



# CITY OF CLARENCE COMMUNITY VOLUNTEER SUSTAINABILITY STRATEGY



Clarence City Council  
38 Bligh Street,  
Rosny Park, TAS 7018

March 2021

# MAYOR'S WELCOME



The true value of volunteering to our community is almost immeasurable.

Volunteers give their time generously and work hard to make our little corner of the world a brighter place.

Not only do they give their time, but they also give what is less tangible.

They give their smiles, prioritise others' needs, put their hands to good use - and so often they share a part of their souls, and personalities.

By reaching out and making connections with people - especially those who are isolated or vulnerable - volunteers make a positive impact on others.

It is for this reason that in 2019 I nominated council to participate in Volunteering Tasmanian's state-wide project aiming to address the declining number of volunteers across Tasmania.

They are a vital part of the fabric of our community and a critical part of its' beating heart.

Following the nomination, Volunteering Tasmania selected Clarence City Council to be one of three councils to participate in the project – along with Huon Valley Council and Devonport City Council.

The Community Volunteer Sustainability Strategy was born out of this important project and was built for and by, local community members and organisations.

The insights and contributions of our dedicated volunteers, community members, and organisations ensures the strategy directly reflects the future needs of the volunteering community in Clarence.

I am delighted that this process of involvement and consultation has highlighted the incredible work that volunteers provide in the City of Clarence.

A heartfelt thanks go out to all those individuals and organisations who worked together with Volunteering Tasmania and council to create the strategy framework, focus areas, actions, and timelines.

Their local knowledge, expertise and experience has helped produce a practical action plan based on a strategic framework that is designed to respond to the future volunteering needs of Clarence City.

As a community developed and led strategy, I look forward to seeing volunteering in Clarence grow in status and succeed in accommodating future needs and changes.

A handwritten signature in black ink, appearing to read "Doug Chipman". The signature is fluid and cursive, with a large, stylized "D" and "C".

**Alderman Doug Chipman  
MAYOR**



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# PART 1: PROJECT FRAMEWORK



Transport assistance volunteers for Clarence Community Volunteer Service.

# EXECUTIVE SUMMARY



*Lee Richie and Vicki Hazell taking part in Stomp and Chomp 2020.*

The nature of our communities and the ways in which the people of Clarence, and Tasmania more generally, connect and support each other through volunteering activities are changing. The Community Volunteer Sustainability Strategy City of Clarence is built by local community members using a co-design method and aims to support Clarence to work to safeguard and embed a sustainable and adaptable culture of volunteering of benefit to the community into the future.

Unlike other states, local government in Tasmania does not directly deliver a broad range of human services, health or aged care services. It is community sector organisations, and their many volunteers as well as many informal and grassroots volunteers that fill the gaps between State and Commonwealth funded and delivered programs and community need.

All volunteers are a vital part of the Clarence community and are relied on heavily to buttress support services, program delivery and to help out in times of need. In 2019 there were around 18,551 volunteers in the Clarence local government area providing both civic and commercial benefits.<sup>1</sup> Local council areas depend on local people to fill demand for volunteers. Statistics show 80% of Tasmanians volunteer within 50kms of their homes, and 14.3% volunteer directly from their homes.<sup>2</sup>

However, the nature of volunteering is changing with a decline in volunteer participation experienced throughout Tasmania (an 11% decline in the past five years), and there has been a decrease in volunteer satisfaction rates.<sup>3</sup> Like other Tasmanian sectors, there are rapid changes in technology, regulations and societal expectations that impact the volunteering workforce. People are looking for new ways to contribute and both our community and volunteer-involving organisations need to adapt to these changes.

With these shifts already impacting volunteer supply and demand, it is imperative steps are taken now to ensure a robust and adaptable culture of local volunteering remains within Clarence and as part of our community into the next decade and beyond.

Tasmanian volunteer involving organisations, including local councils, and our local people will benefit from a place-based approach that provides the critical infrastructure required for safe, effective and sustainable volunteering. There is an opportunity for volunteers and volunteer-involving organisations to work with local government on action that promotes, resources and supports volunteering in our communities, and to assist to recruit, retain and manage volunteers into the future.

A strategic intervention now will work to ensure Clarence and Tasmania generally will have enough volunteers to meet estimated demand across the next decade.

<sup>1</sup> Volunteering Tasmania. Volunteering Profile 2029: Clarence LGA. 2029.

<sup>2</sup> [www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of\\_Volunteering\\_Summary\\_Report-Summary\\_2019.pdf](http://www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of_Volunteering_Summary_Report-Summary_2019.pdf).

<sup>3</sup> Ibid.

## A TIME OF CHANGE

Clarence City Council and Volunteering Tasmania began work on this strategy in July 2020. At that time, it was already clear volunteering rates in Tasmania were declining and the nature of volunteer roles were changing. Tasmania's COVID-19 lockdown period (April to June 2020) hit the State's volunteer numbers hard with an estimated 140,000 volunteers lost to communities, many of whom have not re-engaged.

We know from population and demographic trends that the sectors where volunteers will be needed in Clarence during the next decade are shifting significantly away from sports and physical activities to support and caring roles in aged care and disability.<sup>4</sup>

Projections that take these trends into account estimate the number of volunteers needed in Clarence (demand) will exceed the number of people willing to be volunteers (supply) by 2029, putting the sustainability of support and services for people in our communities into question.<sup>5</sup>

It is because Clarence City Council is aware of these trends and potential future threats that it has worked with Volunteering Tasmania and members of the Clarence community to prepare a Volunteer Sustainability Strategy and Action Plan.

## A COMMUNITY-LED STRATEGY

Clarence City Council and Volunteering Tasmania used a co-design process to develop the strategy. The principles and stages of the co-design process used are outlined in this document. Of paramount importance to the success of the strategy's implementation was involvement of community members throughout the strategy development process and the co-design method of testing of assumptions and core themes with local people throughout.

It is our people's local knowledge and local insights, values, vision and care that have resulted in a strategy for Clarence that is informed by local expertise and experience. And it is the passion of the people of Clarence, for each other and for this place, that give the strategy its strength and clarity.

## HOW TO READ THE STRATEGY

The Community Volunteer Sustainability Strategy City of Clarence is presented in three documents:

- Part 1: Project Framework (this document)
- Part 2: Focus Areas, Actions and Timeline
- Part 3: Local Government Area Profile

This document, Part 1, provides an overview of the evidence and thinking behind the strategy, the reasons why it is needed and the way it was developed.

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<sup>4</sup> Volunteering Tasmania. Volunteering Profile 2029: Clarence LGA. 2029.

<sup>5</sup> Ibid.

# WHAT IS MEANT BY ‘VOLUNTEERING’

The Community Volunteer Sustainability Strategy City of Clarence uses Volunteering Australia’s definition of volunteering as:

‘time willingly given for the common good and without financial gain.’<sup>6</sup>

The definition aligns with the United Nations view that volunteering should ‘directly or indirectly benefit people outside the family or household or else benefit a cause, even though the person volunteering normally benefits as well.’<sup>7</sup>

The Volunteering Australia definition includes:

- formal volunteering which takes place in a structured way within organisations, and
- informal volunteering that includes activities that take place outside organisations, such as taking care of someone else in the community (outside of family), mentoring or teaching, informally helping sports clubs or teams, and providing welcoming and settlement support to new members of communities.<sup>8</sup>

## THE VALUE OF VOLUNTEERING

The value of volunteering to the community, organisations and governments can be calculated in many different ways—both tangible (for example, the equivalent dollar value of volunteers’ contributed time and skills) and intangible (benefits to people’s mental health, social connection and overall wellbeing).

### **Volunteering is vital for the success of many organisations and entire communities.**

Much of our society is dependent on volunteering activities and programs in areas such as the arts, education, emergency services, sport, environment, health, aged care, disability support, tourism, and community welfare. According to Volunteering Australia, volunteers make an estimated annual economic and social contribution of \$290 billion.<sup>9</sup>

Volunteering also contributes to social outcomes that align with the priorities of Australian governments. These include encouraging economic participation, building strong and resilient communities, mitigating isolation and loneliness, and increasing social cohesion and inclusion.

Governments increasingly acknowledge that volunteering is becoming progressively important as a response to the growing problem of social isolation.

As a state, Tasmania’s population is older, less healthy and experiences more disadvantage than other jurisdictions. Tasmania relies on the contribution of volunteers to provide many key services and programs and Tasmania’s volunteering sector plays a significant role as a key driver of economic, social and cultural growth in our State.

The economic value of volunteering to Tasmania equates to \$4 billion annually, including the \$2.9 billion it would cost to replace the labour contributed by volunteers and the estimated \$1 billion in commercial and civic benefits to communities resulting from roles undertaken by volunteers.<sup>10</sup>

Volunteering underpins communities and volunteers provide vital support across all aspects of our community.

