



## Not for Profit - All for Engagement

**YWCA NSW**  
Supporting people at critical times

### BACKGROUND

YWCA NSW is a not for profit organisation employing 300 people that proactively supports people at critical transitions in their life to change their behaviour and increase their skills, enabling them to make informed decisions to reduce intergenerational transfer of disadvantage. They provide early intervention programs to educate individuals, ensure safe families and promote healthy communities. YWCA NSW was going through a major change program in terms of structure, leadership and performance management and contacted RedBalloon to assist with all things engagement. Under the stewardship of the new CEO, Kate Frost, the change program needed to be underpinned by a refreshed commitment to people and to break down regional silos that existed and work together as one team, 'One Y'.

### GOING BACK TO BASICS

Mathew Paine, Head of Human Resources explains, "The organisation was concerned that, as a not for profit, any reward and recognition activity would be seen as a splurge or lavish indulgence for employees. We did not have a Reward & Recognition program in place and employee feedback had highlighted this as a development area. We are competing for talent with the private sector and as such, we need to ensure we have all the employee benefits available to ensure we attract and retain top people."

To kick off the process, RedBalloon facilitated an **Engagement Compass Workshop** for 30 of the organisation's key people managers. The workshop, designed to educate on the broad theme of employee engagement built on the results of an all staff survey which identified strengths in the employee value proposition and areas for improvement.

The output from the workshop gave YWCA NSW HR and RedBalloon the raw ingredients to develop a recognition strategy that would deliver on the objectives to:

- ✓ Celebrate positive change in the organisation
- ✓ Align employee behaviour around the company values
- ✓ Reward and recognise performance in a timely and exciting manner
- ✓ Deliver a low cost program that doesn't compromise on quality and impact

***“ YWCA NSW is a shining light for other not for profits about what's possible in the engagement space. ”***

James Wright, RedBalloon

## LAUNCHING 'THE YOGIES'

The program was launched at the annual YWCA NSW staff conference when all regions across NSW come together.

Mathew said, "At that stage, the program did not have a name. So we asked all staff at the conference to write down their ideas and enter our naming competition with the winner being rewarded with their first choice from their "Wish List". The Wish List was a selection of RedBalloon experiences and some of our own reward incentives such as a day's extra annual leave.

Two weeks later, our newly named program "The Yogies" was announced along with its own branded logo and identity.

## THE REWARD STRUCTURE

Every employee was invited to play the 'dream catcher game', identifying with an experience specific reward from RedBalloon that was meaningful for them. The program was designed to be fun and inspiring and we reward one person per month with a "Yogie" and their first choice from their Wish List. That way when they are acknowledged their prize is personalised and has maximum impact.

Runner up nominees are also publicly recognised at an organisational level and regional level every month and mentioned in the quarterly staff newsletter.

Mathew explains, "Another important aspect of our program is the use of Values Postcards. The postcards display our values and when a staff member demonstrates those values at work anyone in the organisation can give them a postcard. We really encourage peer to peer recognition and all staff were given a set of nine postcards each (three different designs for each of our three values)."

***“ Our staff feel more valued and appreciated and the peer to peer recognition has created a greater bond between colleagues in regions and across regions. ”***

**Mathew Paine, Head of Human Resources, YWCA NSW**



**Jasmine Timpano, Recent Yogie Winner**

## THE RESULTS

The monthly "Yogies" nominees and winner are announced at the monthly meetings and there is a constant stream of nominations coming in each week from all parts of the business.

"We are very satisfied with the program and we have had great feedback from across the organisation. When walking around offices, it is great to see the different coloured values postcards pinned up around our staff members work stations" says Mathew.