

VOLUNTEERING CENTRAL COAST

Annual Report

2023-2024



Introduction

Volunteering Central Coast (VCC) is a dedicated not-for-profit organisation committed to enabling community cohesion, wellbeing and resilience through volunteering. VCC's purpose is to mobilize and empower individuals to engage in volunteering, harnessing the power of collective action to address societal challenges, enhance personal well-being, and strengthen community bonds. We are committed to creating a diverse and inclusive volunteering ecosystem that facilitates accessible, meaningful, and impactful volunteering opportunities.

As the Central Coast's only Volunteer Resource Centre, we offer a range of volunteer support services and resources to both volunteers and volunteer-involving organisations. In addition to our core functions, we deliver volunteer-led programs in the aged care, employment and youth sectors, demonstrating our adaptability and commitment to addressing the evolving needs of the community.

Our role is not only to connect volunteers with opportunities but also to actively manage and support community programs that make a tangible difference in the lives of Central Coast residents.



Introduction

Our Vision

Volunteering Central Coast aspires to be the regional Centre of Excellence in Volunteering. We envision a world where every act of volunteerism strengthens social bonds, enhances well-being, and contributes to sustainable development

VCC aims to achieve its purpose by:

- **Mobilization and Empowerment:** VCC is committed to activating potential volunteers and equipping them with the opportunities and resources needed to make a meaningful difference.
- **Inclusive Approach:** Our ambition is to reach a broad audience, emphasising diversity and inclusivity to ensure everyone can contribute, regardless of background or ability.
- **Addressing Societal Challenges:** We will take a proactive stance towards tackling local issues through collective volunteer efforts, fostering community development and social cohesion.
- **Enhancing Personal Well-Being:** We are committed to creating opportunities that aim to enhance the well-being of our volunteers, fostering an environment that supports their mental, physical, and emotional health.
- **Strengthening Community Bonds:** Our role as a centre of excellence in volunteering commits us to working in collaboration with government and the community sector to build stronger, more resilient communities through enhanced social capital and mutual support.
- **Nurturing a Culture of Civic Responsibility:** Our purpose aims to instil a long-term commitment to volunteering, promoting sustained engagement and a sense of responsibility towards societal well-being.

Through our work, we empower individuals, strengthen organisations, and contribute to a more connected and supportive community

Strategic Plan

In mid-2023, the Volunteering Central Coast (VCC) Board developed a new strategic plan to support the sustainable development and growth of the organisation. This plan acknowledges the complex financial environment in which VCC operates, including reduced funding and increased uncertainty. The strategic plan is built around key pillars designed to ensure the long-term viability and impact of VCC as the region's leading volunteer resource.

Strategic goals

Financial Sustainability and Revenue Diversification:

Strengthen the VCC's financial health by diversifying income streams beyond government grants, cultivating private-sector partnerships, initiating fundraising campaigns, and exploring social enterprise opportunities.

Volunteer Empowerment and Community Impact:

Enrich the volunteer experience to enhance personal growth and societal contribution, while developing robust metrics to assess and amplify the community impact of volunteer initiatives.

Innovation in Service Delivery and Operational Efficiency:

Harness innovative practices and technology to optimize service delivery, improve operational efficiency, and increase VCC's reach and effectiveness, even with limited resources.

Strategic Alliances and Advocacy:

Build strategic partnerships across sectors to extend influence and capacity and engage in advocacy to shape policies that support the value of volunteering, reflecting VCC's role as a centre of excellence.

Board Members



Randal Tame, Chairperson November 2021 to date.

Qualifications: A graduate of the AICD and has a BA in psychology and an MBA from Macquarie Graduate School of Management. Randal is also an adjunct lecturer in management at Macquarie Graduate School of Management and guest lecturer in Leadership Theory at the ANU Strategic Defence Studies Centre.



Duncan Bennet, Deputy Chair November 2021 to date

Qualifications: Bachelor of Business Studies.

