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## Hobart City Council - Draft Capital City Strategic Plan 2015-2025

Volunteering Tasmania (VT) recently provided feedback on the Hobart City Council's Draft Capital City Strategic Plan 2015- 2025. This provided a valuable opportunity to ensure that the goals and objectives of the volunteer sector were included in the Council's consultation process.

You can access the Draft Strategic Plan here: [http://yoursay.hobartcity.com.au/city-of-hobart-10-year-capital-city-plan-2015-2025-have-your-say?tool=survey\\_tool&tool\\_id=draft-capital-city-plan-2015-2025&ts=1444343240#tool\\_tab](http://yoursay.hobartcity.com.au/city-of-hobart-10-year-capital-city-plan-2015-2025-have-your-say?tool=survey_tool&tool_id=draft-capital-city-plan-2015-2025&ts=1444343240#tool_tab)

Our comments are available below:

### Goal 1 – Economic development, vibrancy and culture

Volunteering Tasmania (VT) recommends that increasing tourism and visitation to be Hobart can be achieved by engaging with the volunteer sector. Our State of Volunteering Report 2014, highlighted the opportunities that volunteering can offer Tasmania - including the important economic return on investment it offers the State.

VT see that there are a number of opportunities for us to work effectively with government, business and the community to support strategic and innovative volunteering actions that will grow the socio –economic product of Tasmania. There is strong potential for us to work together to grow volunteer tourism in the state. This is an avenue with potentially exciting opportunities to help community development whilst simultaneously expanding and growing Tasmanian's vital tourism industry.

The State of Volunteering Report 2014 highlighted that over 4,000 tourists visited Tasmania in 2014 solely for the purpose of volunteering. These visitors spend more money and spend longer in Tasmania on average than other tourists. This reflects global research, which highlights voluntourism as a popular travel choice for tourists wanting a meaningful and authentic travel experience. A 2008 study on the global impact of volunteer tourism for example, estimated 1.6 million people volunteered overseas contributing \$2.6 billion dollars worldwide.<sup>1</sup> This highlights an opportunity for economic growth and a way for visitors to enjoy Tasmania.

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<sup>1</sup> TRAM. 2008. *Volunteer tourism: A global analysis*, Tourism Research and Marketing Group.

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There is potential for Volunteering Tasmania to work with Government to develop a strong volunteer tourism agenda that can enhance opportunities for community development and to grow the tourism industry.

Targeted campaigns could be made within Australia and for international partnerships. We have a vision of Tasmania as a 'go to' destination for travellers looking for volunteering. This could expand on Tasmania's "Go Behind the Scenery" campaign and highlight a unique way for people to enjoy a holiday in Tasmania.

#### **Goal 4- Strong, safe and healthy communities**

VT acknowledges the excellent work undertaken by Hobart City Council (HCC) in addressing social inclusion. VT asserts that a socially inclusive city must emphasise the ways in which we can support Tasmanians to be participants, active citizens and volunteers – not just employees, consumers, service users and clients. We support community connectedness, and HCC's approach to ensure that individuals all have a fundamental right to participate equally socially, culturally, economically, physically and politically in society.

It is our observation that volunteering is both a driver of social inclusion as well as a product of social inclusion. VT believes that volunteers are an essential for strong, connected, inclusive communities. It is both an indicator of inclusive community structures and a primary ingredient of those structures. VT supports removing barriers to participation, and initiatives to strengthen community structures and groups that provide opportunities for participation.

A vibrant, innovative and well-resourced volunteer sector will be crucial to meet the challenges that these changes present. By actively supporting volunteering and the volunteer sector within Hobart, the HCC will be substantially contributing to growing community connectedness.

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