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<sup>6</sup> Volunteering Australia (2015), Volunteering Australia Project: The Review of the Definition of Volunteering, P2.

<sup>7</sup> United Nations (2011), State of the World’s Volunteerism Report, 2011: Universal Values for Global Wellbeing, United Nations Volunteers, P4.

<sup>8</sup> Volunteering Australia (2016), Volunteering in Australia: Help Create Happiness, Executive Summary, Pviii.

<sup>9</sup> Ibid.

<sup>10</sup> [www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of\\_Volunteering\\_Summary\\_Report-Summary\\_2019.pdf](http://www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of_Volunteering_Summary_Report-Summary_2019.pdf).

Clarence has an estimated 18,551 volunteers involved in both formal and informal activities throughout the local government area.<sup>11</sup> If current trends continue, it is estimated that by 2029 Clarence will have 16,776 people willing to volunteer but a community need for 29,177 volunteers, resulting in a shortfall of 12,401 people.<sup>12</sup>

In addition to this quantifiable shortfall, decline of volunteering would also be expected to impact on the quality of life for the local community. Members of the Clarence Local Volunteer Network Group (LVNG), convened through this strategy's development, identified the following qualitative benefits of volunteering on their local community:

- Volunteering creates a beautiful world full of purpose
- Volunteering enables a broad range of activities and services that benefit all parties involved and enriches their communities
- Volunteering means to “pay it forward”; to give without the guarantee of getting back, and
- Volunteering provides for the health and wellbeing of the community while building resilience.



Clarence Lions Club volunteer at the Seafarer's Festival 2014.

<sup>11</sup> Volunteering Tasmania. Volunteering Profile 2029: Clarence LGA. 2029.

<sup>12</sup> Ibid.

# WHY CLARENCE NEEDS A VOLUNTEERING SUSTAINABILITY STRATEGY

In Tasmania the volunteering sector is the largest ‘workforce’<sup>13</sup> in the state and is 2.5 times the size of the Tasmanian Government workforce. In 2019, 297,000 (68.6%) Tasmanians undertook volunteering activities.<sup>14</sup>

There are warning signs for those who rely on Tasmania’s volunteering sector.

While data projections show that demand for volunteers and reliance on volunteer contributions is likely to increase during the next eight years to 2029, during the past five years volunteer levels in Tasmania have declined by 11%.<sup>15</sup> If this decline in supply continues, and the projected increase in demand occurs, by 2029 our state will need 42% more volunteers than will be available.<sup>16</sup>

If Clarence follows the current State trends, it will experience a shortfall of 12,401 volunteers by 2029.<sup>17</sup> There are a range of reasons for the decline in volunteering in Australia and Tasmania during the past five years including changes to motivation for volunteering, decreasing willingness to make long-term commitments to volunteer roles, and barriers to volunteering including a lack of organisational, human and financial resources, lack of organisational flexibility and the slowness of processes to recruit and train volunteers.

In addition, the COVID-19 pandemic impacted volunteering dramatically during 2020. During the February to April 2020 period in Tasmania, an average of 250,000 hours of volunteering were lost weekly and have still not been fully recovered.<sup>18</sup>

All of this information contributes to local understanding of the need to plan ahead to ensure volunteering within Clarence remains supported, relevant and attractive to potential volunteers into the future.

Starting with this understanding of future volunteering needs compared to changes in levels volunteering, Clarence City Council determined a long-term strategy was needed to ensure the people of Clarence continued to benefit from a vibrant and relevant volunteer population.



Helen Pooley providing shopping assistance as part of the Clarence Community Volunteer Service.

13 [www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of\\_Volunteering\\_Summary\\_Report-Summary\\_2019.pdf](http://www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of_Volunteering_Summary_Report-Summary_2019.pdf)

14 Ibid.

15 [www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of\\_Volunteering\\_Summary\\_Report-Summary\\_2019.pdf](http://www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of_Volunteering_Summary_Report-Summary_2019.pdf).

16 Volunteering Tasmania. Volunteering Profile 2029: Clarence LGA. 2029.

17 Ibid.

18 [www.volunteeringtas.org.au/wp-content/uploads/2020/08/Re-engaging-volunteers.pdf](http://www.volunteeringtas.org.au/wp-content/uploads/2020/08/Re-engaging-volunteers.pdf).

# HOW THE VOLUNTEERING SUSTAINABILITY STRATEGY WAS DEVELOPED

The project is a result of Volunteering Tasmania's successful 2018-19 Budget Priority Submission 'Safeguarding Volunteering -Securing Tasmania's Future', which outlined a collaborative, multi-phase community development project designed to safeguard volunteering across the state by leveraging local government's proximity to on-the-ground, local volunteering activities, organisations and volunteers.<sup>19</sup>

The project was funded by the Tasmanian Government and developed in partnership with Volunteering Tasmania.

To support Clarence to remain a community enjoying all the benefits volunteering brings, Clarence City Council and Volunteering Tasmania worked with community members to develop the Community Volunteer Sustainability Strategy City of Clarence. This work was undertaken using a method called community co-design. Co-design is recommended as a successful and meaningful method for developing locally based strategies. Co-design processes are community-led and designed by the people who will be impacted by the outcomes, ensuring local experts are involved in building local change from start to finish.

The key principles of co-design are:

- **Power**

By involving community members who are not political representatives or used to being in positions of power, the power dynamics are shifted and balanced so all voices can be heard and have the same amount of influence on what is decided. By doing this, co-design shifts power from governments and organisations to community members.

- **Relationships**

Co-design necessitates building and maintaining strong, trusting relationships across the community and with governments and organisations.

- **Participatory**

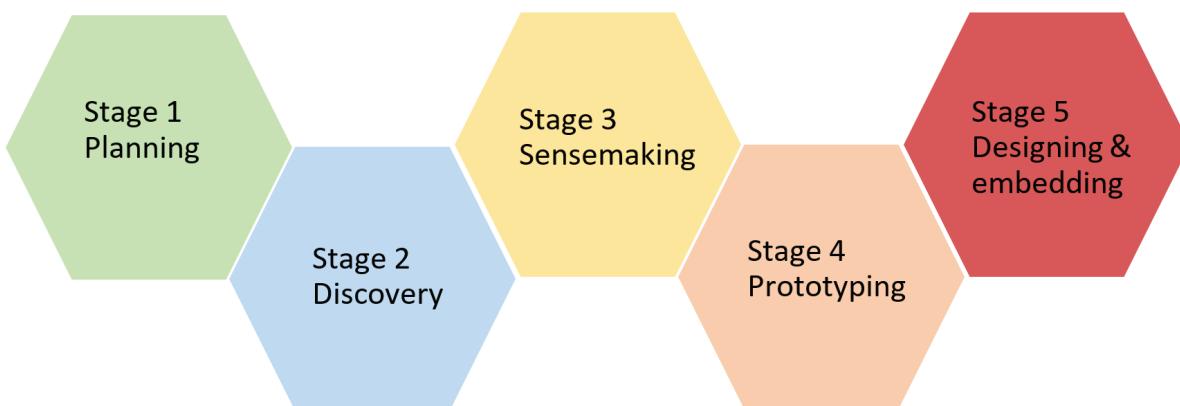
The co-design process works well when community members have a variety of ways to get involved. This helps remove barriers to getting involved (such as lack of time or transport) and encourages as many people as possible to connect with the process as much or as little as they want to.

- **Builds capacity**

The co-design process supports all involved—individuals, organisations and governments—to increase their knowledge and capability.

These key principles were at the heart of the co-design process used to develop the Community Volunteer Sustainability Strategy City of Clarence. The co-design process ran for nine months during 2020 and 2021 and included the five co-design stages outlined below.

Community co-design stages:



<sup>19</sup> [www.volunteeringtas.org.au/wp-content/uploads/2017/12/Volunteering-Tasmania\\_2018-19BPS\\_Safeguarding-Volunteering-Securing-Tasmanias-Future.pdf](http://www.volunteeringtas.org.au/wp-content/uploads/2017/12/Volunteering-Tasmania_2018-19BPS_Safeguarding-Volunteering-Securing-Tasmanias-Future.pdf).

