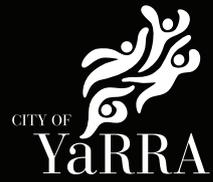


YARRA VOLUNTEER STRATEGY

2019-2023



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ACKNOWLEDGMENT OF COUNTRY

Yarra City Council acknowledges the Wurundjeri as the Traditional Owners of this country, pays tribute to all Aboriginal and Torres Strait Islander people in Yarra, and gives respect to the Elders past and present.



MESSAGE FROM THE MAYOR

People in Yarra love to volunteer. As many as one in four women, and one in five men, take part in volunteer work¹. In total, 22% of people in Yarra volunteer, compared with 18% for Greater Melbourne.

Their contribution makes Yarra a more vibrant and enjoyable place to live, work and play. Volunteers are the lifeblood of our community: they are crucial to the success of many community projects, programs and events.

I am pleased to present the Yarra Volunteer Strategy 2019-2023: our first Volunteer Strategy for the City of Yarra.

At Yarra, we recognise the importance of volunteering, which is increasingly being recognised for its value and importance in the social, environmental, cultural and economic fabric of a community. Volunteering also provides health and wellbeing benefits to the volunteers themselves.

This strategy sets out our vision for volunteering in Yarra over the next four years. It provides a first-year action plan to promote, encourage, support and celebrate volunteering in our community. The strategy acknowledges the hard work and dedication of volunteers across Yarra and recognises the continual need for ongoing support and encouragement. The City of Yarra already has a strong network of volunteers and this plan will build on that for the future.

We look forward to implementing this strategy in partnership with the organisations that work with volunteers, the volunteers themselves, and the wider community which supports – and benefits from – volunteers in Yarra.

Councillor Danae Bosler
Mayor, Yarra City Council

¹ <https://profile.id.com.au/yarra/volunteering>





VOLUNTEERING IS THE
ULTIMATE EXERCISE
IN DEMOCRACY

You vote in elections
once a term, but when
you volunteer, you vote
every day about the
kind of community
you want to live in.

Marjorie Moore

Executive Summary

The Yarra Volunteer Strategy 2019-2023 is a framework to guide Yarra City Council (Council) in promoting, supporting and celebrating the active involvement of volunteering across the City of Yarra. The strategy seeks to add value to existing programs within the community and strengthen the social capital in the municipality.

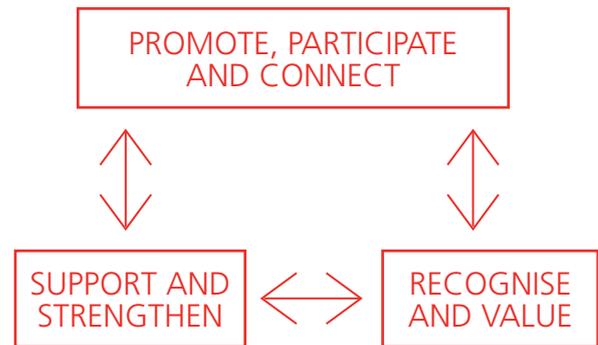
Council's vision is to encourage **'a vibrant, liveable and sustainable inner city that the community can be proud of'**. Volunteering can achieve this vision in Yarra by adding social and economic benefits to the community through the provision of opportunities to connect with and participate in civic life, as well as making people who give their time freely to feel supported and valued for their contributions.

Council provides various types of support towards volunteering and community organisations that run volunteer programs in our municipality. This includes skills development and training, awards and events, networking, advisory committees and the like, community grants, discounted venue hire and facilitating partnerships.

There is an opportunity to build on this support and formalise what we do as a whole of Council approach.

The strategy development process, drawing on research and extensive community engagement, identified three key priority areas where Council can play a role in better supporting a healthy and cohesive volunteer culture in our community.

The priority areas are:



INTRODUCTION

Volunteer involvement is a critical part of Australian society. It contributes to civic life and active participation in building strong, inclusive, and resilient communities. It underlies innovation and social change, our responses to community needs and community challenges, and it brings together and supports the local strengths and assets of communities.

For individuals, volunteering provides an opportunity to be involved in activities reflecting their interests and using their skills. Meaningful activity in turn promotes a sense of belonging and general wellbeing. Volunteering can also be a way to develop skills, potential pathways to employment, or a way to contribute existing skills for the common good.

