



2021 ANNUAL REPORT



volunteering
queensland



VISION, MISSION & VALUES

Volunteering Queensland is the state peak body and lead voice for advancing and promoting volunteering in Queensland. Incorporated on 26 January 1983, we have a membership of over 300 volunteer involving organisations and support a wider network of thousands more. We represent and empower Queensland's more than three million formal and informal volunteers who support and enhance the lives of all Queenslanders through their spirit of generosity and giving.

Our sole focus is volunteering. The broad scope of our work sees us collaborating with all levels of government, volunteer enabling organisations, and educational, and corporate groups to advocate and strengthen volunteering in all its forms to deliver maximum impact for Queensland and its people. We believe in the transformative power of volunteering.

Strategic Focus Areas



ENABLE

volunteer involving organisations to maximise volunteer contribution



INCREASE

the impact of the volunteering sector



INSPIRE

more Queenslanders to volunteer



ENSURE

our organisations is sustainable, effective and efficient



Volunteering Queensland respectfully acknowledges:

- Our First Nations People as the traditional custodians of this land we share and we pay tribute to their and all Elders past, present and future.
- Our state and federal governments as major supporters of volunteering effort and advancement and recognising that volunteering is an integral part of the solution to enabling strong, connected Queensland and Australian communities.



Queensland Government



Australian Government





Message from **THE BOARD OF DIRECTORS AND CEO**

It is said that the year that has passed, with all the achievements, challenges, opportunities, and learnings we experienced, has enabled us to reach today and lay the foundations to arrive at the future to which we aspire.

As we lived through a second year in a restrictive COVID-19 environment, Volunteering Queensland remained firmly focused on supporting and enabling our sector to continue delivering its vital services by maximising and celebrating the contribution of its volunteers. During this pandemic, Queensland has more than ever relied on our state's volunteer workforce and as a sector we have strongly demonstrated the significant economic and social value and solutions provided through volunteering.

In a challenging uncertain world, it has been inspiring to see how we work best when we work together.

Our sector is to be commended for the resilience and adaptiveness it has shown to meet ever-changing circumstances. Every volunteer organisation and leader we encounter has been working above and beyond exploring new and collaborative ways to support their communities during these demanding times.

As an organisation, our team has also shown remarkable adaptability and receptiveness to ongoing change. Volunteering Queensland continues to strengthen, diversify and evolve its business in response to a shifting environment and growth in service demand. This capability is a product of the commitment, professionalism and dedication of our staff and the effectiveness of our current strategic and work plans. These prioritise sector needs and development, the transformative impact of technology, continuous improvement, the power of partnerships, and the

diversification of business and revenue streams. All key priority areas the team focus on daily to strengthen sector capacity and capability.

Through proactive collaboration with our members and the broader volunteering sector across the length and breadth of Queensland we continue to stay on point delivering our mission of strong, connected communities through volunteering.

Our defining body of work this year has been the publication of the first ever State of Volunteering in Queensland 2021 Report. The evidence-based findings highlighted by this report will inform and shape volunteering in Queensland going forward. Sincere thanks are extended to Queensland Water and Land Carers for partnering with Volunteering Queensland to produce this important body of work.

We continue to advocate for our sector, seeking adequate funding and resourcing to ensure effective volunteer support services and management practices are available and accessible across the state to urgently address the decline in formal volunteering.

Following the October 2020 state election, we welcomed the Hon Leeanne Enoch MP, as the new Minister responsible for volunteering. Minister Enoch has clearly expressed a passion for and strong commitment to volunteering and we are encouraged by her awareness of the value, solutions and impact provided through volunteering. We regularly meet with Minister Enoch through the Minister's Queensland Volunteer Action Partnership.

With our current 2016 – 2021 strategic plan coming to a successful end, we are excited to be launching our new plan at our 2021 annual general meeting. Sincere thanks



The volunteering of many yields a substantial social, cultural and economic profit that is enjoyed by all.”

