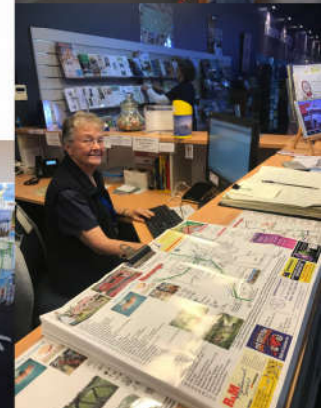


2018 VIC Volunteer Survey Report

Conducted by South Burnett Visitor Information Centre Network
2018



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OVERVIEW

The 2018 South Burnett Visitor Information Centre Network Volunteer survey was conducted over a four-week period during the month of June.

Visitor Information Centre volunteers were asked to complete the 7 question survey either by paper form or via Survey Monkey which the link for was sent out in the Volunteer Newsletter.

A total of 45 volunteers completed the survey with most completing using Survey Monkey. There are approximately 70 volunteers across the five accredited Visitor Information Centres.

The results from the survey will help staff formulate training programs for volunteers in Council's Visitor Information Centres.

BACKGROUND/OBJECTIVES

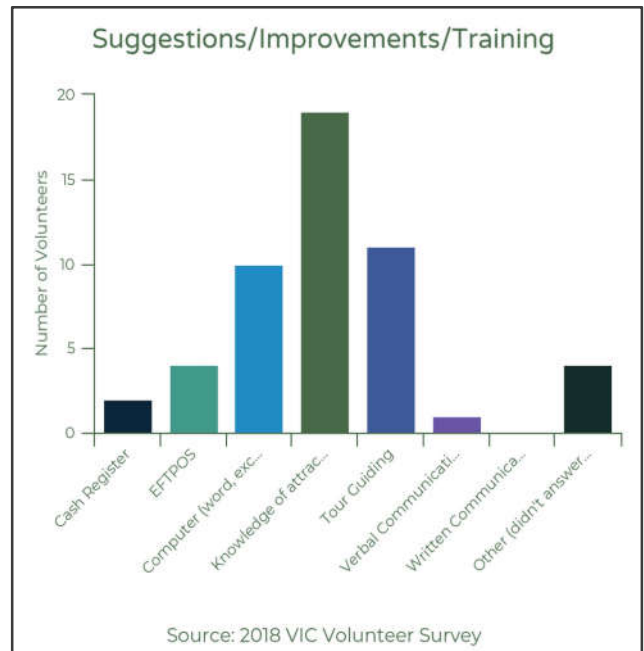
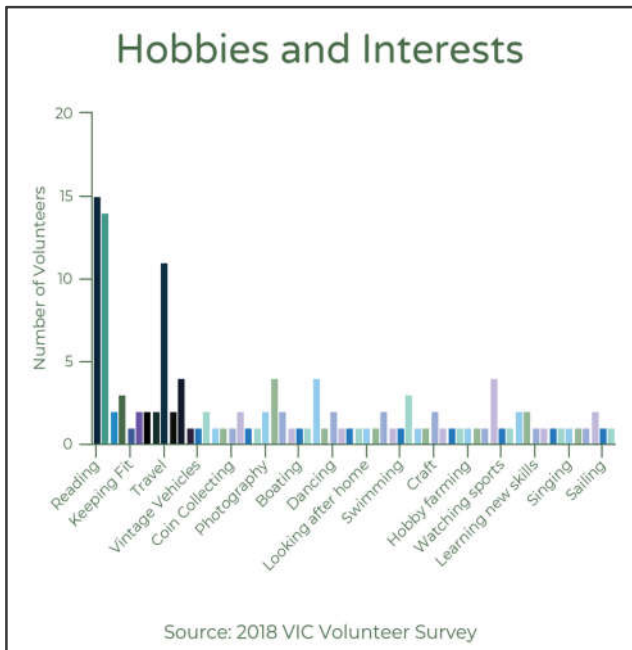
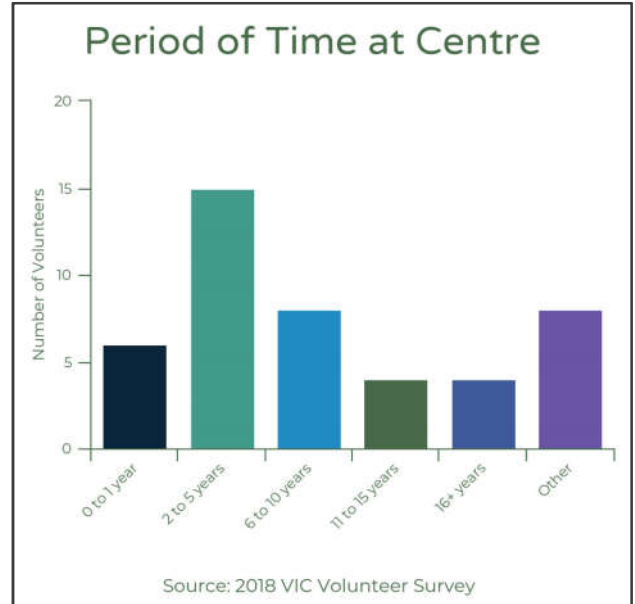
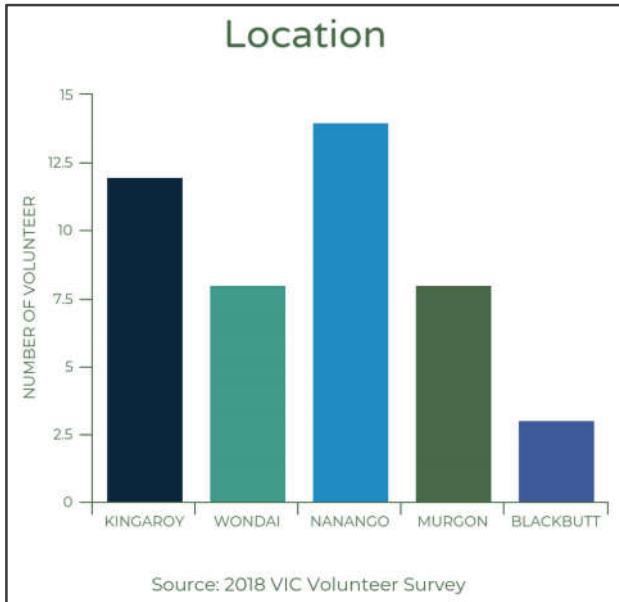
There have been a number of volunteer surveys conducted over the years completed by VIC volunteers. The results have been kept in databases and never really used in the development of training for volunteers.