Volunteer involvement is a two-way relationship, providing an opportunity for organisations to achieve their goals by involving volunteers in their activities, and for volunteers to make meaningful use of their time and skills, contributing to social and community outcomes¹.

Defining volunteering

There are many definitions of volunteering used nationally and internationally by government departments, peak bodies and organisations. The definition introduced by Volunteering Australia (2015) states '**volunteering is time willingly given for the common good and without financial gain**'.

This definition includes both forms of volunteering as follows:

Formal - taking place within organisations in a structured way (including institutions and agencies).

Informal - taking place outside an organisational setting.

People voluntarily donate their time through involvement in their local community in an extensive range of ways, such as:

- Community education and learning activities
- Environmental groups
- Community support groups
- Civic and political groups
- Organised social groups
- Collective community actions
- Community events, festival and celebrations
- Organised sport , recreation and leisure activities
- Organised groups such as church, community or professional groups
- Parental participation in schools and children's activities
- Social entrepreneurship
- Corporate volunteering
- Episodic and spontaneous volunteering (eg. emergency assistance)
- Service delivery (eg. individuals giving to or supporting recipients)
- Decision-making (eg. advisory committees)
- Virtual (online) volunteering

¹ *Volunteering Australia, National Standards for Volunteer Involvement, 2015 (pg 3)*

For the purpose of this strategy Council's volunteer interaction is defined in three distinct ways:

Council managed programs - volunteers are managed directly by Council to deliver programs and/or services. An example of this is the Yarra L2P Learner Driver Mentor Program which is facilitated by Yarra Youth Services.

Volunteer Involving Organisations (VIOs) supported by Council – organisations that involve volunteers that work with or are supported by Council. This can include running activities using Council managed facilities or on Council land. An example of this includes many of Yarra's Neighbourhood House programs such as Men's Shed.

Independent volunteering – there are many other diverse forms of volunteering, for example sports clubs that have their own structures and are an important part of the community fabric and contribute significantly to the health and wellbeing of our community, therefore are a benefit to Council as well.

**VOLUNTEERING IS
A GREAT WAY FOR
PEOPLE TO GET
INVOLVED IN THE
COMMUNITY AND
MAKE A POSITIVE
CONTRIBUTION**

Benefits and value of volunteering

Social, cultural, health and wellbeing

Volunteering is a great way for people to get involved in the community and make a positive contribution. In addition to the satisfaction of helping out for the benefit of others, there are many reasons people volunteer such as:

- Connecting with others and improving social ties and positively engaging and being active within the community
- Experiencing new challenges
- Raising awareness and supporting important community issues
- Interacting with different cultures
- Contributing to social change
- Developing professional networks and exploring different career and job opportunities and finding a pathway to getting a job, course or training
- Developing new skills or gaining experience in a variety of roles
- 'Bridging networks' which is especially important for connecting people from diverse cultural backgrounds¹

Research by Victoria Health² has found a significant connection between volunteering and good mental health, showing that volunteering can:

- Alleviate depression
- Increase satisfaction with life
- Develop self-confidence

¹ *Indicators of Community Strength in Victoria, 2011 (pg 10)*

² *Victoria Health Indicators Survey, 2012 (pg 1)*

Economic

Although the community benefits of volunteering are widely acknowledged, it is difficult to quantify the true economic value of volunteer contributions. According to the 2017 Productivity Commission, the national volunteer workforce is over 5.8 million people (this figure does not include informal volunteering). This is an estimated annual economic and social contribution of \$290 billion across Australia¹. The economic value of volunteering in the City of Yarra in 2016 was estimated at \$54.9 million². This is significant and it is important that Council recognises that if the hours of volunteering within the Yarra community had to be replaced with 'paid time' there would be a considerable strain on budgets and resources.

Investment towards increasing the levels of volunteering may actually reduce the reliance on Council services. Research from Volunteering Tasmania demonstrates that investing in volunteering brings an excellent return on investment; every \$1 spent on a volunteer program brings \$4.2 in benefits to the community³.

In summary, it is crucial for Council to continually find ways to help our residents feel better emotionally, mentally and physically as well as to consider the fiscal impact of volunteering as it is proven to create a more connected and healthy community.