~ Anonymous source

are extended to the Deloitte Foundation for guiding us in the design of this essential blueprint for the next five-years. Key strategic focus areas will see a strengthening of stakeholder engagement and collaboration, advocacy, policy, measurement, digital capabilities, and workforce development. This will enhance our organisational effectiveness, capability, capacity, and sustainability to continue to lead, advance and celebrate volunteering in Queensland.

Thank you to our valued members, volunteers, supporters, and broader sector. We also acknowledge and thank our skilled and dedicated employees, volunteers and fellow Board Members for their commitment, energy and hard work. Our valued volunteers in particular exemplify the generous spirit of giving and service that helps connect and enrich our community.

Special thanks are extended to Immediate Past President Brett Williamson OAM and Board Director Scott Black both of whom left us during this year. You both made an enduring difference through your enormous contribution, generosity and passion for volunteering.

We feel excited and positive about the possibilities the future holds and look forward to continuing to engage

and work with you all to enable and grow volunteering across Queensland, and firmly believe that – we work best when we work together.

BOARD OF DIRECTORS

Brett Johnson
(President)

Peter Tragardh
(Vice President)

Deborah Nisbet
(Treasurer)

Jane Hedger
(Secretary)

Natasha Doherty

Linda Lavarch

and acknowledging

Brett Williamson OAM and
Scott Black who resigned
as Directors mid-2021

CHIEF EXECUTIVE OFFICER

Mara Basanovic





OUR ORGANISATION IS SUSTAINABLE, EFFECTIVE AND EFFICIENT

We are able to this because of our remarkable, dedicated, skilled and enthusiastic Board, workforce and supporters. Working together empowers us to continuously improve and amplify the outcomes and impact we deliver.

Thank you all for what has been yet another year of incredible change, growth, development and inspiring stories.

FINANCIAL SNAPSHOT

\$3,270,254 total annual income

\$389,456 net annual surplus

\$1,036,577 annual revenue increase

Revenue Sources

69.6% Government service agreements

7.1% Training & development

5.4% Project & events

1.5% Membership contributions

16.4% Other earned income

Our 2021 Statutory Financial Statement is available at: volunteeringqld.org.au/annualreport

DIGITAL TRANSFORMATION

This year we implemented major technology infrastructure and capability changes resulting in more effective and efficient work practices, user experiences, measurement and communication capabilities and cost reduction.

- Reduced level of cyber vulnerability utilising and implementing additional testing environments for added security.
- Built and delivered a national grant management system that was used by all state/ territory peak volunteering bodies.
- Utilised a data visualisation tool for reporting to all state/ territory volunteering peak bodies and government.
- Implemented standards for use and delivery of data through the Queensland Government Care Army initiative.
- Underwent major enhancements of website functionality and usability, including measurable insights through Google analytics.

- Conducted a system wide audit, dramatically overhauling digital infrastructure and migrating functionality to a cloud based system.
- Utilised a national media contact database to increase media communications capability and enhance reach and impact.

SHARING OUR MESSAGE

Comprehensive marketing and media initiatives were implemented to share and celebrate stories highlighting the impact delivered by volunteers and volunteer involving organisations. Communication mediums were regularly used to share information and promote Volunteering Queensland services, resources, advocacy campaigns, recognition events and partnership opportunities.

Digital Media

- 703 online posts promoting volunteering opportunities, benefits, impact and stories
- 223,852 website sessions
- 156,280 unique website visitors
- 815,541 page views
- 18,735 social media followers
- 8,975 newsletter subscribers
- 8,689 Facebook followers
- 174,525 Facebook reach
- 30,700 Twitter impressions
- 10,160 Instagram interactions
- 338 LinkedIn page views

Mainstream Media

62 radio, print, video and television media interviews, stories and articles

4,199,713 total media reach



ENABLE



VOLUNTEER INVOLVING ORGANISATIONS TO MAXIMISE VOLUNTEER CONTRIBUTION

We do this by delivering practical, meaningful, and accessible supports and initiatives that meet the diverse needs of contemporary volunteering in Queensland.

VOLUNTEER SUPPORT SERVICES

Our services continue to support sector capacity and capability building, best practice and organisational transformation to enable development and delivery of effective and appropriate volunteering programs, systems and infrastructure.

