

A central pink circle contains the text "GIVE HAPPY LIVE HAPPY" in white, bold, sans-serif capital letters. Surrounding this circle are twelve stylized, smiling faces of diverse people, including men and women of various ages and ethnicities. Some faces have unique features like sunglasses, a bandage, or glasses. The entire scene is set against a teal background decorated with light blue hearts of various sizes.

**GIVE HAPPY  
LIVE HAPPY**

# **ANNUAL REPORT 2015**

AS THE PEAK body for volunteering in Western Australia, Volunteering WA's mission is to **lead a state-wide collaborative volunteering effort** supporting, inspiring and equipping people and organisations to take positive action that changes our community.

We envision **a strong, connected community through volunteering** and strive to foster a vibrant, healthy, participatory society in which every Western Australian has the opportunity to realise their potential to make a difference.

Volunteering WA works in partnership with volunteer-involving, corporate, community, educational and government organisations to achieve the greatest impact. Together our work enables an annual contribution by volunteers of approximately **\$39billion** to the economy and community of Western Australia.

This report presents a snapshot of the work we do and impact we make.

“Volunteering contributes billions of dollars in value to our community, yet it can still be improved, not only through additional volunteers and investment - although these are always welcome, but also through more efficient use of those resources. The whole sector needs to continue to look for innovations to maximise the value for the community from volunteering.

As the retiring Chair and Director of Volunteering WA, I have complete confidence that both Volunteering WA and its member organisations can continue to take up that challenge and add even more to our community of Western Australia.”

*Peter Clough,*

Chair, Volunteering WA  
on behalf of the Board of Directors



Peter Clough  
Chair



David Morrison  
Deputy Chair,  
Volunteering WA  
Representative  
on the Board  
of Volunteering  
Australia



Craig Spencer  
Deputy Chair



John Poulsen  
Treasurer



Dr Sue Boyd



Bev East



Patria  
Jafferries



Graham  
Lovelock



Professor  
Ian Reid



Dr John Van  
Bockxmeer

“THIS PAST YEAR we have taken big, bold steps toward a positive transformation of volunteering across Western Australia. This transformation has and will continue to impact on how volunteering is valued and how we develop new products and experiences to sustain and grow volunteering. Most of all it has influenced how we go about our business to engage, connect and better service our community. It is imperative that we collectively recognise and support the efforts of our volunteers and the volunteer-involving organisations they sustain. Through volunteering lives are changing, communities are succeeding and our state is moving forward.

With your valued support we are doing this together. Volunteering WA is proud to have you all by our side as we work to make good things happen.”

*Mara Basanovic*

CEO, Volunteering WA

Mara Basanovic  
CEO, Volunteering WA





**VOLUNTEERING WA'S VISION** is realised through the power of relationships, partnerships and community. We work collaboratively to increase the number of volunteers in Western Australia and maximise the impact of the work they do.

## Enhancing sector capacity and capability

We provide training, consulting and development to help not-for-profits and their volunteer managers make the best use of volunteers

**677** people attended *Step into Volunteering* sessions

**771** volunteer managers trained

**679** volunteer-involving organisations assisted

**91** practitioners from **70** organisations attended consultation workshops on the National Standards and Definition of Volunteering reviews

Over **1,000** people and **805** volunteer-involving organisations responded to the *Economic, Social and Cultural Value of Volunteering to WA* survey and **143** people attended the launch of the report

**117** people from **101** organisations attended international speaker Rob Jackson's workshops

Emphasis on consultations and delivering practical workshops and volunteer manager training specifically for regional Western Australia

A wealth of new resources provided

Most popular training courses:

- Attracting and Retaining Generations Y, X and Boomers
- Key Issues of Volunteer Management
- Human Resource Management

## WE ARE A RECOGNISED, CREDIBLE VOICE BROKERING, SUPPORTING AND UNDERTAKING RESEARCH AND POLICY DEVELOPMENT

Commission and publication of the *Economic, Social and Cultural Value of Volunteering to WA*, a significant study of volunteering providing state-wide evidence-based information. The report will define volunteering into the future