## STAGE 1: PLANNING (JULY—SEPTEMBER 2020)

With the problem defined through analysis of national, state and local government area data and trends, the key stakeholders for Clarence were then identified through local networks, outreach and consultation by Clarence City Council and Volunteering Tasmania. Clarence City Council and Volunteering Tasmania then worked together to recruit members for a representative, local team, known as the Local Volunteer Network Group (LVNG). Local people involved in volunteering, including volunteers and volunteer coordinators from small, grassroots groups and larger, more formalised organisations were encouraged to join. LVNG membership was diverse and involved individuals from a cross-section of organisations:

- Clarence City Council Staff
- Clarence City Council Volunteer Program
- Country Women's Association
- Dying with Dignity Tas Inc.
- Lifeline Tasmania
- Meals on Wheels Tasmania Inc.
- South Arm Peninsula Residents Association Inc



*Some members of the Clarence Local Network Volunteer Group, clockwise from back left, Amy Bailey, Lesley McLaren, Julie Andersson, Jo Dixon, Sam Alahakoou, Clarence resident Shirely Haas and Bree Hunter.*

## STAGE 2: DISCOVERY (SEPTEMBER—OCTOBER 2020)

During the Discovery phase the broader community was engaged with the project to add to what LVNG members, Volunteering Tasmania and Council staff already knew about volunteering in Clarence and to collect deeper information, including current strengths and challenges, and ideas and opportunities for the future.



Member of the Clarence Community Volunteer Service performing light gardening.

This consultation and discussion stage helped all involved gain a profound understanding of the diversity of volunteering in Clarence and people's feelings about it. The LVNG gathered information using online and paper-based surveys, groups discussions, one-on-one interviews and focus groups.

### **STAGE 3: SENSEMAKING (OCTOBER—NOVEMBER 2020)**

The LVNG then analysed, reviewed and sorted the information collected in Stages 1 and 2 into themes. Themes are the core ideas that run through the many comments, data and other information collected. Sorting all of the information into themes provides a clear structure for the strategy. The LVNG members used these themes as a basis for initial brainstorming of initiatives and actions that would support them.

### **STAGE 4: PROTOTYPING (NOVEMBER 2020—JANUARY 2021)**

The themes collected and ideas / actions brainstormed by the LVNG were taken back out to the community to test assumptions made during Stage 3. Feedback was again gathered through surveys, group discussions, focus groups, open drop-in sessions and on-on-one interviews. Community members were asked to rate the importance of the ideas/actions and vote on what they believed were priorities that would support a strong and sustainable volunteering community in Clarence. Forty-five community members took part in this stage of consultation.

### **STAGE 5: DESIGNING & EMBEDDING (FEBRUARY—MARCH 2021)**

The LVNG used the identified priorities and other feedback gained through Stage 4 to refine the draft strategy's structure and actions. This revised draft was then shared with key stakeholders including Council staff and community representatives for final input and approval. During this stage it was important to widen awareness of the strategy across the entire local government area so people would become familiar with it and gain understanding and recognition of how it would work towards volunteering outcomes that will benefit their family, friends and neighbours in the Clarence community.

The LVNG will continue to work with the community and Clarence City Council to support the delivery and review of the strategy and action plan (See Community Volunteer Sustainability Strategy City of Clarence Part 2: Focus Areas, Actions & Timeline).



# PART 2: FOCUS AREAS, ACTIONS AND TIMELINE



*A member of the Clarence Community Volunteer Service performing dog walking duties.*



*The Land Coast Care volunteer group in Tranmere.*

# INTRODUCTION

The Community Volunteer Sustainability Strategy City of Clarence provides a framework for response to the community's projected future volunteering needs based on projections extrapolated from Tasmania's present volunteering trends and future demographics of Clarence to 2029.

The strategy outlines key collaborative actions to be taken by the community and Clarence City Council during the next five years with the aim of safeguarding the future of volunteering in Clarence.

To support Clarence community to continue enjoying all the benefits volunteering brings, Clarence City Council and Volunteering Tasmania facilitated a community-led co-design process to support local people to develop the Community Volunteer Sustainability Strategy City of Clarence. Co-design is recommended as a successful and meaningful method for developing locally based strategies. Co-design processes are led and designed by local people—the very people who will be impacted by the strategy's outcomes. This makes sure local experts are involved in building local change from start to finish.

This strategy was funded by the Tasmanian Government and developed in partnership with Volunteering Tasmania (See Community Volunteer Sustainability Strategy City of Clarence Part 1: Project Framework).

## THE CLARENCE VISION

The vision for this five year strategy is to see volunteering continue to grow in status and flourish in Clarence, responding to and accommodating the rapid changes that are likely to occur demographically, socially, culturally, economically, environmentally and technologically.

This vision sits behind the Focus Areas outlined as priorities within this strategy. The Focus Areas were explored resulting in articulation of specific Focus Area objectives and key actions.

Clarence's seven Focus Areas are outlined in the following pages with specific outcomes and steps to achieve the key actions detailed in the Action Plan included at the end of this strategy.

# FOCUS AREA 1: FLEXIBLE & DIVERSE VOLUNTEERING OPPORTUNITIES

## Objectives

- To understand the needs of individuals across the Clarence region and create volunteering opportunities that suit their needs.
- To increase the number of people volunteering across the Clarence region by making it easier to participate in volunteering.

## Why

- Across Tasmania there is a decline in the number of people volunteering. Estimates predict that by 2029 Clarence will need (demand) 42% more volunteers than the number of people willing to volunteer (supply).<sup>1</sup>
- In Clarence, availability of time, competing priorities and lack of flexibility in volunteer roles rated highly as reasons for local people not volunteering. Other barriers raised included lack of awareness of volunteering opportunities and the extent of the commitment required of volunteers compared with the commitment volunteers wanted to make.
- Changes to societal responsibilities mean we're experiencing a shift in the way people want to volunteer and statistics show the number of hours people are volunteering in Tasmania are decreasing.<sup>2</sup>

### KEY ACTIONS TO CREATE THE CHANGE NEEDED

#### Key Action 1.1

Provide clearer communication of volunteering roles, including expectations, time commitments, skills required, skills gained and other benefits.

#### Key Action 1.2

Offer more flexibility in volunteering roles to suit the needs of individuals and the broader community.



Meals on Wheels volunteer

**“If roles would allow me to bring a school aged kid along, I could actually volunteer!”**

<sup>1</sup> Volunteering Tasmania. Volunteering Profile 2029: Clarence LGA. 2029.

<sup>2</sup> [www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of\\_Volunteering\\_Summary\\_Report-Summary\\_2019.pdf](http://www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of_Volunteering_Summary_Report-Summary_2019.pdf).

# FOCUS AREA 2: VOLUNTEER CULTURE—AWARENESS & EXPOSURE

## Objectives

- To share the need for and impact of volunteering in the Clarence community.
- To build a culture of volunteering by expanding communication to reach a bigger audience in Clarence.

## Why

- In the 2019 State of Volunteering Report, Tasmanians' top three reasons for volunteering were:
  - to support a cause
  - to contribute to community, and
  - to do something aligning with their values.<sup>3</sup>
- Members of the Clarence community highlighted sense of community and making a difference as key reasons for volunteering.
- The biggest blocker to volunteer participation identified in Clarence was lack of awareness of opportunities and the need for volunteers in the local area.
- Community members expressed the need to be emotionally invested in the activity/organisation and feeling able to make a difference as priorities when making the choice to volunteer.
- Changing technology and people using alternative methods to seek opportunities were raised locally as reasons it was important to use a variety of methods to connect with different people across the community.

## KEY ACTIONS TO CREATE THE CHANGE NEEDED

### Key Action 2.1

Expand volunteer recruitment including exploring alternative methods.

### Key Action 2.2

Communicate the need, impact and benefits of volunteering for individuals and the community.



Clarence Community Volunteer Service transport assistance

**“Link volunteering opportunities to passions and areas of interest.”**

<sup>3</sup> [www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of\\_Volunteering\\_Summary\\_Report-Summary\\_2019.pdf](http://www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of_Volunteering_Summary_Report-Summary_2019.pdf).

# FOCUS AREA 3: BEST PRACTICE VOLUNTEER MANAGEMENT

## Objectives

- To support and build the capacity and capability of the volunteering sector in Clarence.
- To increase the number of volunteering groups and organisations using best practice volunteer management principles to create safe, enjoyable and productive volunteer experiences.
- 

## Why

- Streamlined and organised processes, strong communication and safe working environments were highlighted as key elements of an enjoyable volunteer role and strong organisation in the Clarence region.
- Many volunteer groups and organisations in Clarence have no paid staff and are run by volunteers. This brings additional challenges and can mean volunteers are responsible for developing strong processes, structures and following best practice.

### KEY ACTIONS TO CREATE THE CHANGE NEEDED

#### Key Action 3.1

Ensure screening processes are following best practice and encourage the broader community to consider similar processes.

#### Key Action 3.2

Provide training opportunities for organisations, staff and volunteers to increase the use of best practice volunteer management.



Clarence Community Volunteer Service light gardening

**“Being casual about it, one off events  
for those who are time poor.”**

# FOCUS AREA 4: VOLUNTEER RECOGNITION

## Objectives

- To celebrate and recognise the contribution volunteers make to our community in a meaningful way.