For Volunteers

We continue to support existing and prospective volunteers by promoting volunteer opportunities via various print and online mediums, disseminating information on volunteer opportunities and the benefits of volunteering.

132,115 volunteers supported into volunteering roles

1,610 skilled-based opportunities promoted

1,740 unique COVID-19 suitable roles advertised

184 free general resources available on website for volunteers and volunteer organisations

49 free resources available specific to COVID-19 pandemic volunteering

For Volunteer Involving Organisations

All Volunteering Queensland activities develop and promote participation, inclusion, and diversity. These include our training, resources, events, information sharing and promotional material, specialist projects, posted volunteer roles, presentations, face to face and online interactions.

24,894 volunteer organisations were engaged and supported

3,150 volunteer organisations supported via extended Helpdesk and in person support

19,079 enquiries assisted via Helpdesk to maximise the impact of volunteering

7 regional Queensland Volunteer Resources Centres were supported

114 Supplementary Volunteer Grants of up to **\$5,000** and totaling **\$497,250** selected and distributed from

1,088 applications to Queensland volunteer involving organisations on behalf of the Department of Social Services with **60%** of funding allocated to regional, rural and remote volunteer organisations

184 free general resources available on website for volunteers and volunteer organisations

49 free resources available specific to COVID-19 pandemic volunteering

18 free interactive resources created to support the coordination of spontaneous volunteers

18 national resources distributed through Volunteering Australia with Volunteering Queensland input

TRAINING AND DEVELOPMENT

Our accredited, non-accredited and professional development training and development offerings are designed to build individual and sector capacity and capability, enhance volunteer programs, promote good governance and volunteer management practices, and increase career opportunities for our volunteer workforce. Volunteering Queensland has been a registered training organisation for **21** years delivering nationally recognised Certificate I, II, III, IV qualifications specific to volunteering.

Non-accredited Sector Development Training

351 volunteer involving organisations were trained via webinars and workshops and/ or attended non-accredited training sessions, seminars, and Volunteer Manager Network meetings

51 individuals participated in professional development seminars and webinars



Volunteering Queensland is my first point of call for all things volunteering."

~ Volunteer Manager – 2020 Volunteer Involving Organisation Survey





The trainers provided relevant and experience based workshops that facilitated a thought-provoking learning environment.”

~ Audrey, Tablelands Regional Council, Community Revegetation Nursery

Certificate IV in Coordination of Volunteer Program

19 participants completed

11 participants underway

Certificate I, II, III in Active Volunteering

These qualifications allow students to develop an understanding of the concepts of service, volunteering and community work through engagement with the community, both within and external to their school. Students become active citizens, leaders and lifelong volunteers.

50 schools engaged in the Active Volunteering program

999 students completed

1,068 students currently underway

436 volunteer organisations approved to accept student placements

Active Volunteering Non-accredited

This course enables students to develop an understanding of the concepts of service, volunteering and community work in a less formal setting. Students gain a stronger sense of belonging and connection through engagement with their local community.

4 schools engaged

9 students completed

39 students underway

Continuing Professional Development Program

Provides formal recognition for professional leaders of volunteers and is a pathway to expand knowledge, maintain a high standard of practice, and career advancement.

16 participants completed

10 participants underway



What I enjoyed the most was learning to develop and better my skills that needed working on and meeting and helping people”

~ Tanya, Ipswich State High School

OUR MEMBERS

Our members are valued and very important to us as they help us to define, deliver and achieve our priorities and shape the future of volunteering. We work to support and bring together our members to celebrate their successes, share opportunities and respond to challenges.