Significant involvement in the review of the *National Standards for Volunteer Involvement*

Active multi-level involvement in the review of the *Definition of Volunteering*

Development of a comprehensive internal and sector *Policy and Procedures Compendium*

Publication of a *Position Statement Compendium*

Completion of the *Volunteering to Learn* major research project

Completed revision of *A Common Purpose* – a resource to better engage volunteers from CaLD backgrounds

Completed the comprehensive *Homeless Connect Perth Feasibility Study*

Supporting partner of three current research projects on creating and sustaining volunteering in Australia, the health benefits of volunteering to older Australians and volunteering in local government areas

Volunteering WA Research Committee review of terms of reference, membership, research framework and priorities with research roundtables and biannual *Research Digest* scheduled as part of the program

## WE ADVOCATE TO STRENGTHEN VOLUNTEERING

*Work for the Dole* and *JobActive Australia* and impact on volunteering

Volunteer insurance

Harmonisation of National Police and Working with Children Checks for volunteers

Volunteer rights, protection and mediation

National volunteer communications strategy

Involving volunteers at times of emergency

Valuing volunteering

Volunteering infrastructure and addressing service gaps

Leading innovation in establishing a national volunteer referral and management platform and sharing of technology

Volunteering as a pathway to inclusion for communities of interest

WESTERN AUSTRALIANS

**DONATED**

WHICH IS MORE THAN

**315,000,000** HOURS







## Mobilising Western Australians to take action that is changing our community

### MEMBERSHIP

**690** volunteer-involving member organisations, up **10%**

**27%** of new members are sport and recreation organisations

**22** companies are members of Volunteering WA

Biennial member services survey shows increase in the proportion of members who are 'very happy' with our services

New membership strategy will ensure we remain relevant and in touch with sector and volunteer needs, motivations and aspirations

We support members to embrace good practice principles that engage people in voluntary service

### JOONDALUP AND WEST PERTH VOLUNTEER RESOURCE CENTRES

Volunteering WA manages the Joondalup and West Perth Volunteer Resource Centres

Greater numbers of potential volunteers are presenting for face to face referrals and *Step into Volunteering* training

More than **90%** of volunteering referrals that come through Volunteering WA occur online

People experiencing barriers to volunteering, including language and literacy, online skills, and social, employment and health related matters, often prefer the personal approach and to be guided into volunteering by a volunteer referral officer

Both Centres function effectively through the dedicated work of the talented team of generalist and skilled volunteers

Joondalup and West Perth volunteers collectively contributed more than **2,100** hours to Volunteering WA

Volunteering WA's successful partnership with the City of Joondalup is a model that is being replicated across the state

**700** guests attended National Volunteer Week and International Volunteer Day recognition events held at the Centres

**144** community organisations in Joondalup have been regularly supported

A further **238** sport, recreational and social groups have been offered volunteer management training and support

The Joondalup service received **2,560** volunteer related enquiries, **1,616** online referral and **940** face to face contacts at promotional events and from walk-ins

Joondalup Centre extended its outreach program working regularly at Centrelink and participating in the Art of Ageing workshops and the Joondalup Festival

**3** successful volunteer expos were held with **28** local volunteer-involving organisations and over **300** visitors attending each expo