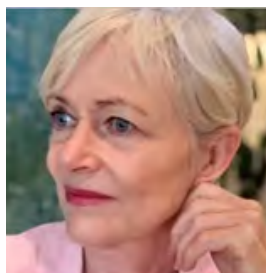
Duncan is a long-term Central Coast resident and volunteer, plus is the Chair of Coast and Country Primary Care. His earlier background includes over 35 years of senior executive and CEO roles in the technology industry plus more recently running his own executive mentoring and coaching business.



Andrew Cordwell, Treasurer November 2020 to date

Qualifications: BComm (Accounting), is a Fellow of the Institute of Chartered Accountants in Australia & New Zealand and is a Justice of the Peace.

Prior to his retirement he was also a registered company auditor, superannuation auditor, tax agent and Certified Public Accountant.



Helen O'Loughlin November 2022 to date

Qualifications: B.A. Dip Ed. MAICD, Certified Organisational Coach, Level One IECL

Helen has over 25 years' experience as a Human Resources senior executive in financial services and the Commonwealth government. Helen has worked closely with Executive teams and Boards and has a vast array of experience in working with regional and rural businesses, as well as government and the banking sector.

Board Members



Dr Jodie Lording Board member March 2023 – to date

Qualifications: Bachelor of Business Studies.

Dr Jodie Lording has worked in industry across education, adult learning and development, human resources and IT for over 25 years. Jodie has a career in Defence industry supporting Navy's deployed ICT and has served in the Army Reserves for over 30 years. Jodie has also completed a doctoral thesis 'Paid Volunteers: Experiencing Reserve recruitment and retention and brings this invaluable expertise and knowledge on volunteering, to Volunteering Central Coast.



Anne Garlick Board Member April 2023 – to date

Qualification: Master of Management (Banking), BA Information Technology

Anne is recognised as a leader in Technology and Cyber Risk management. She has a passion and track record for driving business outcomes through leading people and transforming process and technology whilst having a strong risk mindset. Anne has experience working with Boards both within Financial Services and as an independent director of a Not-for-Profit organisation. She is a past Director of the Central Coast Grammar School where she held the roles of Deputy Board Chair and chair of the ICT subcommittee.



Trevor Drake, Board Member April 2023 – to date

Qualifications: Solicitor, Bachelor of Legal Studies and Master of Commercial Law

Trevor has been a practicing solicitor since 1990 and was a Councillor on (the then) Gosford City Council from 2004–2008.

Chair Report

To our valued Central Coast Community, Volunteers, Members, and Partners, welcome to Volunteering Central Coast's (VCC) 2023–2024 Annual Report. This year has been transformative, as we have laid the foundation for a future outlined in our new strategic plan for 2024–2027. With a focus on innovation, financial sustainability, and community impact, VCC has set an ambitious path towards becoming a regional centre of excellence for volunteering.

Volunteering in regional areas of Australia holds immense importance as it directly contributes to community resilience, social cohesion, and the sustainability of essential services. On the Central Coast, volunteers often play a pivotal role in providing support where formal services are limited, filling critical gaps in health, education, emergency response, and social welfare. However, the Central Coast also faces distinct challenges—such as an aging population, fewer available volunteers, and logistical difficulties associated with distance and limited infrastructure—that make the recruitment and retention of volunteers complex. Despite these challenges, the benefits of volunteering to our community are profound, fostering a deep sense of community ownership and enhancing well-being by connecting individuals through shared purposes. Place-based support for volunteering is therefore critically important, ensuring that initiatives are tailored to the unique needs and circumstances of local communities and organisations, enhancing both the effectiveness and sustainability of volunteering efforts.