Emerging trends in volunteering

The National Volunteering Strategy⁴ identified the following trends regarding volunteering in Australia:

- Growth in volunteering is uneven. Rates of volunteering have grown in sport, religion and education but have declined in community services and emergency management.
- More volunteers want roles that are flexible, or require shorter hours or a shorter term commitment.
- People are increasingly time poor and volunteering competes with greater work and caring responsibilities.
- People are more mobile than in the past so volunteers are less likely to stay for many years in a single role.
- People aged between 35 and 44 are more likely to volunteer than other age groups, with 45–54 year olds the second most likely to volunteer but 65 years and over volunteered the most hours on average.
- The frequency of natural disasters requires a ready supply of skilled emergency volunteers.
- There are more people volunteering now, but for less time than in the past.
- Social isolation and loneliness have come more into focus in recent times.

¹ *Volunteering Australia Productivity Commission report, 2017*

² *Cultural Intelligence, City of Yarra Volunteer Strategy, 2016 (pg 9)*

³ *State of Volunteering report for Tasmania, 2014 (pg 1)*

⁴ *National Volunteering Strategy, 2011 (pg 12)*

- A trend of virtual (online) volunteering has appeared over the past decade, which benefits people with restricted mobility or other special needs that might not be able to undertake traditional face-to-face volunteering roles. Virtual volunteering can include tasks like research, software development and writing articles.
- In Australia, the ageing of the population is likely to have an effect on volunteering, largely on the demand of informal support for adults rather than for children.

Some of the key challenges faced by policy makers, including local government, in relation to the future of volunteering are to make it more attractive and accessible for individuals, to consider the stereotypes around volunteering, and to encourage greater recognition across Australia of the diversity in the volunteering sector.

IT IS DIFFICULT TO
QUANTIFY THE TRUE
ECONOMIC VALUE
OF VOLUNTEER
CONTRIBUTIONS



POLICY CONTEXT

National

In 2011, the Federal Government developed the National Volunteering Strategy which set out the vision for volunteering in Australia over the next decade. The strategy aims are to ensure that by 2021 volunteering is encouraged, supported and recognised by all Australians. The six key focus areas for this strategy are:

- (1) Respond to trends in volunteering
- (2) Harness technology
- (3) Better regulation and risk management
- (4) Strengthen management and training
- (5) Recognise and value volunteering

These key elements have been taken into consideration in the development of the Yarra Volunteer Strategy.

The National Standards for Volunteer Involvement were developed in 2015 in consultation with the volunteering sector to support the involvement of volunteers and act as a resource for organisations in which volunteers are involved. It provides a framework for organisations to consider the role of volunteers within the organisation and the impact effective volunteer involvement can have on achieving the strategic goals and aims of the organisation. The National Standards allow organisations to make use of simple, practical criteria across a broad range of volunteering situations. There are eight standards addressing the key areas of volunteer involvement:

- (1) Leadership and management
- (2) Commitment to volunteer involvement
- (3) Volunteer roles
- (4) Recruitment and selection
- (5) Support and development
- (6) Workplace safety and wellbeing
- (7) Volunteer recognition
- (8) Quality management and continuous improvement

Council will support Yarra's community organisations and groups that manage volunteers by promoting and encouraging the use of the National Standards and to develop processes towards best practice approaches for volunteer involvement.

State

The Victorian Government has committed to develop and implement a Volunteer Strategy by 2021 to support and enhance volunteerism in Victoria. The focus will be on two key areas;

- (1) Volunteering leadership and support; and
- (2) Community life and volunteering.

Volunteering Victoria, the state peak body for volunteering, also has a Strategic Plan 2019 – 2021 with four key priority areas:

- (1) A Strong Volunteering Sector
- (2) Promotion of meaningful volunteering
- (3) Advocacy for and by the sector
- (4) Organisational capacity and capability

Local

The strategy is guided by Yarra City Council's vision, the Council Plan 2017-2021 (which incorporates the Municipal Public Health and Wellbeing Plan) and links with other Council plans and strategies.

The Council Plan 2017-2021 commits to a set of priorities for future action. These priority areas have been acknowledged through the seven strategic objectives, as below, to reflect and respond to what is important to our community:

- (1) A healthy Yarra
- (2) An inclusive Yarra
- (3) A sustainable Yarra
- (4) A liveable Yarra
- (5) A prosperous Yarra
- (6) A connected Yarra
- (7) A leading Yarra

The Yarra Volunteering Strategy specifically aligns with key initiatives in the Council Plan objective for:

An Inclusive Yarra - Inclusion, diversity and uniqueness are welcomed, respected and celebrated.

