

SOUTH AUSTRALIAN TOURISM COMMISSION

ACTIVATING VOLUNTEERISM



ACKNOWLEDGEMENT

Aboriginal people have made and continue to make a unique and irreplaceable contribution to the State of South Australia.

The South Australian Government acknowledges and respects Aboriginal people as the state's first people and nations and recognises Aboriginal people as the traditional owners and occupants of land and waters.

The South Australian Government acknowledges that the spiritual, social, cultural, and economic practices of Aboriginal people come from their traditional lands and waters, and that Aboriginal people maintain cultural and heritage beliefs, languages and laws which are of ongoing importance today.



Above Southern Cultural Immersion, Fleurieu Peninsula

Cover Clare Valley Gourmet, Clare Valley

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ACTIVATING VOLUNTEERISM

Volunteers play a pivotal role for events and are instrumental in enhancing the efficiency, impact, and community engagement of events. Their contributions go beyond the immediate tasks they perform, adding value to the overall event experience and fostering a sense of connection within the community.



Above Coonawarra Cabernet Celebrations, Limestone Coast

RECRUITING VOLUNTEERS

GETTING STARTED

The first step when creating a volunteer program is identifying exactly what your organisation hopes to achieve. What are your overall goals, and how can volunteers help you achieve them?

To help you answer these questions, sit down with your organising committee, and consider the following questions:

- **What are some areas where we need additional support?**
- **What specific skills are we lacking?**
- **Can we define specific roles for volunteers and how many volunteers will be required for each role?**
- **Do we need ongoing or ad-hoc support?**
- **Who will oversee managing volunteers?**
- **What time commitment do we need from volunteers?**
- **What will volunteers learn or gain in return?**
- **Consider qualifications or certificates required i.e. Working with Children Checks, First Aid Certificates, Responsible Service of Alcohol and Age Restrictions (i.e must be over the age of 18).**

ADVERTISING/ RECRUITMENT

Craft a detailed and engaging description of the event and the roles volunteers will play. Highlight the impact their participation will have on the event and its success. Clearly communicate the time commitment, date/s, and location of the event.

If you need any additional skills, such as tech or hospitality skills, make sure you list these in the ad.

Consider the following questions:

- **Where will you find these people?**
Local organisations, schools, Universities, previous event attendees etc.

- **What communication channels will you use?**
Existing networks, social media, information sessions or webinars other platform such as [Volunteer SA&NT](#), [Seek Volunteer](#).
- **How will you onboard and train them?**
- **Offer incentives.**
Consider offering incentives such as certificates, recognition, complimentary access.

REGISTRATION PROCESS

Ask the right questions during the registration process, such as: What are your skills? What do you hope to get out of volunteering? What are you not interested in doing?

Consider the following questions:

- **Contact details - i.e first name, last name, email and contact number.**
- **Availability**
- **Location**
- **Uniform sizing (if relevant)**
- **Dietary requirements (if relevant)**
- **Accessibility requirements**
- **Motivation**
Learn more about why individuals are keen to volunteer with your organisation. This is a significant factor to assure you are placing the volunteer in a position that would provide the best outcome for both the individual and company.
- **Skills & Certifications**
An opportunity to outline key skills and/or certifications that may be relevant to specific roles (i.e Working with Children Check, First Aid Certificate, Forklift Licence).

MANAGING VOLUNTEERS & PRE-EVENT PREPARATION

VOLUNTEER MANAGER

If you have multiple people sharing the responsibility of organising volunteers, things can slip through the cracks. A dedicated volunteer manager (or a volunteer organiser) can help create a more organised volunteer program and focus on making the program efficient and beneficial for the organisation's goals and the volunteers.

VOLUNTEER COMMUNICATIONS

Volunteers should have a way to keep in touch with each other, share information and keep up-to-date with any changes. Setting up a communication channel that allows everyone to stay in touch can really help with organising volunteers. It also helps create a sense of camaraderie, social engagement and builds strong bonds between volunteers, away from the organisation.

While it may seem easiest to connect via email, email threads become clunky and hard to keep up with when there are multiple people replying. Instead, consider setting up a private Facebook group (although not everyone is on Facebook and it may exclude some), a WhatsApp text group, or create a chat channel on a program such as Slack or Microsoft Teams.