This year's survey was conducted as part of the Future of VIC's project which is looking at Council's VIC Network and what the future looks like for the Centres.

When putting the survey together it was important that the questions would help provide data that staff could use to formulate training programs suitable for the Network volunteers.

GRAPHS

Out of the 7 questions asked only 4 provided information that could be formulated into graphs. The remaining 4 questions where were volunteers had to make comments.



DATA FROM RESULTS

Data from the results has been broken down to provide the number of volunteers who answered, what their responses was and the percentages.

**The percentage is worked out by the number of volunteers who completed the survey.*

Location (Question 1)

This was asking volunteers which Visitor Information Centre they volunteer at.

(This was a multi choice question)

Kingaroy:	12	(26.67%)
Wondai:	8	(17.78%)
Nanango:	14	(31.1%)
Murgon:	8	(17.78%)
Blackbutt:	3	(6.67%)
TOTAL:	45	

- *approx. 70 volunteers across the VIC network, meaning over 50% completed the survey.*
- *Kingaroy and Nanango VIC's had the most number of volunteers complete the survey with a total of 57% between the two Centres.*

Period of time at Centre (Question 2)

This question was asking how long the volunteer had been volunteering at their VIC.

(This was a comment question)

0 to 1 year:	6	(13.33%)
2 to 5 years:	15	(33.33%)
6 to 10 years:	8	(17.78%)
11 to 15 years:	4	(8.89%)
16 + years:	4	(8.89%)
*Other:	8	(17.78%)
TOTAL:	45	

**Answered by putting number of hours worked each week or didn't answer the question*

- *A majority of volunteers have been volunteering for between 2 to 5 years. The next most number was volunteering between 6 to 10 years.*
- *In 2015 saw 3 volunteers complete 30 years of voluntary service. One was part of the Kingaroy VIC team, who step away from volunteering to enjoy traveling and family time. The other 2 volunteers were part of the Kingaroy Heritage Museum and Wondai Heritage Museum.*

What are your Hobbies and Interests (Question 3)

This question was asking volunteers what their hobbies and interests are. It's a way of getting to know the volunteers more.

(This was a multi choice and comment question)