Strategy - Build resilience by providing opportunities and places for people to meet, be involved in and connect with their community.

Yarra's whole of Council approach to supporting an inclusive and connected community is also reflected in multiple Council plans and policies, these include:

- Council Plan 2017-2021
- 0-25 Plan 2018-2022 (Family, Youth and Children's Services)
- Active Healthy Ageing Strategy 2018 – 2024
- Access and Inclusion Strategy 2018 – 2024
- Multicultural Partnerships Plan 2019 - 2023
- Neighbourhood Houses Strategy and Action Plan 2018-2021
- Yarra Libraries Strategic Plan 2017-2020
- Arts and Cultural Strategy 2016-2020
- Economic Development Strategy 2015-2020
- Draft Nature Strategy 2019-2023
- People Strategy and Action Plan 2017-2020 (Internal)

VOLUNTEERING IN YARRA

About City of Yarra

The City of Yarra is a vibrant inner-metropolitan municipality in Melbourne, home to a diverse community of over 95,000 people, with a dynamic local economy employing over 67,000 people with a gross regional product of \$9,084 billion¹.

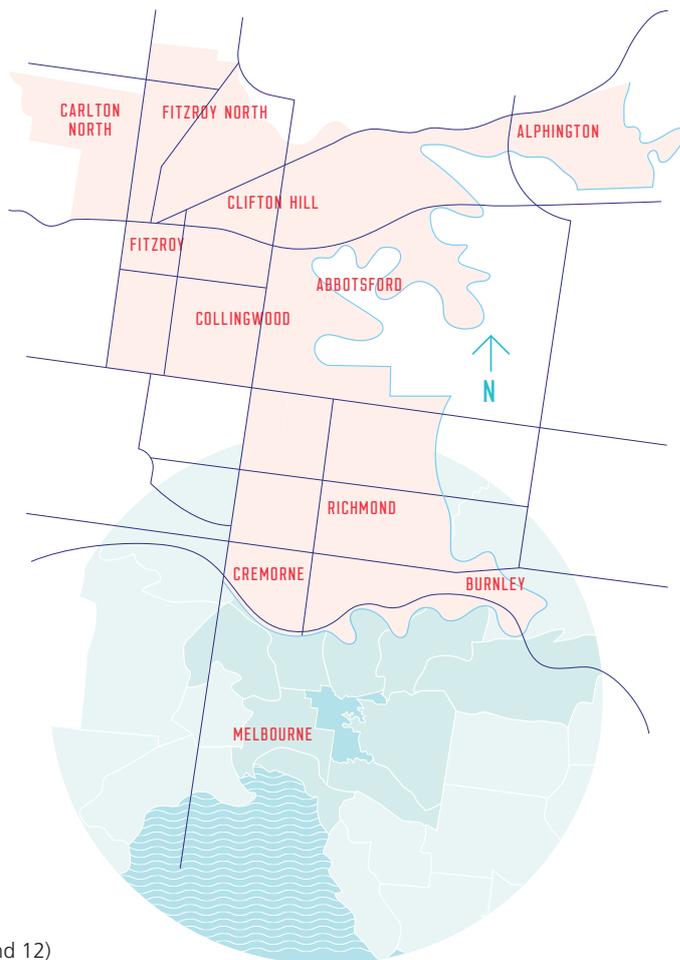
Yarra's 19.5 square kilometres include the suburbs of Abbotsford, Burnley, Clifton Hill, Collingwood, Cremorne, Richmond, Carlton, Princess Hill, Fitzroy, North Fitzroy and parts of Alphington and Fairfield.

The City of Yarra consists of a high proportion of residents living with socio-economic disadvantage, in what is otherwise a relatively affluent municipality. The distribution of household earnings in Yarra show great disparity between high and low income households. This brings specific challenges for inclusion and participation in civic life.

Yarra has a youthful profile, with the median age bracket between 25 - 35 years, which is younger compared to Greater Melbourne where the median age is 37 years. Retirees aged 65 years and over make up 10.5% of the population. However it is important to note the City of Yarra is undergoing a period of considerable population growth, which is forecast to triple in size over the next two decades therefore the aging population will significantly increase and have an impact on many sectors, including volunteering.

There are a number of tertiary and technical institutions in Yarra, including the Australian Catholic University (ACU), Melbourne Polytechnic Collingwood Campus and the Kangan Institute Richmond Campus.