## Why

- Volunteering is the largest sector in Tasmania and a key driver of economic, social and cultural growth. The average Tasmanian volunteer contributes 4.4 hours per week to support our communities.<sup>4</sup>
- The Clarence community rated volunteer recognition and appreciation as a top priority for maintaining a strong volunteering community. In 2019, Clarence had 18,551 volunteers providing significant support to the community.<sup>5</sup> We need to ensure volunteers feel appreciated and valued for their contributions in order to increase and maintain volunteers.

### KEY ACTIONS TO CREATE THE CHANGE NEEDED

#### Key Action 4.1

Involve volunteers in decision-making to acknowledge the value of their contributions.

#### Key Action 4.2

Offer and share opportunities for volunteers to contribute their knowledge and experiences.



Volunteers at the annual Santa Surf event 2020 at Clifton Beach

**“Give more recognition and strengthen the volunteering network.”**

<sup>4</sup> [www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of\\_Volunteering\\_Summary\\_Report-Summary\\_2019.pdf](http://www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of_Volunteering_Summary_Report-Summary_2019.pdf).

<sup>5</sup> Volunteering Tasmania. Volunteering Profile 2029: Clarence LGA. 2029.

# FOCUS AREA 5: DEMAND FOR VOLUNTEERS

## Objectives

- To ensure that we are not asking volunteers to take on roles that should be paid employment.<sup>6</sup>
- To support volunteers to make sure they enjoy their experience and role.

## Why

- The satisfaction level of volunteers in Tasmania is declining and volunteer burnout is frequently reported as a challenge in the sector.<sup>7</sup>
- In Clarence many volunteer organisations and groups are relying heavily on fewer volunteers and the extent of the commitment required is a deterrent to becoming or remaining a volunteer.
- With volunteer demand predicted to increase in Clarence it's important that we assess whether volunteers are being asked to undertake suitable roles and are not replacing paid positions.

## KEY ACTIONS TO CREATE THE CHANGE NEEDED

### Key Action 5.1

Develop check-in and feedback processes to ensure volunteers are supported and enjoying their roles.

### Key Action 3.2

Develop processes and resources to assess whether volunteers are undertaking roles that should be paid.



Clarence Community Volunteer Service light gardening

**“Having set specific tasks that don’t overload people too much.”**

<sup>6</sup> [www.nfplaw.org.au/sites/default/files/media/Employee\\_contractor\\_or\\_volunteer\\_CTH.pdf](http://www.nfplaw.org.au/sites/default/files/media/Employee_contractor_or_volunteer_CTH.pdf).

<sup>7</sup> [www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of\\_Volunteering\\_Summary\\_Report-Summary\\_2019.pdf](http://www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of_Volunteering_Summary_Report-Summary_2019.pdf).

# FOCUS AREA 6: CLARENCE VOLUNTEERING COLLABORATION

## Objectives

- To work more effectively and efficiently as a volunteering community.

## Why

- Both volunteers and people working with volunteers highlighted the benefits of working more collaboratively across the community. This was identified as a way to build a strong culture of volunteering, increase knowledge and increase volunteer participation.

### KEY ACTIONS TO CREATE THE CHANGE NEEDED

#### Key Action 6.1

Develop partnerships with local businesses to promote and encourage volunteering.

#### Key Action 6.2

Work with stakeholders to link volunteering to employment pathways.

#### Key Action 6.3

Develop better referrals and connections between volunteer involving organisations.



Clarence Positive Ageing Advisory Committee members

**“Work with local businesses to promote and encourage volunteer programs supported by employers.”**

# FOCUS AREA 7: YOUTH PARTICIPATION

## Objectives

- To encourage and promote volunteering to younger generations in the Clarence region.

## Why

- Younger generations are looking for alternative ways to volunteer and traditional structures, roles, recruitment and communication techniques are not necessarily fit for purpose.
- The pitch for volunteering differs for young people, gaining experience for work or career pathways and supporting a cause or key issue and making it relatable, are alternative ways to promote volunteering to younger generations.

## KEY ACTIONS TO CREATE THE CHANGE NEEDED

### Key Action 7.1

Establish youth volunteer ambassadors to promote volunteering.

### Key Action 7.2

Promote the benefits of volunteering for employment and link to key issues of interest.

### Key Action 7.3

Connect with schools and educational institutions to promote volunteering opportunities in the Clarence region.



2020 Clifton Beach Santa Surf event led and organised by volunteers from Christian Surfers - Hobart and Salt Sisters.

**“More spotlights on different groups and ways folks can volunteer within the community.”**

# CLARENCE - VOLUNTEERING ACTION PLAN

All documentation and resources developed through this plan will follow Plain English principles and be developed to be as inclusive and accessible as possible for our community.

This Action Plan supports council's strategic areas:

- Strategic Plan 2021-2031—A people city, a well- planned liveable city, a prosperous city, an environmentally responsible city, a creative and innovative city.
- (Draft) Volunteer Management Framework 2019
- (Draft) Health and Wellbeing Strategy 2021-2025
- Age Friendly Clarence Plan 2018-2022
- (Draft) Access and Inclusion Plan 2021-2025
- (Draft) Cultural Arts Plan
- Youth Plan 2018-2022
- Cultural History Plan 2016-2021
- Sport and Recreation Strategy
- Economic Development Plan 2016-2021
- Community Safety Plan 2016-2020
- Clarence Emergency Management Plan
- Business Continuity and Recovery Plan
- Natural Resource Management (NRM) Plans
- COVID-19 Social and Community Recovery Plan 2020
- (Draft) Working Together Structure 2021

## Acronyms used in this document:

VT—Volunteering Tasmania

CCC—Clarence City Council

LVNG—Local Volunteer Network Group

\* Timeline legend: Short-term = 12-18 months, Medium-term = 18 months —3 years, Long-term = 3-5 years

Focus Area	Activity	Tasks	Lead and Partners	Timeline*	Outputs (Tangible items)
<b>Focus Area 1: Flexible &amp; Diverse Volunteering Opportunities</b>					
1.1 <b>Provide clearer communication of volunteering roles, including expectations, time commitments, skills required, skills gained and other benefits.</b>		<p>Develop, make available and promote the use of a standard volunteer position description template for organisations to use when recruiting volunteers.</p>	<p>Identify / research resources / templates already available that can be accessed / adapted / utilised (including Volunteering Tas).</p> <p>Finalise resource and upload on council's volunteering webpage.</p>	<p>LVNG</p> <p>Short-term</p>	<p>Template developed, circulated broadly among networks and available on webpage.</p>
			<p>Update Internal Volunteer Management Framework.</p>	<p>CCC</p> <p>Short-term</p>	
			<p>Circulate resource within the community.</p>	<p>CCC / LVNG / VT</p> <p>Short-term</p>	
			<p>Option to offer a workshop to support this resource.</p>	<p>CCC / LVNG</p>	<p>Short / Medium-term</p>

Focus Area	Activity	Tasks	Lead and Partners	Timeline*	Outputs (Tangible items)
1.2 <b>Offer more flexibility in volunteering roles to suit the needs of individuals and the broader community.</b>	Develop and make available flexible volunteering roles resource and checklist. (see recommendations below for resource)	<p>Identify/research resources/templates already available that can be accessed / adapted / utilised (including Volunteering Tas).</p> <p>Finalise resource/s and upload on council's volunteering webpage.</p> <p>Promote the use and exploration of flexible volunteering roles.</p>	LVNG	Short-term	Resource/s developed, circulated broadly among networks and available on webpage.

