



volunteeringsa-nt

volunteers are vital

STRATEGIC PLAN

2012 - 2015

We are community spirited and believe in being inclusive and innovative; and we promote a culture of learning.

We strive to be proactive and to provide excellence in all that we do and we will always be accountable.



KEY MESSAGES

As the peak body for volunteering in South Australia and the Northern Territory it is our business to:

- Be an independent, insightful, representative, credible and informed voice in volunteering at a state, territory and national level;
- Be the organisation of choice and expertise for matters relating to volunteering in South Australia and the Northern Territory;
- Raise awareness and promote volunteering, and embed volunteering in everyday life;
- Represent and advocate on behalf of volunteers and the voluntary sector to government;
- Support volunteers and volunteer involving organisations by providing training, advice, programs, products, consultancy services, publications and resources;
- Increase the number and quality of volunteering pathways and roles in South Australia and the Northern Territory;
- Work with volunteers and volunteering communities to enrich the volunteering experience;
- Encourage self-reliance and quality practices in volunteer management, recruitment, retention and recognition of volunteers;
- Be a listening and learning organisation; and
- Build the capacity of organisations in South Australia and Northern Territory to contribute to strong & resilient communities through volunteering.

We work with

- Individuals, organisations and communities who are interested in volunteering.

And we do this in a community where

- One third of adult Australians (5.2 Million), South Australians (31.4%) and Territorians (35.8%) volunteer (ABS Voluntary Workforce Survey, 2006);
- The national voluntary contribution is valued at more than \$40Billion;
- Volunteering is already an important part of daily life for many people;
- Volunteers provide services in health and welfare, arts and culture, sport and recreation, conservation, community based media and a host of other services. They are also present in the political and democratic process as members and officers of political parties and are the social fabric of our society;
- Voluntary activities are pathways into community and personal development providing opportunities for personal growth, greater personal health and wellbeing, social interaction and the sharing, broadening and development of skills;
- Volunteering can be of great value in preparing people for the workplace, changing career pathways, making the transition to retirement, creating links and connections with their own communities, contributing to better health and rehabilitation or supporting family life practices;
- Volunteering is an important mechanism for empowerment through participation in democratic process at the local level. High levels of participation in volunteering is a strong indicator of a healthy society.



GOAL 1: LEADING

Focus: lead by example; underpin work with collaboration; maximise opportunities; role model behaviour; lead internally and externally; enhance understanding, diversity and impact; bold vision; market leaders.

Strategies

- Be first with advice and expertise on volunteering in the public domain;
- Represent the volunteering community through advocacy and policy;
- Initiate and apply evidence-based policy and research to positively influence and strengthen outcomes;
- Promote and foster community development models of engagement;
- Maximise media opportunities for volunteering;
- Actively promote and role model volunteering.

We will be measured by the:

- Volume and type of publicity in the public domain on volunteering;
- Number of successful submissions to public policy makers;
- Number and range of volunteering opportunities available in South Australia and the Northern Territory;
- Recognition as a market leader in volunteering advice and expertise; and
- Market perception of contribution to community development;
- Number and diversity of membership and customers.

GOAL 2: PARTNERING

Focus: involvement and inclusion at all levels; community, national & international connections; flexibility; positioning; participation; multi-dimensional partnerships; collaboration; respect diversity.

Strategies

- Develop and support volunteering with a broader spectrum of citizens;
- Advance strategic relationships and volunteer outcomes with the corporate sector, academia and the public sector;
- Advance meaningful volunteering relationships with diverse communities;
- Develop new relationships and encourage participation with communities not yet fully included in volunteering opportunities;
- Develop or enhance sustainable employee volunteering programs and resources;
- Grow partnership leveraging opportunities and capacity;
- Work with local, national and international networks to develop a global vision of volunteering.

We will be measured by the:

- Number and diversity of volunteering community partnerships / initiatives;
- Customer perceptions of Volunteering SA&NT as a collaborative organisation;
- Number and diversity of businesses engaged in volunteering;
- Quality of relationships;
- Involvement in local, national and international policy development and forums.

GOAL 3: BUILDING

Focus: technology; participation; networks; professionalism; training; skill development; consistent excellence; promote achievements; promote efficiencies between organisations; diversity.

Strategies

- Enhance public awareness of volunteering, achievements, development and impacts;
- Invest in networks to build capacity of the Sector;
- Improve use of technology & social media tools;
- Facilitate the exchange of information, learning and intellectual development;
- Create opportunities for cooperative administrative and governance arrangements to support volunteers;
- Increase skills, knowledge base and professionalism in volunteering and the management of volunteers;
- Advance quality training for volunteers and volunteer organisations.

We will be measured by the:

- Public awareness of our achievements and contributions;
- Effectiveness of our social media;
- Performance of IT systems compared to industry benchmarks;
- Effectiveness of governance and administrative arrangements to support volunteers;
- Number and diversity of consultations across all sectors in volunteer management;
- Number of agencies with qualified volunteer managers applying and complying with the National Standards for Volunteer Involving Organisations;
- Number of volunteers trained and the areas in which they are trained.

GOAL 4: VIABILITY

Focus: proven business capability; marketing our services; organisation of choice; resources; image & branding; governance; risk management; profitability; diverse markets.

Strategies

- Continue to build our capacity and capability to deliver high quality services and business opportunities;
- Increase self-generated income;
- Apply governance models and sustainable business practices;
- Increase the satisfaction of members, customers, staff and volunteers;
- Grow business and resources in the Northern Territory;
- Develop, market and refine products and services to match the needs of our customers and members;
- Communicate our brand and image consistently to current and future markets;
- Provide avenues for employee advancement;
- Ensure the Board is skilled, knowledgeable, experienced and accessible.

We will be measured by the:

- Percentage of self-generated income in annual budget;
- Fiscal sustainability;
- Brand awareness of Volunteering SA&NT within the community;
- Members, customers, staff and volunteers satisfaction rating;
- Compliance of our business practices with legal and corporate governance standards;
- Retention rates of members, employees and volunteers; and
- Diversity of skills and experience of the Board.



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VISION

Leading Volunteering

VALUES

Community Spirited

Inclusive

Innovative

Courageous

Learning

Proactive

Excellence

Accountable

GOALS

Leading

Partnering

Building

Viability

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