Over the past year VCC has been active in promoting the need for place-based volunteering services to government and to the volunteering peak organisations. Regional volunteer resource centres, such as Volunteering Central Coast, are essential in delivering the benefits of volunteering in regional communities by serving as a critical hub that connects individuals, organizations, and opportunities. These centres play a fundamental role in understanding and addressing the unique



Chair Report

needs of their local areas, ensuring that volunteer programs are place-based, responsive, and inclusive. By providing recruitment, training, and support, they enable local volunteers to engage in impactful activities that directly address community needs, such as health services, youth mentoring, and social inclusion. Furthermore, these centres help overcome the challenges of regional volunteering, such as limited awareness and logistical constraints, by offering tailored initiatives, outreach, and digital solutions that enhance accessibility. The presence of a local volunteer resource centre also fosters a strong sense of belonging and community resilience, as they nurture partnerships with local councils, non-profits, and community groups, collectively strengthening the volunteering ecosystem. Through these efforts, centres like Volunteering Central Coast are pivotal in maximizing the positive impact of volunteering, building cohesive and vibrant communities, and sustaining essential support networks.

However, despite the clear benefits of a strong volunteering ecosystem, the past three years have presented unique challenges, marked by the continuing impacts of COVID-19, natural disasters, demographic shifts, technological advancements, and policy changes. The nature of volunteering continues to shift, and VCC is adapting to these trends and our vision remains focused on ensuring accessible, inclusive, and meaningful opportunities for all. Our strategy reflects this vision and these changes and outlines a three-phase transformation:

1. Developing foundational systems, diversifying revenue streams, and enhancing ICT solutions to create a resilient operational base. To achieve this we need secure funding beyond traditional government grants. This includes cultivating private-sector partnerships and exploring social enterprise initiatives, which will ensure the long-term viability of our services. If we are to continue to deliver the multiple benefits that derive from our volunteer services we will need tangible government and local support.
2. Expanding our volunteer network and utilizing new systems to improve our community impact. The well-being of our volunteers and their community impact remain at the forefront of our initiatives. We are working to modernise service delivery, especially through digital solutions and we are exploring new volunteer models, such as virtual and skill-based volunteering, which align with the changing preferences of younger volunteers and those seeking flexible, remote opportunities.
3. Increasing membership engagement, funding opportunities, and positioning VCC as a leader in volunteerism. Building partnerships across sectors has allowed us to extend our influence and contribute to broader community and government agendas. This includes participating in policy discussions and advocating for systemic support for volunteering across state and national levels.

We continue to align our work with broader community priorities, such as the One Central Coast Strategy, which emphasizes belonging, environmental sustainability, and community health. This alignment strengthens our ability to deliver place-based services that support community development and social inclusion on the Central Coast.

Chair Report

I am very honoured to be part of an extraordinary leadership and governance team at VCC. At our last AGM we elected three new board members, Jody Lording, Ann Garlick and Trevor Drake. Each has contributed significantly to new thinking and directions in strategy and governance, including, strengthening our risk and compliance frameworks. With our continuing board members; Andrew Cordwell, Helen O'Loughlin and Duncan Bennet the board has ensured that VCC remains robust in meeting all regulatory requirements and business obligations.

Despite a challenging funding environment, VCC ended the 2023–2024 financial year in a relatively stable position. Our ability to diversify income, combined with government support through the TEI and VMA programs, helped offset the reduction in federal funding for volunteer resource centres. As of June 30, 2024, VCC has total net assets in excess of \$220,000, with ongoing government grants supporting key programs. We continue to strive towards further diversifying revenue, including through corporate partnerships and social enterprise opportunities.

I would like to extend my sincere gratitude to all our board members, staff, volunteers, and partners for their tireless contributions throughout the year. I would like to acknowledge Dianne Moy, our Executive Officer, for her outstanding leadership and vision during this transformative period for VCC. I also extend heartfelt thanks to Donna Joseph, our inestimable Finance Officer, who this year celebrates 25 years of dedicated service to VCC—her contribution has been invaluable, and we are deeply grateful for her expertise and unwavering commitment.

This year, we bid farewell to Duncan Bennet, our Deputy Chair, who retires at the 2024 AGM. Duncan has been a significant asset to VCC—a friend, confidante, and steadfast supporter of our mission. His leadership, wisdom, and passion for volunteering have left a lasting legacy, and we thank him for his remarkable service.