Focus Area	Activity	Tasks	Lead and Partners	Timeline*	Outputs (Tangible items)
<b>Focus Area 2: Volunteer Culture—Awareness and Exposure</b>					
2.1 <b>Expand volunteer recruitment including exploring alternative methods.</b>	Deliver a multi-media campaign. (see recommendations below for campaign)	Develop a mini project plan with comms and budget. Reach out to networks to recruit local people to participate including the ‘youth ambassador’. Approach community groups / organisations / colleges / schools / universities for new recruits.	CCC / LVNG	Short-term	No. of resources developed.
2.2 <b>Communicate the need, impact and benefits of volunteering for individuals and the community.</b>	Develop materials—series of posters, films, etc. Editorials in printed and social media of existing volunteers (incl youth).	LVNG / CCC	Short-term	Reach of communication and circulation of resources.	
2.1 <b>Expand volunteer recruitment including exploring alternative methods.</b>	Promote and trial a buddy program.	CCC / LVNG	Short / Medium-term	No. of people coming along and conversion of those people into volunteers.	
<b>Focus Area 3: Best Practice Volunteer Management</b>					

Focus Area	Activity	Tasks	Lead and Partners	Timeline*	Outputs (Tangible items)
<b>3.1 Ensure screening processes are following best practice and encourage the broader community to consider similar processes.</b>		<p>Review and promote standard screening process for volunteers.</p>	<p>Review and test screening process and WHS policies currently outlined in CCC Volunteer Management Framework.</p> <p>Update based on best practice and feedback from LVNG and VT.</p>	<p>CCC / LVNG</p> <p>Short-term</p>	<p>Template developed for Volunteer Management Framework, available for community and shared across networks.</p>
<b>3.2 Provide training opportunities for organisations, staff and volunteers to increase use of best practice volunteer management.</b>			<p>Circulate among community and make available as a resource.</p>	<p>CCC / LVNG</p> <p>Short-term</p>	
<b>3.2 Provide training opportunities for organisations, staff and volunteers to increase use of best practice volunteer management.</b>			<p>Make the community aware of VT's training and networking opportunities and encourage membership.</p> <p>Refer groups / organisations to VT's staff and website.</p>	<p>CCC / LVNG</p> <p>Short-term</p>	<p>No. of referrals and events attended.</p>
<b>3.2 Provide training opportunities for organisations, staff and volunteers to increase use of best practice volunteer management.</b>			<p>Attend appropriate VT events.</p>	<p>CCC / LVNG</p> <p>Medium-term</p>	
<b>3.2 Provide training opportunities for organisations, staff and volunteers to increase use of best practice volunteer management.</b>			<p>Work with council staff to offer facilities and venues to volunteering groups to deliver training at a reduced rate.</p>	<p>CCC</p> <p>Medium-term</p>	<p>No. of groups accessing facilities.</p>
<b>Focus Area 4: Volunteer Recognition</b>			<p>Promote this broadly across the community and make information available on website.</p>	<p>CCC / LVNG</p> <p>Medium-term</p>	

Focus Area	Activity	Tasks	Lead and Partners	Timeline*	Outputs (Tangible items)
4.1 <b>Involve volunteers in decision-making to acknowledge the value of their contributions.</b>	Develop and trial methods that involve volunteers in key decision-making processes within organisations / groups.	<p>Offer regular monthly connections with volunteers—in-person or online (trial this with special committees of council).</p> <p>Use a range of engagement tools to connect and collaborate with volunteers through the LVNG—including face-to-face, surveys and Your Say - as a regular basis to check in with volunteers.</p> <p>Utilise current media outlets to communicate and connect with volunteers.</p> <p>Develop resource based on the steps taken to engage volunteers and include local case studies.</p> <p>Circulate resource with the broader community and make available on council's volunteer webpage.</p>	<p>CCC</p> <p>CCC</p> <p>CCC</p> <p>CCC / LVNG</p> <p>CCC / LVNG</p>	<p>Medium-term</p> <p>Medium-term</p> <p>Medium-term</p> <p>Medium-term</p> <p>Medium-term</p>	<p>Feedback and engagement from volunteers.</p> <p>Resource developed and broadly circulated.</p> <p>No. of events offered across community.</p>
4.2 <b>Offer and share opportunities for volunteers to contribute their knowledge and experiences.</b>		<p>Offer and promote local opportunities for volunteers to come together.</p>	<p>LVNG / CCC</p>	<p>Short-term</p>	<p>No. groups attending community volunteering events.</p>

Focus Area	Activity	Tasks	Lead and Partners	Timeline*	Outputs (Tangible items)
<b>Focus Area 5: Demand for Volunteers</b>					
<b>5.1 Develop check-in and feedback processes to ensure volunteers are supported and enjoying their roles.</b>	Developing processes to check-in regularly with volunteers.	Identify / research resources / templates available that can be accessed / adapted / utilised (including Volunteering Tas). Finalise resource/s—exit survey and check-in surveys (online, paper and in-person) in surveys (online, paper and in-person)	LVNG / CCC	Short-term	Resources developed and circulated.
<b>5.2 Develop processes and resources to assess whether volunteers are undertaking roles that should be paid.</b>	Leverage current resources to create checklist / audit (volunteer role vs paid position).	Share these resource/s with volunteer managers to utilise and circulate with broader community.	LVNG / CCC	Medium-term	
<b>5.2 Develop processes and resources to assess whether volunteers are undertaking roles that should be paid.</b>	Work with VT to advocate (volunteer role vs paid position).	Identify / research resources / templates available that can be accessed / adapted / utilised (including Volunteering Tas). Check with other expert organisation to verify (Not for Profit Law). Finalise resource/s.	LVNG / CCC	Medium-term	Resources developed and circulated.
<b>5.2 Develop processes and resources to assess whether volunteers are undertaking roles that should be paid.</b>	Continue to collaborate with community and VT on any advocacy relating to (volunteer role vs paid position).	Circulate resource in community.	LVNG / CCC	Medium-term	Advocacy across stakeholders.

Focus Area	Activity	Tasks	Lead and Partners	Timeline*	Outputs (Tangible items)
<b>Focus Area 6: Clarence Volunteering Collaboration</b>					
6.1 <b>Develop partnerships with local businesses to promote and encourage volunteering.</b>		<p>Build partnerships with local businesses and organisations to increase volunteering opportunities.</p>	<p>Connect with Chamber of Commerce and Business East.</p> <p>Identify willing participants that can offer volunteering opportunities related to employment pathways.</p> <p>Develop a register of organisations that promote or create pathways to employment.</p>	<p>LVNG / CCC</p> <p>Long-term</p> <p>CCC</p> <p>Long-term</p>	<p>No. or organisations on the register.</p> <p>No. of volunteers in roles.</p> <p>No. of roles offered.</p>
6.2 <b>Work with stakeholders to link volunteering to employment pathways.</b>			<p>Promote to potential volunteers through various networks including youth (schools and education).</p>	<p>LVNG / CCC</p> <p>Long-term</p>	
6.3 <b>Develop better referrals and connections between volunteer involving organisations.</b>			<p>Maintain a Local Volunteer Network Group.</p>	<p>Establish and maintain a Local Volunteer Network Group (LVNG).</p> <p>Establish and maintain a communication / contact list for all local volunteering organisations (to share resources, events, information and communicate with groups—based on using the CCC Your Say engagement model).</p>	<p>Short-term</p> <p>Short-term</p> <p>No. of LVNG members.</p> <p>Frequency of meetings.</p> <p>No. of groups engaged / listed.</p>
			<p>Through the LVNG encourage referral of volunteer candidates to relevant organisations.</p>	<p>LVNG / CCC</p> <p>Medium-term</p>	

Focus Area	Activity	Tasks	Lead and Partners	Timeline* Outputs (Tangible items)
<b>Focus Area 7: Youth Participation</b>				
7.1	<b>Establish youth volunteer ambassadors to promote volunteering.</b>	<ul style="list-style-type: none"> <li>Find young local volunteers to become Clarence Youth Volunteer Ambassadors.</li> </ul>	<ul style="list-style-type: none"> <li>Reach out to Australia Day Award youth recipients and nominees.</li> <li>Talk to schools and students to determine what appeals to younger people.</li> </ul>	<p>No. of ambassadors. No. of school and youth visits / discussions.</p>
7.2	<b>Promote the benefits of volunteering for employment and link to key issues of interest.</b>		<ul style="list-style-type: none"> <li>Work with ambassadors to develop campaign and communication specifically for younger people.</li> <li>Incorporate this into the multi-media campaign.</li> </ul>	<p>Youth focus within campaign.</p>
7.3	<b>Connect with schools and educational institutions to promote volunteering opportunities in the Clarence region.</b>	<ul style="list-style-type: none"> <li>Communicate with career advisors and teachers to promote different council events that young people could get involved with in a volunteer capacity.</li> </ul>	<ul style="list-style-type: none"> <li>Review recruitment processes across the organisation and include connecting with schools.</li> <li>When delivering events / community activities consult with schools about collaborating on delivering these events.</li> </ul>	<p>No. of school and youth visits / discussions. No. of partnerships to deliver events.</p>

During the development of the Community Volunteer Sustainability Strategy City of Clarence and Action Plan, research and consultations identified the following recommendations be incorporated into the development of resources outlined above.