### VOLUNTEER SUPPORT SERVICE HUBS

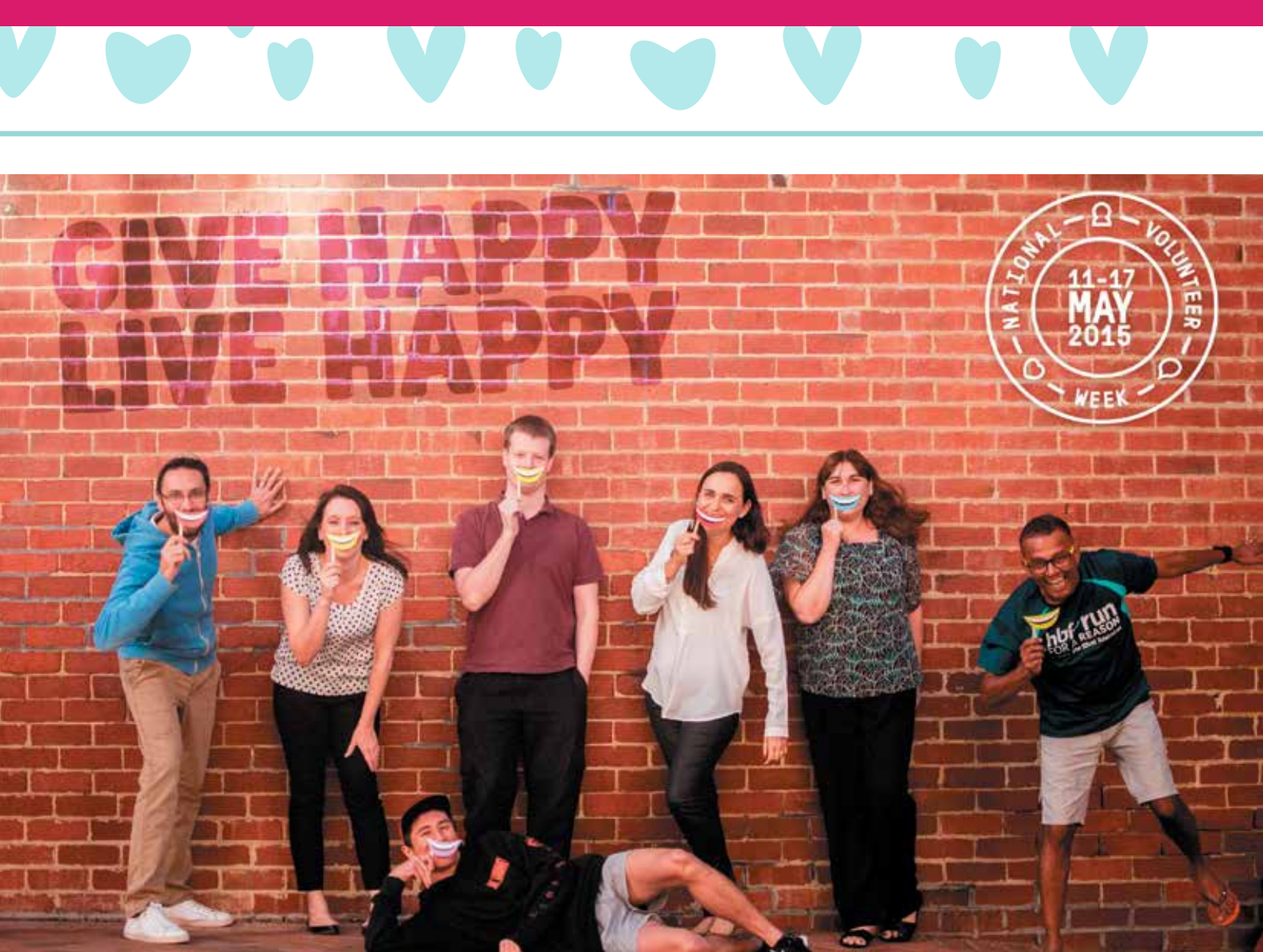
**5** new Volunteer Support Service Hubs established in areas of identified gap – in the Wheatbelt, Pilbara, Kimberley, South-East Metropolitan and Mid-North Metropolitan regions

Local government and community collaborations forged to support local volunteering

### VOLUNTEERING WITH VOLUNTEERING WA

**742** volunteers engaged through Volunteering WA

**17,792** hours of volunteering effort contributed to supporting the work of Volunteering WA



## Connecting people with opportunities to serve their community

**WE MAKE IT EASIER** for volunteers to find suitable volunteering opportunities and for organisations to recruit and retain volunteers

