

2021-22 VOLUNTEERING WA MEMBER SURVEY FINDINGS



Volunteering WA conducted a member survey at the end of 2021 to further understand our members' current operations, challenges and needs.

We greatly appreciated all the staff and volunteers from 100 member organisations for taking the time to complete the survey. Your feedback is highly valued.

The following pages highlight key feedback from members, and our actions to continue to improve member benefits, services and advocacy.



YOUR TOP CHALLENGES



- Ongoing concern about the impacts of COVID-19
- Recruiting volunteers

VWA'S RESPONSE

- ✓ Continue to develop resources, training and support for VIOs impacted by the pandemic
- ✓ Deliver a national program to recruit volunteers for residential aged care facilities, funded by Federal Department of Health
- ✓ Redevelopment of the emergency volunteer website to recruit volunteers during times of need, and exploration into surge pooling, funded by WA Department of Communities
- ✓ Jam-packed training calendar focused on recruitment, engaging new volunteers, marketing and storytelling
- ✓ Actively promoting and celebrating volunteering through digital marketing campaigns, state-wide events, media relations, and advocacy support

Members' Feedback



TRAINING AND NETWORKING

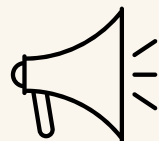
- Offer free training or tier fees according to the size of the organisation
- Provide recorded webinars
- Be clear about the level of knowledge / experience the training is suitable for
- Include new training topics for experienced volunteer managers
- Include some in-person networking

VWA'S RESPONSE

- ✓ Education and training sessions are discounted for members, and a range of free workshops have been scheduled for 2022
 - ✓ We are developing a range of pre-recorded webinars and courses to launch mid-2022
- All sessions are currently delivered online
- ✓ Experience level/suitability added to all workshop and sessions descriptions
 - ✓ New topics and speakers introduced addressing emerging issues and leadership skills
 - ✓ We offer in-person Volunteer Manager Network meetings (open to all members), and a range of forums and workshops throughout the year

Members' Feedback

PROMOTION



- Increase advocacy for the sector
- Create more opinion pieces
- Increase promotion of volunteering in the community

VWA'S RESPONSE

- ✓ VWA's recent advocacy and sector work includes:
 - Formal policy submissions to State and Federal Governments
 - Reduce the Burden advocacy campaign to simplify and streamline requirements for volunteer screening
- ✓ Continue to Chair and convene the Minister for Volunteering's Volunteer Community Reference Group (VCRG)
- ✓ Launched an online volunteer awareness campaign, since featured in:
 - ABC News, LinkedIn News Australia, Radio 6PR, Business News, The West Australian
- ✓ 600,000+ views across digital marketing channels in the past 3-months
- ✓ Developing a national volunteering campaign with ABC News to launch during National Volunteer Week (16 - 22 May)

Members' Feedback

VIKTOR



Volunteer recruitment platform

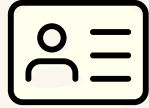
- Provide more training on VIKTOR, including regional areas
- Modernise VIKTOR

VWA'S RESPONSE

- ✓ VIKTOR online training sessions are delivered every 6-weeks, open to all financial members and available on video
- ✓ VWA's Business Systems team is conducting a major review of VIKTOR (individual feedback welcomed), the 'position' format will be prioritised
- ✓ Launching a brand new, state of the art volunteer management software (INVOLVE.org.au) in mid-2022 to replace the VIRA system

Members' Feedback

MEMBERSHIP



- **Conduct site visits to view operations**
- **Remind members at renewal time each year of all the services and benefits of VWA's membership, in case of staff changes**

VWA'S RESPONSE

- ✓ **We are prioritising one-on-one catch ups with members in 2022 to further understand your operations, needs and challenges**
- ✓ **Our Services team met with over 35 members through January and February, and insights gained have informed our direction for the year**
- ✓ **We will send reminders about the services and benefits available to members more regularly, and especially in the lead up to renewals when there might be a change of contact**

You can update contact details at anytime by emailing membership@volunteeringwa.org.au

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