Reading:	15	(33.3%)	Jig-saw puzzles:	2	(4.4%)
Gardening:	14	(31.1%)	Learning:	1	(2.2%)
Motorcycles:	2	(4.4%)	Swimming:	1	(2.2%)
Golf:	3	(6.6%)	Walking:	3	(6.6%)
Keeping fit:	1	(2.2%)	Local history:	1	(2.2%)
Researching:	2	(4.4%)	Floral art:	1	(2.2%)
Classical music:	2	(4.4%)	Craft:	1	(2.2%)
Family:	2	(4.4%)	All things old:	1	(2.2%)
Travel:	11	(24.4%)	Redhatting: (Red Hat Ladies)	1	(2.2%)
Computer:	2	(4.4%)	Information Centre:	1	(2.2%)
People:	4	(8.8%)	Hobby farming:	1	(2.2%)
Playing Piano:	1	(2.2%)	Meditation:	1	(2.2%)
Vintage vehicles:	1	(2.2%)	Cross stitching:	1	(2.2%)
Collectables:	2	(4.4%)	Volunteering:	4	(8.8%)
Part time work:	1	(2.2%)	Watching sports:	1	(2.2%)
Stamp collecting:	1	(2.2%)	Cooking:	1	(2.2%)
Coin collecting:	1	(2.2%)	Sketching/drawing:	2	(4.4%)
Fishing:	2	(4.4%)	Painting:	2	(4.4%)
Camping:	1	(2.2%)	Learning new skills:	1	(2.2%)
4WD:	1	(2.2%)	Custom cars:	1	(2.2%)
Photography:	2	(4.4%)	Renovations:	1	(2.2%)
Music:	4	(8.8%)	Patchwork:	1	(2.2%)
Water aerobics:	2	(4.4%)	Singing:	1	(2.2%)
Sport:	1	(2.2%)	Acting:	1	(2.2%)
Boating:	1	(2.2%)	Football:	1	(2.2%)
Farm life:	1	(2.2%)	Sewing:	2	(4.4%)
Wood turning:	4	(8.8%)	Sailing:	1	(2.2%)
Small farming:	1	(2.2%)	Shooting:	1	(2.2%)
Dancing:	2	(4.4%)	Dining out:	1	(2.2%)
Surfing:	1	(2.2%)	Tennis:	1	(2.2%)
Church:	1	(2.2%)	Family history:	1	(2.2%)
Looking after home:	1	(2.2%)	Showing dogs:	1	(2.2%)
N/A	3	(6.67%)			

- N/A – the question was not answered.
- The top three Hobbies and Interests among volunteers seems to be Reading, Gardening and Travel meaning 66.67% (30 volunteers) had these hobbies/interests listed in their answers.
- Total of 64 hobbies/interests were listed in the responses.

What do you like most about volunteering at the facility (Question 4)

This question was to find out what parts of volunteering do volunteers like the most.

(This was a multi choice question)

RESULTS by RESPONSE

Assist with visitors:	32	(71.1%)
Customer service:	14	(22.22%)
Famils:	9	(20%)
Merchandising stock/setting up display:	3	(6.6%)
Helping at Festivals & Events:	1	(2.2%)
Cleaning:	2	(4.4%)
Assisting with administration duties:	10	(22.2%)

RESULTS by CENTRE

Centre	Assist with Visitors	Customer service	Famils	Merchandising stock/setting up displays	Helping at Festivals & Events	Cleaning	Assisting with admin duties
Kingaroy	8	2	1	1	0	0	3
Wondai	6	7	3	1	1	0	2
Nanango	11	5	4	1	0	2	1
Murgon	4	0	1	0	0	0	4
Blackbutt	3	0	0	0	0	0	0

*Volunteers were able to provide comments with this question, the following are some of the comments:

- Helping with brochures for the Centre. (Kingaroy VIC)
- Meeting interesting people. (Murgon VIC)
- Enjoy helping at festivals and setting up displays. (Wondai VIC)
- I like researching to provide background on our displays and caring for our displays. (Nanango VIC)

- The top 3 response were Assist with visitors, Customer service and Assisting with administration duties.
- 22% of volunteers responded with multiple answers, which included one or all of the top 3 responses.
- The overview by Centre shows that Nanango volunteers enjoy assist with visitors followed by Kingaroy.
- Helping with Festivals & Events was the least liked activity.

What do you least like about volunteering at the Facility? (Question 5)

This question was to find out what activities volunteers least like about volunteers in the Visitor Information Centres.

(This was a comment question)

Number of comments made per Centre

Kingaroy:	11	(24.44%)
Wondai:	4	(8.89%)
Nanango:	13	(28.89%)
Murgon:	9	(20%)
Blackbutt:	3	(6.67%)
Didn't answer question:	5	(11.11%)
TOTAL:	45	

Some of the comments: (these were picked at random)

- Customer service. Still getting used to dealing with people and finding information for them. (Murgon VIC)
- Not having backing from paid Council staff for sufficient time each week. (Nanango VIC)
- When it's slow - few visitors (Wondai VIC)
- Communication needs to be better (Kingaroy VIC)
- Some of the other volunteers, they have to be there because of the dole (Blackbutt VIC)

- Again Kingaroy and Nanango volunteers supplied the most responses.
- The comments were very covered a range of topics including staffing, customers, training needs, admin duties and fellow volunteers just to name a few.
- 28.89% of volunteers actually had no dislikes about volunteering in the Visitor Information Centre.