Looking ahead, our transformation plan aims to make VCC a resilient, well-connected, and efficiently supported volunteering ecosystem by 2027. We are committed to enhancing our membership engagement, increasing our impact on the Central Coast community, and establishing VCC as a recognized leader in volunteer management and advocacy.

I am incredibly proud of what we have accomplished this year and excited about what lies ahead. The resilience and dedication of our staff, volunteers, and partners have allowed VCC to adapt, innovate, and thrive despite the challenges we face. Our strategic direction for the next few years is bold but necessary, and I am confident that, together, we will continue to make a lasting positive impact on our community.

Together, we are building a thriving and inclusive volunteering ecosystem that will serve the Central Coast for generations to come.

Randal Tame
Chair, Volunteering Central Coast

Executive Officer Report

The 2023–2024 financial year has marked a period of substantial development for Volunteering Central Coast (VCC). Driven by our mission to strengthen community resilience and social cohesion, we expanded our programs and deepened our partnerships, positioning ourselves as a key support provider across the Central Coast.

This year, we built on our core volunteer referral services with significant initiatives, including developing new school partnerships for the Youth Support Program, doubling of the Aged Care Volunteer Visitors Scheme (ACVVS), and the delivery and volunteer management of the Careers NSW Industry Experts Program. Through these efforts, we addressed critical social issues, reducing social isolation for 95 elderly residents with over 1,100 visits, supporting 30 at-risk youth with case management and mentoring, and delivering more than 1,000 career guidance sessions to those seeking new employment opportunities. These programs demonstrate our adaptability and ability to respond to evolving community needs.

Our volunteer base of 150 diverse individuals played a crucial role in these outcomes, benefiting not only the community but also their personal well-being. Supporting our own volunteers helps us to walk the talk and provides us with unique insights that we can use to support other organisations with their volunteer coordination and support.



95 elderly residents provided with social support



1100+ companionship visits from Volunteers



30+ young people supported with wellbeing



1000+ volunteer career guidance sessions

Executive Officer Report

In addition to our volunteer programs, we expanded support for marginalised groups, connecting **661 individuals from disadvantaged backgrounds with meaningful volunteer opportunities**. These placements helped individuals build personal development pathways while making valuable contributions to the vibrant life of the Central Coast.

Partnerships have been key to our success, and support from funders such as the NSW Department of Communities and Justice, the Australian Department of Health, and Careers NSW (NSW Department of Education) has been instrumental. Our collaboration with 21 aged care facilities, 63 community organisations, and local schools enabled us to extend our reach and tailor support to the areas of greatest need.

We are also proud to have made a strategic impact at the national level, contributing to Volunteering Australia's Strategic Plan and advocating for better funding and support for regional organisations. Through active involvement in policy development and the National Network of Volunteer Resource Centres, we have ensured that the Central Coast's needs are represented at all levels.

Looking ahead, we are focused on building financial resilience, diversifying our services, and expanding our ability to support the community. We will continue to strengthen our partnerships and advocate for the critical role volunteering plays in building a connected, resilient society.

I would like to express my gratitude to our dedicated staff, volunteers, and partners for their contributions to our successes this year. Together, we are creating lasting positive change for the Central Coast community, and I am excited about the opportunities that lie ahead.

Dianne Moy – Executive Officer, Volunteering Central Coast



My mentor is really easy to talk to. I can talk to her about things that are happening and feel safe to do so. I opened up to her about challenges and traumatic experiences. She said that I was brave and that made me feel happy because others would just tell me to get over it. I felt heard, seen, and valued, I wasn't used to that, it's not something I hear from my family.

Youth Support (TEI)

The Targeted Early Intervention Youth Support Program has made a meaningful impact on the safety and well-being of over 30 at-risk young people aged 12–18 in the Gosford area. The program addresses the challenges faced by young people from disadvantaged backgrounds by providing holistic, person-centred support. Through partnerships with schools, community organisations, and government agencies, the program bridges gaps in service access and delivers tailored support to young people and their families.

