



**Date:** Wednesday 26 August 2015  
**Time:** 9.30am  
**Meeting Room:** Level 26  
**Venue:** 135 Albert Street  
Auckland

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## **Chief Executive Officer Review Committee OPEN MINUTE ITEM ATTACHMENTS**

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**Presentation to the CEO Sub  
Review Committee  
25 Aug 2015**

E hoa ma, e hoa mahi, e oku Rangatira

Tena kotou, tena kotou, tena kotou katoa

Thank you for this opportunity to present to your committee. My name is Cheryl Martin, I am the General Manger of Volunteering Auckland, a position I have held, passionately, for the past 20 years next month.

The focus of my presentation this morning will be on the potential for the effect on volunteering of an “empowered community approach” model.

As a bit of background ... Volunteering Auckland has, for the last 25 years, been promoting and supporting volunteering in Auckland. We have worked with many hundreds of community organisations assisting in the support and development of the volunteering environment. We have recruited many 10s of thousands of volunteers and referred them to hundreds of voluntary opportunities in their communities.

In the last year alone Volunteering Auckland registered 5,412 individuals interested in volunteering and made over 8,000 referrals to voluntary roles registered with us. On top of this we also registered and referred over 1,200 corporate staff who gifted over 6,500 hours of their time to 130 community projects in our City.

Volunteering Auckland is the only organisation in Auckland whose sole end product is “volunteering” and we feel we have the experience and expertise to bring this topic to your attention.

The values and ideals behind the ECA model are great - “democratic”, “inclusiveness”, “joined up”, “working together”, community participation”, “maximising potential to contribute”, “community-led”. All great, inspiring words! And volunteering is a crucial part of the process to realise what is laid out in the ECA values. This shouldn’t be “left to chance” – in order to be successful the volunteering aspect needs to work well.

What will this “look like” in practice? We need to ensure that we ask ourselves - Are the community groups / projects ready to work with volunteers, are they equipped to work with volunteering well? Will the volunteering aspect of future projects be identified, planned and well executed?

There is the potential for some great voluntary opportunities and for the development of very effective volunteer involving programmes if thought through well, planned for well, resourced well – in volunteer engagement / management expertise as well as financial support; and if capability and capacity is strengthened within communities and within community organisations to ensure a great volunteering experience.

Volunteering does not happen in a vacuum – behind every great programme or project that involves volunteers is someone who ensures that the right person for the right role is engaged at the right time. It takes someone being the leader to recruit, encourage, support, mobilise, supervise and care for people who are volunteering. Will there be the support and development to help people become these leaders of volunteers in the ECA model?

As I mentioned previously we feel that volunteering is an integral part of the ECA. Therefore it is crucial that the volunteering aspect of the ECA is taken into account in action – that there is meaningful engagement, effective participation, maximising opportunities while enabling community groups and projects to accept the help of volunteers.

It's about creating capacity for organisations to accept help in volunteer engagement, mobilisation, identifying appropriate roles and retention.

We need to ensure that we, as community, and Council are looking at projects / programmes, in their beginnings, to ascertain the scale of volunteer involvement.

An empowered communities approach will only work well if people are engaged in a voluntary capacity well – if the volunteering aspect works – that volunteers are respected, fulfilled, with meaningful roles and activities; that organisations, projects or programmes are capable of engaging volunteers well. That there is an effective volunteering environment, to ensure people have a good experience in volunteering and participating in their communities. It's about giving the people what they need to successfully work with volunteers and as volunteers.

Volunteering Auckland is offering to be involved and work alongside council in increasing peoples and community group's capacity to engage with and as volunteers.

We would like to talk with you further about how this could work:

We currently have a capacity building programme in place which involves supporting, reviewing and developing volunteer-involving programmes and would like to expand this further in partnership with Council.

We also have a great online system for recruiting and referring people to opportunities in their communities. This has the capacity to expand very easily with large numbers of voluntary opportunities. We already have more volunteers than roles available.

We would also like to see a combined Local Board discussion to look at a regional approach to supporting volunteering.

There may be other ways but for now ...

Thank you for your time and I look forward to continuing this dialogue ... towards an empowered community that enables council through volunteering!

- ENDS -

Points bought up during question time:

- 1. Potential for growth for Council's Employee Volunteering Programme – encouraging council staff to volunteer in their communities as a team building, capacity building experience through one-day volunteer projects?*

**Response:** Volunteering Auckland has, for the last 10 years, operated an Employee Volunteering Programme [EVP], a development and brokerage service for the corporate sector whereby we match teams of staff to community projects. We also assist corporate business in the development of their EVPs. We currently have 20 corporate businesses registered as partners – e.g. ASB, BNZ, Dentsu Aegis, IAG, IBM, PWC, Korda Mentha, Chorus, Coca Cola, Grant Thornton, JB Weir.

VA is developing an online system that will enable our EVP partners to access and select community projects, register teams, and evaluate the process. This will be completed within the month.

2. *Council has no overarching policies for volunteer involvement for and within council.*

**Response:** Council has many thousands [maybe more?] of volunteers already engaged with council through various areas and departments - Civil Defence, Parks & Recreation, Public Events, Civil Ceremonies, as well as the Zoo, Motat, Libraries, Graffiti removal, and many others.

These departments have contacted Volunteering Auckland over the years for our expertise in volunteer engagement and management. We note that there is little or no communication between the various departments regarding volunteering as many of the questions and advice being asked of us is along the same lines.

We also note that there are no over-arching policies relating to volunteers and volunteering for and within Council which may assist in some of the questions being asked of us. Parks approached us a few years ago to give feedback on volunteer involving policies for their department, but we do not know where or at what stage these ended up.

We also note that Jan Zeigler-Peri [Community Development] was undertaking a review of volunteering within council however due to restructuring [?] this was put aside [as far as we know].

As part of the above review, a "mapping" of Volunteering Auckland's relationship with Council was going to be undertaken [from meetings with Louise Mason and Gael Surgenor].

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