



QUEENSLAND RUGBY LEAGUE

VOLUNTEER GAME PLAN



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A MESSAGE FROM THE CEO

Queensland Rugby League recognises there is a vibrant culture of volunteering and communities are stronger due to the inclusiveness that volunteering promotes in the rugby league community. This plan promotes strengthening our present volunteer systems and processes.

Our current system of promoting, recruiting and support will be enhanced and therefore compliment the continued celebrations of all volunteers.

This plan provides a framework for the promotion, recruitment, support, recognition and celebration of our volunteers at both local and state level, encouraging a responsive and supportive environment for all volunteers.

As Queensland Rugby League moves forward, we want to be confident that our contribution to the volunteer sector serves our stakeholders within Community Rugby League as well as the wider Rugby League network. We recognise that volunteers play a critical role in multiple community services and deliverables and are a resource we should nurture, support and celebrate.

Through effective collaboration, we will continuously review the achievements of the plan, to ensure we continue to be agile and commit to providing opportunities for volunteers to contribute and participate with the diverse and inclusive network of programs and services offered at Queensland Rugby League.



Rohan Sawyer
Chief Executive Officer
Queensland Rugby League



We recognise that volunteers play a critical role in multiple community services and deliverables and are a resource we should nurture, support and celebrate.

INTRODUCTION

Volunteers play a pivotal role in Rugby League despite the impact of social, health and economic challenges and have continued the success of rugby league across our state. And now, more than ever volunteers require continual support and acknowledgement.

**Volunteers come from all walks of life,
to work together to achieve a common goal.**

The essence of volunteering relates to an essential community resource guided by being an active citizen – a resource identified as being an individual's social responsibility that is broader than the immediate family unit.

Identifying social inclusion as a resource focuses on the extended value of volunteers that will not only continue the success of our game, but more importantly recognises the contribution and success of a volunteering community that is alive, robust, inclusive, and culturally rich.

Therefore, the aim of this plan is to elevate the empowerment of volunteers and in doing so improve our leadership, support and care.

OUR VISION

**Queensland rugby League will be recognised and celebrated
as a leader in volunteer support and involvement.
Our volunteers will be empowered.**

MISSION STATEMENT

This mission statement presents an understanding of the new challenges of an ever-changing world, the modernising sport landscape, and the diversifying needs of current and future volunteers.

This plan adopts the National Volunteers Standards (NVS), the base element drawn from the NVS is its ability to ensure and improve the connectivity between all staff and immediate volunteers which they support.

Aims of the Volunteer Game Plan:

- ▶ Promote volunteers and volunteering opportunities
- ▶ Recruit, engage and retain volunteers
- ▶ Ensure standards of best practice and consistency in supporting volunteers
- ▶ Recognise and celebrate volunteers
- ▶ Build capacity, capability, and engagement within our volunteer network
- ▶ Develop partnerships with external companies and agencies to broaden our reach.

Implementation of a successful plan relies upon volunteer support and the development of resources focusing on:

- ▶ Recruitment, selection, and screening
- ▶ Orientation and induction
- ▶ Training and development
- ▶ Recognition and evaluation
- ▶ Succession planning and exit strategies

THE PLAN

Queensland Rugby League will focus on four key strategic directions to support our volunteers as we strive to meet the National Standards for Volunteer Involvement and align with the three pillars of the National Strategy:

1. Community & social impact
2. Individual potential & the volunteer experience
3. Conditions for a thriving volunteering ecosystem

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KEY STRATEGIC DIRECTION 1

Recruit – Implement leading recruitment practice and high-quality standards for volunteers.

Summary of Actions

Maroons Army Project: encourage our Maroons members to volunteer at local clubs, send invitations to assist at special functions or events e.g. merchandise stalls (at SOO games, pop-up shops or stalls in key locations leading up to SOO games, media events with high profile players).

