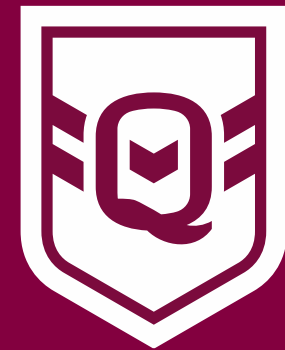




QUEENSLAND RUGBY LEAGUE

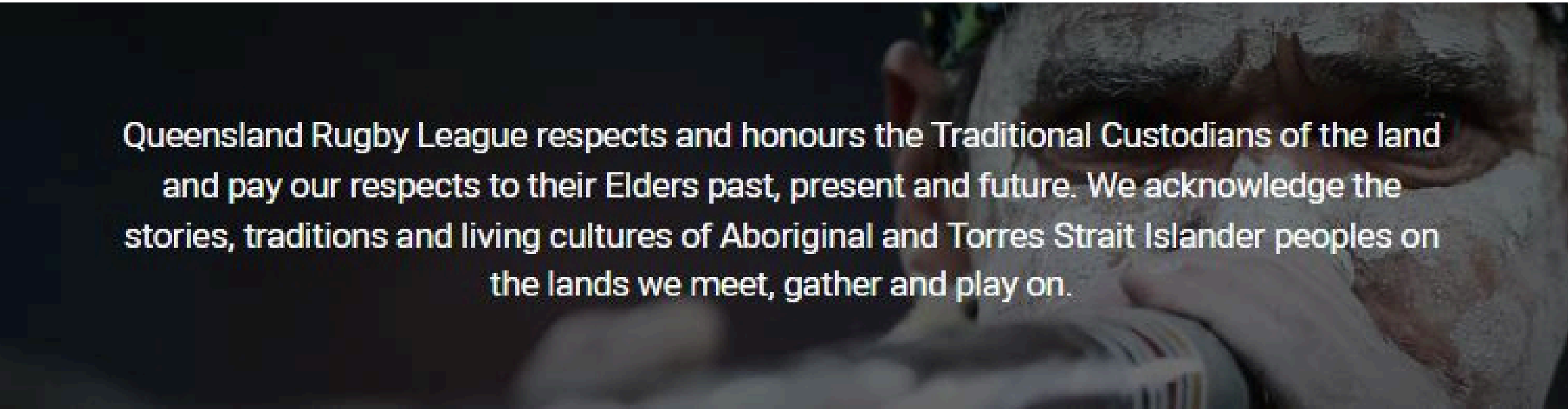
Volunteer Recruitment & Retention

Webinar 1 - 22nd May 2024



Acknowledgement of Country

Queensland Rugby League respects and honours the Traditional Custodians of the land and pay our respects to their Elders past, present and future. We acknowledge the stories, traditions and living cultures of Aboriginal and Torres Strait Islander peoples on the lands we meet, gather and play on.



