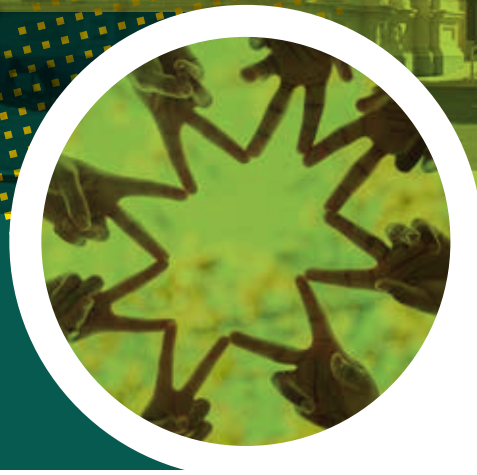




MARYBOROUGH VOLUNTEER RESOURCE GROUP

Strategic
Plan 2025





Our Vision

A community made more connected, vibrant and vital by volunteers and volunteering.

Our Mission

We will strengthen our community by:

- empowering more people to become connected through volunteering,
- facilitating knowledge, skill and network sharing opportunities for volunteers, organisations and groups.
- fostering change to enrich and grow community.



Our Values

Inclusivity

We welcome and value diverse volunteers and organisations.

Empowerment

We resource and support volunteers to enable them to thrive.

Collaboration

We foster strong partnerships to amplify our impact and reach.

Integrity

We operate with trust, transparency and fairness.

Belonging

We believe connecting people to place and to each other builds community.

Vibrancy

We are excited by what a community can achieve and be, when it works together.



Our Strategic Goals



Goal 1: Increase Volunteer Engagement and Retention

- Increase the number of engaged volunteers in the Central Goldfields Shire
- Promote volunteering and community participation as attractive and healthy activities
- Assist community groups to access management/upskilling activities to build engagement and improve retention rates



Goal 2: Strengthen Partnerships with Local Organisations and Groups

- Build an active and supportive volunteer network
- Be open and responsive to requests
- Increase interaction and exchange with local community



Our Strategic Goals



Goal 3: Enhance Visibility of Volunteering and Outreach to Volunteers

- Promote volunteering via personal contact, events, print and electronic media
- Facilitate and promote opportunities for social connection
- Develop and maintain MVRG's online presence



Goal 4: Improve Operational Efficiency and Effectiveness of MVRG

- Maintain an active partnership with Central Goldfields Shire Council
- Seek input and feedback from the community
- Audit MVRG activity and review the MVRG Strategic Plan



MVRG

Action Table 2025

Goal 1:

Increase Volunteer Engagement and Retention

OBJECTIVES

- Increase the number of engaged volunteers in the Central Goldfields Shire.
- Promote volunteering and community participation as attractive and healthy activities.
- Assist community groups to access management/upskilling activities to build engagement and improve retention rates.

ACTIONS

- Create and implement an engagement plan.
- Develop MVRG promotional platforms and collateral for dissemination.
- Promote community, health and wellbeing benefits of volunteering through face-to-face interaction, online, forum/s, guest speaking, media articles and radio.
- Share useful information via web page, articles.
- Facilitate management training sessions, including office bearers' roles.
- Share learned knowledge to encourage ongoing participation.

SUCCESS CRITERIA

- Plan created; plan implemented.
- More volunteers engaged (survey, follow up at forums).
- Website/fliers/strategic plan.
- At least one forum annually.
- Face-to-face activities.
- Radio interviews and new articles.
- Harness training opportunities in the Shire and develop a training schedule.
- At least 6 training sessions (afternoon/evening). One to focus on governance (i.e. roles of office bearers).



MVRG

Action Table 2025

Goal 2:

Strengthen Partnerships with Local Organisations and Groups

OBJECTIVES

- Build an active and supportive volunteer network.
- Be open and responsive to requests.
- Increase interaction and exchange with local community.

ACTIONS

- Promote and utilise physical spaces/venues in the Central Goldfields, and online platforms to connect volunteers.
- Bring groups together for face-to-face networking, knowledge sharing & training sessions.
- Ensure there is consistent two-way communication re requests with individuals and groups.
- Build visibility and reach of MVRG via MVRG website, local media and face-to-face activities.
- Coordinate annual Volunteer forum.

SUCCESS CRITERIA

- Ensure online/website engagement is active and available.
- Promote training sessions and workshops.
- Timely response to requests.
- MVRG is well known and is interacting with all groups.
- Website interactions.
- Number of media articles.
- Attendance numbers for forum and training workshops.
- Number of public engagements.



MVRG Action Table 2025

Goal 3:

Enhance Visibility of Volunteering and Outreach to Volunteers

OBJECTIVES

- Promote volunteering via personal contact, events, print and electronic media.
- Facilitate and promote opportunities for social connection.
- Develop and maintain MVRG's online presence.

ACTIONS

- Public announcement of MVRG incorporation.
- Provide opportunities for local groups/ volunteers to promote their activities and recruit volunteers via newspaper articles, social media, radio etc.
- MVRG representation at events and public venues.
- MVRG input into Council Community Directory and Events Portal and Volunteering and Training webpages.
- Ensure residents receive info on volunteering and the role of MVRG.
- Investigate possible inclusion of MVRG collateral in information packs.
- Celebrate local volunteering achievements via media.
- Create and maintain MVRG website to promote volunteering and volunteer opportunities.
- Develop MVRG social media campaign.
- MVRG to input into Council Community Directory and Events Portal and Volunteering and Training webpages.

SUCCESS CRITERIA

- Media release.
- Record of public activities. Articles in local media promoting local volunteer activity and recruitment.
- MVRG related listings On Council webpages and Community Directory and Events portals.
- Level of participation and celebration of forums/thankyou events/ achievements.
- Web page online (and ongoing maintenance).
- Social media campaign developed.
- Presence on Council webpages and Community Directory and Events portals.



MVRG Action Table 2025

Goal 4:

Improve Operational Efficiency and Effectiveness of MVRG

OBJECTIVES

- Maintain an active partnership with Central Goldfields Shire Council.
- Seek input and feedback from the community.
- Audit MVRG activity and review the MVRG Strategic Plan.

ACTIONS

- Continue regular MVRG meetings.
- Council attendance at MVRG meetings.
- Feedback through surveys, forums workshops and training sessions.
- Portal for questions and feedback on MVRG website.
- Follow National Volunteer Strategy auditing guidelines.
- Review MVRG Strategic Plan against noted success criteria.

SUCCESS CRITERIA

- Weekly or fortnightly meetings.
- Monthly (or as required pending availability).
- Volunteer Forum and training sessions feedback (MVRG to collate feedback and data to inform future MVRG activity).
- Questions and feedback portal on MVRG website.
- Annual informal internal audit of MVRG activity against National Volunteering Strategy auditing guidelines.
- Review of MVRG Strategic Plan.



MARYBOROUGH VOLUNTEER RESOURCE GROUP



Phone :

0400-029-068



Email :

maryboroughvrc@
gmail.com



Website :

maryboroughvolunteers.org.au



Issued :

Maryborough, Victoria