

Volunteering Tasmania Strategic Plan 2018-2022

VISION

We are the leaders for volunteering in Tasmania

PURPOSE

Helping Tasmanians experience the benefits of volunteering

STRATEGIC
FOCUS AREA

STRATEGIES

Volunteer Engagement

- Increase community awareness of the benefits of volunteering
- Provide access to volunteering opportunities
- Deliver education and information to volunteers to enhance their volunteering experience
- Celebrate excellence in volunteering

Advocacy and Policy

- Advocate and champion volunteerism on behalf of the volunteering in Tasmania
- Engage in Government decision making processes to influence positive outcomes for volunteering in Tasmania
- Create, participate in and share contemporary volunteering research
- Develop evidence-based resources and policy statements on volunteering

Volunteer Sector Development

- Coordinate networking between volunteer involving organisations to exchange knowledge and experiences
- Deliver learning and development opportunities to build sector capacity and sustainability
- Develop partnerships to support priority areas (emergency service volunteering, tourism and community services)

Profile and Reputation

- Build our profile and reach to reinforce our relevance, relationships and results
- Execute an integrated marketing communications strategy to strengthen awareness of initiatives and successes
- Evaluate and review activities to identify strengths and opportunities that can be built on to increase VT's profile in volunteering
- Leverage our brand to grow the organisation
- Leverage from the national network

VALUES

Volunteerism, Committed to People, Professionalism, Leadership, Community

Our People

- Engage our people to be active participants in the design and implementation of our services
- Provide opportunities for our people to reflect, share and develop a shared understanding of success
- Provide opportunities for our people to develop their knowledge and apply their skills
- Develop clear and realistic performance expectations for our people

Organisational Strength

- Maintain and seek to diversify current income streams
- Maintain sound financial management processes
- Ensure an effective governance structure is maintained
- Build a diverse and engaged membership base
- Develop a Partnerships Strategy to leverage existing and future priorities
- Partner and collaborate with the national volunteering network

Knowledge Base

- Lead and partner in the development of Tasmanian volunteering research
- Participate in national volunteering research projects and discussions
- Instigate and facilitate conversations on volunteering research across the Tasmanian volunteering community

STRATEGIC
ENABLERS

STRATEGIES