The opportunity

Challenge’s focus isn’t on medical support for children with cancer and their families. Instead, Challenge enhances their quality of life through social interaction with similar families, creative programs, and recreational and therapeutic services. Two videos were needed to convey the ways that Challenge enhances peoples’ lives during difficult times.

Help from NAB

Dean Morris, Senior Consultant on Workforce Reporting at NAB, has years of professional experience working behind the camera at the video production business he runs with his partner. Dean led the creative development and technical production for the Challenge project. He supplied high quality equipment and worked behind the camera, as well as doing the editing and post-production. “We shot several hours of footage, which I edited down to approximately six minutes.”

Dean Langford, Cloud Security Manager at NAB, has made videos as a hobby for a long time. Through the NAB Volunteer Planner, Dean was paired with Dean Morris for the Challenge project. Dean’s primary role was to engage the families and staff in conversation, and help them feel at ease on camera. “Getting people to speak naturally about how they feel is much harder than it seems,” says Dean. “We’re trying to convey the emotional impact of these programs, so you don’t want a static Q&A type response.”

Ian Coutts, Challenge’s General Manager of Marketing, Communications and Fundraising, wanted to show what Challenge does to help ill children and their families. “Words don’t capture what we do here at Challenge, but video does.” Without the resources to get professional videos made, Ian turned to NAB’s skilled volunteers for help. “And the quality they’ve produced is just phenomenal – much better than we expected!”

Organisation

Challenge

Supporting kids with cancer

Skill Set: Communications & Marketing

- Research & Analysis
- Marketing Strategy
- Social Media
- Technical Writing & Creative
- Campaign Management & Planning

NAB Contacts

- Dean Morris, Senior Consultant, Workforce Reporting
- Dean Langford, Cloud Security Manager

Challenge Contact

- Ian Coutts, Challenge General Manager, Marketing Communications

NAB Skilled Volunteering

In Australia, every one of our 26,500 employees receives a minimum of two days each year to volunteer their time and talents to build prosperous communities.

As a leader in corporate volunteering in Australia we’ve delivered 1 million volunteering hours, and will generate $50 million in value to communities by 2015.

Our skilled volunteers can provide invaluable assistance to build further capacity in your organisation and deliver critical work in the community. We work to match the skills, talents and capability of our people to community organisations where these skills are needed most.
Up skilling a hobby to help others

Challenge now has two professional-quality videos that powerfully demonstrate the impact of its Music Therapy and Playgroup programs. Challenge plans to launch the videos at a major fundraising event.

Dean Morris:
Every year Dean finds a video project through the NAB Volunteer Planner. He really enjoys helping not-for-profit organisations tell their story. “You build a strong relationship with skilled volunteering. Video’s a passion for me, so if I can give back through this, I will. But it takes time and motivation.”

Dean Langford:
“Skilled volunteering invigorates you to further your skills. I learned so much from working with Dean. And when it’s your hobby rather than your professional skills, the impact is that much greater. You can really add value to a charity while doing something that you’re passionate about.”

Ian Coutts:  “This project was vital for our ability to fundraise and engage public support. People can now see, feel and understand why what we do is so important.”

Building relationships with two new volunteers has also been rewarding. Dean Morris has gone on to produce a video of the Camps program for Challenge. “And since testing the waters with skilled volunteering, we’re ready to look at more complex internal projects, like accounting and strategy, with NAB.”

“The two Deans have formed a relationship with us, and now they’re great advocates for Challenge.”
– Ian Coutts

“To add value while doing something you’re interested in and passionate about, that’s brilliant.”
– Dean Langford

What’s next?
Visit nab.com.au/volunteering
Contact us at nabvolunteering@nab.com.au

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