Membership as at 30 June 2021		
Category	Level 1 – turnover up to \$250k	121
	Level 2 – turnover \$250k - \$1m	41
	Level 3 – turnover \$1m - \$5m	34
	Level 4 – turnover over \$5m	40
	Associate	52
	Corporate/ Government	6
	Individual	19
	Life	6
TOTAL		319

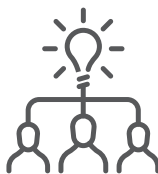
Member sector	Number	%
Community Services	79	24.7
Education & Training	43	13.4
Young People	28	8.7
Seniors & Aged Care	23	7.2
Disability Services	14	4.4
Family Services	14	4.4
Museum & Heritage	15	4.7
Others	103	32.3
TOTAL	319	100

Our full member list is available at: volunteeringqld.org.au/members





INSPIRE



MORE QUEENSLANDERS TO VOLUNTEER

We support our sector to be adaptive and responsive in providing impactful programs that address the motivations, expectations and engagement patterns of contemporary volunteers.

PROGRAMS AND PROJECTS

Increasing volunteer participation rates by equipping our sector with tools to deliver well managed programs that offer rewarding, meaningful and inclusive volunteering opportunities is fundamental to our work. Volunteering Queensland also continues to work with relevant stakeholders to support volunteer participation across a number of specialist programs and identified opportunity gaps.

CARE ARMY AND EV CREW (EMERGENCY VOLUNTEERING COMMUNITY RESPONSE TO EXTREME WEATHER)

EV CREW

Since 2008, we have been a part of Queensland disaster arrangements, employing our EV CREW platform and program to recruit, match, train, manage and deploy spontaneous disaster volunteers. We also help build community capability in disasters and broader community awareness of volunteering in disasters through consistent, accessible information and communication.

83,052 volunteers registered on EV CREW

2,630 new EV CREW volunteers registered this year

757,431 combined EV CREW and Care Army communications sent this year

Care Army

The Care Army initiative has been an invaluable tool for COVID-19 response and recovery encouraging many Queenslanders to volunteer during the pandemic. Due to COVID-19 vulnerability, we witnessed a high proportion of older volunteers standing down or being stood down from their volunteering, leaving volunteer involving organisations with an imbalance of diminishing supply verses a higher demand for service. Many older volunteers have not returned to their previous volunteer roles. Care Army has seen a younger cohort step forward and willing to help. With communities now learning to live with COVID-19, we are working with stakeholders to transition Care Army volunteers into local volunteering opportunities.

29,643 volunteers registered for the Care Army

4,535 new Care Army volunteers registered this year

The Care Army initiative has evolved into the Care Army Mobilisation program, with Care Army volunteers supporting Community Vaccination Hubs across the state.

1,052 Care Army volunteers deployed to Community Vaccination Hubs

14 Community Vaccination Hubs provided with Care Army volunteers

CARE ARMY VOLUNTEER REGISTRATIONS

	18-24	25-34	35-44	45-54	55-64	Over 65	Not Given	Gender	Number
Female								62.3%	18,456
Male								22.7%	6,735
Other/ Not Given								15.0%	4,452
%	6.7%	17.8%	20.5%	23.1%	17.5%	6.8%	7.6%	100%	29,643



Our Care Army volunteers are amazing. We can't thank them enough. Not only do they take care of us and the citizens receiving vaccinations in a friendly and efficient manner, but also offer their skills to solve problems such as internet connection issues."

~ Chris, Community Vaccination Centre Lead

Disaster Resilience Projects

These projects put the needs and wishes of impacted communities first, building local capability to lead and support effective volunteer engagement and management in disaster preparedness, response and recovery and broader community resilience.

Improving Local Capability to Manage Spontaneous Volunteers Project

Volunteering Queensland developed a suite of best-practice resources to support and enable local government and volunteer involving organisations in the management of spontaneous disaster volunteers. These resources include guiding information and templates for the management and utilisation of spontaneous volunteers at times of disaster. To support this initiative, a suite of **18** resources have been developed and circulated.

Rockhampton Region Volunteer Organisations Active in Disasters (VOAD) Consortium and Mapping Project

Together with Rockhampton Regional Council, we undertook a 12-month project facilitating the development of a unique and exciting volunteer initiative – the Rockhampton Region VOAD Consortium and Mapping Project. The VOAD brought together rural and urban volunteer involving organisations from the Rockhampton region with the purpose of encouraging local volunteering during disasters. The community was empowered around understanding local capability to develop a model of contributing to the long-term recovery of their region following a disaster.



