

# MEDIA ENGAGEMENT FOR VOLUNTEERING ORGANISATIONS

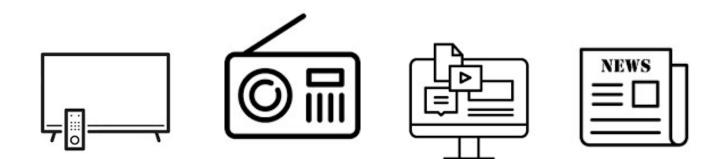
Tuesday 14<sup>th</sup> November 2023

Presented by Nic Hayes, Managing Director of Media Stable



# What opportunities are there in media for volunteering organisations?

- In-studio radio and TV interviews
- Phoner over the phone radio interviews
- > Expert commentary Become a source for all journalists
- Ready Made Packages all the work done for TV
- > Opinion Editorials Op-eds and articles in newspapers and online media
- > Case Studies How to bring a volunteering story alive for the media (arrange the families, interviewees, talent, location, B-roll etc.







## 7 News report on sustainable fashion for Volunteering WA



### 7 News report on intergenerational playgroup for Chorus



### 7 News report Heritage Skills Program at TAFE for Construction Training Fund (CTF)



**Opinion Editorial in The West** Australian by Pam Bubrzycki, Chief Services Officer at **HOPE** Community Services

158 OPINION

### 'Green time' a tech antidote

PAM BUBRZYCKI



is deteriorating. They are more anxious, more depressed and more stressed than ever before.

Opinion Editorial in The West Australian by Paul Gamblin, Director of Protect Ningaloo at Australian Marine Conservation Society (AMCS)

#### Eclipse to shine a light on Ningaloo's fragile forgotten sister



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### Opinion Editorial in The West Australian by Tina Williams, CEO of Volunteering WA

#### Why volunteering needs the elixir of youth to survive

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### **Opinion Editorial in The West** Australian by Emma Jarvis, **CEO of Palmerston**

#### Alcohol, not meth, is our community's most harmful drug



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star drug service care, pionally paring

### Opinion Editorial in The West Australian by Deborah Childs, CEO of HelpingMinds

#### Care providers for NDIS struggle amid conflicting policies

supports tailored to their needs supports failored to their needs. By granting individualised funding packages, the NDIS seeks to empower participants to lead ordinary lives, achieving their goals and aspirations on s the chief executive of a their terms. In parallel, the Fair Work a not-for-profit support organisation, my heart goes out to the dedicated workers and individuals who legislation has existed for over decade, to protect workers' rights and en ure fair treatment in the workplace. It gives a framework for rely on our services. Running such an organisation is no easy feat, as tension is created by legislative complexities. It is minimum wages, leave entitlements, working hours, and protections against unfair dismissal. The Fair Work Act was enacted to create a balanced landscape that values the wellbeing of employees and imperative we shed light on the imperative we shed light on the challenges we face while staying true to our mission of providing essential support to those who need it most. The National Disability Insurance Scheme came into being in 2013, envicioning a the Weitbeing or employees and employees. The challenge arises when these two well-intentioned pieces of legislation create a "silo effort" that impacts not-for-profit service providers. The NDIS operates on a fee-for-service model, and with the introduction of the NDIS Insurance Scheme came into being in 2013, envisioning a society that fosters inclusivity and empowers individuals with and empowers individuals with disabilities. Its primary objective is to provide choice and control to participants,

Quality and Safes

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Framework, registered iders must adhere to us compliance standards rigorous computance survey While these measures ensure participant safety, they come ith administrative burden and increased costs that put pressure on our limited urces. This can create a nflict when trying to strike a lance between fair working conditions and providing articipants with the suppor acy need within our budget they need within our budget constraints. On Judget and Hander Pair Work begislation, at the same time an update to the NDIS price guide was released. Then tomoir perspective these changes have not been aligned. The tomoir of been aligned. The tomoir were the NDIS and Pair the sastatinability of not-for-profil services providers. In the 3022 financial year my organisation HelpingMinds underwrite NDIS services by 20