In the 2023/2024 financial year, we supported over 30 young people with case management and capacity-building services and provided mentoring to 22 young people. We also engaged a further 28 volunteers in the program, with 15 new volunteers trained to effectively support the young people they have been matched with.

Key Community Impacts:

- **Enhanced Safety and Well-being:** Our comprehensive casework and mentoring have significantly improved the safety, mental health, and overall well-being of vulnerable youth. By focusing on family capacity-building and providing information, advice, and referrals, we have helped young people strengthen family relationships, build resilience, and develop coping strategies.
- **Improved Educational Engagement:** Collaborating with schools, we have addressed barriers to education and helped young people re-engage with their studies. Our partnership with Erina High School, established in November 2023, has been particularly impactful, increasing referrals and program engagement through close cooperation with the school's wellbeing staff and counsellors.
- **Increased Employability and Personal Development:** By offering guidance and mentoring, and some volunteer experience we have supported young people in developing essential life skills, improving their employability, and building confidence for their future pathways.



The mentoring experience was incredibly rewarding, allowing me to share my knowledge and experience while also learning from my mentee. I witnessed firsthand the positive impact of the program on my mentees personal and professional development. I assisted with social skills, resume writing and interview skills which allowed them to gain a work placement position and join a local youth sport program. ... I always felt valued and appreciated. "

VCC Youth Mentor

Youth Support (TEI)

Key Achievements:

- **New Partnership with Erina High School:** This collaboration led to a surge in referrals and consistent engagement, strengthening the support network for at-risk youth in the area.
- **Streamlined Referral Process:** We refined our referral process to eliminate duplication and implemented mechanisms to assess the suitability of referred young people. These improvements resulted in higher program engagement by ensuring that referrals were appropriate and well-matched.
- **Strengthened Sector Partnerships:** Through collaboration with external youth services, we enhanced our referral pathways, resulting in increased service uptake and more comprehensive support for young people.

Challenges and Responses:

- **Geographical Refocus:** A service review and funding adjustments required us to shift our focus to the Gosford area, ending partnerships and program delivery at two schools in the northern Central Coast. Initially relying on a single partnership school in Gosford limited our outreach. In response, we proactively established new school partnerships within the Gosford LGA, although building these connections took time and resources.
- **Program Adjustments:** We modified the mentoring program by reducing the duration from 12 to 6 months and aligning its commencement with casework engagement. This has limited the impact and transformational engagement of our mentors can achieve but allows us to operate and support young people within our funding envelop and agreement.

Despite our challenges our, Youth Support Program has continued to mature and become a program that makes a significant difference in the lives of at-risk young people, fostering a safer, more supportive community environment and laying a strong foundation for future growth and impact. Change out for quote when Emma provides

Youth Support team: Emma Ginn and Allie Cann



When I first started mentoring I was nervous as I wasn't sure what to expect. I was getting in fights at school and wasn't confident with my peers.... Since starting my mentoring, my confidence has changed, I am calmer and more relaxed. I am not taking things personally now, walking away and not retaliating in anger.