Community resilience is born out of strong connections through volunteering.”

*~ Local Disaster Management Coordinator,
SE Queensland*

Queensland Ready Reading Program

The Queensland Ready Reading program was an initiative of the Queensland Government aimed at supporting students to become confident, independent readers and improve literacy across the state. We partnered with the Department of Education supporting recruitment and training of volunteers ready for placement in schools.

2,500 volunteers registered their interest through Volunteering Queensland

3,000 volunteers recruited and trained as Queensland Ready Reading volunteers

Program targets were met but with the onset of COVID-19 and the vulnerability of older volunteers it was suspended. The program has now been offered to schools to manage in house with the support of online resources.

Homeless Connect

In May 2021 Brisbane City Council and Volunteering Queensland joined forces with 299 volunteers to produce this free one-day event. Together we hosted homeless, at risk and vulnerable members of community as guests, providing connection with vital services and supplies. In a unique, welcoming one-stop-shop environment, guests were provided access to medical, dental, podiatry, vaccination, employment, housing, and legal services, as well as clothing, footwear, food, bedding, toiletries, arts and crafts activities, and entertainment. Guests enjoyed breakfast and lunch and an array of personal care and grooming services such as haircuts, manicures, massages, and facials. Guests are extended dignity and grace boosting self-esteem, strengthening human connection and reducing barriers to inclusion.

299 volunteers supported Homeless Connect

660+ guests attended

62 service providers

160 haircuts provided

450 dental packs distributed

823 medical and allied health services and consultations provided

1,300 meals served



Volunteerism in places of concentrated disadvantage is another area that should be examined to assist policymaking.”

~ Anonymous source

Corporate Volunteering

We offer team and skills-based volunteering opportunities for businesses, providing comprehensive end-to-end services from scoping to evaluation. COVID-19 impacted our program with repeated lockdowns, and risk, health and safety concerns. We extend warm thanks and a farewell to corporate partner Shell Australia for their strong commitment to volunteering during this challenging time. It was a privilege working with your enthusiastic ‘can do’ team, who still found windows of opportunity to volunteer and make a difference during COVID-19 restrictions. We look forward to reviving and growing our corporate volunteering program as we all learn to live with COVID-19.

198 employees participated in corporate volunteering this year





INCREASE



THE IMPACT OF THE VOLUNTEERING SECTOR

We work with stakeholders to demonstrate and promote awareness and recognition of the impact of volunteering and to foster a culture that values volunteering and volunteer management.

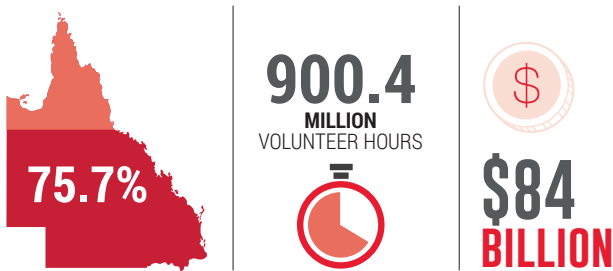
POLICY, ADVOCACY AND RESEARCH

We advocate on behalf of the volunteering sector and its stakeholders on key issues and matters of significance. This year saw a strong focus on advocacy and on initiating and supporting research, development and programs that address current and emerging issues and trends impacting volunteering.

State of Volunteering in Queensland 2021 Report

We commissioned the inaugural State of Volunteering in Queensland 2021 Report, which is a deep dive into the status, and the economic and social value of volunteering. The report provides an empirical evidence base that will help inform the future strategic direction of volunteering in Queensland.

Several important findings were that **75.7%** of the adult population volunteered formally and informally in 2020, giving **900.4** million volunteer hours valued at **\$84** billion.



Volunteering is a vibrant source of knowledge, cultural and recreational exchange, and it enriches the lives of countless Australians."