million. We are driven by a

but we must also navigate a complex regulatory environment that does not seem to recognise the financial realities we face. The impact on the community cannot be understated. Individuals living with disability and their families rely on us for essentia support, fostering independence, aiming to improve their quality of life. If not-for-profit service providers struggle to sustain their operations, it will result in operations, it will result in limited choices for participants, hindering their ability to participate hully in society. As a not-for-profit CRO, I stand in solidarity with our workers and the community we serve. The way forward is a multifaceted approach to address the challenges faced by registered and accredited NDIS workdow. Differentiates can do work the way tor was a serve. The way tor was a multifaceted approach to address the challenges faced by registered and accredited NDIS providers. Policymakers can do this by aligning the Fair Work and the NDIS legislation to assure sustainability for

oviders. It re and ensuring the NDIS price guide accounts for all perational costs, inch worker salaries, without ompromising fair ration or employmen enefits. We need to foster a llaborative dialogue bety dies, to get a mor issues at hand and with a wider range of suppor programs. There is an NDIS programs. Increasin ADIS review under way so now is the hour for this work to be done. The NDIS and Fair Work legislation, though well-intentioned, must align to support the sustainability of upport the sus ether, we can build a more society, where everyone has the opportunity to thrive. rah Childs is CEO o

#### Opinion Editorials in The West Australian by Tina Williams, CEO of Volunteering WA

#### Helping out your community shouldn't come at a cost



A is a generous State, where more than half a million people give up their time for their community each wark

their time to use to the each year. But generosity isn't immune from the cost-of-living crisis, and both volunteers and volunteer organisations are feeling the financial pinch. It's not the only hurdle for West Australians warning to West Australians wanting to help. Red tape and regulatory neip requirements cause many volunteers to leave and creates an environment where prospective volunteers may not enter the sector because it is just too onerous, and the process can leave them out of pockat

A recent survey indicated

that more than 80 per cent of volunteer organisations needed more volunteers, now These organisations and volunteers in WA also consistently report that the cost of statutory support in the removal of administrative roadblocks so that it is easy to onboard these volunteers. Volunteer screening checks for working with children and the National Disability Insurance Scheme are free in that the cost of statutory volunteer screening is excessive, and the administrative process creates a significant barrier to volunteering surance Scheme are free in other mainland States. all other mainland States. South Australia has gone a step further, making volunteer police checks free since 2018. Victoria has invested heavily in streamlining processes and technology to make volunteer screening easier to access. A WA avolunteers on their. wolunteering. WA has always had a proud history of volunteering, but the ABS data tells us that we've lost over 150,000 volunteers this past decade, a trend which became evident even before the condering screening easier to access. A WA volunteer or their organisation will pay \$39 if a working with children, police check, and NDIS check are required. Some volunteering organisations don't reimburse these costs for their volunteers, other to any financially pandemic. We need to do everything We need to do everything possible to provide tangible assistance to support the return of our volunteers and help retain the ones we have. The State Government has recently run a campaign seeking to attract volunteers, which is very welcome by the sector. However we also need as they, too, are financially stretched. There is an urgent need for free, uniform, streamline volunteer checks across mlined

Australia, that allow for portability across organisations and locations. WA's 523,000 formal volunteers provide food, refuge, respite and companionship for the vulnerable. They coach, manage and promote sports and recreation, protect and restore our natural restore our natural environment, provide disaster relief and support, foster the arts and creative industries, care for animals and mentor our emerging leaders and make many, many other contributions. Many people contributions. Many people also volunteer to help others in informal settings, such as during COVID, when West Australians went out of their way to connect with neighbours isolated and in need. Volunteer organisations are working to promote greater diversity to attract a broader cohort of volunteers and reflect

Tina Williams is chief executive of

Mark de une adotare velos menos de la comparte de la comparte restaura de la comparte restaura de la comparte des presentaciones de la comparte de la make roles more flexible an ensure that volunteers feel genuinely included and engaged. But it's becoming increasingly difficult to attrasingly difficult to attract increasingly difficult to attract them with the growing regulatory load on volunteer organisations. Thirty-one peak bodies in WA, representing hundreds of organisations and many thousands of volunteers, have signed on to our Reduce the Burlen Campaign, and we look forward to working together to effect change for the evend of the community. good of the community. Our volunteers are a Our volunteers are a resourceful and optimistic lot. Let's give them and their organisations some tangible support to show they are truly valued by our community. Let's reduce the burden and invest in our volunteers.

