

Volunteer Management Activity (VMA)

What your Volunteering Peak Body can do for you – Content Brief

Background

From 1 July 2021, the Department of Social Services' revised Volunteer Management Activity (VMA) launched, with the support of the State and Territory Volunteering Peak Bodies. This new five-year program (2021- 2026) focuses on developing and implementing strategies to **build the capacity of volunteer-involving organisations**.

Communications materials are used to promote the role of Volunteering Peak Bodies (VPB) in strengthening volunteer participation across Australia **through the provision of resources and materials for developing good volunteer management practices**.

We are seeking the development of a series of **generic communications materials** that will assist Peaks in promoting the resources and services developed through the Volunteer Management Activity.

All key messages need to align with the three DSS funding priorities and outcome areas. These include:

1. The delivery of online services in best practice volunteer management, to build the capacity of the Volunteer Involving Organisations and volunteer managers.
2. Breaking down of barriers to volunteering faced by three identified groups: people with disability, First Nations People, and newly arrived migrants.
3. An increase in service coverage across regional, rural, and remote areas.

Audience

The State and Territory Volunteering Peak Bodies (through the VMA Working Group) are looking to reach out to volunteer managers and volunteer-involving organisations across Australia.

All volunteer-involving organisations are to be engaged, but with a focus on organisations that are small and medium in size. These organisations often have limited funds and time to engage with paid support and resources. As the VMA services and resources are provided free of charge, these services and resources will be more accessible for all.

In many smaller organisations the volunteering programs are managed by a volunteer, or a part-time employee or an employee who has had volunteer management added to their 'day job'.

Language and accessibility

Considering the diversity of volunteer managers, all messaging/copy must be accessible and inclusive enough to appeal to a broad audience. [Accessible and inclusive content | Style Manual](#) guidance should be applied to copy where possible.

Outputs

We are seeking the development of a series of **generic communications materials** that will assist Peaks in promoting the resources and services developed through the Volunteer Management Activity.

We need consistent copy for the Peaks to share across their networks and channels (including social media and e-newsletters). Each Peak will incorporate their own branding and templates.

What does success look like?

It is important to note that this is targeted to volunteer managers, not volunteers. A requirement of Volunteer Management Activity is to support and enable volunteer managers to engage volunteers from the three identified groups.

Messaging needs to cover how to foster diversity and inclusion in Volunteer Involving Organisations. The messaging highlights “how your Volunteering Peak Body can offer support, services and resources”. The messaging should be positive and welcoming, for example, highlighting how volunteer managers can support and enable volunteering, as opposed to focussing on breaking down the barriers.

We are looking to increase awareness around what support and services the Peaks have to offer, as well as to encourage people to engage with their State/ Territory Peak. This messaging could aim to take the form of improving metrics across a range of channels including:

- Website traffic
- Followers and engagement on social media
- Newsletter subscribers
- Direct engagement via phone or email.

Key messages – What your VPB can do for you

The communications are to highlight how each VPB will support all volunteer managers in their valuable roles with free, reliable support and advice. A theme along the lines of “we are the team that support you”. Being positive and supportive and “we are here to help you with all things volunteering”.

Your state/Territory Volunteering Peak Body:

- Is your local one-stop-shop for volunteering and volunteer management
- Supports volunteer managers to ensure best practice volunteer management
- Supports an inclusive approach to volunteer management to engage volunteers including people from priority groups.

Contact your State/Territory Volunteer Peak Body for more information.