### **Flexible Volunteering Roles Resource**

- Matching people's skills with roles
- Short-term / event based roles
- Online volunteering
- Micro volunteering
- Family friendly volunteering
- Volunteer-led / designed roles

### **Multi-Media Campaign**

- Communicate the need and impact of volunteering
- Leverage current media available—COVID-19 films, Clarence Community Volunteer Service, Volunteering Tas
- Use print media and technology (blogs, podcasts, social media, eNews, etc.)
- Use language that makes volunteering exciting and relatable to various audiences

## Activity at a glance

\* Timeline legend: Short-term = 12-18 months, Medium-term = 18 months –3 years, Long-term = 3-5 years

Activity	Tasks	Timeline		
		Short-Term	Med-Term	Long-Term
<b>Focus Area 1: Flexible &amp; Diverse Volunteering Opportunities</b>				
Develop, make available and promote the use of a standard volunteer position description template for organisations to use when recruiting volunteers.	<ul style="list-style-type: none"> <li>Identify / research resources / templates already available that can be accessed / adapted / utilised (including Volunteering Tas).</li> <li>Finalise resource and upload on council's volunteering webpage.</li> <li>Update Internal Volunteer Management Framework.</li> <li>Circulate resource within the community.</li> <li>Option to offer a workshop to support this resource.</li> </ul>			
Develop and make available flexible volunteering roles resource and checklist. Promote the use and exploration of flexible volunteering roles.	<ul style="list-style-type: none"> <li>Identify / research resources / templates already available that can be accessed / adapted / utilised (including Volunteering Tas).</li> <li>Finalise resource and upload on council's volunteering webpage.</li> <li>Circulate resource within the community.</li> <li>Schedule and promote workshop to support resources.</li> <li>Host workshop / info session to discuss with local volunteer organisations and groups (volunteer managers)—could record and offer as an additional resource.</li> </ul>			
<b>Focus Area 2: Volunteer Culture—Awareness and Exposure</b>				
Deliver a multi-media campaign.	<ul style="list-style-type: none"> <li>Develop a mini project plan with comms and budget.</li> <li>Reach out to networks to recruit local people to participate including the 'youth ambassador'. Approach community groups / organisations / colleges / schools / universities for new recruits.</li> <li>Develop materials—series of posters, films, etc. Editorials in printed and social media of existing volunteers (incl youth).</li> <li>Circulate materials throughout the community—media, online, in-person, in schools, workplaces, etc.</li> </ul>			
Promote and trial a buddy program.	<ul style="list-style-type: none"> <li>Offer try it out days for people to come along and shadow a current volunteer.</li> <li>Share this program trial with the community.</li> </ul>			

	<b>Focus Area 3: Best Practice Volunteer Management</b>	<ul style="list-style-type: none"> <li>Review and test screening process and WHS policies currently outlined in CCC Volunteer Management Framework.</li> <li>Update based on best practice and feedback from LVNG and VT.</li> <li>Circulate among community and make available as a resource.</li> </ul>
Review and promote standard screening process for volunteers.	Promote and encourage participation in Volunteer Tasmania's training and networking opportunities.	<ul style="list-style-type: none"> <li>Make the community aware of VT's training and networking opportunities and encourage membership.</li> <li>Refer groups / organisations to VT's staff and website.</li> <li>Attend appropriate VT events.</li> </ul>
Council managed facilities available for groups and organisations to undertake training.		<ul style="list-style-type: none"> <li>Work with council staff to offer facilities and venues to volunteering groups to deliver training at a reduced rate.</li> <li>Promote this broadly across the community and make information available on website and promote across community.</li> </ul>
	<b>Focus Area 4: Volunteer Recognition</b>	<ul style="list-style-type: none"> <li>Offer regular monthly connections with volunteers—in-person or online (trial this with special committees of council).</li> <li>Use a range of engagement tools to connect and collaborate with volunteers through the LVNG—including face-to-face, surveys and Your Say - as a regular basis to check in with volunteers.</li> <li>Utilise current media outlets to communicate and connect with volunteers.</li> <li>Develop resource based on the steps taken to engage volunteers and include local case studies.</li> <li>Circulate resource with the broader community and make available on council's volunteer webpage.</li> <li>Promote the CCC's annual civic Volunteer Recognition Ceremony event.</li> <li>Explore additional social events across groups / organisations.</li> </ul>
Offer and promote local opportunities for volunteers to come together.	<b>Focus Area 5: Demand for Volunteers</b>	<ul style="list-style-type: none"> <li>Identify / research resources / templates already available that can be accessed / adapted / utilised (including Volunteering Tas).</li> <li>Finalise resource/s—exit survey and check-in surveys (online, paper and in-person).</li> <li>Share these resource/s with volunteer managers to utilise and circulate with broader community.</li> <li>Identify / research resources / templates already available that can be accessed / adapted / utilised (including Volunteering Tas).</li> <li>Check in with other expert organisation to verify (Not for Profit Law).</li> <li>Finalise resource/s.</li> <li>Circulate resource within the community.</li> <li>Continue to collaborate with community and VT on any advocacy relating to (volunteer role vs paid position).</li> </ul>
Work with VT to advocate (volunteer role vs paid position).		

	<b>Focus Area 6: Clarence Volunteering Collaboration</b>
Build partnerships with local businesses and organisations to increase volunteering opportunities.	<ul style="list-style-type: none"> <li>• Connect with Chamber of Commerce and Business East. <ul style="list-style-type: none"> <li>• Identify willing participants that can offer volunteering opportunities related to employment pathways.</li> <li>• Develop a register of organisations that promote or create pathways to employment.</li> <li>• Promote to potential volunteers through various networks including youth (schools and education).</li> </ul> </li> <li>• Establish and maintain a Local Volunteer Network Group (LVNG). <ul style="list-style-type: none"> <li>• Establish and maintain a communication / contact list for all local volunteering organisations (to share resources, events, information and communicate with groups—based on using the CCC Your Say engagement model).</li> <li>• Through the LVNG encourage referral of volunteer candidates to relevant organisations.</li> </ul> </li> </ul>
Maintain a Local Volunteer Network Group.	<b>Focus Area 7: Youth Participation</b>
Find young local volunteers to become Clarence Youth Volunteer Ambassadors.	<ul style="list-style-type: none"> <li>• Reach out to Australia Day Award youth recipients and nominees. <ul style="list-style-type: none"> <li>• Talk to schools and students to determine what appeals to younger people.</li> <li>• Work with ambassadors to develop campaign and communication specifically for younger people.</li> <li>• Incorporate this into the multi-media campaign.</li> </ul> </li> <li>• Review recruitment processes across the organisation and include connecting with schools. <ul style="list-style-type: none"> <li>• When delivering events / community activities consult with schools about collaborating on delivering these events.</li> </ul> </li> </ul>



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# Volunteering Profile 2029: **CLARENCE CITY LOCAL GOVERNMENT AREA**

[www.volunteeringtas.org.au](http://www.volunteeringtas.org.au)

# About this report

Volunteering is a vibrant and economically significant part of our Tasmanian communities. All volunteers are a vital part of connecting and contributing to our communities, and across the state we rely heavily on them to strengthen support services and program delivery, as well as drive a range of community activities and help out in times of need.

The nature of our communities and the ways in which the people of Tasmania connect and support each other through volunteering is changing.

With community needs and demographic shifts already impacting volunteer supply and demand, it is imperative steps are taken now to ensure a robust and adaptable local volunteering workforce remains a vibrant part of our state into the next decade and beyond.

This report outlines estimated supply and demand of volunteers in Tasmania in 2029. Volunteering Tasmania has used Australian Bureau of Statistics (ABS) census and labour force data, Tasmanian Treasury population projections and other publicly available information to estimate how many people will be needed and how many people will be willing to volunteer in 2029 (a detailed methodology is available on request from Volunteering Tasmania).

Understanding these data and their implications at the local government level is essential to developing effective strategies for strengthening Tasmania's volunteering culture and community resilience.

Volunteering Tasmania can work with local councils in interpretation of local government profiles and provide resources to support the development of community-built volunteering strategies.

## Supply of volunteers

The supply of volunteers for 2019 was estimated using a combination of ABS census data (2011, 2016), ABS General Social Survey data (2010, 2014), Volunteering Tasmania State of Volunteering Report data (2014, 2019) and Tasmanian Treasury population projections. All estimates are based on Tasmanians over 15 years of age.

### Clarence City

In 2019 the estimated number of volunteers in Clarence City was 18,550 people.

If the decline in volunteering remains consistent with current trends the estimated number of volunteers in Clarence City in 2029 will be 16,776 people.

### Southern Tasmania

In 2019 the estimated number of volunteers in Southern Tasmania was 88,665 people.

If the decline in volunteering remains consistent with current trends the estimated number of volunteers in Southern Tasmania in 2029 will be 79,514 people.