The date with a subscription of a single state of the second seco reprinting the second s Jeef a gast's of its. Technemoring heat's just good, It's rind. Valuescover, any the glass that books ong roommunities regedue. Without voluments, our State would full search. If 1 there is a complexity sublimmering her's complexity address, and due's life, b's timer to crisinglise the styre of experiments people want, and due's different motivations for again. That sounds desenatio, and

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Why volunteering needs the elixir of youth to survive Induing you to address, and if it's an equationan that address them to been enclar sumerium them to be a space of the theory of the theory of the theory reports, our through of the theory reports, our through the theory feel peel of the and and consention. Also, maintains is separate or the organization of separate peel sector and monitoring the organization of sera lit's create miteriore confuers i we do fitis to ensure we do this to-merers organisations that rely on relationers are able to out only enough had to floated. This-inequetign, will help has The competence will help a estimation ring at WA at a few derection and will hepethally Many wait their experience is to unital, and they forcer show, specific volumenting report spittics that alone for a menungs solution and reprint to the longitude to a wider cange of This will be first may be a The economic and excited impact of estimation of the Without impact of estimation of the Without Recent wat to one I de sdatter subbro ware to decline at ru ablens the most preasing ration, our communative services sector will be further controlledized, Voluments are seeded new, incase is our contentity of help from people of all ages backgrounds.

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#### Opinion Editorial in The Canberra Times by Dan Minchin, CEO of Chorus

#### Bureaucratic solutions neglect important fact about aged care



Card an income when the owners of BC's (Bd/hugde's theme for a line Cats, Many programmer agent can providers in representing with the came out of openant's our organization is supporting young and the less young to spend time spother with an intergenerational nation in program which is arring arounderful high quality. But the promotion out in give us where the test of the second s

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where to build permittings, Sachily, Barre are enough problems (and expressionline) or go around. More than that, community is the opposite of a bain measure. Boat we suspectioners. But there completely it in and nam à bronnan anallaíte Community' to out a mught times, people an despectate, good memory of settlering one chaose, but here's or angle communities sup needagements or help in deal with that, had band communities observated to bring report on with and infrastructure the des la barro Monthle key herenis-to-start with the com-munities disconstruct, To-monthesi, galvani and (where neurosce), as have propiitems handly.

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#### **TODAY'S HEADLINES**

- Maugean skate needs a clean harbour to avoid extinction
- Clever marketers preying on busy buyers
- Violence in the news and its impact on children
- Joyce and McLachlan lessons in personal brands
- · A conversation could change a life
- Time to bust some common sleep myths
- Why your spring fling is a psychological thing
- Gender reveal parties in our gender-obsessed world
- Family law to scrap equal shared responsibility
- Lowe leaves homeowners a parting rates gift
- R U OK? founding director on workplace mental health
- Knowing when to let a 'time bomb friend' go

#### Maugean skate needs a clean harbour to avoid extinction

News that the federal government will contribute \$2.1 million funding to establish a captive breeding program for Tasmania's critically endangered Maugean skate is welcome news, but it's only home Macquarie Harbour, also needs cleaning up to ensure the fish avoids extinction. Conservationist. Dr Leonardo Guida savs. "For a captive breeding program to have the best chance of success, the endangered Maugean skate needs a healthy home. Intensive salmon farming is depleting what little oxygen there is in Macquarie Harbour, and manipulated river flows to generate electricity are limiting oxygen-rich seawater from entering the harbour. Removing salmon pens would give the Maugean skate a fighting chance of survival. as well as addressing the freshwater flows from the hydro-electric dams." Contact Media Stable Expert: Dr Leonardo Guida - Shark Scientist & Conservationist PH: +61 400 896 567 Email: leoguida@amcs.org.au

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#### Clever marketers preying on busy buvers