Meet the Club Education & Wellbeing Team



Trish Walding

Senior Club Education &
Wellbeing Manager



Nicky Thomas

Club Education &
Wellbeing Manager -
Northern



Ryan Charles

Club Education &
Wellbeing Manager -
Central



David Sheridan

Club Education &
Wellbeing Manager - SEQ



Liberty Jones

Club Education
Coordinator
Diversity & Inclusion



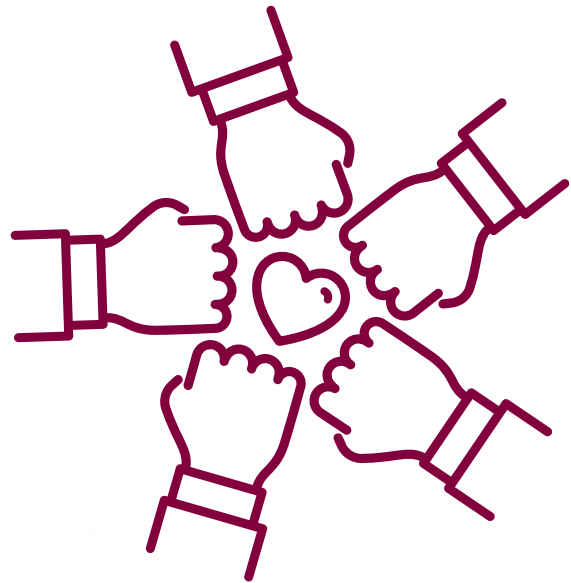
Linda Saunders

Club Education
Coordinator
Volunteers

Australian Volunteering

Data from the 2023 National Strategy for Volunteering

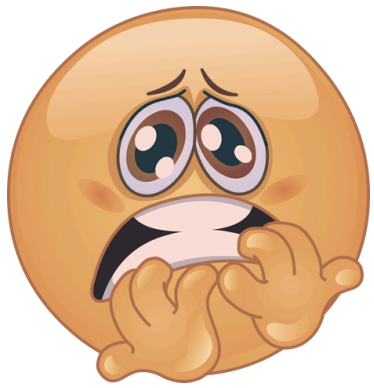
- Recovery of volunteering post Covid 19 - is slow
- 32.6% of people formally volunteered (April 22 - April 23)
- Volunteering has increased from 2022 to 2023 - but is still not at pre-pandemic levels
 - 26.7% in 2022
 - pre-covid - 36%
 - increase largest in 35-54 year olds
- On average, 151 hours were spent volunteering, per volunteer



**Volunteering -
time willingly
given for the
common good and
without financial
gain**

**July 2022 -
July 2023**

- 64.3% aged 15 and over volunteered
- 2.8 million people
- combined 719,000,000 hours of time
- average of over 5 hours per person, per week
- economic value of volunteering in the 2022-2023 financial year - \$117 billion
- cost to replace the labour that volunteers in QLD contribute - estimated at \$31.3 billion
- 52% volunteering in their community
- 27.5% at home or online



What if Australia had no volunteers?



No community sport



Beaches wouldn't be patrolled



No agricultural shows



No Bush Fire Brigade



No SES



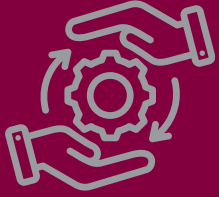
No Lifeline



No red nose

The list goes on.....

Understanding Volunteering



Volunteering has the power to change the lives of the volunteers as well as the people they are supporting

Understanding motivators

- Want to support family members
- They have participated, and want to give back
- Gain skills and experience
- Social connection - be a part of the community
- To help others
- For enjoyment
- To be active
- To have a purpose

Understanding what motivates people to volunteer, and matching this to the roles within your club is important



Research shows that people who volunteer show greater self-assessed psychological wellbeing, self-esteem, happiness and satisfaction with life

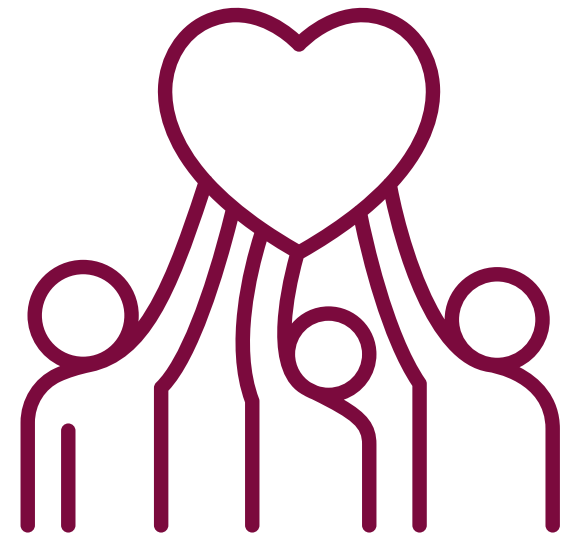
Challenges to volunteering

- Cost of living
- Low unemployment rates
- Commonwealth incentives - older people can work, to supplement income
- Housing supply
- Transient communities

Barriers to volunteering

- 23% - haven't been asked
- Lack of time
- Not knowing what opportunities exist
- Not skilled enough
 - assume sport specific knowledge is required
- Lack confidence - fear being criticised
- Cost - average \$15.57 per hour - reimbursed 21%
- Health reasons

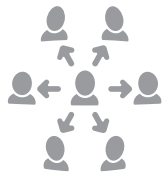
Potential volunteers care about your purpose not your organisation – treat them well and they will grow to care about the organisation



Volunteer Coordinator

Dedicated to:

- Recruitment
- Support
- Recognition



This role is the link between the Committee and volunteers and ensures the needs of both the committee and the volunteers are managed appropriately

The role:

- Manage volunteer enquiries
- Work with the club to determine volunteer requirements
- Meet and greet volunteers - onboarding process (online induction courses)
- Support volunteers
- Match volunteers - task to skill set (motivator)
- Identify opportunities to upskill
- Recognise and reward volunteers
- Identify succession planning opportunities
- Provide volunteer roster
- Develop surveys / exit interviews

Support:

The committee need to support the volunteer coordinator

- Allocate a volunteer budget
- Include them in committee meetings
- Allow them to communicate with members - using communication tools

Volunteer Recruitment

- Keep it fun and simple
- Create a culturally safe environment – invest time in learning the history/heritage of your volunteers
- A place to belong
 - Dismiss stereotypes
 - Promote fun
 - Allow flexibility
 - Reward recruitment
 - Support the volunteer
- Elevate positive role models
- Utilise digital content to attract volunteers
- Utilise alternate recruitment opportunities
 - universities
- Share volunteer stories - lived experiences

Recruitment Opportunities

- Word of mouth - refer a friend
- Social media
- Google search
 - seek volunteer
 - community noticeboards
 - social media platforms
- Support accessibility
- Come and try days
- Family volunteering - bring the whole family along
- Connect with corporate volunteers
- Use MySideline communications - call to arms
- Advertise at schools and universities
- Past players / life members
- Door knock, around your club

Welcome!

