



BRAND EQUITY ANALYSIS for Volunteering WA

Volunteering WA (VWA) makes a difference by connecting thousands of volunteers to many community organisations. The organisation aims to build strong communities through volunteering and provide a range of resources, services and support so that people in Western Australia are aware of, and understand, the nature and scope of volunteer activity.

VWA, on behalf of Volunteering Australia, manage the 'GoVolunteer' website which is a website dedicated to connecting volunteering organisations and the volunteer roles they have on offer, with potential volunteers. Volunteering Australia also has a long-term partnership with SEEK/ SEEK Volunteer, with both websites listing the same roles and together taking a 90% share of the market.

VWA was looking to reassess the need for the GoVolunteer brand and website and was looking for volunteers to guide them in this assessment, considering the equity in the brand and potential impact if the website was to be decommissioned.

Two enthusiastic volunteers from BHP, both based in Port Hedland, took on the challenge of completing this task. The volunteers reviewed data including management costs and brand awareness survey data. After considering the information received, they recommended to broaden the assessment to analyse the total costs and benefits of the options and presented their recommended course of action to VWA.

At the conclusion of the project, when asked what they enjoyed most about the experience, one of the volunteers commented that they thoroughly enjoyed being able to work with someone outside their own team. They also mentioned they would participate in skills-based volunteering again after this experience.

Thanks to both volunteers for their contribution to this project!

Benefits of Volunteering

For the volunteer

Volunteering has
improved my...

- Adaptability
- Self confidence
- Leadership skills