

CORPORATE LEADERSHIP THROUGH SKILLS-BASED VOLUNTEERING

23rd IAVE World Volunteer Conference



AUSTRALIA September 2014

Acknowledgement

We would like to acknowledge the traditional custodians of this land we are meeting on today, the Yugambeh People, and pay our respects to the Elders past, present and future.

About us and where we are from...



Wendy Gauci
Volunteer Program Manager



Violeta Taneska
Community Relations Adviser



Margaret Andrews
Manager Business Development

About us and where we are from...

Bankwest

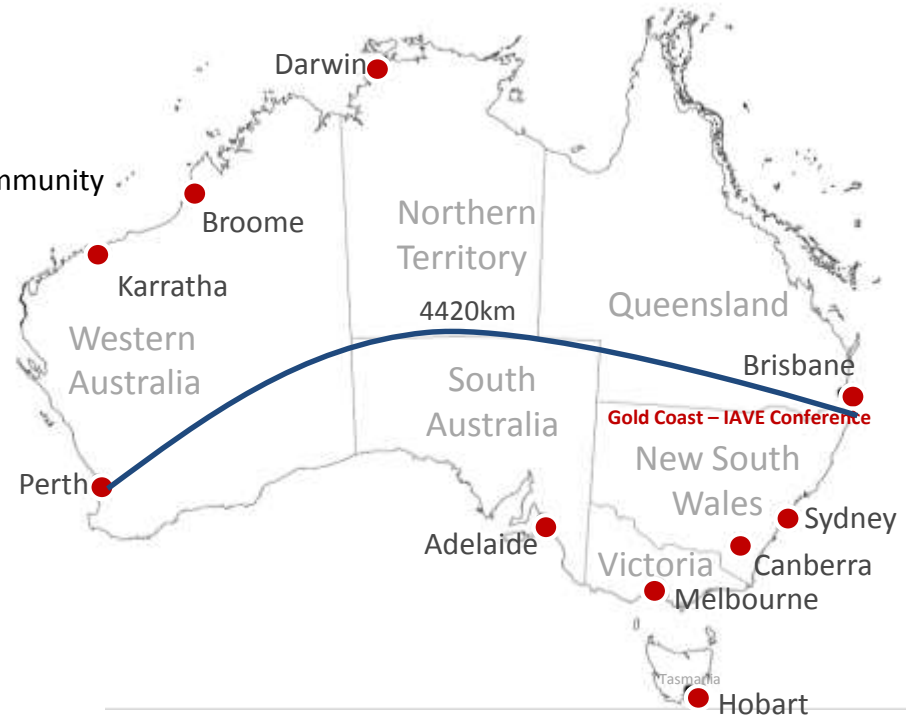
- History of being part of the community since 1895
- Colleague volunteering program commenced in 2010
- Last financial year over 1700 Bankwest volunteers assisted the community

Woodside

- Australia's largest independent oil and gas company
- In 2005 became one of the first companies to formally introduce paid volunteering leave
- 2008 formalised first volunteering partnership

Volunteering WA

- Western Australia's Peak body for volunteering (established 26 years)
- Providing support to 635 volunteer-involving member organisations



Corporate Volunteer Council (CVC)

- First to be established in Australia
- Promotes the importance of workplace volunteering
- Provides professional guidance, support and networking opportunities
- CVC members benefit from the shared knowledge and resources, and gain a greater awareness of the needs of their local community



Why conduct a Pilot?

- Growing maturity and exponential growth of team-based volunteering
- Employee demand for applying their professional skills
- Natural alignment with VWA (as Peak Body) and its ability to:
 - Access its 635 volunteer involving members and their wide-ranging causes
 - Educate, promote and grow the benefits of skills-based volunteering
 - Be an independent 3rd party: keep communication open; monitor progress; and gather more honest feedback



Benefits of Skills-based Volunteering

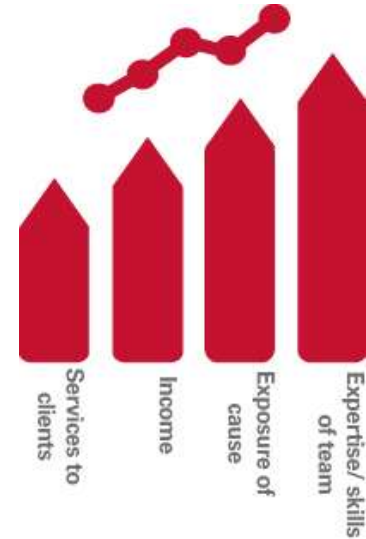
For Volunteering WA:

- a. Partnership benefits
- b. SBV benefits



For Not for Profit organisations:

FREE professional assistance (cost-savings)



THE PILOT

Violeta Taneska, Community Relations Adviser - Woodside



Pilot structure

SCOPE

**WORKING
GROUP**

**BUDGET &
STAFFING**

Key Performance Indicators

- Target of 25 projects per partner
- Creation of a framework for a future program
- Evidence of achievement of valuable outcomes for community partners
- Evidence of increased skills development and company loyalty for volunteers



High-touch model

Intro to skills- based volunteering	Scope and formalise projects	Advertise and apply	Match and monitor
<ol style="list-style-type: none">1. Identify NFPs for participation2. Present workshop to introduce NFP CEOs/ Board to skills- based volunteering3. Facilitate needs analysis from CEO/Board perspective4. Aim to have each NFP leave with 5-6 potential skills- based projects	<ol style="list-style-type: none">1. VWA arranges meetings with NFPs to follow up from workshop to review drafted project scopes for projects they wish to pursue immediately2. NFP has already determined appropriate project owner within organisation, measurements of success, and timeline urgency3. VWA consultant takes time to understand draft project scopes and outcome benefits to ensure project is appropriate4. More complex projects may be broken down into stages and smaller projects - re-scope and approve5. Determine deadline for volunteer applications based	<ol style="list-style-type: none">1. Corporate staff to look and apply for opportunities online2. Automatic notification via email to corporate contacts of new project online3. Volunteers apply for projects online (with CV attached), sent to VWA and also company4. Multiple volunteers can apply for project to allow for best option for NFP5. VWA thanks volunteer for application and shares it with company6. NFP responds if they would like to progress to an introduction to the volunteer7. VWA inducts volunteer to ensure understanding of commitment and expectations8. VWA organises introductory meeting between NFP and potential volunteer (corporate contact may also wish to attend)	<ol style="list-style-type: none">1. Once both parties agree that there is a potential match, a final meeting is held between NFP and volunteer - with VWA and corporate coordinator to discuss final details of project, ask questions, address concerns2. Discuss and sign the Deed of Agreement3. Contact details are shared and the project can begin4. Pulse checks every month by VWA and shared with corporate coordinator via email5. NFP advises VWA when project is completed6. Post-project survey sent out by VWA to all parties (impact on Vol and charity, time spent, economic benefit, plus intangible benefits)7. Outcomes story completed and sent with collation of survey results

- Evidence of achievement of valuable outcomes for community partners
- Target of 25 projects per partner



- Creation of a framework for a future program
- Evidence of increased skills development and company loyalty for volunteers

SHARING LEARNING & RECOMMENDATIONS

Wendy Gauci, Volunteer Program Manager - Bankwest



Are you ready?

- Conduct a “Litmus” test
- For Corporates
 - Is the culture supportive?
 - Executive & Senior Manager buy in
 - What is your Volunteer leave policy?
 - Ensure there is a written “agreement” between all parties
 - Ensure you have a proactive owner to the program internally
 - Build SBV into employee development plans
- For Corporate Skilled volunteers
 - When will the volunteering be completed?
 - Ensure they understand responsibilities in representing your brand



Are you really ready?

■ For Not-for-profits

- Is there support of the CEO & Board to engage SBV?
- Do you know the solution or just the problem?
- Is all background information prepared and ready?
- Ensure there is a project owner internally
- Is the timing right – do you have the resources & time available to support?
- If required, has internal funding been established?
- Understand limitations of a skills based volunteer
- Ensure you have necessary insurances



Scope creep

- **Why does it happen?**
 - Discussions between the NFP & SBV expert may unravel the project to be larger than expected
 - The NFP sees other potential in the volunteer
 - Changes within the NFP see the project priority change or disappear
- **What to do to minimise?**
 - Encourage open, ongoing discussions
 - Break down the project into smaller, different projects
 - Put in place agreements around deliverables, critical timings and withdrawal from the project



Communication is Key

- A proactive program owner within the corporate & NFP is vital
- Leverage communications channels well
- Regular, open & honest conversations
- Tell the stories, celebrate successes



It's a slow build

- The scoping, matching, completion and evaluation of a project is a lengthy process
- Drives a much deeper level of employee engagement
- Association between the volunteer & NFP often continues long after the project
- Case studies available



THANK YOU



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