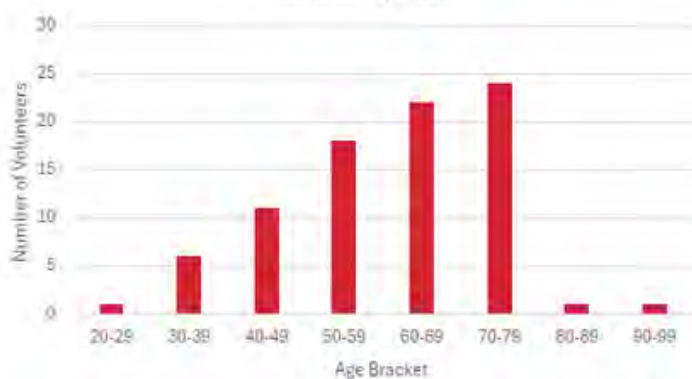
Aged Care Volunteer Visitor Scheme

The Aged Care Volunteer Visitors Scheme (ACVVS) commenced on 1 July 2023, replacing the Community Visitors Scheme (CVS) which has been running for over 30 years. Volunteering Central Coast (VCC) is proud to be one of around 140 community organisations (auspices) nationwide delivering the Aged Care Volunteer Visitors Scheme (ACVVS) dedicated to combating social isolation and loneliness among older Australians. VCC was successful in our application for the ACCVS Commonwealth Grant through the Department of Health and Aged Care with the funding covering the Central Coast Aged Care Planning Region (ACPR) for a three-year period of 1 July 2023 – 30 June 2026. The funding has seen a **150% expansion** of VCC's contribution to the ACVVS, with our allocation of Residential Aged Care recipient placements increasing from 40 to 100.

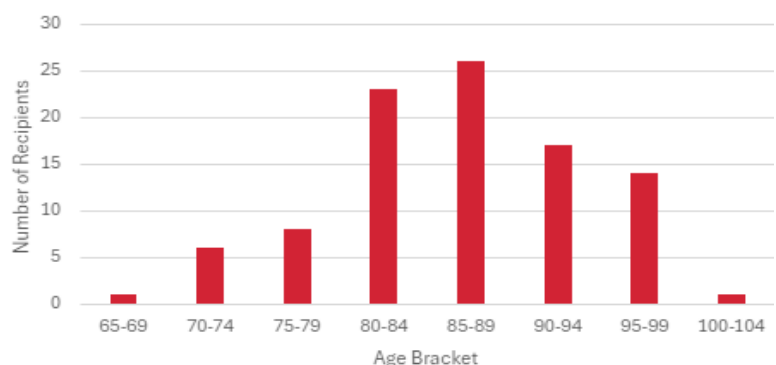
Impact and Contributions: In the past year, VCC's dedicated ACVVS Volunteer Visitors have delivered **1157 visits to 95 care recipients**. The care recipients' range in age from 68 to 104 years, living in **22 residential aged care facilities** in the Central Coast, and are from a broad range of diverse, complex vulnerability and cultural needs. This impressive positive impact was made possible by **84 volunteers**, ranging in age from 20 to 91 years. The diversity in our volunteer base and care recipients underscores the broad impact of our program to deliver positive outcomes for the ACVVS.

The volunteer engagement demonstrates the resilience of VCC's ACVVS Volunteer Visitors and their commitment to the wellbeing of older community members, as well as to the positive impact on their own sense of personal wellbeing gained through their volunteering.

Volunteer by Age



Recipient by Age



Aged Care Volunteer Visitor Scheme



Partnerships:

We partnered with 22 Aged Care Facilities to deliver the ACVVS program

Southern Central Coast

Peninsular Village Umina
Hillview House Woy Woy
Blue Wave Living Woy Woy
Orana Point Clare
Aubrey Downer Point Clare
Yallambee West Gosford
Aurum at Wyoming
Adelene Wyoming
Infin8 Care Wyoming
Arcare Lisarow
Aurum Erina

Northern Central Coast

Tarragal House Erina
Bupa Bateau Bay
Nareen Gardens Bateau Bay
Reynolds Court Bateau Bay
Alino Living Killarney Vale
Opal Berkeley Vale
Aurum Norah Head
Arcare Kanwal
Uniting Starret Lodge Hamlyn Terrace
Alino Living Lake Haven
William Cape Gardens Kanwal

Aged Care Volunteer Visitor Scheme

Key Achievements:

- Social media recruitment campaign ran in March 2024, the campaign generated over 130 new leads and enquiries, resulting in over 20 expressions of interest from potential volunteers
- Increased Volunteer engagement and retention over the last 12 months
 - Increase in volunteers committing to visiting multiple care recipients
 - Increase volunteers reconnecting with the ACVVS after the passing and/or withdrawal of their previous recipient/s
- Expansion of the aged care partner network. VCC matched Volunteer Visitors in 22 residential aged care facilities in the Central Coast

Challenges and Responses:

The program faced challenges such as high attrition rates among care recipients (over 30% of care recipients passed away or withdrew due to personal or medical/declining health reasons), increasing complexity in referrals (diversity, mobility, health and cognitive considerations), and program growth timing constraints. In response, VCC recruited an additional ACVVS Coordinator, enhanced recruitment strategies to better meet the diverse needs of care recipients, implemented volunteer engagement strategies, and expanded its network of aged care partners. These measures helped stabilise visitation rates and support growth in line with program expansion expectations.