You can LOOK welcoming but still not be inclusive

Culturally Diverse Volunteers

- 50% of our population are either born overseas or have one or both parents born overseas
- You can find connection & community through volunteering
- Create a culturally safe environment
- Invest time in learning the history/heritage of your volunteers
- Some cultures don't 'see it as volunteering' it is something they do in everyday life
- Some languages do not have a word for 'volunteering', however most languages will have a word that translates to 'service'



2021 - 5.2% of the QLD population identified as Aboriginal or Torres Strait Islander



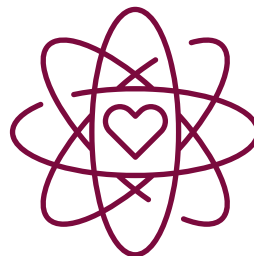
Inala - Vietnamese



Ipswich - New Zealand

- Migrants often come to Australia with no connection
- Being welcome is an important concept in bringing us together
- Can connect people who might not be familiar with Australia

Young Volunteers



Young people engage with elements of volunteering that align with their values

- There is a very strong link between youth volunteering and sports clubs
- In 2022 a survey conducted by Mission Australia showed 45% of 15-19 year olds, volunteer
- Young people have an image of volunteering as being 'saint-like' – use other terminology – they don't always identify with the term volunteering
- Local clubs change personnel, structure and culture to create an environment for young people (look at committee's – do you have a young voice on there?)
 - also a great way to succession plan
- Set up a youth advisory panel for ideas
- Student volunteering is seen as a way of boosting graduate employability - university students volunteering is on the rise

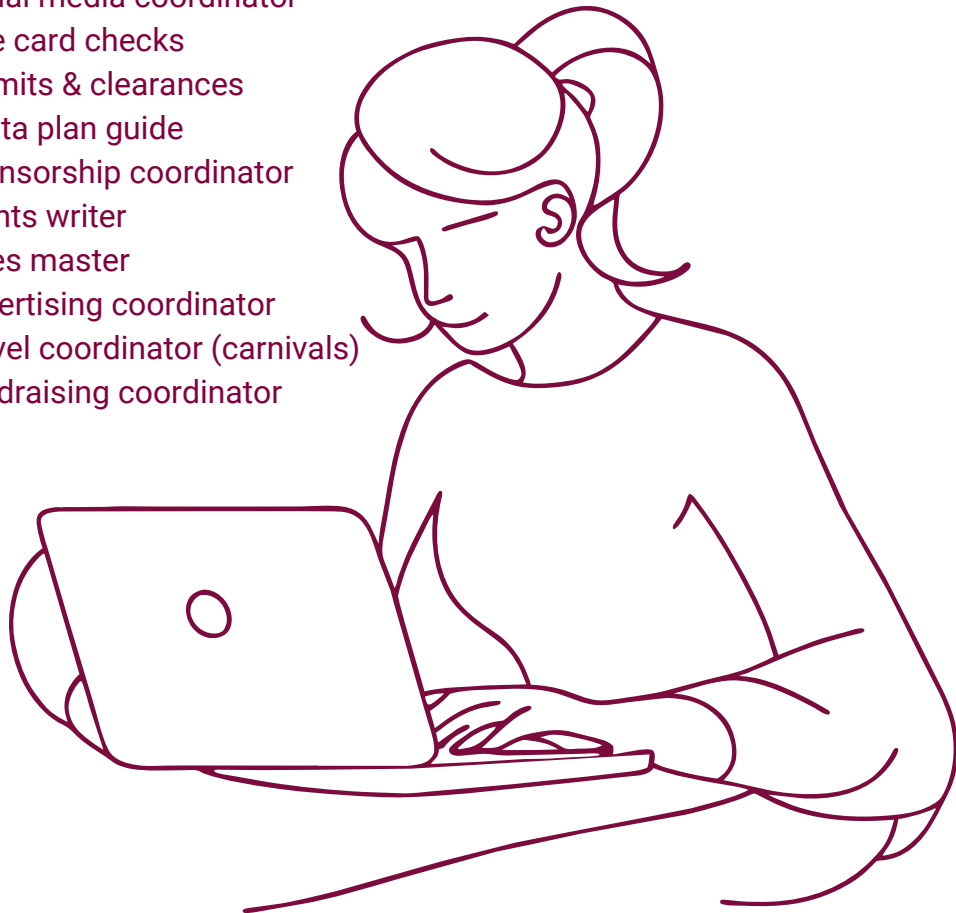
Important to note:

- Young people need flexible environments
- Encourage them to bring friends along
- Ask a young person to advocate on behalf of your club regarding 'volunteer' positions
- Link up with community leaders & institutions (schools, places of faith, cultural centres)

Virtual-Volunteering

Tasks a distributed online via an internet connected device

- Transcribe recorded minutes
- Produce club newsletter
- Social media coordinator
- Blue card checks
- Permits & clearances
- Strata plan guide
- Sponsorship coordinator
- Grants writer
- Rules master
- Advertising coordinator
- Travel coordinator (carnivals)
- Fundraising coordinator



Micro-Volunteering

A volunteer or team of volunteers completing small tasks that make up a larger project

- If someone had an hour to give, what task would I share with them?
- If someone had half a day to give, what task would I share with them?
- If someone had a weekend to give, what task would I share with them?
- If someone had 30 minutes a week to give, what task would I share with them?

- Game day set-up
- Game day pack-down
- Food preparation
- Event planning
- Age group coordinators
- Team Manager support
- Uniform coordinator
 - uniform distribution team
- Sponsor service
- Jersey wash
- Cleaning

Breaking traditional roles into tasks and giving volunteers bite-sized opportunities to engage

What you should do now.....

- **Recruit a Volunteer Coordinator for your club**
- **ASK people to volunteer**
- **Make contact with:**
 - **local schools**
 - **universities**
 - **cultural centres**
 - **places of faith**
 - **retirement villages**
- **Connect with other organisations that do volunteering well - share tips and ideas'**
- **Connect young people with your club through social media, and relevant communication strategies**
- **Share stories of volunteering - lived experiences**
- **Break down roles into more bite sized pieces**
- **Ask yourself - is your club welcoming to all?**

Volunteer Retention

- Make it fun
- Offer diversity - monotonous roles will not keep people coming back
- Learn what motivates each of your volunteers
- Survey your volunteers
 - Evaluate the feedback and action accordingly
 - create a list of areas or procedures for improvement
 - rank from most important to least
 - schedule time frames to implement changes
- Offer them a chance to develop/upskill
 - free courses
 - government
 - community centres
 - council chambers
 - TAFE
- Involve them in decision making
 - make them feel like they are adding something to the overall goals and planning of the club
- Show how they make a difference
 - share
 - member surveys
 - fundraising achievements
 - community recognition awards
- Recognise their contribution
- Kit and merchandise - make people feel like they belong
- Support succession planning



Volunteer Recognition

- Get to know the individual
 - Say thank-you in a way they would like to be thanked
- Demonstrate the impact of volunteering - share stories
- Utilise National Volunteer Week Provide volunteer awards
- Host a volunteer appreciation event
- Ask members/participants to write thank you message
- Volunteer of the Month
 - Highlight a volunteer in the club newsletter/social media
- Your volunteers are your experts of your program
 - Listen to volunteer feedback
- Volunteer photo montage
- Provide a sense of community
- Designated parking spots
- Volunteer social events



Ideas to Thank Them:

- Say thank you
- Certificate of appreciation
- Gift cards
- Handwritten cards/notes
- Guards of honour
- Life membership
 - junior life members

Treat Them Like Family:

- Recognise significant anniversaries
 - QRL service pins
- Acknowledge them with unexpected gifts
- Share their stories
- Invite them to significant events
 - league awards nights
- Remember the small details
 - family events
 - motivators



**Get to know your
volunteers and thank
them how THEY would
like to be thanked**

Thank you for the time you gift to the game of Rugby League



- QRL Volunteer Service Pins
 - 10 years
 - 15 years
 - 20 years
 - 25 years
 - 30 years
 - 40 years
 - 50 years
- QRL Community Volunteer Awards Program
 - 8 award categories
 - Shell V-Power Volunteer of the Year
 - XXXX Community Club of the Year
 - BMD Indigenous Community Award
 - PUMA Contribution to Officiating
 - McDonalds Community Coach of the Year
 - Rebel Young Person of the Year
 - Westpac Wellbeing Ambassador
 - Harvey Norman Contribution to the Female Game
 - Prize - State of Origin Experience

Linda Saunders - Club Education Coordinator - Volunteers

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