CREATING VOLUNTEER GROUPS

Creating small project teams within your volunteer army is a great way to get more done. It's important to try to create diverse groups to increase the richness of ideas, creative power, problem-solving ability, and respect for others.

Mix age groups, physical abilities, skills, capabilities, and experience to ensure each group is diverse and has an array of different skills. Of course, if volunteers are signing up with friends, try to keep them together.

VOLUNTEER INFO SESSION OR BRIEFING

Hosting an information session or briefing prior to the event is a great opportunity to talk the volunteers through their tasks, build excitement for the event and introduce volunteers to their team and direct manager. This session will allow the volunteer manager to set expectations and address any questions volunteers may have prior to the event. This session can be organised based on training required for their position.

VOLUNTEER HANDBOOK

A handbook can be a useful tool for new volunteers to read and understand the importance of their support. The South Australian Tourism Commission (SATC) volunteers handbook can be found [here](#).

The handbook should outline information including:

- **Information on the event.**
- **Maps with clear indications of facilities** i.e. toilets, stages, catering, VIP areas etc.
- **Volunteer code of conduct.**
- **Key contacts.**
- **Safety and emergency procedures** (including emergency contact details).
- **Accessibility** – outline how the event is accessible for both attendees and volunteers.
- **Environmental Sustainability** – Incorporate principles of environmental sustainability into volunteer operations, such as minimising waste, promoting recycling, and reducing carbon emissions associated with transportation and event logistics.
- **Legal and Liability Information** – Include a section outlining legal considerations for volunteers, such as liability waivers, insurance coverage, and any legal requirements for volunteer participation in specific roles or activities.
- **Success Stories/Testimonials** – Share success stories or testimonials from past volunteers to illustrate the positive impact of volunteering and inspire prospective volunteers to get involved.
- **Additional Resources** – Provide links or references to additional resources, such as volunteer training materials, volunteer management software, or relevant articles.

VOLUNTEER COMMUNICATIONS

Creating a volunteer roster for the required positions, times and locations for your event can be useful. There are many programs that help you with including:

- **Rosterfy**
- **Deputy**
- **Better Impact**

Some programs have the capability of allowing volunteers to apply for their own shifts, or you can manually roster them with their availability outlined. Some programs can also help with shift reminders and messages to prompt your volunteers to arrive on time for all shifts.

EVENT DAY

SETTING GOALS

When delegating tasks to volunteers it is important to set clear goals. Understanding the greater goal of the task given to them will also allow volunteers to take initiative and provide independence. For example, telling a volunteer to *'organise the breakfast table so it is easy for participants to get their food'* is better than telling them to *'put the food on the table'*. A volunteer may often bring their own

initiative and creativity to the event. They may make suggestions that you hadn't thought of so always be open-minded to listening to ideas and suggestions. Setting attainable goals is also a great way to reach your objectives.

INCENTIVES

Remember if an incentive was that the volunteers have time to participate or watch the event, this must be planned into their schedule.

POST EVENT

THANKING THE VOLUNTEERS

Ensure you recognise the contribution the volunteer made to the event and send a personalised email or message to express your gratitude for their support.

LETTER OF RECOMMENDATION & LINKEDIN REFERENCE

One of the best ways you can show your appreciation is through a letter of recommendation or a LinkedIn reference for volunteers to use when applying for jobs.

FEEDBACK SURVEY

Share a feedback survey with your volunteers to ascertain their likes and dislikes and to better understand the strengths and weaknesses of your volunteer program. If available, follow up with your volunteers over the phone to discuss their needs one-on-one. This is to ensure that their needs feel heard and understood.

CONTINUED ENGAGEMENT

To help keep volunteers engaged beyond the event, offer suggestions such as inviting them to join a volunteer alumni network, attending future events, or contributing to ongoing projects or initiatives.

VOLUNTEER REPORT

Publish the results of your volunteer survey and outline the measures that will be implemented to help address concerns.

CONTACT US

EVENT

esa@sa.gov.au

WEBSITES

southaustralia.com

