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| READY TO VOLUNTEER |
| Stakeholder Pack |
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## Introduction

The Victorian Government is committed to helping strengthen and rebuild the state’s volunteer sector, which has seen more than one million volunteers pause their involvement during the COVID-19 pandemic. As part of this commitment, outlined in the [Victorian Volunteer Strategy](https://www.volunteer.vic.gov.au/victorian-volunteer-strategy), the Victorian Government is launching a six-week social media campaign to encourage more people (primarily those aged 40-55) to connect with their communities through volunteering.

The ‘Ready to Volunteer’ campaign features the stories of four Victorian volunteers in an online video series, as well as a dedicated microsite at [www.volunteer.vic.gov.au/ready](http://www.volunteer.vic.gov.au/ready).

The campaign highlights the diverse and interesting volunteering opportunities that exist to suit different interests and availability, and how it can benefit communities as well as volunteers themselves.

Volunteers play an essential role across the state, with formerly 2.3 million (or 42.1 per cent) Victorians aged over 15 years volunteering to deliver important community and social services, ranging from health, disability support and education, to sport, arts, youth and family safety services. Without increasing current volunteer participation, the delivery of these services will be compromised.

To help encourage more Victorians to volunteer, please share the ‘Ready to Volunteer’ materials below with your networks.

## Key Messages

* The Victorian Government is proud to launch the ‘Ready to Volunteer’ campaign, encouraging more people to get involved with volunteering.
* There are many benefits of volunteering, for you and for the community. From connecting with people and making new friends, to contributing to social change, developing new skills, or finding a pathway to a new job.
* There’s no such thing as a typical volunteer – everyone has something to offer.
* There is a wide range of volunteer roles to choose from, like helping out at a local sports club, delivering food relief, or using digital skills to volunteer from home.
* Whatever your background, interests and availability, there’s a volunteering role that’s right for you.
* For more information or to find the volunteer role that fits your life, visit [www.volunteer.vic.gov.au](http://www.volunteer.vic.gov.au)/ready.

## Case studies

* **Anthony** – Supporting Victoria State Emergency Service (SES), Anthony volunteers as officer in charge of the SES Sunbury unit. The positive impact that volunteering has had on Anthony has inspired his three daughters, who have followed his example to become volunteer members, too.
* **Selba** – As a Melbourne-based Mental Health Clinician from Malawi, Selba drew on her professional and personal experiences to volunteer her time and expertise to establish Afri-Aus Care. This volunteer-run organisation provides culturally appropriate support services to at-risk African Australian youth, their families, and the culturally and linguistically diverse (CALD) community.
* **Anita** – This mum-of-two first got involved in volunteering to support her kids’ sporting dreams. Four years on, the Ferntree Gully graphic designer enjoys volunteering at her children’s sports clubs, saying it is a great opportunity to connect with kids and parents in her community.
* **Vinnie** – As a full-time single father of two, Vinnie was looking for a way to sharpen his digital skills and get back into the workforce when he began volunteering. Today he is a web officer for Aussie Hands, which supports people who have been born with a hand difference or have an acquired hand injury.

## Item for website

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| **Headline** | Find the volunteer role that fits with your life |
| **Lead sentence** | The Victorian Government is proud to launch the ‘Ready to Volunteer’ campaign, encouraging more people to get involved with volunteering, benefitting communities and volunteers themselves. |
| **Body** | There is no such thing as a typical volunteer – everyone has something to offer. That is why the Victorian Government is encouraging experienced and first-time volunteers alike to get involved.  The ‘Ready to Volunteer’ campaign centres around the stories of real-life Victorian volunteers, how they got involved and why they continue to contribute their time and skills.  As their stories highlight, there are many benefits of volunteering. From connecting with people and making new friends, to contributing to social change, developing new skills, and finding a pathway to a job.  Volunteering also comes in many forms, like helping out at a local sports club, delivering food relief, or using digital skills from your home.  This campaign follows the release of the [Victorian Volunteer Strategy](https://www.volunteer.vic.gov.au/victorian-volunteer-strategy) in May 2022, which outlines the Victorian Government’s commitment to strengthening and rebuilding the state’s volunteer sector. |
| **More information** | Whatever your background, interests and availability, there’s a volunteering role that’s right for you.  For more information or to find the volunteer role that fits your life, visit [www.volunteer.vic.gov.au](http://www.volunteer.vic.gov.au)/ready. |

## Item for newsletter

[headline] Find the volunteer role that fits with your life

[body] The Victorian Government is proud to launch the ‘Ready to Volunteer’ campaign, encouraging more people to get involved with volunteering, benefitting communities and volunteers themselves.   
For more information, visit [www.volunteer.vic.gov.au](http://www.volunteer.vic.gov.au)/ready.

## Social Media tiles

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| Option 1 | There is no such thing as a typical volunteer – everyone has something to offer. Whatever your background, interests and availability, there’s a volunteering role that’s right for you.  For more information or to find the volunteer role that fits your life, visit [www.volunteer.vic.gov.au](http://www.volunteer.vic.gov.au)/ready.  #readytovolunteer |  |
| Option 2 | Are you ready to connect with your community in a meaningful way? Ready to learn new skills and meet new people?  Whatever your background, experience or availability, there’s a volunteering role that’s right for you.  For more information or to find the volunteer role that fits your life, visit [www.volunteer.vic.gov.au](http://www.volunteer.vic.gov.au)/ready.  #readytovolunteer |  |
| Option 3 | Victorians have a proud history of putting our hands up to volunteer. More than two million of us volunteer for organisations that serve the community each year. If you’ve ever considered volunteering, get involved today to discover new skills, new friends and new ways to have fun!  Find the volunteering role that fits your life.  [www.volunteer.vic.gov.au/ready](http://www.volunteer.vic.gov.au/ready).  #readytovolunteer |  |

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