for volunteer's to have a say in consultation.</p>	Community Partnerships	Existing
Strategy	Action	Implementation	Who	Resources
2.2 Strengthen relationships and create linkages	2.2.1 Mobilise resources on joint initiatives to strengthen partnerships and link Yarra's volunteers, organisations and groups	Investigate opportunities to link and enhance community organisations with shared interests on volunteering, for example cross promote volunteer opportunities when capacity has been reached.	Community Partnerships	Existing
		Formalise partnerships eg. Yarra libraries, Family, youth & Children's Services with community organisations (eg. Brotherhood of St Laurence) to	Family, Youth, Children's Services Library Services	Existing

	run volunteer programs for the Yarra community eg. homework clubs.		
	Develop partnerships with volunteer support services across other municipalities, such as the Boroondara Volunteer Resource Centre, to pool resources and knowledge and connect similar organisations.	Community Partnerships	???????
2.2.2 Develop pathways to volunteer and employment opportunities in the Yarra community	<p>Develop relationships with Yarra’s schools and higher educational institutions to develop volunteer programs, skills development and to promote local volunteering opportunities.</p> <p>Scope ways to provide more structured volunteer pathways to employment, especially for young people. This might include mentoring internships and apprenticeships with local organisations/businesses eg. Young Entrepreneurs in the North program.</p>	Youth Services	Existing
2.2.3 Continue to find innovative ways to keep up-to-date with current and emerging trends and respond to	Evaluate and measure impact of Council’s support for volunteering via regular feedback and consultation; surveys, forums and events.	Community Partnerships	Existing
	Connect with relevant networks and volunteer organisations to stay abreast of emerging issues	Community Partnerships	Existing

	changes in the volunteer sector	and trends, for example the LG Pro working group and Volunteering Victoria.		
		Explore the role of digital technology and how it can add value, empower and cultivate a connected volunteering environment including in the ways some people want to volunteer.	Community Partnerships Communications	Existing

Priority area 3: RECOGNISE & VALUE

Volunteers and people who manage volunteers are central to the success of volunteering; so it is imperative that these roles are recognised and the impact of their contribution is valued. Council will continue to provide meaningful ways to acknowledge and celebrate volunteers and those who actively contribute to the Yarra community. Promoting the value and positive benefits of volunteering will help attract a diverse range of ages, cultures and abilities, in addition to facilitating growth of the local sector.

Strategy	Action	Implementation	Who	Resources
3.1 Promote the value and benefits of volunteering	3.1.1 Review and highlight the economic and social value of volunteering in City of Yarra	Undertake an audit of local organisations, groups and grant recipients to quantify the economic and social value of volunteering. This data can be used to raise the profile of Yarra and enhance promotion of volunteering. Collate data from existing research such as Volunteering Victoria, ABS, Social Statistics and Yarra City Council's Social Policy.	Community Partnerships Community Grants	Existing
	3.1.2 Promote the benefits of	Establish a section of the 'Volunteer' webpage on Council's website to highlight the benefits of	Community Partnerships	Existing

	volunteering to build on the local sector	volunteering as a social good in its own right and not as a substitute for paid work. This can also be promoted through Council's social media and for marketing campaigns during National Volunteer Week.	Communications	
Strategy	Action	Implementation	Who	Resources
3.2 Recognise the contributions by volunteers and people who manage volunteers in the Yarra community	3.2.1 Acknowledge Yarra's volunteers and managers and celebrate their achievements	Improve promotion of volunteer nominations and enable more diverse volunteer categories for existing annual awards and events organised by Council; Women of Yarra (International Women's Day) and Yarra Community Awards. Consider formally recognising years of service by Yarra's volunteers.	Community Partnerships Communications	Existing
		Produce a profile of local volunteers to showcase through a range of media - Yarra eNews, social media – including a diverse representation from youth, people with a disability, indigenous, CALD and retirees.	Community Partnerships Communications	Existing
		Establish a working group to organise and facilitate an annual community event to celebrate volunteers during National Volunteer Week.	Community Partnerships	Existing

		<p>Liaise with Yarra Volunteer Leaders Network to cross-promote other recognition activities across Yarra.</p> <p>Liaise with Yarra Volunteer Leaders Network to establish program of local volunteer champions to advocate for volunteering in Yarra.</p> <p>Investigate method for putting forth candidates for national volunteer recognition awards, for example the Premier's Volunteer Champion Awards.</p>	Community Partnerships	Existing
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