

A NEW VOLUNTEER STRATEGY FOR SYDNEY LIVING MUSEUMS

RATIONALE

For over 35 years volunteers have provided crucial support across Sydney Living Museums, practically enabling us to extend our work to cherish, protect and share our places and stories. Volunteers actively contribute across all 12 SLM sites in our 'year-round' volunteer program and additionally through our annual Sydney Open program.

For the first time a volunteer strategy has been developed at SLM, to align the volunteer program with SLM's wider strategic goals to deepen access and engagement and meet ambitious visitation targets, as well as invest in our people and promote a culture of continuous workplace improvement.



STRATEGY

The strategy has been informed by assessments against national volunteer standards as well as extensive consultation with existing volunteers and staff, and potential volunteers.

Building on established strengths the Volunteer Strategy will enable SLM to expand and diversify the program to increase volunteer participation, invest in volunteers to deepen their positive impact, and increase the profile and reputation of SLM volunteering in the community to reach new audiences.

Central to the strategy will be working to meet the best practice goals of Volunteering Australia's *National Standards for Volunteer Involvement 2015* to ensure maintenance of a high quality experience and positive wellbeing for all volunteers.

STRATEGIC AREAS & OUTCOMES

1. Diversify and grow the volunteer program



Aims

Diversify the volunteer team and make it easier for people with diverse preferences to access volunteering. Diversify the ways volunteers can support SLM and grow the program in targeted areas including expanding the Volunteer Speaker program, sourcing volunteers to support the Hyde Park Barracks Museum Renewal project and developing a corporate volunteer program. Increase the external profile of the volunteer program.

Outcomes

Key outcomes include increased volunteer involvement and contribution across SLM teams, increased diversity of the volunteer team, increased outreach visitation and increased awareness of SLM's volunteer program among new audiences.

2. Maximise the impact of volunteers



Aims

Invest in volunteer training and evaluation to build capacity in delivering quality experiences to visitors. Increase awareness of the value of volunteers to deepen staff engagement with and support of the volunteer program.

Outcomes

Key outcomes include an improved visitor experience and audience satisfaction, increased volunteer program participation and strengthened organisational resilience.

3. Demonstrate best practice in volunteer management



Aims

Work towards meeting the *National Standards for Volunteer Involvement 2015* to strengthen best practice in volunteer management and support staff to work with and engage volunteers to support their business.

Outcomes

Key outcomes include improved compliance and risk management, quality of volunteer experience safeguarded, clarity on volunteer program policies and improved staff confidence in managing and working with volunteers.

KEY OBJECTIVES

1. **Grow the volunteer program** sustainably in targeted areas, including expanding the Volunteer Speaker program, sourcing volunteers to support the Hyde Park Barracks Museum Renewal project and developing a corporate volunteering program.
2. **Diversify the volunteer team** to increase representation of culturally and linguistically diverse volunteers and work to improve accessibility for individuals with disability.
3. **Invest in volunteer training and evaluation** to build capacity, with a focus on fostering improved customer service and cultural awareness.
4. **Increase flexibility of the volunteer offer** to make it easier for people with diverse preferences to access shifts and benefits.
5. Implement strategies to anticipate and **manage risks associated with an ageing volunteer workforce**.
6. **Increase staff awareness of the value of volunteers** to deepen engagement and develop training and resources to empower staff to work with volunteers.
7. **Reach new audiences** through increased promotion of the volunteer program through existing and new channels.
8. **Deepen integration and cross-participation of Sydney Open** volunteering with the year-round SLM volunteer program.
9. **Work towards meeting Volunteering Australia's National Standards for Volunteer Involvement** and develop relevant policies and procedures in key areas.
10. **Invest in Volgistics implementation** to improve data capture and reporting in order to better communicate volunteer impact.



TIMELINE

The 3-year strategy will be implemented across the three financial years from mid-2019 until mid-2022.

STRATEGIC ALIGNMENT

The SLM Volunteer Strategy 2019–2022 aligns with the SLM Strategic Plan 2017–2022 goals *Experience and Engagement, Collaboration and Partnerships, Placemaking and Heritage and Curatorship* and contributes to its success measures to *Increase Visitation, Deepen Access and Engagement* and *Invest in People and Culture*. The Volunteer Strategy also aligns more broadly with the following state and national volunteering guidelines:

National Standards for Volunteer Involvement 2015

NSW Volunteering Strategy 2016–2020

NSW Statement of Principles for Recognition of Volunteers 2013

SLM VOLUNTEER PROGRAM - BY NUMBERS

450

450 VOLUNTEERS
IN TOTAL



148

YEAR-ROUND VOLUNTEERS
AT SLM PROPERTIES

6



VOLUNTEER ROLES
SUPPORTING THE
YEAR-ROUND
VOLUNTEER PROGRAM

348

VOLUNTEERS SUPPORTED
SYDNEY OPEN 2018

4

VOLUNTEER ROLES
SUPPORTING SYDNEY
OPEN EACH YEAR

98%

OF SYDNEY OPEN VOLUNTEERS
IN 2018 REPORTED FEELING
WELCOMED AND INCLUDED
IN THE SYDNEY OPEN
VOLUNTEER TEAM³

SYDNEY
OPEN

9460

NUMBER OF VOLUNTEER
HOURS GIVEN ACROSS
ALL VOLUNTEER ROLES IN
THE 2017–2018 FINANCIAL YEAR



54%

OF SLM STAFF STRONGLY AGREE OR
AGREE THAT THERE IS CAPACITY FOR
MORE VOLUNTEERS IN THEIR WORK AREA²

98%

OF SLM STAFF STRONGLY AGREE OR
AGREE THAT VOLUNTEERS ADD VALUE
AND ACHIEVE GREAT WORK FOR SLM²

99%

OF VOLUNTEERS IN THE YEAR-ROUND PROGRAM
SAID THEY ARE VERY LIKELY OR LIKELY TO CONTINUE
VOLUNTEERING FOR SLM FOR THE FORESEEABLE FUTURE¹

97%

OF VOLUNTEERS IN THE YEAR-ROUND PROGRAM
SAID THEY ARE VERY LIKELY OR LIKELY TO
RECOMMEND SLM AS A GREAT PLACE TO VOLUNTEER¹

1 percentage of respondents to year-round volunteer survey, May 2018 (approx. 55% of 150 year-round volunteers took part in survey)

2 percentage of respondents to Sydney Open 2018 volunteer survey, Nov 2018 (approx. 62% of 350 Sydney Open volunteers took part in survey)

3 percentage of respondents to SLM staff survey, Oct 2018 (approx. 25% of 316 SLM staff took part in survey)