

Succession Planning

Urban Bushland Council

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The UBC project

Friends groups need most help with volunteer recruitment & retention and succession planning

What we want to deliver through the project

The overarching outcome will be a stronger feeling within our members about their capacity to care and for their bushland and make a biodiversity values. And through of new volunteers into these will have brought community currently involved in local groups. Photo - Johanna Riddell.

Meet Johanna, UBC's new project officer who is keen to work with volunteers in generating strategies to help build and sustain friends groups. Photo - Johanna Riddell.

Before and after surveys template friends groups use with other UBC the model to all of they can approach continuous maintenance interviews to be successfully groups. We will have available.

What's in the project work plan

Working with Trigg Bushland Friends of Star Swamp Bushland Friends of Wicks Hill and with new Friends of Wicks Hill. We will also be working with a Bush Forever site currently available.

At the start of the project we will investigate the latest research on volunteer support. We will consult with groups such as Perth NRM, UBC, Volunteering WA, university guilds, McCusker Centre UWA, and Bloom. The ideas learnt in this stage will be important when working with friends groups.

Knowledge gained throughout the project will be brought together to create a volunteer recruitment and retention plan able to be disseminated widely through the conservation volunteer community. We will present the volunteer recruitment and retention plan to member groups and other stakeholders in 2024.





Current trends in Volunteering

Steady decline in volunteering internationally

Reasons:

Time!

People are engaged in more vocational, social, educational and caring commitments

People are moving around more

Increasing preference for episodic, project- based volunteering



Some people
simply haven't
thought to
volunteer yet



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**Recruiting and
retaining new
volunteers**

**Promotion and publicity of your
group and its activities**

Welcoming and engaging

Illustrate impact

Value volunteers

What motivates

Thank and thank again..



Groups need a systematic and ongoing method of recruitment for new people

Groups need to manage the induction of new people

Groups need to ensure that valuable group information is passed on to newer members



Target different groups

Younger – fun – flexible - online and social media

Older – helping future generations – socialise – knowledge sharing

Episodic – do something worthwhile – support the cause – flexible roles so involvement can be controlled – event based roles – mainstream media

Word of Mouth – still the best way to involve volunteers



Succession
planning is
about
identifying and
developing
future leaders
for your group

Have a 'Succession plan'

Knowledge about the group and how to do key roles needs to be widely held within the group.

Consistently upskilling members and passing on all the organisational and operational knowledge

Ideally board members should change regularly

“Facebook has been brilliant for marketing and promotion, we shamelessly self promote”

“Be welcoming and, **crucially**, make your volunteers feel valued”

“New people are moving into the area all the time and we give them an opportunity to connect with their local community”

Nick Cook – President – Friends of Lake Claremont



“A good manager will know everyone personally and needs to keep them close to keep them working close – it is authentic and therefore exhausting – it takes up a lot of time, emotional and mental space. But that’s what it takes!!!!”

“Always have food... and art”

“Don’t overload keen volunteers – let people give what they are willing to give”

“Follow up immediately with new volunteers or you have lost them completely!”

“Roles and work needs to be sustainable”

“What are your BOLD goals”

Shona-Ann Hunter – previous community organiser at WA Forest Alliance



A close-up photograph of a plant with reddish-brown stems and a pink flower, serving as a background for the text "Thank you". The stems are thick and woody, with some showing small white spots. The flower is partially visible on the left side, with many thin, pink petals. The background is blurred, showing green leaves and a light-colored surface.

Thank you