Valuable partnerships have contributed to and advanced the Volunteering WA developed and managed national volunteer platform, VIKTOR Online

### VIKTOR ONLINE DEVELOPMENT HIGHLIGHTS

VIRA (volunteer management) upgrades – a new calendar / scheduler, an automated email reminder system, a volunteer search allowing volunteer-involving organisations to better match volunteer capabilities to organisation needs

VIKTOR Online upgrades – more flexible options for face-to-face referrals, improved organisation profiles including logos, additional information storage capability, a new intuitive dashboard that presents more information to users at a glance, option allowing users to automatically expire volunteer positions after a defined number of applications allowing volunteer managers to control the volume of applications

Volunteering@Monash – a partnership with Monash University has seen over **7,000** new volunteer profiles created, upgrades to reporting capabilities and a bulk-accept option for expressions of interest

Skilled Volunteering – a partnership with Volunteering ACT has funded vastly improved capability in managing skilled roles and volunteers, including a wizard for creating skilled roles, a skilled volunteer search, a profile upgrade and a new dashboard to manage skilled volunteer programs

## VIKTOR ONLINE

Used by **6,607** volunteer-involving organisations and **44** Volunteer Resource Centres

Accesses **23,652** active volunteer positions requiring **223,000** volunteers

**18,565** volunteers have registered their own unique volunteer profile

## VIKTOR ONLINE HELPDESK

Provided **246** days of support

Responded to over **400** telephone and **1,570** email enquiries

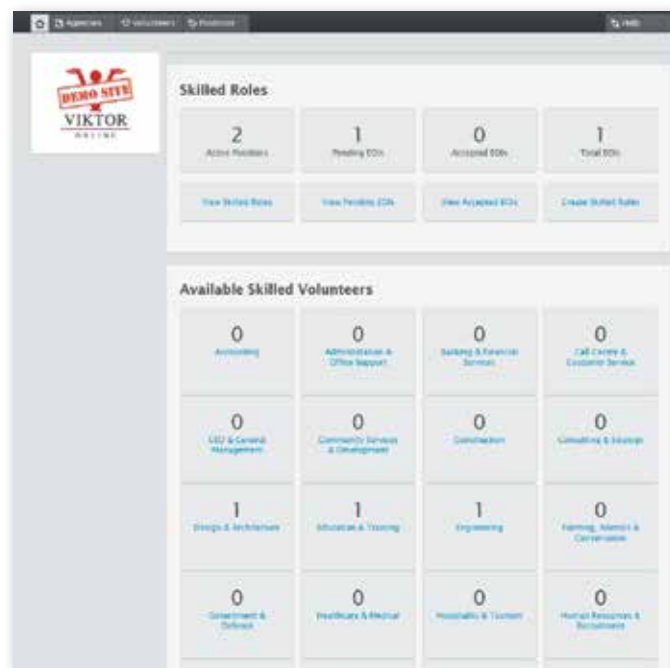
Responded to and resolved **325** support ticket requests

Maintains and distributes **8** user manuals for different user types

We continue to manage and maintain the national digital platform GoVolunteer on behalf of Volunteering Australia and provide helpdesk support to SEEK Volunteer

We are able to provide this essential service by working alongside joint venture partners SEEK, Eduka and The Boston Consulting Group

GoVolunteer / SEEK Volunteer utilise the VIKTOR Online system and together these provide a vital service connecting volunteers to organisations needing their help across Australia



## GoVOLUNTEER HELPDESK

Provided **246** days of support

Responded to more than **600** telephone and **835** email requests

Responded to and resolved **2,115** support ticket requests

Processed and accepted over **450** registration requests

## GoVOLUNTEER

**416,664** volunteers visited the GoVolunteer website, up **17%**

**30,996** expressions of interest delivered through the website, up **24%**

A monthly GoVolunteer newsletter keeps all registered organisations up to date with developments and enhancements and provides useful advice on using the website