Volunteering Central Coast is proud of our contributions to the Aged Care Volunteer Visitor Scheme. Our continued efforts, supported by increased funding and community engagement, are making a meaningful difference in the lives of older Australians in residential aged care facilities in the Central Coast. We look forward to building on our successes and further enhancing our support for those in need.

CVVS Team: Cheryl Gavan and Vanessa Julien



Volunteer Industry Experts

Initially developed by Careers NSW as a pilot in late 2022, the Industry Experts Program officially launched in the fourth quarter of 2023. It provides a unique platform for individuals seeking career guidance in new industries by connecting them with experts in their chosen fields. These 30-minute online meetings, available to residents across New South Wales, offer valuable insights into the requirements, challenges, and career paths of various industries. The program has proven especially popular with individuals re-entering the workforce after a prolonged absence, migrants and new Australians. Its reach spans both metropolitan and regional areas of NSW.

During the 2023–2024 financial year, the Industry Experts Program experienced significant growth. The first three months focused on continuing program development, including finalising systems and training staff in service delivery. In October 2023, Volunteering Central Coast (VCC) assumed full management and delivery of the program. This transition involved screening and onboarding new Industry Expert volunteers, managing service users' enquiries, matching service users to industry experts based on needs and interest, scheduling and supporting online sessions. VCC also handled Industry Expert recruitment and induction and availability and engagement while ensuring that experts were matched with areas of high demand from service users.

Towards the end of June, we were advised that there had been a change in strategic priorities and funding, and the Careers Industry Expert the program would close December 2024. Careers NSW indicated that the program has been successful and that there had been strong positive feedback from service users and volunteers.



Volunteer Industry Experts



Impacts

Throughout the year, the Industry Experts Program made a significant impact by:

- **Expanding career guidance opportunities:** Over 1,000 industry expert appointments provided advice and support to individuals re-entering the workforce and new migrants.
- **Increasing geographic and industry diversity:** Participants and experts represented a wide range of locations and sectors across New South Wales. Participation was facilitated through the online mode of delivery.
- **Volunteer Engagement and Support:** More than 60 diverse volunteers were recruited inducted and engaged in the program. Volunteers expressed a strong sense of value and appreciation for their roles in the program.
- **Building a strong community of Industry Experts:** The program fostered cross-industry engagement and collaboration among volunteers.

Achievements and Challenges

Challenges included initial low bookings when VCC took over the program and staffing changes. These were addressed through targeted marketing efforts from the Careers NSW team, and effective onboarding of new staff, resulting in a significant increase in bookings and sustained industry engagement.

The program experienced significant growth and success during the financial year, exceeding its targets with **62 active Industry Experts** representing **27 industries**, surpassing the goal of 20. Demand for appointments increased steadily, culminating in **over 1,000 bookings** by year-end. Participant retention was strong, with no Industry Experts leaving the program, and engagement was enhanced through bimonthly updates and networking events.

The program has received strong positive feedback from service users and volunteers alike.

83% of customers satisfied with the service they received

88% gained valuable insight into the industry

86% said the appointment met their expectations

92% said they were treated with empathy and respect

Careers NSW Industry Experts Team: Dianne Moy, Thomas Romanis, Samantha Ross and Carol Provost

Volunteering and Membership Program

The 2023–2024 financial year marked a change for Volunteering Central Coast's (VCC) Volunteer and Membership Program. Amid staff transitions, we focused on enhancing volunteer engagement and support for community organisations through targeted promotional efforts, and reintroduced some key community engagements .