More than 13,600 businesses operate within the City of Yarra, making Yarra home to one of the largest economies in metropolitan Melbourne. Healthcare and social assistance is the largest employing industry in Yarra accounting for 18% of total employment, underpinned by the Epworth Hospital and St Vincent's Hospital. The creative sector is also an important emerging industry in Yarra which is associated with innovation and facilitating economic growth².



¹and² City of Yarra Economic Development Strategy 2015-2020 (pg 10 and 12)

The Yarra community is culturally diverse, with over 29% of residents born overseas from over 140 countries. Only 70% of residents speak English at home; non-English speaking backgrounds include Vietnamese, Greek, Mandarin, Italian and Cantonese. The City of Yarra, especially the suburbs of Fitzroy and Collingwood, hold special historical significance for the Aboriginal community and is a preferred place for Aboriginal and Torres Strait Islander peoples to live, meet up, work and access services.

Snapshot of volunteering in Yarra

Volunteering is an integral part of civic life in Yarra. In fact, the City Of Yarra was recognised as Melbourne's healthiest local government area in 2018, according to the Domain Healthy Melbourne Study¹. Volunteering in the community was used as a metric for this research in terms of a determinant of mental health and a community that volunteers more is expected to be more highly connected socially.

**MORE THAN
21% OF YARRA'S
POPULATION WERE
VOLUNTEERING IN A
FORMAL CAPACITY**

Below is a snapshot of volunteering in Yarra using data from the most recent Census in 2016:

- More than 21% of Yarra's population were volunteering in a formal capacity, which is slightly higher compared to Victoria as a whole².
- Those 21% contributed an estimated \$55 million of economic benefit to our community if the contributions of volunteers were to be replaced by paid staff³.
- That same year a quarter of our 18 to 24 year olds were participating in volunteer work.
- There are more than 500 charity organisations listed in the City of Yarra⁴.
- The top six areas for volunteering in Yarra's community organisations and groups are sporting clubs, activities with children and young people, visual and performing arts, court and legal support and community gardening/sustainability related activities.
- Volunteering roles include offering professional expertise like IT services, marketing/PR, writing/editing and business/legal advice.
- Many people in the Yarra community volunteer in an informal capacity, therefore it is difficult to quantify the true extent and value of their impact.

¹ Domain Healthy Melbourne Study Deloitte Access Economics and Tract Consultants

² Yarra Local Government QuickStats, Australian Bureau of Statistics Census 2016

³ Cultural Intelligence, City of Yarra Volunteer Strategy, 2016 (pg 9), 2018

⁴ The Australian Charities and Not-for-profits Commission, 2018

Yarra City Council has previously provided various types of support and resources towards volunteer involving organisations and community participation across the municipality including:

Yarra Gives online portal

From 2006-2010, Council partnered with Our Community to provide Yarra Gives; an online portal “giving centre” to assist local community groups in their fundraising efforts and provide the opportunity for local residents, traders and businesses to support their own community through donations. It also acted as a matching service between individuals and groups seeking volunteers and organisations/individuals that can provide volunteer services.

Yarra Volunteer Support Program (YVSP)

In late 2007, the YVSP was set up as a pilot project with a one off funding grant from the then Department of Victorian Communities (now Department of Planning and Community Development). The program was auspiced by North Yarra Community Health and overseen by a steering group of Yarra stakeholders including Council and ran successful activities for a period of 20 months with the aim to support, extend and sustain volunteer participation in the City of Yarra.

Yarra Volunteer Recognition Events

The first Yarra Volunteer Recognition Event was held in 2009, as part of the aforementioned Yarra Volunteer Support Program pilot project. Council then hosted this as an annual event from 2011 – 2016, however there has been a gap in the last few years due to lack of resourcing.

Council is committed to Yarra’s community being connected, included, valued and engaged and therefore recognises that supporting volunteering in our municipality is crucial. The Yarra Volunteer Strategy and action plan is an important framework to base this support on.

Development of the Strategy

The methodology used to develop the strategy included both qualitative and quantitative approaches including:

- A benchmarking analysis and desktop review into other Victorian municipality’s strategies and support for volunteering.
- Consultation with internal Council staff across relevant departments, Councillors and a broad representation of the community - including volunteers, people who manage volunteers and people wanting to volunteer - to determine the strengths, gaps and opportunities for Council to better support volunteering in the City of Yarra and to ensure a range of stakeholder’s views are reflected in the strategy.
- Research to identify best practice approaches in Australia in relation to the volunteer sector, referring to Federal and State policy.
- Review of existing Council plans and support approaches.