~ Volunteer leader, Brisbane

State of Volunteering in Queensland 2021 Report Policy Position and Advocacy Plan

Further analysis was performed on the State of Volunteering in Queensland 2021 Report and its survey data to uncover key issues and potential actions to support the volunteering sector. Key issues were identified in recruitment and retention of volunteers, volunteer management, remote and informal volunteering, funding and barriers to volunteering. A Policy Position and Advocacy Plan was developed as a companion piece to the report outlining an action plan to help address these issues and advocate for the sector, as well as areas of future research.

State Election Platform

A state election platform was developed and launched ahead of the 2020 Queensland state election. This comprised of six key commitments proposed by us on behalf of the volunteering sector, designed to address critical issues experienced by organisations and individual volunteers.

State Budget Submission

Ahead of the 2021 – 2022 state budget, we called upon the Queensland Government to support the volunteer sector through a range of targeted funding initiatives that were presented in a pre-budget submission. These programs were designed to tackle some of the most pressing concerns facing volunteers and volunteer involving organisations. These were – the ability to meet the challenge of extreme weather, enhancing volunteer recruitment and retention, increasing volunteer participation rates, and reducing risk and financial overheads by commissioning a study into volunteer insurance.

46 consultations and collaborations were undertaken to strengthen reach and awareness of the value, impact and challenges of contemporary volunteering and support sector advancement.

59 instances of policy advice were provided to help inform government and key stakeholders with decision making.

INCREASE

RECOGNITION EVENTS

We presented **20** high-profile events to recognise and celebrate the vital contribution of volunteers and the volunteering movement.

National Volunteer Week 2021

From 17 – 23 May 2021 we paid homage to over **3** million Queenslanders who formally and informally volunteered **900** million hours of their time, making an extraordinary impact on individuals, communities and the environment, as well as the work of **1,000s** of volunteering organisations that engage them. The week included celebrations around the theme – *Recognise, Reconnect, Reimagine*.

LAUNCH of the State of Volunteering in Queensland 2021 Report

15 landmarks across Queensland lit up red in support of volunteers

20 resources available to help volunteer organisations celebrate their volunteers

6 awards were presented at the 2021 Queensland Volunteering Awards

299 volunteers hosted **660** guests at Homeless Connect

Queensland Volunteering Awards 2021

Presented on 21 May 2021, the Awards honoured the inspiring and exemplary endeavours of Queensland's volunteers, volunteer managers and volunteer involving organisations to bring about positive change in our community. The theme of the Awards was – *You can't keep a Queenslander down*.

196 Award nominations received for **6** Awards

164 guests attended the Awards presentation ceremony

73,330 social media messages distributed

International Volunteer Day 2020

Patron of Volunteering Queensland, His Excellency the Honourable Paul de Jersey AC, Governor of Queensland and Mrs Kaye de Jersey hosted a special morning tea at Government House on 05 December 2020 to thank

and pay tribute to the generosity and spirit of giving of all Queensland's remarkable volunteers. This year's theme was – *Together We Can Through Volunteering*.

National Student Volunteer Week 2020

Coordinated and delivered nationally by Volunteering Queensland since 2013, National Student Volunteer Week gives students the opportunity to lead others in connecting with and making a positive difference in their community. Students are provided with the chance to explore the personal and professional benefits of volunteering, which include valuable work experience, enhanced feelings of self-worth, refinement of values, increased understanding of people, local and global issues, and reduced social isolation. National Student Volunteer Week also recognises the significant skills, ideas, enthusiasm, creativity, and time that young people contribute through volunteering.

Held virtually due to COVID-19 from 10 – 16 August 2020 this year's theme was – *Give, Grow, Connect*.

32 universities and education providers participated

72 volunteer involving organisations that have youth volunteer programs participated

10,000+ students participated

148 events, activities and campaigns were held

International Volunteer Managers' Day 2020

We joined a global acknowledgement of the importance of the volunteer management profession in building strategic, positive volunteer experiences that help organisations achieve their missions. This year's theme was – *What's Next?*

- Extensive email, website and social media campaigns encouraged sector unity to change the dialogue and think differently about how volunteer leadership is positioned



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