Build a partnership with Volunteering QLD and the Seek Volunteer system to extend our reach to identify volunteers with specific skill sets recruiting volunteers from varied backgrounds - youth, corporate, retiree and culturally diverse volunteers.

Grow our presence at events targeted towards volunteer recruitment e.g. field days, trade days to promote the benefits of volunteering with QRL and in the game. Liaise with Partnerships/Marketing Department to offer current partners and their employees volunteering opportunities at QRL events or sanctioned carnivals.

Create partnerships with multicultural organisations to recruit culturally diverse volunteers to our game e.g. Multilink, Welcoming Australia.

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KEY STRATEGIC DIRECTION 2

Support and Retention - Ongoing commitment to volunteer participation, support and development.

Summary of Actions

Investigate opportunities to up-skill registered volunteers by offering access to discounted education options.

Build industry and organisational governance capability to implement succession planning at all levels of the game by establishing targeted recruitment strategies for governance roles (succession planning).

Buddy Clubs Program - develop and implement a mentor program to support new volunteers with the potential to offer cross-regional opportunities for volunteers to upskill and gain experience at carnivals or special events.

Continue to develop service delivery to provide volunteers with training and education opportunities through a mix of face to face and online sessions that are affordable and effective e.g. monthly information/Q&A sessions streamed on Facebook and QRL.com.au (topics will be relevant based on a needs analysis survey).



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KEY STRATEGIC DIRECTION 3

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KEY STRATEGIC DIRECTION 4

Recognise – Promote the benefits of volunteering and ensure that our volunteers are appreciated, acknowledged, and celebrated

Summary of Actions

- Implement the QRL Community Rugby League Awards Program: Establish a state-wide recognition and rewards program to celebrate our volunteer success stories, accomplishments and experiences in service delivery and promote the benefits of volunteering. Grow our current State-wide online presence to publish feature stories or videos of Community Rugby League volunteers. Use the program to connect with current or potential partners.
- Launch a high profile ambassadors' program by linking with previous award winners, state-wide competition players (current and past) or champions of the game to promote the benefits of volunteering. Liaise with Partnerships and Marketing to design and develop recruitment resources e.g. short feature videos, social media templates or assets for leagues/clubs to utilise.
- Engage with QRL Partners to identify special offerings, discounts for volunteers as they reach milestones in their commitment to the game, provide resources for volunteer recognition to be implemented at the league/club level e.g. volunteer buttons or pin.

Resource and Capacity Building - Share and develop best practice in volunteer management within Community Rugby League

Summary of Actions

- Promote membership with peak bodies and organisations (Volunteering QLD, Sports Community, Play By the Rules, Sport & Rec, Active Queenslanders Industry Alliance) to provide resources, training opportunities and support around volunteer management.
- The Clubhouse: establish a self-service hub for resources supporting volunteers to fulfil roles and to support volunteer management for leagues and clubs.
- QRL Roadshow: disseminated information presented at regional and resources – The Clubhouse. Volunteer Conferences at local, regional and state levels or implementation of the QRL Roadshow.
- Celebrate the diversity of our volunteers by developing culturally appropriate resources to support recruitment and management of culturally diverse volunteers – self determination.
- Develop relevant resources to advise and support volunteer management for leagues and clubs. Promoting continuous improvement, introduce an exit strategy for volunteers to provide feedback about their volunteering experience. Develop effective volunteer management systems and practices that meet the National Volunteer Standards and implement within the Community Rugby League sector
- Club Health Checks
- Sport Australia Governance Principles

VOLUNTEER ROUND

Volunteers are immersed in all levels of our game, from grassroots through to major competitions. Welcoming patrons to grounds, selling tickets for home games, managing canteens, cleaning up at the end of home games.