From this research, it is considered that there is no ‘one’ best practice but rather a combination of relevant strategies/policies, systems, processes and structures are required in order to provide meaningful support towards a healthy culture of volunteering and participation in the community.

A common message that rang clear and distinct throughout this analysis is that valuing volunteerism requires support and resourcing.

STRATEGIC DIRECTION

Themes

In the development of the Yarra Volunteer Strategy, the most common themes identified through the community consultation process found that:



Strategy priority areas

These themes from community feedback, and analysis of demographic data, current trends, national, state and local policies, have been used to inform the three key priority areas and the related strategic directions where Council can play a role in supporting volunteering across the municipality.

The key priority areas and relevant objectives are:

Promote, Participate and Connect

Promote volunteer opportunities in the Yarra community

Encourage volunteering as a way for people to connect with and participate in their community

Support and Strengthen

Support volunteers and people who manage volunteers in the Yarra community

Strengthen relationships and create linkages

Recognise and Value

Promote the value and benefits of volunteering

Recognise the contributions by volunteers and people who manage volunteers in the Yarra community



PRIORITY AREA 1

Promote, Participate and Connect

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.

Strategic Commitment

1.1 Promote volunteer opportunities in the Yarra community

- Promote volunteering through a range of multi-media channels, events and other activities using both face-to-face and digital methods. This includes facilitating a dedicated 'Volunteering in Yarra' webpage and exploring a suitable online platform to best promote local volunteer opportunities.
- Promote the benefits of volunteering to encourage more people to get involved.

1.2 Encourage volunteering as a way for people to connect with and participate in their community

- Encourage diverse cohorts in the community to be involved in volunteering, offering alternative and flexible options and information on how to access them. This includes access across all demographics for example retirees, young people and recently arrived residents. We will strongly consider setting up Council-run volunteer program.
- Develop a policy on corporate volunteering options for Yarra City Council staff.

PRIORITY AREA 2

Support and 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.

Strategic Commitment

2.1 Support volunteers and people who manage volunteers in the Yarra community

- Support organisations that involve volunteers and help develop the skills of volunteer managers, such as promotion of the 'National Standards for Volunteer Involvement' framework, training opportunities and continue to provide in-kind support eg. grants funding, discounted use of facilities and council officer advice.
- Help connect volunteer managers from different organisations including initiatives like networks, events and digital platforms.
- Advocate for volunteer's rights and responsibilities, for example working closely with peak bodies, consulting volunteers on important matters and empowering volunteers through access to opportunities.

2.2 Strengthen relationships and create linkages

- Strengthen our partnerships and help link volunteers, organisations and groups across the municipality. One way to do this is to formalise existing partnerships.
- Develop pathways to help people into employment opportunities within the Yarra community via volunteering.
- Continue to find innovative ways to keep up-to-date with current and emerging trends and respond to changes in the volunteer sector. This includes regular evaluation and exploring new methods and tools for effective engagement eg. digital platforms.

PRIORITY AREA 3

Recognise and 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.

Strategic Commitment

3.1 Promote the value and benefits of volunteering

- Highlight the economic and social value of volunteering in City of Yarra.

3.2 Recognise the contributions by volunteers and people who manage volunteers in the Yarra community

- Acknowledge Yarra's volunteers and managers and celebrate their achievements through a variety of meaningful events, activities, awards and promotion.

Implementation, monitoring and evaluation

These priority areas will guide the development of key actions over the coming four year period 2019-2023 that will promote, support, strengthen and celebrate volunteering across the Yarra municipality. An action plan with measurable tasks will be used to implement, monitor and evaluate the progress of the strategy's initiatives over a 12 month financial period (see Appendix 1). An annual report on the implementation of the actions will be presented to Council whilst seeking approval for the following year's actions. This will be reviewed and reported on an annual basis.

Council will offer opportunities for the Yarra community and other stakeholders to provide feedback to ensure that we continue to respond to emerging trends and issues and deliver a meaningful volunteering strategy.