Any other suggestions, improvements or training you would like? (Question 6)

Finding out if the volunteers who needed additional training, or if they had any suggestions/improvements for the Centres they volunteer in was the bases for this question.

(This was a multi choice along with comments)

RESULTS by RESPONSE:

Cash register:	2	(4.44%)
EFTPOS:	4	(8.89%)
*Computer:	9	(12.86%)
Knowledge of attractions:	19	(42.22%)
Tour guiding:	11	(24.44%)
*Verbal communication:	1	(2.22%)
*Written communication:	0	
Other (didn't answer):	4	(8.89%)

*Computer (Word, Excel, Outlook emails)

*Verbal Communication (customer service, telephone technique, storytelling, communicating with other volunteers/staff)

*Written Communication (communication book, volunteer newsletters)

RESULTS by CENTRE:

Centre	Cash Register	EFTPOS	Computer	Knowledge of Attractions	Tour Guiding	Verbal communication	Written communication	Other
Kingaroy	2	3	1	6	2			
Wondai		1	3	2	2			2
Nanango			2	7	3			2
Murgon			3	2	3	1		
Blackbutt				2	1			

No. of Comments per Centre:

Kingaroy:	8	(17.78%)
Wondai:	3	(6.67%)
Nanango:	5	(11.11%)
Murgon:	4	(8.89%)
Blackbutt:	0	

Some of the comments: (these were picked at random)

- Regular team meetings of all volunteers (Kingaroy VIC)
- Removal of out of date signage, so volunteers don't have to deal with tourist's indignation that something advertised no longer exists (understand that some signs have already been removed) (Nanango VIC)
- Would like to see all future (and current) volunteers be skilled in some basic computer/internet skills or at least be willing to learn (Murgon VIC)
- More training on the new EFPTOS system (Wondai VIC)
- Written updates on local businesses. (Kingaroy VIC)

- Knowledge of attractions was the highest response meaning that volunteers would like to see more local and regional famils.
- Kingaroy and Nanango volunteers again provided the most responses and comments.

Conclusion & Recommendations

The South Burnett Visitor Information Centre Network volunteers play a vital role in promoting the region as a tourist destination. The 2018 VIC Volunteer Survey was conducted to get to know the volunteers better and what gaps were missing in their training and parts of volunteering they enjoyed the most. The results and data from the survey has given an insight into these things and will help staff training programs that will help increase the skill-set of volunteers and in return the volunteers will offer visitors a higher standard of service.

The comments and suggestions put forward from the survey will also be taken on board and staff with the help of the volunteers will work through them to see positive outcomes.

Would have been nice to have had more results for Blackbutt, Murgon and Wondai, however some volunteers from these Centres only volunteer once or twice a month. Also sending the survey out via Survey Monkey (internet) does mean that there is a select number of volunteers who are comfortable enough to complete it online, paper copies were also available at the Centres.

Overall the survey was positively received by the volunteers, but as volunteers have a high turnover a survey like this would ideally be best done every 12 months.

A big thank you goes to the volunteers who took the time to complete the survey.

Appendix



South Burnett Visitor Information Centre Network VOLUNTEER SURVEY 2018

Volunteer Name (optional): _____

Location: _____ Period of time at Centre (optional): _____

What are your interests/hobbies?

What do you like most about volunteering at this facility?

Preferred tasks:

- | | |
|--|--|
| <input type="checkbox"/> Assist with visitors | <input type="checkbox"/> Helping at festivals and events <small>(Goomeri Pumpkin festival, Blackbutt Avocado festival)</small> |
| <input type="checkbox"/> Customer service | <input type="checkbox"/> Cleaning |
| <input type="checkbox"/> Famils | <input type="checkbox"/> Assisting with administration/office duties |
| <input type="checkbox"/> Merchandising stock/setting up displays | |

What do you least like about volunteering at this facility?

Any other suggestions, improvements or training you would like?

Training I would like:

- | | |
|--|---|
| <input type="checkbox"/> Cash register | <input type="checkbox"/> Tour guiding |
| <input type="checkbox"/> EFTPOS | <input type="checkbox"/> Verbal communication <small>(customer service, telephone technique, storytelling, communicating with other volunteers)</small> |
| <input type="checkbox"/> Computer: Word <input type="checkbox"/> | <input type="checkbox"/> Written communication <small>(communication book, volunteer newsletter)</small> |
| Excel <input type="checkbox"/> | |
| Outlook Emails <input type="checkbox"/> | |
| <input type="checkbox"/> Knowledge of attractions <small>(local & regional famils)</small> | |

Thank you for participating in this survey. This information will assist the Economic Development team with meeting volunteer training and ability needs within the South Burnett Visitor Information Centre Network