Through a valued partnership with The Boston Consulting Group a GoVolunteer / SEEK Volunteer / VIKTOR Online web and database platform funding sustainability review has been undertaken with key strategic issues and funding options identified. This review will ensure that GoVolunteer / SEEK Volunteer / VIKTOR Online remains the largest, single, most effective mechanism for connecting volunteers to volunteer services across Australia

THE ECONOMIC, SOCIAL AND  
CULTURAL VALUE OF VOLUNTEERING  
TO WA IS GREATER THAN



**39.0**

BILLION



## Increasing the impact of volunteers

**WE BRING CORPORATE** and not-for-profit organisations together to share and learn from each other

We provide innovative programs, project management, training, consultancy and advice to help companies achieve their corporate community engagement goals and to assist both businesses and not-for-profits to maximise the impact of corporate volunteers

We facilitate and promote skills-based volunteering and pro bono services by providing an intermediary service to ensure everyone is well-matched and fully supported

### TEAM-BASED CORPORATE VOLUNTEERING

**1,131** team-based volunteers placed with **42** not-for-profit community organisations

**6,196** hours contributed by team-based volunteers

**86%** reported improved teamwork and communication, increased sense of well-being and greater awareness of social issues

**80%** reported greater job satisfaction and pride in their company

**83%** expressed a wish to undertake more volunteering

**90%** would recommend volunteering to colleagues

### SKILLS-BASED CORPORATE VOLUNTEERING

**16** skills-based volunteers matched and completed projects

**203** hours contributed by skills-based volunteers

**100%** reported greater sense of well-being and awareness of wider social issues

**75%** reported improved teamwork and communication, job satisfaction and pride in their company

### CORPORATE VOLUNTEER COUNCIL

A coalition of business leaders with an interest in corporate volunteering

The Council meets regularly to discuss trends, issues, good practice, governance, measurement and facilitate networking opportunities related to corporate volunteering

Founding members Alcoa, Woodside, Bankwest, Deloitte, Squire Patton Boggs and Atlas Iron organise quarterly networking events

The third annual Give1 event was successfully presented in October 2014

Council implemented a strategic plan, setting guiding principles and directions for future expansion





## Connecting young people into volunteering

**WE SUPPORT YOUNG** people to make a positive difference through service

We work with all **5** Western Australian University Volunteer Hubs to identify volunteer opportunities that complement student degree programs and personal passions, contribute to their personal and professional development and connect them with their peers and the broader community

### YOUTH VOLUNTEERING

**1,042** secondary students referred to volunteer positions, up **50%**

**7,038** 18-25 year-olds referred to volunteer positions, up **80%**

Supported the Volunteering ACT led *Volunteering in the Australian Curriculum* project

Collaborated with the University of Western Australia and the University of WA Student Guild to introduce an Australia-first agreement jointly promoting service learning and volunteering - **19** service learning units are in place



### THE TERTIARY COMMUNITY ENGAGEMENT COMMITTEE

**4** meetings held with stakeholders from each Western Australian university

Supported a major national youth volunteering research project, *Volunteering to Learn*

Promoted student volunteering and cross-university volunteering experiences during National Student Volunteer Week

Facilitated productive partnerships between all University Volunteer Hubs and their local volunteer-involving organisations

Annually present the Western Australian Youth Volunteer of the Year Award

Support, lead and invest in partnership initiatives, scholarships, mentoring and innovation to build capacity and capability of the volunteering endeavours of young people

### UWA GUILD VOLUNTEERING, A JOINT VENTURE BETWEEN VOLUNTEERING WA AND THE UNIVERSITY OF WA STUDENT GUILD

**603** unique walk-ins, up **500%**

**12,778** hours of volunteering recognised on supplementary transcripts, up **58%**

**9,854** volunteer hours given to regional communities, up **1,023%**

**699** volunteer hours given to sport and recreation organisations

**153** community organisations listed roles on the Guild Volunteering website

**43** community organisations have their role transcripts recognised, up **138%**

Leading good practice through encouragement of student-led initiatives, leadership development and transcript recognition of contribution through volunteering



