



VOLUNTEER STRATEGY

2016 – 2021

Volunteer Strategy

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About this Strategy

Willoughby City Council Volunteer Strategy addresses the current and future role of volunteers within our City. At the heart of strategy, is ensuring the time and commitment of volunteers is properly valued and recognised on both a social and financial level. Volunteers inspire innovation and social change, characterising the unique strengths, talents and assets of our diverse community.

This Volunteer Strategy sets out our plans for the next five years, from 2016 to 2021. It will ensure we meet an increased in demand for volunteering and develop innovative ways that permit a wider range of people to make a contribution. It will help us explore new forms of volunteering and utilise technology to enhance volunteering experiences across the City.

This strategy aims to create the conditions that will enable volunteering to grow and flourish to meet current and future challenges for the City. Volunteering makes Willoughby a stronger, resilient and better community in which to live, work, study and visit. It helps our community connect with each other, reduces isolation and increases social capital and community cohesion.

Willoughby City Council would like to thank all our volunteers, past, present and future, for the wonderful contribution they make to our City.

Purpose

This Strategy aims to ensure Willoughby City Council;

1. Enables volunteer promotion, participation, partnerships and events;
2. Improves volunteer management, recruitment, retention and recognition processes;
3. Increases efficiency, productivity and reduce risk associated with volunteering activities.

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Strategies

1. Willoughby City Council fosters a commitment to volunteer participation, partnerships and events.

Actions:

- Volunteering will be considered in Council planning, resourcing, reporting and evaluation processes.
- Council will develop partnerships to deliver volunteering activities that address community needs.
- Volunteering will be made easier for individuals and groups through increasing opportunities and making it easier to give time.
- Council will encourage business and other organisations to develop employee and corporate volunteering programmes.
- Develop specific programs for youth to engage in volunteer activities and events that enhance their work readiness, and increase youth volunteering participation.
- Enable diverse and special need group's access to volunteer opportunities and benefits within our community.
- We will increase our capacity to host events by having a diverse and agile volunteer base with the skills and ability to contribute to the range of City wide events.

RESULT:

Volunteering is encouraged and undertaken by a high proportion of people across diverse backgrounds.

The full range of economic, social, environmental and personal benefits of volunteering delivered for the City.

Strategies

2. Volunteers are appreciated, acknowledged and celebrated.

Actions:

- Volunteer contribution will be celebrated through a series of formal and informal recognition events and gestures.
- Volunteering will provide a range of benefits to the volunteers.
- The time and commitment of volunteers is properly valued and recognised on a social and financial level.
- The community will be well informed about the economic and social benefits volunteering gives to our City.
- Council will capture the enthusiasm, skills, experience and innovative thinking of our volunteers.
- Council will support individuals and groups with responsibility for managing and co-ordinating volunteers.
- Council will find cost effective ways to recognise and reward our volunteers.
- Develop initiatives to link volunteering opportunities to the achievement of nationally recognised accreditations and qualifications.

RESULT: Volunteers will have a rewarding, enjoyable and effective volunteering experience.

3. Improve the promotion, communication and marketing of Volunteering as an essential component of Council's service delivery.

Actions:

- Implement volunteer communication and promotion strategies that create positive awareness of volunteering as an activity and to increase volume of enquiries about volunteering opportunities within our Local Government Area
- Recognise and increase community awareness of volunteering contribution through strategic communication and the creative use of new technology and media to reach as wide an audience as possible.
- Council will improve the quality and frequency of communication with volunteers through a range of mediums that ensure information is accessible to volunteers.
- Council and improve the quality of information available to volunteers on the Council website.
- We will attract new cohorts of volunteers and ensure a range of volunteer activities to meet the diverse interests and abilities of our community.

RESULT: Volunteering opportunities and benefits will be communicated to the broader community.

Strategies

4. Willoughby City Council adopts a best practice volunteer Framework.

Actions:

- We commit to a volunteer framework that optimises the experience for volunteers and proficiently manages volunteer recruitment, activities, risks, support and skills development for council.
- Council will develop of a network of officers within Council with responsibility for recruiting, co-ordinating and supporting volunteers across Council to embed learning and support.
- Volunteer activities are designed, reviewed and improved with input from volunteers.
- Volunteer framework administration and records will be managed via the WHS Online software program.
- Training and development opportunities for volunteers will be relevant and diverse.
- Opportunities are available for volunteers to provide feedback on activities and decisions that affect them.
- Council will conduct social research to develop volunteering initiatives that best address the needs of the community.
- Develop evaluation methods to measure the economic value and social impact of volunteering.

RESULT:

The rights of volunteers are protected and volunteers are supported to carry out their activities and responsibilities.

Volunteer strategies and practices will be contemporary and adaptable to emerging community needs.