

Step 5 - Recruitment of Successors

Good recruitment results in attracting members and volunteers to fill some of the gaps you have identified. Recruiting members with the relevant skills, interest and commitment helps to ensure you can fill critical roles and support the society's objectives now and over the longer-term. Alternatively there may be volunteers who have worked on short-term projects who are right for the role. Direct approach to people works very well.

Existing members

It is useful to assess the support for the mission of your organisation among the members, their professional expertise, motivation, and dedication.

Evaluate whether any of your current members possess any interest in the vacant roles, and what their time availability is over the next 12 months to 2 years or in the longer term. There may be a need to find someone immediately, you may know of people who have expressed an interest or you can directly approach people in the society and see if they are interested. If you have not already done so, you may need to undertake a skills audit to fully assess the skills of your current members.

Recruitment is not only finding someone with the right skills. Longevity and loyalty are important aspects as are attitude and commitment to the goals of the organisation.

External Recruitment

In small towns it is often necessary to identify completely new people for the committee and other volunteer roles. Advertise so that people know that you are around and looking for people to join the society.

Consider ways that you can 'sell' the organisation and the benefits of joining. Ensure you acknowledge your success publicly and see everyone who visits the society as a potential volunteer. If you have a good following on social media pages, such as Facebook and Twitter putting out a post is a good way to spread the word.

A diverse member base opens up recruitment possibilities. For instance, people from backgrounds not currently reflected in the membership, who may have different skills, strengths and perspectives to offer. Many historical societies also recognise the need to recruit younger people as being critical to their future viability.

'If your society is planning for the future and developing a succession plan, you need to seriously consider engaging young people in the management and day-to-day operations of your society'.

Community Club Toolkit: Succession Planning.

Attracting Volunteers

Many societies have been successful in recruiting people for specific tasks (e.g. research, administration, assisting with cataloguing). Many of these may join as volunteers rather than members. Others have developed short-term volunteer projects for specific skills that may not exist amongst your members.

It is also valuable to create time-specific, outcome-focused roles. This could be preparing school curriculum materials, conducting an event, or cataloguing objects in the collection. It is also worth considering other ways that people can participate on a project-by-project basis and ways that people can contribute remotely.

There are a number of volunteer pages where you can advertise for free. This form of advertising attracts a diversity of applicants who may not have come to your organisation through advertising in the society newsletter or social media pages.

- Volunteering Australia is the national peak body for volunteering, working to advance volunteering in the community. Volunteering Australia has developed National Standards and a guide to best practice in managing volunteer programs.
<https://www.volunteeringaustralia.org/>
- GoVolunteer is the national database for volunteer referrals and volunteer management <https://govolunteer.com.au/find-volunteers>.
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- Seekvolunteer is a site for advertising volunteering opportunities
<https://www.volunteer.com.au/>
- Pro Bono Australia is the National, State and Territory peak body for Volunteering, Volunteer Resource Centres and organizations.
<https://probonoaustralia.com.au/volunteer/>

In recruiting volunteers to work with you and support the broad goals of the organisation, it is useful to know about the rights and obligations for new and existing volunteers. You can ensure that you are familiar these obligations by reviewing this check list from Volunteering Australia on the rights and obligations of Volunteers:

Volunteers have the right:

- to work in a healthy and safe environment (refer various Occupational Health and Safety Act[s]);
- to be interviewed and engaged in accordance with equal opportunity and anti-discrimination legislation;
- to be adequately covered by insurance;

- to be given accurate and truthful information about the organisation for which you are working;
- to be reimbursed for out of pocket expenses;
- to be given a copy of the organisations volunteer policy and any other policy that affects your work;
- not to fill a position previously held by a paid worker;
- not to do the work of paid staff during industrial disputes;
- to have a job description and agreed working hours;
- to have access to a grievance procedure;
- to be provided with orientation to the organisation;
- to have your confidential and personal information dealt with in accordance with the principles of the Privacy Act 1988; and
- to be provided with sufficient training to do your job.

Internships and Student engagement

Australian Universities require students enrolled in undergraduate to masters' degrees to obtain experience in professional practice and undertake community engagement. Students are looking for real world experience that is assessed as part of the curriculum and linked to academic results. You can provide this opportunity and approach universities directly. One way to do this is to talk to the convenor or teaching staff responsible for courses associated with history, heritage and the cultural sector and to propose a short term project that fits in with academic semesters. Thinking more broadly students with skills in web design, graphic design and/or communications can also make a contribution to your society activities.



5a. Recruitment of Successors

Align the roles with potential successors – from existing members or volunteers. Record whether any external recruitment is required or if you have any other plans for filling the roles.

Urgency	Role	Internal Successor	External Recruitment Required (yes/no)
Immediate (within three months)			
Short Term (within 12 months – two years)			
Long Term (in two years time or beyond)			



5b. External Recruitment

Complete the following sections to identify how you will attract, recruit, and welcome potential successors to the organisation. Please complete for your own situation.

Partnerships	In order to recruit these successors the society will form partnerships with the following organisations: <ol style="list-style-type: none">1. <i>(e.g. local Library)</i>2. <i>(e.g. Local Museum)</i>3. <i>(e.g. Cultural organisations)</i>
Promotion	The following promotional opportunities will be exploited in order to promote membership of and volunteering in our society: <ol style="list-style-type: none">1. <i>(e.g. volunteers expo)</i>2. <i>(e.g. Society open day)</i>3.4.

Communication	The following communication tools will be employed in the recruitment process: 1. <i>(e.g. Facebook)</i> 2. <i>(e.g. Society website)</i> 3. <i>(e.g. Newsletters)</i>
Incentives	The following incentives will be offered for joining our Society: 1. <i>(e.g. Access to training)</i> 2. <i>(e.g. Welcoming social environment)</i> 3.
Resources	The following resources and support will be allocated to assist with the recruitment of successors: 1. <i>(e.g. Financial what money can be spent on advertising, events or providing other incentives etc)</i> 2. <i>(e.g. Facilities/assets what existing Society facilities or assets could be used for recruitment or society promotion etc)</i>