## Leveraging the power of volunteers to address specific issues

### VOLUNTEERS IN SPORT

A collaboration funded by the Department of Sport and Recreation that supports sport and recreation clubs build capacity and recruit and retain volunteers through good volunteer management practices

Provided ongoing support to **48** clubs

Engaged with over **100** clubs

Recruited **365** volunteers

Supported over **100** separate events

Facilitated **700** visits

Generated **3,500** hours of volunteer time

Received **456** online expressions of interest

Has a dedicated online portal

### HOMELESS CONNECT PERTH

An **8** year partnership with the City of Perth and **4** year partnership with Santos, the Petroleum Club of WA, Silva-Belt and Australian Islamic Colleges

Uses the power of volunteers to connect those who are homeless or at risk of homelessness to a welcoming, accessible 'one-stop-shop' model of service delivery

Is about a whole of community approach to addressing some of the immediate needs of those experiencing homelessness and disconnection.

Through the helping hands and caring hearts of volunteers hope, dignity, joy and an awareness that the well-being and life of all Western Australians matters is fostered

**84** service providers attended providing **3,000** service contacts during the day

**420** volunteers and **9** corporate teams assisted pre, during and post event

**5,861** volunteer hours donated

**1,200** meals served

**200** haircuts, and much more

## ANZAC DAY VOLUNTEERS

An annual partnership with the RSL (WA Branch) to recruit, train and manage volunteer ambassadors for the 2015 Perth ANZAC Day commemorations at the Dawn Service, the parade, the main service and the Gunfire Breakfast

**220** volunteers recruited

**2,180** volunteer hours donated



## SPONTANEOUS EMERGENCY VOLUNTEERS

We help people and communities prepare for emergencies and support them during times of and after disasters

Participate on **2** key emergency management committees and are responsible for spontaneous volunteer recruitment and management and coordination of material and in kind donations of goods and services at times of emergency activation

**5** regional and metropolitan simulation training exercises delivered in emergency volunteering

Created a YouTube video, community television advertisement and social media campaign to educate and inform the community about the need to register, listen and contribute during times of emergency

Provision of advice to local government agencies on spontaneous emergency volunteer management

New features added to VIKTOR Online emergency volunteering system, enabling effective gathering and distribution of information about volunteers, material and in kind donations, emergency accommodation offers and needs, animal management and other specialist needs



LAST YEAR OVER  
**7,500**  
TOURISTS  
VISITED WA TO VOLUNTEER

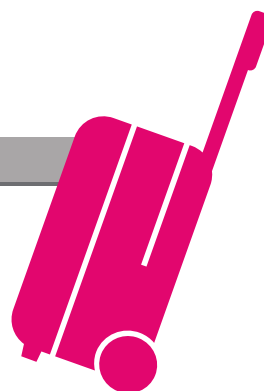
### VOLUN-TOURIST AVERAGE STAY

VOLUNTEERS

40.2 NIGHTS

OTHERS

7.7 NIGHTS







## Creating a culture that supports and encourages more volunteers

### WESTERN AUSTRALIAN VOLUNTEER OF THE YEAR AWARDS

Recognising and honouring exemplary voluntary contribution and achievement

**217** inspiring nominations received across **8** Award categories

**8** worthy recipients announced by Her Excellency The Hon Kerry Sanderson AO Governor of Western Australia. Congratulations to:

- **Jan Owen**, Excellence in Volunteer Management Award
- **John Da Silva** OAM CitWA JP, Edie Hoy Poy Volunteer Award for Ethnic Communities
- **Betty Fairclough**, Western Australian Lifetime Contribution to Volunteering Award
- **Kirsten Beidatsch**, Western Australian Youth Volunteer of the Year
- **Ray Benetti**, Western Australian Volunteer of the Year
- **Deloitte**, Western Australian Corporate Volunteer of the Year
- **Association of Volunteer Bush Fire Brigades WA Inc**, Western Australian Community Volunteer of the Year
- **Brother Olly Pickett** AM CitWA, The West Australian Newspaper People's Choice Award

