

Te Taihū Volunteer Strategy



Action Plan for Nelson Tasman 2025

The Te Taihū Volunteer Strategy was developed by community organisations, local Councils, inter-agency staff and the wider community. The vision is that the people of Te Taihū have access to a broad range of volunteering opportunities to enrich their lives, and the lives of others, by contributing and connecting to their community.

Goals

The community has access to flexible, rewarding volunteer opportunities.

Organisations are supported by people who contribute their time and expertise.

Barriers to volunteering are identified and addressed.

All formal and informal volunteering in our communities is recognised, valued and celebrated.

This action plan focuses on actions for Nelson Tasman which are high impact for low costs. Several actions can be progressed in the short term.

We have also listed additional actions, marked as 'aspirational'. These aspirational actions would require more resources than what is currently available.

KEY

VIO – Volunteer-involving organisations

VN - Volunteer Nelson

YIO – Youth-involving organisations

Goal 1 Actions – What new volunteers want

Reimbursement

	Who	When
Raise awareness that buses are free for people aged 65+ between certain hours of the day.	VN & the councils	Episodic
Migrants/former refugees – English Language Partners group to have four sessions per year on volunteering talks	VN	Start scheduling from July 2025
ASPIRATIONAL		
PROJECT: lobby, raise awareness and develop a volunteers' bus pass for free travel to and from volunteering engagements.	Organisation/Individual to develop and promote idea to the councils	
PROJECT: Set up a fund to help small and medium-sized organisations to reimburse volunteers for car travel, such as an annual petrol voucher.	Organisation/Individual to develop and promote idea to the councils	

Volunteering for young people

	Who	When
Encourage and support young people to develop their own volunteer actions (informal volunteering), as well as have awareness of more formal opportunities. This can also be through schools and partnerships with the Student Volunteer Army.	Community & VN	Episodic, leading to ongoing
Develop and implement Rangatahi in the Community. Rangatahi in Community is a collaborative initiative to find a range of volunteering opportunities to help rangatahi explore their interests, develop skills, and make contacts that will aid them on their career path.	VN, YIOs and VIOs to pilot a programme, evaluate and plan for ongoing	Initiated June 2025
Encourage family-friendly volunteering to encourage children to volunteer	VN & VIOs	Episodic leading to ongoing
ASPIRATIONAL		
Investigate potential 'uni club' of SVA volunteers at NMIT	VN	Investigation initiated in May
Investigate alternative funding for Youth into Governance.	VN	Initiated and ongoing

Goal 2 Actions: How organisations can attract new volunteers

Connecting volunteers and organisations

	Who	When
VN to be a volunteering hub by providing a user-friendly platform for volunteer referrals.	VN	Initiated November 2024
Widely advertise to the public where to find volunteer opportunities, such as through libraries, large community events, outreach, and general promotion.	VN, VIOs & Community	Ongoing
Provide training for people who support volunteers for best practice.	VN to continue to work with VNZ regarding training	Planning for September 2025 and annually
Volunteer organisations to support volunteers next volunteer experience through other organisations or referring them to VN.	VIOs/VN	Ongoing
ASPIRATIONAL		
Investigate options for reverse volunteer recruitment where skilled volunteers offer their services to VIOs.	VN to investigate options.	Ongoing.

Help organisations to recruit volunteers

	Who	When
Set up 'SEEK Volunteer' as an engine sitting behind the VN website, providing access to a wide range of volunteer opportunities with many organisations.	VN	Established and expanding
Support organisations in marketing volunteer opportunities by providing advice on the wording of opportunities available through SEEK Volunteer's platform.	VN/SEEK Volunteer	Ongoing
Provide clear information on what support VN can provide for member organisations – including help with Facebook posts and boosting them beyond their existing followers.	VN– revamp website and finish flyer with updated services	August 2025
Organisations with a high public profile can be encouraged to refer potential volunteers to VN. VN to promote the benefit of volunteering to those organisations and to be the public. This may include Citizens Advice Bureau, Councils, MSD, Employment Support Services, Multicultural Nelson Tasman and so forth.	High profile orgs & VN	Periodic becoming ongoing

ASPIRATIONAL		
More streamlined recruitment of volunteers for events through prior knowledge of events. Advance notice of a calendar of events that require volunteers on SEEK Volunteer and social media. VN to raise awareness of services with event organisers.	VN and event organisers	Periodic becoming ongoing

Enhance the experiences for volunteers

	Who	When
Continue to promote the Best Practice Guidelines (tools and resources) developed by Volunteer NZ and other relevant resources.	VN	Ongoing
VN to promote National Volunteer Week (and similar events and promotions) for informal and formal volunteers. VIOs to host events for volunteers across Nelson and Tasman to socialise with each other, enhancing social benefits.	VN	Ongoing

Goal 3 Actions: Removing barriers

	Who	When
Encourage opportunities that require limited shared language/English (such as gardening, planting, art)	VN and VIOs	Periodic leading to ongoing
Encourage people who have received services targeted at migrant and former refugees to become volunteers, including volunteering in the services they received (e.g. peer support) and provide training for the opportunity. VN to promote the benefits of volunteering.	VIOs & VN	Periodic/ongoing
Investigate comms (e.g. brochure) in different language to encourage people from various ethnic communities to volunteer	VN	Investigate funding
Investigate resources to support VIOs to recruit, train and retain volunteers from various backgrounds (including youth, Māori, Pacific and ethnic communities, people with a disability or mental health challenges).	VN	Investigate funding and/or existing resources
Encourage and support VIOs to consider episodic and flexible, microvolunteering opportunities.	VN	Ongoing

Goal 4 Actions: Valuing volunteers – and recognising their impact

	Who	When
Increase public recognition of volunteering diversity, impact and contribution to social cohesion, wellbeing, and communities.	Councils & VN	Ongoing
Continue to communicate the recognition and value of volunteering to volunteers and stakeholders through newsletters, meetings, social media and in-person feedback.	VN, Councils, high profile orgs	Ongoing
Promote Census data on volunteering in Nelson, Richmond & Te Taihū.	VN /Councils	Ongoing
Councils to determine how they will recognise volunteers, such as events or awards or other (Nelson City Council & VN to hold Mayor's Morning Tea for Volunteers during National Volunteer Week	NCC, TDC and VN	June 2025 and annually