



National Volunteer Week - stakeholder kit

This toolkit provides information and materials that may help you communicate about aged care volunteering this National Volunteer Week (20-26 May).

About this toolkit

This toolkit is designed to support your communications with the community to help recruit local aged volunteers this National Volunteer Week.

What's in this toolkit

- editorial and website content
- key messages
- social media posts.

Editorial and website content

Guidance

Below is suggested content for your printed newsletter, e-newsletter and/or website news section.

Content

This week is National Volunteer Week (20-26 May), a time to celebrate the positive impact volunteers make in **[insert location]**.

Aged care volunteers are essential in our community.

You can help with hands-on tasks like gardening, transport and meal delivery or simply just be there for a chat. You don't need any specialist qualifications or prior experience, just a willingness to help others.

Your contribution will support older people to improve their physical and mental wellbeing. You can also benefit from meeting new people, learning new skills and positively contributing to the community.

Start your volunteer journey this National Volunteer Week and make a difference to an older person in **[insert location]** by visiting health.gov.au/topics/aged-care/volunteers

Key messages

Guidance

These messages may assist in your communications with the community about recruiting volunteers.

- Think about becoming an aged care volunteer this National Volunteer Week. All the information and support you need to volunteer in aged care is available at health.gov.au/topics/aged-care/volunteers
- Volunteering can be life-changing, for you and the people you visit. You can benefit from meeting new people, learning new skills and positively contributing to your community.
- Aged care volunteers can help with hands-on tasks like gardening, transport and meal delivery or simply just be there for a chat. You don't need any specialist qualifications or experiences, just a willingness to help others.
- Aged care volunteers can give support to older people from diverse backgrounds, life experiences and cultures to improve their physical and mental wellbeing.


Social media posts

Guidance


Below are suggested images and captions to use for your social media channels. You can add the following hashtags to Instagram and X (Twitter): [#AgedCare](#) [#AgedCareVolunteering](#) [#Volunteering](#) [#NationalVolunteerWeek](#)

Content

Post 1: National Volunteer Week

Platform	Caption	Image
Facebook, Instagram and LinkedIn	<p>It's National Volunteer Week 🧑🏻‍🤝‍🧑🏻</p> <p>If you're interested in helping others, aged care volunteers are needed in [insert location].</p> <p>You can help with hands-on tasks like:</p> <ul style="list-style-type: none"> 🌿 gardening 🚗 transport 📦 meal delivery <p>or simply just be there for a chat.</p> <p>No specialist qualifications or experience required – learn more at health.gov.au/topics/aged-care/volunteers</p>	 <p>Become an aged care volunteer this National Volunteer Week.</p> <p>health.gov.au/topics/aged-care/volunteers</p>
X (Twitter)	<p>It's National Volunteer Week 🧑🏻‍🤝‍🧑🏻</p> <p>If you're interested in helping others, aged care volunteers are needed in [insert location].</p> <p>No specialist qualifications or experience required – learn more at health.gov.au/topics/aged-care/volunteers</p>	<p>Download this social media image.</p>

Post 2: Generic

Platform	Caption	Image
<p>Facebook, Instagram and LinkedIn</p>	<p>Positively impact the life of an older person by becoming an aged care volunteer 🤝</p> <p>You don't need any specialist qualifications or experiences, just a willingness to help others.</p> <p>Find aged care volunteering opportunities in [insert location] by visiting health.gov.au/topics/aged-care/volunteers</p>	 <p>Positively impact the life of an older person by becoming an aged care volunteer.</p> <p> health.gov.au/topics/aged-care/volunteers</p> <p>Download this social media image.</p>
<p>X (Twitter)</p>	<p>Positively impact the life of an older person by becoming an aged care volunteer 🤝</p> <p>You can find opportunities in [insert location] by visiting health.gov.au/topics/aged-care/volunteers</p>	