Introduction of Volunteer Round within the Hostplus Cup competition to coincide with National Volunteer Week which occurs annual in May. (15-21 May 2023)

- › Produce video and audio content to be broadcast on game day
- › Celebrate our link/membership with Volunteering QLD
- › Liaise with Partnerships

AMBASSADOR PROGRAM

Develop marketing assets to promote the benefits of volunteering – short feature videos to be utilised in Feb/ March to recognise existing volunteers and recruit new volunteers to the game.

Develop scripts for SOO greats/players and HPC players to thank specific volunteers for their commitment at all levels of the game e.g Billy Slater thanking the canteen ladies from Calendar Park, the groundsman for preparing the fields etc. HPC coaches / captains thanking volunteers that sell tickets or merchandise at home games. Extend the program to include well known referees that have reached NRL status.

Offering Volunteering Opportunities to Partners and their Employees

Liaise with marketing/partnerships to provide volunteering opportunities to partners and their employees during high profile events / SOO / local carnivals or activations/programs.

Activities may include selling tickets at the gate, selling merchandise, assisting with activations or programs with the opportunity to access tickets to watch the game.

Peak Body Memberships

Clubhouse

Maintain resources on Clubhouse to keep up with changes in QRL/ Government policies and Sport industry trends.

Volunteer Management Plan

COMMUNITY AWARDS PROGRAM

Purpose

To provide recognition to QRL volunteers and show case the impact they have for their clubs and their communities.

Alignment

- › Clubs and Leagues will be encouraged to align their volunteer recognition programs to the QRL volunteer recognition program.
- › The QRL will align to the recognition principles detailed in the National Strategy for Volunteering and will be announced during National Volunteer Week in May each year.
- › NRL- The QRL category winners will be recommended to aligned categories for the NRL volunteer Awards.

Awards

The Award categories will consist of the following

- › Volunteer of the year
- › Club Administrator of the year
- › Club of the Year
- › Contribution to the female game
- › Community Social Responsibility Program of the year
- › Community Coach of the year
- › Young person of the year
- › Match Official of the year

Nomination Process

- › Nominations will be made electronically via the QRL website.
- › Clubs and leagues will review their yearly nominations to consider nominating their club and league winners for the QRL awards program.

Selection Process

- › All nominations must be endorsed by a QRL Staff member.
- › Each region will shortlist 3 nominations for each category with the winners determined by panel consisting of members of the QRL Board (Regional Chairs) and an Independent.

Prizes

- › Will be provided through sponsorship partners as well as leveraging the SOO program to create money can't buy experience for the volunteer category winners.
- › Prizes will be also awarded to the nominator (excluding QRL Staff) of a successful award winner.

Ambassador Program

The winners of the Community Awards Program will become volunteer ambassadors having a role in producing education content and training during education days.

Review

The Awards program will be reviewed annually.

RESOURCES

Volunteer Management Policy

- › Rights and Responsibilities
- › Volunteer Application
- › Selection and Screening Process
- › Induction and Orientation
- › Role Descriptions

Maroons Army Project -

AV.

VIRA - Partnerships with Volunteering Qld and Seek -

Volunteer management database/system.

Trade Fairs / Field Days -

Develop an event template.

Multicultural Organisation Partnerships -

Multicultural Australia.

Multilink.

Maroons Academy -

Expand the course offerings through TAFE to include Certificate 2 Business Administration, Bookkeeping and Accounting, Hospitality, Certificate 3 in Screen and Media with potential to generate traineeships for suitably qualified participants to gain on the job experience with QRL, leagues or clubs.

Succession Planning -

Create a model for committee succession planning.

Buddy Clubs Program -

Develop and implement a mentor program to support new volunteers with the potential to offer cross regional opportunities for volunteers to upskill and gain experience at carnivals or special events.

Education and Training Opportunities -

Deliver face to face, online courses, monthly Q&A sessions live streamed on Facebook, QRL.com.au. Engage with peak bodies like Sports Community, Play by the Rules, Active Queenslanders Industry Alliance, SportAus.





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**UNITE.
EXCITE.
INSPIRE.**

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