APPENDIX ONE YEAR ONE ACTION PLAN

(2019 - 2020)

PRIORITY AREA 1: PROMOTE, PARTICIPATE AND CONNECT

1.1 Promote volunteer opportunities in the Yarra community

Objectives	Actions	Responsibility	Resources
1.1.1 Improve promotion of volunteering opportunities through a range of multi-media channels, events and other activities.	<ul style="list-style-type: none"> Review the way volunteer information including opportunities, resources and other relevant material is presented by Council and develop a coordinated and consistent approach to promoting volunteer opportunities and the different options available to people wanting to volunteer in Yarra. 	Community Partnerships Communications	Existing
	<ul style="list-style-type: none"> Consider a range of media; Yarra eNews, social media, printed flyers, video, radio to ensure the information is accessible and inclusive. This might include working with local organisation's promotion outlets eg community radio to use volunteers on a program focussed on volunteering. 		
	<ul style="list-style-type: none"> Facilitate and manage a dedicated webpage for volunteering in Yarra. 	Community Partnerships	Existing
	<ul style="list-style-type: none"> Continue to promote volunteer opportunities through peak bodies; Go Volunteer, Seek Volunteer (although these are not Yarra specific). Promote the benefits of 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. 		
	<ul style="list-style-type: none"> Investigate options for hosting a dedicated online platform for information regarding all aspects of volunteering in Yarra, including promotion of volunteer opportunities and volunteer's skills they can offer. 	Community Partnerships	New Initiative
	<ul style="list-style-type: none"> Build on the Community Grants eNewsletter or develop a specific Volunteering in Yarra eNewsletter to incorporate more volunteer content or consider other methods for combining and communication this information. 	Community Partnerships Community Grants	Existing

PRIORITY AREA 1: PROMOTE, PARTICIPATE AND CONNECT

Objectives	Actions	Responsibility	Resources
<p>1.1.1 Improve promotion of volunteering opportunities through a range of multi-media channels, events and other activities.</p>	<ul style="list-style-type: none"> • Collaborate 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. • 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. • Organise events and activities to promote volunteering and opportunities face-to-face, for example pop up stalls at Yarra’s libraries, pools, 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. 	<p>Community Partnerships Library Services Family, Youth and Children’s Services Aged and Disability Services Recreation and Leisure Services Arts and Culture City Works</p> <p>Community Partnerships Communications</p> <p>Community Partnerships</p> <p>Community Partnerships</p>	<p>Existing</p> <p>Existing</p> <p>Existing</p> <p>Existing</p>

PRIORITY AREA 1: PROMOTE, PARTICIPATE AND CONNECT

1.2 Encourage volunteering as a way for people to connect with and participate in their community

Objectives	Actions	Responsibility	Resources
1.2.1 Identify ways to encourage volunteering and community participation, across a range of cohorts in Yarra, to include innovative and flexible options and how to access them.	<ul style="list-style-type: none"> Consider setting up a Council-run volunteer program where there is an identified need eg. Yarra libraries, family and children's services. 	Whole of Council	New Initiative
	<ul style="list-style-type: none"> - Undertake a gap analysis across Council to identify where volunteers could add value and what capacity Council has to implement this. 		
	<ul style="list-style-type: none"> • 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 Library Services Family, Youth and Children's Services Aged and Disability Services Recreation and Leisure Services Arts and Culture City Works Sustainability	Existing
	<ul style="list-style-type: none"> - This includes implementing and promoting programs that align with new Council strategies that are currently being developed eg. Nature Strategy and the Climate Emergency Plan. 		
	<ul style="list-style-type: none"> • Investigate and promote more diverse, informal and flexible ways for the community 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. 	Community Partnerships	Existing
	<ul style="list-style-type: none"> • Liaise with local TAFE and universities to promote volunteering during National Student Volunteer Week. 	Community Partnerships	Existing
1.2.2 Develop a policy on corporate volunteering options for Yarra City Council staff.	<ul style="list-style-type: none"> 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 and Culture	Existing

