



King Island Community Volunteer Strategy

2022

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King Island and Volunteering

Volunteering underpins the King Island community and volunteers provide vital support across all aspects of our island.

The value of volunteering to the community 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). 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.[1]

Much of our society is dependent on volunteering activities and programs.

However, the nature of our communities and the ways in which the people of Tasmania connect and support each other through volunteering is changing. Like other sectors, there are rapid changes in technology, regulations and societal expectations that impact the volunteering workforce. Both our community and volunteer organisations need to adapt to these changes.

On King Island these demographic shifts and community needs are already impacting volunteer supply and demand. Based on current trends it is estimated that in 2029 there will be a shortfall between supply and demand of volunteers on King Island of 42%, or 310 people.[2]

Given the vital contribution that volunteers make to life on King Island, it is imperative that steps are taken now to ensure a robust and adaptable volunteering workforce remains a vibrant part of island life into the next decade and beyond.

[1] www.volunteeringtas.org.au/wp-content/uploads/2019/09/State-of_Volunteering_Summary_Report-Summary_2019.pdf.

[2] <https://www.volunteeringtas.org.au/wp-content/uploads/2021/09/King-Island-Volunteer-Profile-.pdf>



How we got here

Strategy Development

To support King Island to remain a community that enjoys all the benefits that volunteering brings, King Island Council and Volunteering Tasmania worked with community members over an eight-month period to develop a local volunteer strategy. This work was undertaken using a co-design method which was a community-led process designed by locals who have hands on experience and understanding of the situation.

Stage 1 and 2: Discovery and Planning (Dec 2021 – March 2022)

Local people involved in volunteering started a co-design team and information sessions were held across the island. Input from the broader King Island community was sought through online and paper-based surveys, group discussions, one-on-one interviews and focus groups. This stage helped all involved gain a profound understanding of the diversity of volunteering on King Island and people's feelings about it, including current strengths and challenges, and ideas and opportunities for the future of volunteering.

Stage 3 and 4: Sensemaking and Prototyping

(April– June 22)

The group then analysed, reviewed and sorted the information collected in Stages 1 and 2 into themes.

These were the core ideas that run through the many comments, data and other information collected. Sorting all of the information into themes provided a clear structure for the strategy. These themes then became the basis for some initial brainstorming of initiatives and actions that would flow from them.

The ideas and actions brainstormed were then taken back out to the community. Feedback was again gathered through surveys, group discussions and one-on-one interviews. Community members were asked to rate the importance of the ideas and actions and indicate what they believed were priorities that would support a strong and sustainable volunteering community on King Island.

Stage 5: Designing and Embedding (July 22)

The group 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 and community representatives for final input and approval.

Ways to use the strategy

The Vision

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

How to use the strategy

The strategy has been developed by the community for the community. The actions are based on what King Islanders told us needed to change. It has been designed with the intention that anyone who supports volunteers on King Island could use this strategy, or elements within it, to build or improve on their current group for the challenges ahead.



Focus Area 1

Information Sharing about Volunteering

King Islanders support each other and help others in need, however, not knowing what help is needed prevents people from getting involved. More clarity and exposure on volunteering opportunities – both formal and informal roles were highlighted as important for organisations to consider.

“Better promotion of volunteer groups. Who runs them, what is involved, who to contact. Pointing the right skills in the right direction”.

“Share each other’s personal experiences. If a new idea works which everyone can do without effort, share the idea to make things easier for everyone.”

Practical actions your group could consider

- Update & promote current volunteer opportunities on KI.net website (KIRDO) – Community Groups – KIRDO (kingisland.net.au)
- For short term & urgent Volunteering opportunities share information on the KI Community Noticeboard FB page – <https://www.facebook.com/groups/279356392254226/>
- Share stories about your group on Community radio, FB page, King Island Courier etc in order to connect in with people who share the actions and aspirations of your group.

Where do you currently share stories about your group and its activities?

Who would be hearing these stories?

Are they the same people who might consider volunteering?



Focus Area 2

Offer Flexibility in Volunteering

We know that the King Island community is busy, most people are working the equivalent of full time, many have families and competing priorities, therefore we need to ensure that volunteering roles can accommodate these needs.

"Volunteer groups that want to encourage younger members meet after working hours, preferably later than 6pm"

"Allowing volunteers to opt in & out when they have time available. Short, specific, time limited projects or activities".

Practical actions your group could consider

Look at how volunteer roles can be flexible for individuals by;

- Divvy up tasks into manageable pieces so prospective volunteers won't feel overwhelmed.
- Developing short term & ad hoc volunteering opportunities.
- Approach individuals that you know have specific skills that your group is seeking and offer a personalised role for them to contribute.
- Consider if some volunteering activities can be made more family friendly
- Does your group have some volunteer tasks that could be done by someone volunteering from their home or in an online capacity at a time that suits them.
- Flexible timing with volunteers.
- Consider individual needs.
- Consider if your group is welcoming of diversity & inclusion in order to potentially attract new people.
- Encourage Corporate Volunteering for local businesses. Corporate Volunteering is workplace-based initiatives where employers provide support or encouragement for employees to volunteer.



Focus Area 3

Strengthening your group or organisation

King Islanders highlighted the importance of good systems for best practice volunteer management including organisations ability to talk about their impact and purpose as well as celebrating and supporting volunteers.

"Acknowledge our volunteers with annual lunch, get together. Awards given to long standing volunteers, life memberships, etc."

"It might be a little easier for people to start volunteering with more structure in place. For example, perhaps sign up rosters, rather than word of mouth or connections".

Practical actions your group could consider

- Develop succession plans so that your groups has options for existing and new volunteer members.
- Create your Elevator Pitch (could include testimonials, photos, impact, purpose, mission, benefits) so volunteers can quickly understand what you do, how they can benefit and how that will make a difference in their community
- Consider creating mentoring or buddy roles so that people new to the committee or new volunteers are supported and guided as they learn and build their experience level.
- Share, learn and showcase governance, systems, policies and procedures through workshops.
- Celebrate & have fun as a group. Acknowledge all the people that contribute to your group and make it work.

When was the last time your group celebrated together?

Are your structures supportive of volunteers but not so tight that they constrict?



Focus Area 4

Advocating for Our Community

Being a remote community has its advantages and disadvantages. One thing that was highlighted in some areas of volunteering was the lack of paid positions to back up volunteers who are supporting community in complex areas like emergency services.

Furthermore in instances that require specialised skills and training, paid positions are required to provide the important community support needed.

“For some of the groups involved in emergency services some form of reimbursement for their time”.

Practical actions your group could consider

- Advocating & Lobby for funding for roles that are above and beyond the role of volunteers.
- Speak up for what is needed in our community, make noise for what is needed.
- Get organised with other groups and individuals in order to raise issues
- Campaign for change



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- King Island RSL
- King Island Senior Citizens Association
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