



Grant Guidelines – Marketing and Promotion of Volunteering in WA



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Department of Communities

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Marketing and Promotion of Volunteering in WA Grants

Grant Guidelines & Terms and Conditions

Background

The Department of Communities' [Volunteering Development Services Program Review 2021: Stakeholder Consultation Report](#) (The Report) was the result of a comprehensive review of the Statewide Volunteering Development Services program model.

Finding 6 in the Report recommends increasing state-wide promotion and marketing of volunteering in WA. Review participants agreed that promotion and marketing activities are an essential part of a successful volunteer resource and service delivery model. For the most part, current promotion and marketing activities were described as low-cost/no-cost methods due to limited resources (i.e. word-of-mouth and social media).

Purpose of the grant

The purpose of the grant is to assist volunteer resource and service organisations with a more targeted and strategic approach to promotion and marketing to:

- raise awareness of volunteering opportunities in local communities;
- attract a broader range of volunteer cohorts, including minority / hard-to reach groups;
- improve recruitment to increase the number of volunteers undertaking voluntary work;
- provide greater diversity and clarity in volunteering roles/tasks;
- benefit volunteering involving organisations in the local community; and
- increase partnerships with corporate volunteers and other local community organisations.

Who can apply for the grant

Volunteer resource and service organisations in Western Australia. That is:

- Volunteer Resource Centres (VRC);
- Local Government Associations undertaking volunteer resource services; or
- Community Resource Centres (CRC) undertaking volunteer resource services.

Ineligibility for the grant

Organisations will be ineligible for the grant if they:

- (in the case of a VRC or CRC) are not incorporated;
- have any outstanding and overdue Acquittal reports due to Volunteering WA;
- already receive funding for the same activity, however it is acceptable to apply for further funding to expand this activity ; or
- intend to apply this funding to recruit volunteers for only their own services or activities.

Use of the grant

The grant must be used for marketing and promotional strategies/activities that actively support and encourage the value of volunteering to the local community.

These activities could include:

- the design and development of resources;
- development of marketing strategies (e.g. redesigning volunteer role description);
- awareness-raising activities;
- promoting volunteering, including:
 - online information (e.g. website design)
 - social media marketing
 - printed media and information about existing services;
- provide matching services; and / or
- increase promotion and recruitment of volunteers to provide greater diversity and clarity in volunteering roles and tasks.

Available funds

The total grant pool is \$100,000. An organisation may apply for a maximum grant of \$5,000 (GST exclusive).

Project ideas

- use the funds to hire a photographer/videographer and create a library of volunteer stories;
- hire an agency to create a video highlight reel to showcase your volunteers;
- engage a graphic designer/content writer to create a series of social media graphics, videos and text that you can share throughout the year;
- advertise in your local community newspaper, radio station; or
- hold a volunteer open day (or series of team days) where you can invite members of the public or schools to attend taster volunteering sessions, and then encourage them to become ongoing volunteers.

Assessment of applications

All applications will be scored on the following criteria:

Proposal to fund marketing and promotional activities	Essential
Attract a broader range of volunteer cohorts	20%
Improve recruitment to increase the number of volunteers undertaking work	20%
Provide greater diversity and clarity in volunteering roles/tasks	20%
Increase partnerships with corporate volunteers and other local community organisations	20%
Represents value for money	20%

The Assessment Panel will comprise:

- one representative from Volunteering WA; and
- one external representative with expertise in the volunteering sector in Western Australia.

Terms and Conditions

1. The grant is used solely for the specified purpose approved by Volunteering WA.
2. Funded recipients must ensure that participants in the Project are not exposed to significant promotions of alcohol or unhealthy food and drinks during the Project.
3. Funded recipients must adhere to State Government directions on COVID-19 Safety Plans and Guidelines. Further information can be found online at:
<https://www.wa.gov.au/government/covid-19-coronavirus>
4. Volunteering WA will not be held responsible for the success of the activity for which the grant is applied or for any losses or additional costs incurred that are associated with the activity.
5. Volunteering WA will apply 10% GST to the approved grant amount when payment is made to GSTregistered organisations (based on ABN status).
6. The grant payment will only be made to a bank account that is in the name of the organisation that applied for the grant. Payment of grant funds to a personal bank account or alternate account is not permissible.
7. Promotion and acknowledgement: the following must be undertaken when promoting activities funded under the program:
 - acknowledge the support of Volunteering WA and Department of Communities for the activity (e.g. during speeches, media releases, social media etc.); and

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- brand all promotional and marketing material produced specifically for the activity with the Volunteering WA and Department of Communities' logos.
8. Insurance: Volunteering WA is not liable for any accident or negligence resulting in any claim or damage arising from activities undertaken as part of the grant. In this respect, recipient organisations are required to be appropriately incorporated and be responsible for their own insurance cover. This includes, but is not limited to, Public and Products Liability and Voluntary Workers Personal Accident Insurance.
 9. Working with Children Checks: Applicants seeking a grant for a project that involves working with children should ensure that appropriate criminal record checking policies and procedures are developed and that criminal record checks are obtained for employees and volunteers working with children. The Working with Children (Criminal Record Checking) Act 2006 introduced compulsory checking of the criminal history of people working with children and young people. Information on the check can be found on www.checkwwc.wa.gov.au.

Acquittal Process

Grant recipients will need to complete a financial declaration by 31 March 2023. The purpose of the financial declaration is to verify that you have spent the grant in accordance with the grant application and advise of any remaining unspent funds

Additionally, Volunteering WA may request that you provide a detailed acquittal report with proof of purchase for the expenses incurred for your project. If receipts are not available as evidence of expenditure then records of activity must be kept proving the expenditure was in accordance with the approved purposes of the grant. The original receipts or evidence must be kept for five years.

Please note, it is not necessary to send receipts to Volunteering WA, unless requested to do so.

All funding must be spent by 17 March 2023. Unspent funds must be returned to Volunteering WA within 14 days of an invoice being issued.

Steps in the Grant Application Process

Date	Activity
1 September 2022	Grants open
By 30 September 2022	The application form is completed and submitted.
	Applications considered by the Assessment Panel.
By 21 October 2022	Applicants notified of the outcome and provided a grant agreement.
By 4 November 2022	Successful applicants send back signed grant agreement with terms and conditions and provide bank account details.
	Grant payments are made to organisation bank accounts by Volunteering WA.
	The funded activity goes ahead.
By 17 March 2023	All funds must be spent.
By 31 March 2023	A completed financial declaration is provided by the successful applicants.
	Volunteering WA may request a financial acquittal in accordance with the acquittal guidelines.

Closing Date

Applications close **5.00pm Friday 30 September 2022**.

Please note: no late applications will be accepted.