**346** guests joined Her Excellency and The Hon Tony Simpson MLA Minister for Local Government; Community Services; Seniors and Volunteering; Youth at a gala dinner and award presentation

Thank you to Award Presenting Partner, Bankwest Foundation; Media Partner, West Australian Newspapers; and Award Partners – The West Australian, Silver Chain, RAC, Eduka, Bankwest Foundation, Adcorp, and 6EBAFM



## NATIONAL VOLUNTEER WEEK AND INTERNATIONAL VOLUNTEER DAY

Two highlight events on the national volunteer calendar providing opportunities to showcase the vital role and contribution of volunteers and to say, “thank you”

National Volunteer Week, 11 – 16 May, focussed on the very successful theme, *Give Happy Live Happy*

Extensive and far-reaching radio, print and electronic media and public relations campaign promoted National Volunteer Week with its myriad of events around the state

**16** page National Volunteer Week feature lift out published in The West Australian featured stories that celebrated the work and contribution of volunteers and volunteer-involving organisations

Perth city buildings were lit up in red, the colour of volunteering and volunteering red ‘V’ symbols were placed in prominent City of Perth locations

Thanks to the generosity of event sponsor, Silva-Belt, International Volunteer Day, 5 December, saw **450** volunteers enjoy an inspiring recognition event in the magnificent gardens of Government House



## MARKETING AND COMMUNICATIONS

Spreading the volunteering message is important in creating a culture that supports volunteering 2015 saw increased support and media opportunities – value of media, particularly from The West Australian, up **250%**

Our online and social media channels are invaluable vehicles to promote volunteering and distribute information

**2,148** Twitter followers, up **50%**

Steady rise in Facebook and other social media channels and in readership of newsletters

Value of a shared, national coordinated communications recognised and implemented with improved consistency and quality of messaging

INCREASING THE RATE OF VOLUNTEERING BY AS LITTLE AS **1%** PER YEAR WILL CREATE AN ADDITIONAL

 **6.12** BILLION BENEFITS OVER 10 YEARS



## Measuring the value and impact of volunteering

**OUR LARGEST** and most impactful project this year was the commissioning and production of the *Economic, Social and Cultural Value of Volunteering to WA*

The process has injected renewed pride, unity of purpose and vitality into the Western Australian volunteering sector, providing much needed evidence-based information

Findings are staggering:

The annual economic, social and cultural value of volunteering is conservatively valued at **\$39billion**

Volunteers donated an average of **15.9** hours each month

**4 out of 5** Western Australians volunteer formally and informally

Employers enjoy a net productivity premium of **\$9.4billion** as a result of their employees' volunteering