PRIORITY AREA 2: SUPPORT AND STRENGTHEN

2.1 Support volunteers and people who manage volunteers in the Yarra community

Objectives	Actions	Responsibility	Resources
2.1.1 Improve support for volunteer involving organisations and groups to manage volunteers and help develop the skills of volunteer managers.	<ul style="list-style-type: none"> Promote and encourage the National Standards for Volunteer Involvement framework to organisations and groups who involve volunteers in order to support best practice in volunteer management. 	Community Partnerships	Existing
	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> Assist community organisations in seeking grant funding and discounted use of Council venue hire to support volunteering. 	Community Grants Community Partnerships Youth Services Aged and Disability Services Recreation and Leisure Services Arts and Culture	Existing
	<ul style="list-style-type: none"> Explore processes to help make it easy for volunteers and volunteer groups by reducing red tape by providing advice and assistance, eg. Induction policies and permits/licences/processes for activities such as fundraisers. 	Community Partnerships Compliance	Existing
	<ul style="list-style-type: none"> 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 many of these people are volunteers themselves), for example 'Volunteers and the Law'. 	Community Partnerships	Existing
	<ul style="list-style-type: none"> Continue to promote existing free community training sessions through Yarra Community Grants program. Ensure training times/days are as inclusive as can possibly be within capacity of Council resourcing. 	Community Grants	Existing

PRIORITY AREA 2: SUPPORT AND STRENGTHEN

2.1 Support volunteers and people who manage volunteers in the Yarra community

Objectives	Actions	Responsibility	Resources
2.1.2 Provide ways for people who manage volunteers to connect.	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> - Organise and convene quarterly meetings with the possibility of additional working groups for specific projects. 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 Advocate for volunteer's rights and responsibilities	<ul style="list-style-type: none"> 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 child safety policies and making organisations more welcoming for volunteers. 	Community Partnerships	Existing
	<ul style="list-style-type: none"> Increase opportunity for volunteer's to have a say in consultation. 	Whole of Council	Existing

PRIORITY AREA 2: SUPPORT AND STRENGTHEN

2.2 Strengthen relationships and create linkages

Objectives	Actions	Responsibility	Resources
2.2.1 Mobilise resources on joint initiatives to strengthen partnerships and link Yarra's volunteers, organisations and groups.	<ul style="list-style-type: none"> Investigate opportunities to link and enhance community organisations with shared interests on volunteering, for example cross promote volunteer opportunities when capacity has been reached. - Trial networking events such 'speed dating for volunteering' to connect volunteers with volunteer involving organisations. Formalise partnerships eg. Yarra libraries, Family, Youth and Children's Services with community organisations (like Brotherhood of St Laurence) to 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	Existing
		Community Partnerships	Existing
		Community Partnerships	Existing
2.2.2 Develop pathways to volunteer and employment opportunities in the Yarra community.	<ul style="list-style-type: none"> Scope ways to provide more structured volunteer pathways to employment. This might include mentoring internships and apprenticeships with local organisations/ businesses eg. Young Entrepreneurs in the North program. 	Community Partnerships	Existing
2.2.3 Continue to find innovative ways to keep up-to-date with current and emerging trends and respond to changes in the volunteer sector.	<ul style="list-style-type: none"> Evaluate and measure impact of Council's support for volunteering via regular feedback and consultation; surveys, forums and events. Connect with relevant networks and volunteer organisations to stay abreast of emerging issues 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	Existing
		Community Partnerships	Existing
		Community Partnerships	Existing

PRIORITY AREA 3: RECOGNISE AND VALUE

3.1 Promote the value and benefits of volunteering

Objectives	Actions	Responsibility	Resources
3.1.1 Highlight and promote the economic and social value of volunteering in City of Yarra.	<ul style="list-style-type: none"> 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. 	<p>Community Partnerships Community Grants</p>	Existing
	<ul style="list-style-type: none"> Collate data from existing research such as Volunteering Victoria, ABS, Social Statistics and Yarra City Council's Social Policy. 	Community Partnerships	Existing

3.2 Recognise the contributions by volunteers and people who manage volunteers in the Yarra community

Objectives	Actions	Responsibility	Resources
3.2.1 Acknowledge Yarra's volunteers and managers and celebrate their achievements.	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> Establish a working group to organise and facilitate an annual community event to celebrate volunteers during National Volunteer Week. 	Community Partnerships	Existing
	<ul style="list-style-type: none"> Liaise with Yarra Volunteer Leaders Network to cross-promote other recognition activities across Yarra. 	Community Partnerships	Existing
	<ul style="list-style-type: none"> Liaise with Yarra Volunteer Leaders Network to establish program of local volunteer champions to advocate for volunteering in Yarra. 	Community Partnerships	Existing
	<ul style="list-style-type: none"> Investigate method for putting forth candidates for volunteer recognition awards, for example the Premier's Volunteer Champion Awards. 	Community Partnerships	Existing

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