Australians know that spending money with domestic companies will stimulate the economy by creating jobs and generate taxes. Buyers have honed their skills for spotting Aussie made products, but clever marketing teams are preying on the timepoor shoppers who give packaging just a passing glance. When recognisable iconography like a kangaroo or a map of Australia is used, it's often enough to convince busy buyers that they're purchasing an Aussie made product. But they're not. Arnott's stamp their Vita-Weat box with a map of Australia and the words 'Aussie Made and Loved.' It's a nice sentiment, but in reality, Arnott's Biscuits is now owned by American Private Equity Company KKR, Similarly, Pauls Iced Coffee claims it is 'South Australia's Own,' but really it belongs to a subsidiary of French company, Lactalis. There's a better way to cut through the confusing messaging and truly buy local. Contact Media Stable Expert: Michael Duregon - CEO of Bring Back Australia PH: +61 409 994 467

Email: michael@bringback.app View FULL Profile

# MEDIA BOARD

MED<sup>®</sup>A STABLE

**TODAY'S HEADLINES** 

- Detecting deception on The Block
- Are Gen Zs employment deal breakers worth negotiating?
- · When reality TV starts to permeate our real lives
- · What's the true cost of going to work?
- · Do antenatal classes help expecting parents?
- Where do all the coffee snobs live?
- · Why real estate agents get such a bad rap
- · Calls for vaping ban date as more vape-lolly shops open
- Will Berejiklian's legal bid backfire?
- · Regional population retraction signals huge problems

#### Detecting deception on The Block

If you've been tuning into the 2023 season of The Block, you'll be across the bitchy stoush going on between couples Leah and Ash and Kristy and Brett, particularly where the girls are concerned. Once friends, Leah and Kristy's friendship is now at breaking point and with plenty of offensive comments being thrown around, there's been 28 complaints of bullying, harassment, and antisocial behaviour between contestants from viewers. Behaviour Profiling Expert, Scott Taylor, says this is the perfect stage to review body language and word analysis "As the couples continue to shoot accusations at each other, the producer asked Leah and Ash if they were trying to protect themselves, Leah's response was "Not at all," while at the same time closing her eves and nodding." Scott says. "This is a classic indicator of deceptive conduct." Scott shares some of his deception detection techniques

#### Contact Media Stable Expert: Scott Taylor - Deception Detection & Behaviour Profiling Expert PH: +61 416 167 761

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Are Gen Zs employment deal

breakers worth negotiating?

Gen Z workers now have a set of criteria for

tests, too many white cis men, dress codes,

and working from home. So, are employers

required to adapt the workplace to their

lockdowns, it's not only Gen Zs who want

will need to negotiate this as part of their

employment packages for the foreseeable

future. However, the employer doesn't have

to completely capitulate to the whims of the

employee and should consider the needs of

the business such as teamwork learning on

the job, and productivity. As for vibes and

the gender of fellow employees, they're not

worth negotiating unless you're dealing with

completely adapting your company to their

wishes is a considerable waste of time and

dazzling prodigies. Most Gen Zs don't

remain more than 2 years in a job, so

Contact Media Stable Expert:

PH: +61 417 306 731

Elise Margow - Negotiation Expert &

energy.

Mediator

Email

the flexibility of hybrid work and employers

demands? Let's face it, after Covid

accepting jobs: own office, manager vibe

MED STABLE

# Media Board examples...

# Pitch your content to your target media

Research your target media - identify producers, editors, journalists you want to approach. LinkedIn and Twitter are two great social channels for this.

- Send your personalized pitch in an email to your desired journalist use their name and tell them why you think the pitch suits their program/publication.
- If you don't get a response the same day, follow up your email with a quick phone call the next day.
- Decide if you want to pitch your story EXCLUSIVELY to one media outlet, before sending it to others.
- Be available for phone or an in-person interview at a time that suits the media outlet. Never send a media release when you are travelling, busy in meetings or out of contact.
- Use a communications agency like Media Stable. Our experienced team of media professionals have extensive relationships with key media all over the country.



# Think like a corporate, not like a charity

- > Its transactional, with a friendship in mind
- > Build relationships with the media
- Build media connections and followers on socials







# Media Engagement Masterclass For Volunteering Organisations

# **Nic Hayes**

Managing Director Media Stable





2023 volunteeringwa state conference

Reimagine The Volunteering Experience