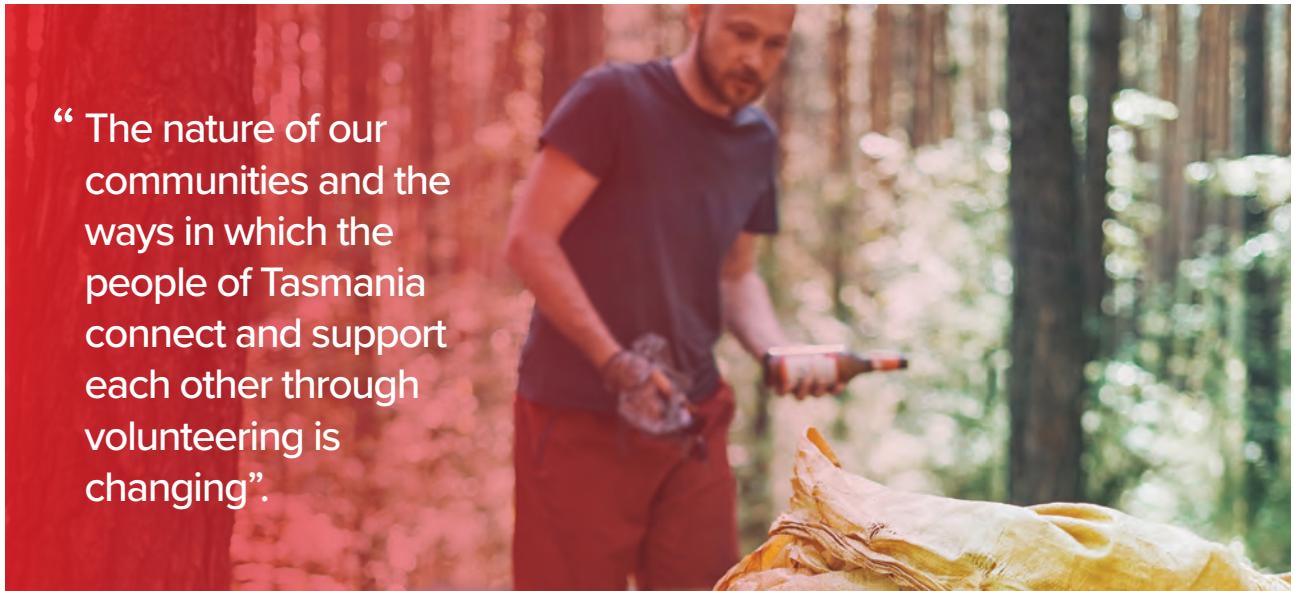
### Tasmania

The current formal volunteering rate in Tasmania is 39.6<sup>1</sup>, representing 172,500 people

According to the same data sources, volunteering is declining by 0.7% every year.

If this trend holds, by 2029 the formal volunteering rate in Tasmania will have fallen to an estimated 32.6%, representing 150,000 people.

1. From the modelling in this report.



**“ The nature of our communities and the ways in which the people of Tasmania connect and support each other through volunteering is changing”.**

## Demand for volunteers

It is difficult to predict what the level of demand for volunteers may be in the future, however, many sectors do calculate the ratio of paid staff to volunteers in their sector. (eg. there are 3.5 volunteers for every paid staff member in the community sector). The ABS also releases regular labour force data and many industries invest in predicting their own sector's future workforce needs.

Calculations of demand for volunteering have been based predominantly on the current ratio of paid staff to volunteers in each sector, and the predicted future workforce needs in these sectors.

### Clarence City

In 2029 it is estimated there will be demand for 29,177 volunteers in the Clarence City LGA.

### Southern Tasmania

In 2029 it is estimated there will be demand for 138,290 volunteers in the Southern Tasmania region.

### Tasmania

In 2029 it is estimated there will be demand for 260,907 volunteers in Tasmania.

## Gap between demand and supply of volunteers

Based on the modelling described above it is estimated that there will be a 42.5% shortfall in volunteers in Tasmania by 2029.

### Clarence City

For Clarence City LGA it is estimated there will be a shortfall of 12,401 volunteers ([Chart 1](#))

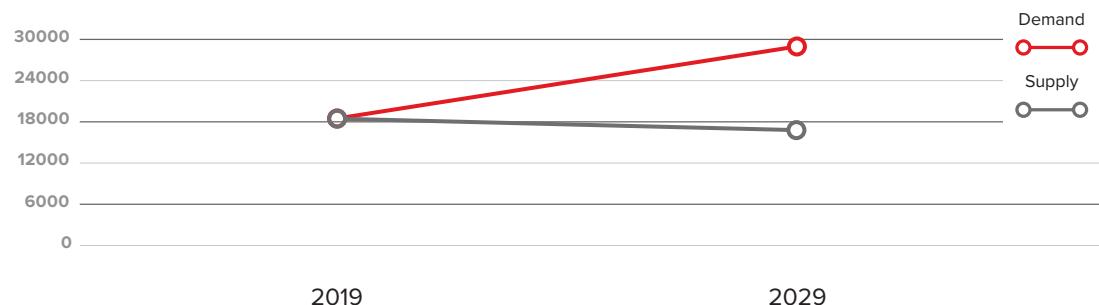
### Southern Tasmania

For Southern Tasmania it is estimated there will be a shortfall of 58,776 volunteers.

### Tasmania

For Tasmania it is estimated there will be a shortfall of 111,000 volunteers.

**Chart 1: Clarence City LGA; Demand vs Supply of Volunteers 2029**



## Difference in supply and demand by 10-year age cohort and gender in Clarence City LGA, Southern Tasmania and Tasmania

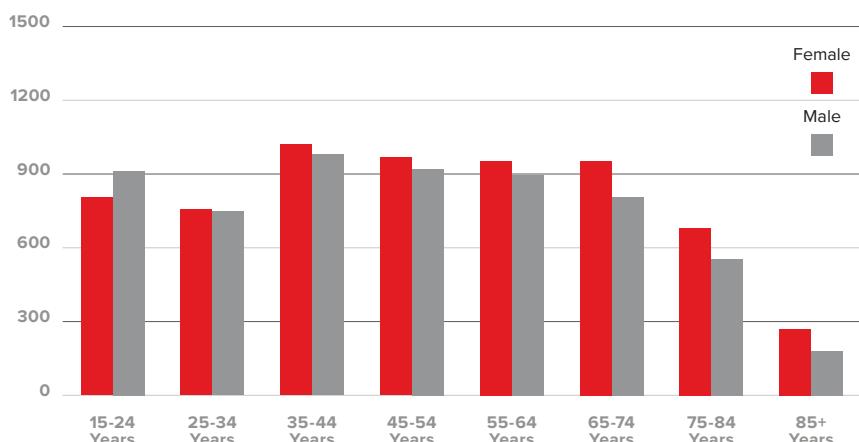
The charts below outline the projected gap between supply and demand of volunteers in 2029, as categorised by gender and age (Chart 2, 3 and 4).

As can be seen from the charts below, Clarence City will require broadly similar numbers of volunteers in each of the age brackets from 15-74, there is a very even age distribution expected across the LGA.

The Clarence City LGA is projected to have a similar age profile to Southern Tasmania and a slightly younger demographic than Tasmania overall (Appendix A).

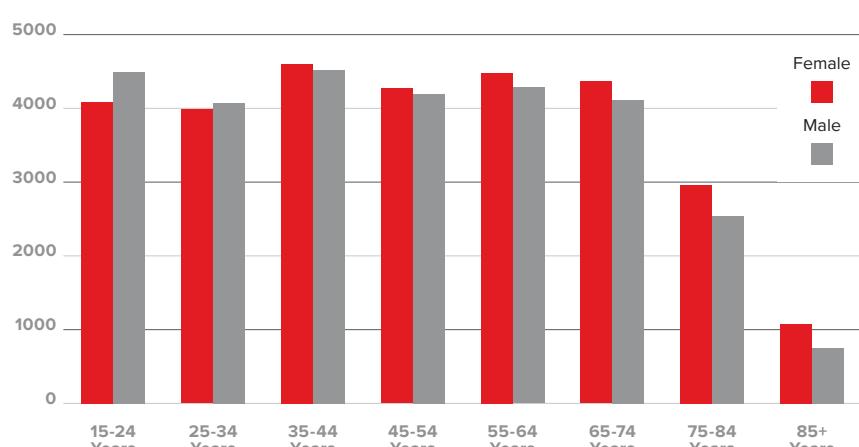
**Chart 2: Clarence City**

Shortfall in volunteers by 2029 (by gender and age)



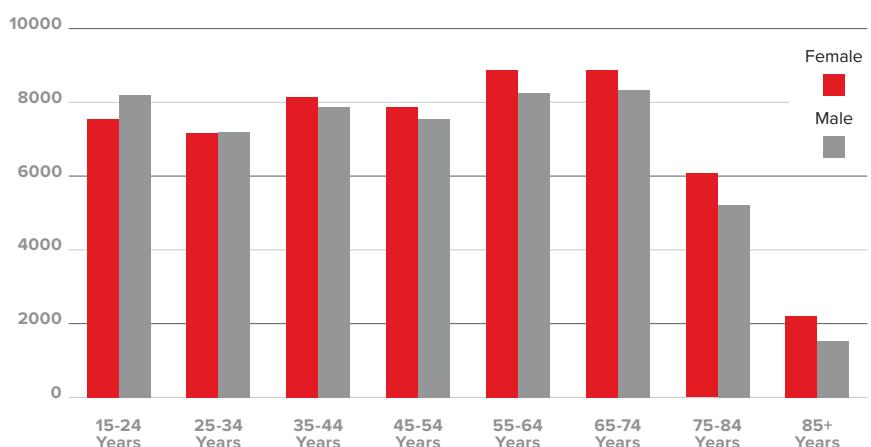
**Chart 3: Southern Tasmania**

Shortfall in volunteers by 2029 (by gender and age)



**Chart 4: Tasmania**

Shortfall in volunteers by 2029 (by gender and age)



# Current and projected trends in volunteering across Tasmania

The ABS (GSS 2014) have determined the proportion of volunteers in each sector of volunteering (**Table 1**).