Only **10%** of volunteers are reimbursed for out of pocket expenses

Each hour of volunteering only costs the community **\$6.15**

Volunteering is the largest industry by employment

**7,500** tourists visit Western Australia to volunteer

For every **\$1** invested, volunteering returns **\$4.50** to the community

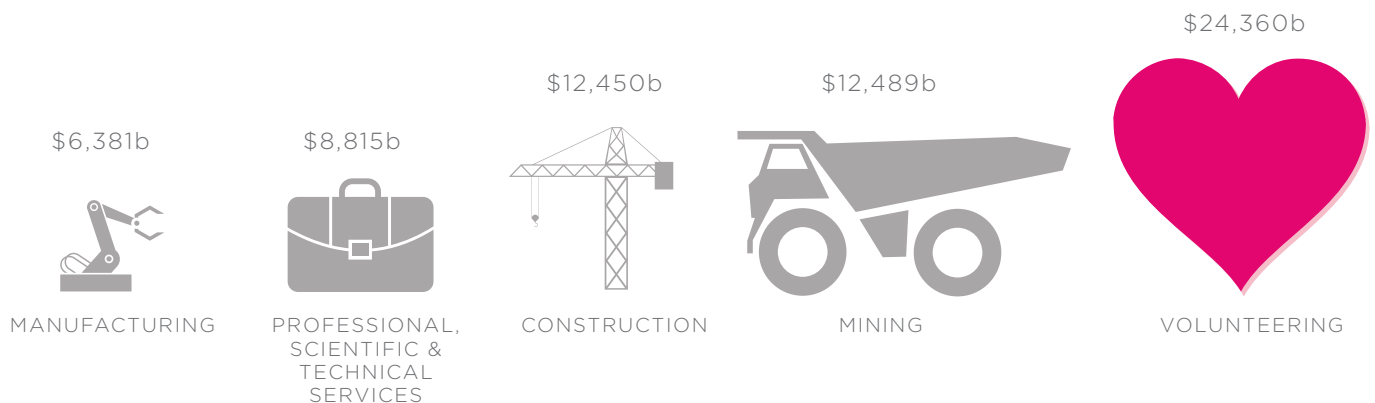
and

Increasing the rate of volunteering by as little as **1%** per year will create an additional **\$6.12billion** in benefits over **10** years

**Now that's an investment worth consideration**

**Through volunteering lives are changing, communities are succeeding and  
Western Australia is moving forward**

TREATED AS A SECTOR IN ITS OWN RIGHT,  
**VOLUNTEERING IS WA'S**  
LARGEST INDUSTRY BY EMPLOYMENT



# BY THE NUMBERS



<b>690</b>	diverse members across Western Australia
<b>13,164</b>	Western Australians engaged through Volunteering WA's VIKTOR Online database, resulting in <b>20,494</b> referrals
<b>416,664</b>	Australians visited the national GoVolunteer website which is managed by Volunteering WA, resulting in <b>30,996</b> expressions of interest
<b>6,607</b>	volunteer-involving organisations across Australia use Volunteering WA's volunteer referral and management system VIKTOR Online
<b>18,565</b>	volunteers have registered their unique volunteer profiles
<b>23,652</b>	active volunteer positions, requiring over <b>223,000</b> volunteers, registered on the Volunteering WA managed national GoVolunteer / SEEK Volunteer database
<b>2,115</b>	Australia-wide support requests managed by the Volunteering WA provided GoVolunteer Helpdesk
<b>771</b>	Volunteer Managers from <b>679</b> volunteer-involving organisations assisted with training and development
<b>217</b>	inspiring Western Australian Volunteer of the Year Award nominations received across <b>8</b> Award categories
<b>742</b>	volunteers engaged by Volunteering WA, contributing <b>17,792</b> hours
<b>1,147</b>	team and skills-based corporate volunteers placed with <b>58</b> not-for-profits contributing <b>6,399</b> hours
<b>5</b>	new Volunteer Support Service Hubs established in areas of need across Western Australia
<b>1,200</b>	meals served to homeless and at risk guests at Homeless Connect Perth
<b>100</b>	sport and recreation clubs supported to recruit <b>365</b> volunteers who contributed <b>3,500</b> hours of their time
<b>12,778</b>	hours of volunteering through the UWA Guild Volunteer Hub recognised on student supplementary transcripts

## 1 SINGLE VOLUNTEER NEEDED TO CHANGE A LIFE

### THANK YOU TO

the **4 out of 5** Western Australians who generously volunteer their time formally and informally. Your efforts annually contribute **\$39billion** to support the economic, social and cultural advancement of our state and its people.

## Acknowledgement

Thank you to each and every investor, sponsor and partner of Volunteering WA. Your valued support and commitment makes it possible for Volunteering WA to carry out its good work and deliver meaningful, enduring outcomes to communities across Western Australia.



Government of Western Australia  
Department of Local Government and Communities



Australian Government  
Department of Social Services



Department of Sport and Recreation



Stan Perron Charitable Trust



FERNGROVE  
FRANKLAND RIVER



Rotary Club of  
Ballajura Malaga



SQUIRE  
PATTON BOGGS

Deloitte.



GOVERNOR'S  
ESTABLISHMENT