Our promotional strategy included a refreshed social media presence, radio and TV campaigns, and the introduction of the "Inside Volunteering" newsletter, which now reaches over **3,000 community members**. This outreach has significantly improved VCCs visibility and engagement, encouraging more individuals to explore volunteer opportunities and participate in community life. The return of the Volunteer Expo, held during National Volunteer Week in May 2024, was a notable success, attracting over **350 attendees and 28 exhibitors**. This event provided a vital platform for connecting volunteers with diverse organisations and re-engaging the community post-COVID. We also attended key community events including the Multicultural Expo, Coastal Twist festival and International Women's Day.

We also continued our work to support and recognise the diversity of volunteering. Our Volunteer Awards Ceremony was revamped to include categories that better reflect the diverse nature of volunteering in our community, ensuring recognition for the efforts of individuals from various backgrounds and different volunteer experiences. Additionally, our Voices of Volunteering Project, supported by the Central Coast Council, captured and shared the stories of local volunteers through a mini-book and audio recordings, serving as a powerful advocacy tool to highlight the personal and community-wide benefits of volunteering (<https://www.volunteeringcentralcoast.org.au/voices-of-volunteering>).

Throughout the year, we provided crucial support to **63 community organisations** by offering training, advice, board recruitment support, and volunteer role advertisements. We had 60 new volunteers attend our introduction to volunteering training, this training helps new volunteers understand their roles and the impact they can make in the community. We also introduced a new training session, Introduction to Accidental Counselling, this training aims to support volunteers with increasing complex volunteer environments. Our training, volunteer recruitment, and management support have strengthened the capacity of local organisations and empowered volunteers to effectively engage with and support their communities.



National 20-26 MAY 2024
Volunteer
Something for Everyone Week

National 20-26 MAY 2024
Volunteer
Something for Everyone Week

National 20-26 MAY 2024
Volunteer
Something for Everyone Week



#NVW2024

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National 20-26 MAY 2024
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Volunteer
Something for Everyone Week



#NVW2024

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Volunteering and Membership Program

Social Impacts of Volunteering Support and Membership Initiatives

- **Enhanced Social Inclusion:** By connecting 661 volunteers from disadvantaged backgrounds to local organisations, we reduced isolation and empowered individuals to contribute meaningfully, fostering a sense of belonging and strengthening community connections.
- **Improved Organisational Capacity:** Supporting 63 community organisations with additional volunteers and tailored resources increased their capacity to meet local needs and provide essential services, ultimately boosting community resilience.
- **Promotion of Diversity and Well-being:** Through the Voices of Volunteering and the Volunteer Awards Ceremony, we highlighted the well-being benefits of volunteering and showcased the diverse contributions of volunteers, promoting inclusion and strengthening the social fabric of the community.
- **Strengthened Community Networks and Participation:** The Central Coast Volunteer Expo and increased outreach raised the visibility of volunteering opportunities, leading to stronger community networks and higher volunteer participation, enhancing the well-being of the region.

This success would not have been possible without the contributions of our dedicated volunteers. The recruitment efforts of Carol, Catherine, Juanita, and Anne, the database support from Warren, IT support from Don, social media support from Angeline and training led by Denis have all been instrumental in facilitating volunteer engagement and enabling VCC to make a positive impact across the Central Coast.

Looking ahead, the Volunteer and Membership Program aims to strengthen partnerships with community organisations and expand outreach through targeted marketing and events. We will be focusing on supporting our membership organisations with new training. We remain committed to promoting the role of volunteers in fostering social cohesion and building a more connected, inclusive community.

63 Central
Coast
community
organisations
supported

1,112 volunteer
referrals made

350 Expo
attendees and
28 community
organisations

661 potential
volunteers from
disadvantaged
backgrounds
assisted

Volunteer Support and Management Crissy Davies and our volunteer team

*If our hopes of building a better
and safer world are to become
more than wishful thinking, we
will need the engagement of
volunteers more than ever.”*
— Kofi Annan



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