Due to the changing profile of volunteering in Tasmania, it is predicted that the demand for volunteers by sector will change considerably by 2029 (**Table 2**).

For example, in 2014 the highest number of volunteers were in sport (**40.9%, Table 1**), But by 2029 the modelling in this report indicates that more than 40% of volunteers in Tasmania will be needed in the Welfare and Community services (predominantly aged and disability services) (**Table 2**).

This highlights the demographic shifts taking place in Tasmania and emphasises the need for strategies that ensure our communities can meet the changes in demand for volunteers.

Although these data are for Tasmania, the similarities between the state and Clarence City LGA's demographic profiles allows some basic transfer of the trends indicated to inform local strategies and activities.

Additionally, The ABS determined the percentage of the population that volunteered by age (**Table 3, GSS 2014**), it may be surprising to see that more than 50% of 15-17 year olds volunteered in 2014, the highest of any age cohort. It is not possible to make age-based predictions for 2029, but the age profile provided may give some support in preparing and planning volunteering strategies.

**Table 1:** Volunteer sectors in Tasmania in 2014  
(ABS: GSS, 2014)

Volunteering type	Proportion
Sport and Physical Recreation	40.9%
Welfare / Community	22.1%
Religious	13.8%
Education and Training	22.5%
Health	9.1%
Other	22.9%
<b>Total</b>	<b>100.0%</b>

**Table 2:** Sectors projected to drive demand for volunteers in Tasmania in 2029

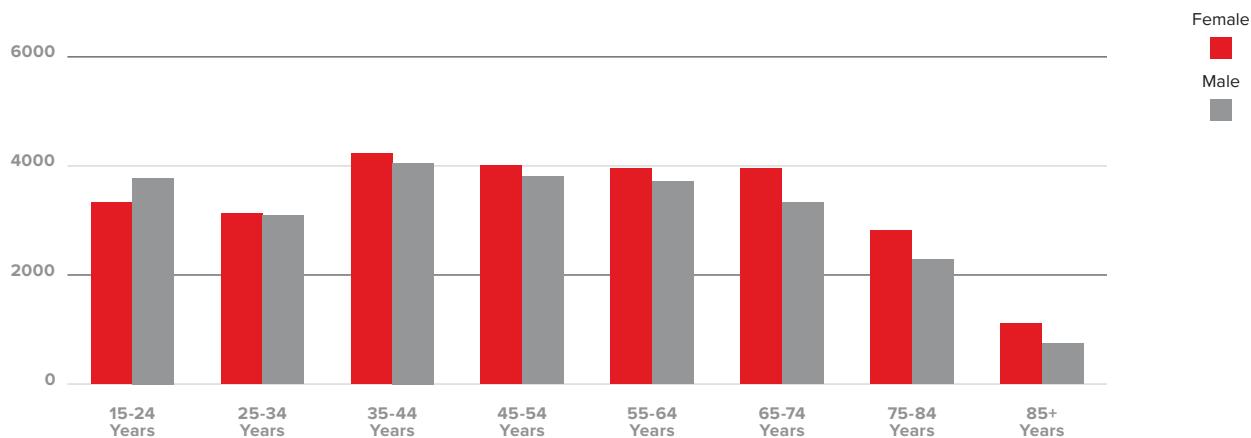
Volunteering type	Proportion
Sport and Physical Recreation	13.3%
Welfare / Community	41.2%
Religious	0.8%
Education and Training	14.3%
Health	17.3%
Other	13.2%
<b>Total</b>	<b>100%</b>

**Table 3:** Age profile of Tasmanian volunteers in 2014 (ABS: GSS, 2014)

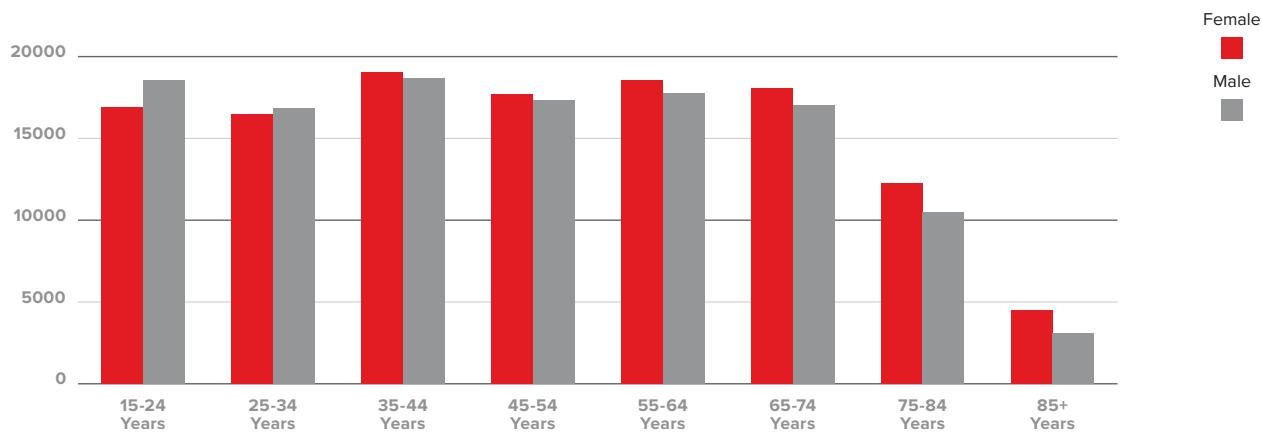
Age Group	Proportion
15-17 years	53.5%
18-24 years	29.1%
25-34 years	34.0%
35-44 years	37.5%
45-54 years	43.1%
55-64 years	33.3%
65-74 years	37.7%
75 years and over	22.5%

# Appendix A: Projected population in Clarence City, Southern Tasmania and Tasmania in 2029

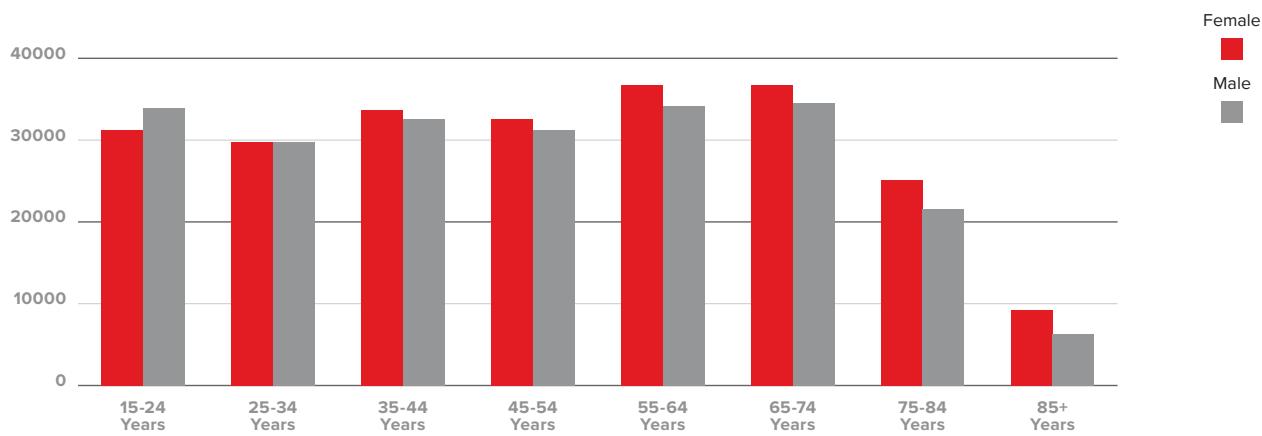
**Chart 5:** Clarence City Population by 10-Year Age Cohort & Gender



**Chart 6:** Southern Tasmania Population by 10-Year Age Cohort & Gender



**Chart 7:** Tasmania Population by 10-Year Age Cohort & Gender





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