



Gender Equality in Wyndham Sport project

Session 4 – Discussion Session Meeting notes. Main theme: Volunteering

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Background Information

Statistics From Clearinghouse:

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- Around 16% of people (over the age of 15) participate in a non-playing role in sport (18% men; 14% women).
- The most common roles (across both genders) are: coach/instructor/trainer; official; and administrator/committee member.
- Peak ages for volunteering are 45-54 and 15-17 years for men, and 15-17 and 35-44 years for women.

31% of people who volunteered did so in sport/physical recreation organisations, the biggest cohort of volunteers across all sectors - 2014 Australian Bureau of Statistics (ABS)

The three main reasons for volunteering were: (1) to help others in the community (53% of volunteers); (2) personal satisfaction (46%); and (3) personal or family involvement (46%). Other key points from the report include:

- 93% of sport and recreation volunteers participated in organised sport as a child. The ethos of volunteerism is 'putting something back' into the sport system that made an impact upon that person's overall development.

- Sport and recreation volunteers are involved in a range of activities, about half of all sports volunteers also volunteered in another type of organisation outside of sport.
- There was a positive correlation between higher volunteering rates and being born in Australia, employed, and in couple families with children aged under 15 years.
- 88% of volunteers are persons who are employed, working 41-48 hours per week.
- Travel time did not appear to impact upon participation in sport and recreation volunteering.
- There appears to be an association between rates of volunteering and socio-economic status – lower rates of volunteering being associated with socio-economic disadvantage.
- Lower rates of volunteering are also associated with self-reported health problems.

Factors influencing volunteer participation



Barriers

- **Personal:** time constraints/other commitments; overload; interpersonal issues; not knowing what opportunities exist/match skills.
- **Organisational:** bureaucratic procedures; poor communication and/or guidance; club politics; increasing expectations (players, members, parents, etc.).
- **Social:** community size (small-medium communities tend to have higher participation rates), gender (men are more likely to volunteer, or volunteer in certain roles); socio-economic status; having a disability; self-reported health problems.



Motivators

- **Personal:** connecting with community; developing skills; enhancing career prospects; to feel good (self-esteem), participating in the sport.
- **Organisational:** clear communication of expectations and guidelines; recognition, training, and mentoring opportunities; positive community/club culture.
- **Social:** strengthening social relationships; contributing to community; 'making a difference'.

Introducing GIVERS



For the first time, groundbreaking behavioural science research, has given us new evidence and insight into what drives people to volunteer, and what keeps them from doing so.

We've distilled these insights into a simple framework to help grassroots clubs and organisations recruit, retain and realise the potential of volunteers.

We call this GIVERS. It stands for:

Growth. Volunteering has a huge impact on wellbeing, health and life satisfaction.

Impact. Seeing the difference volunteers are making to the lives of others gives a sense of purpose and value.

Voice. Volunteers respond to authentic voices and real pictures of real people which showcase the benefits they're looking for.

Ease and Experience. It's not enough for volunteers to know they're doing good. They want the experience to *feel* good too. And the easier it is to get involved, the better.

Recognition. They want to be well-regarded and rewarded for their contribution. Even it's just by a simple 'thank you.'

Social. Human interaction is a hugely important incentive. Particularly when those humans are friends.

[ClubHelp](#) have a list of resources about volunteering

- [Tips for Recruiting Volunteers](#)

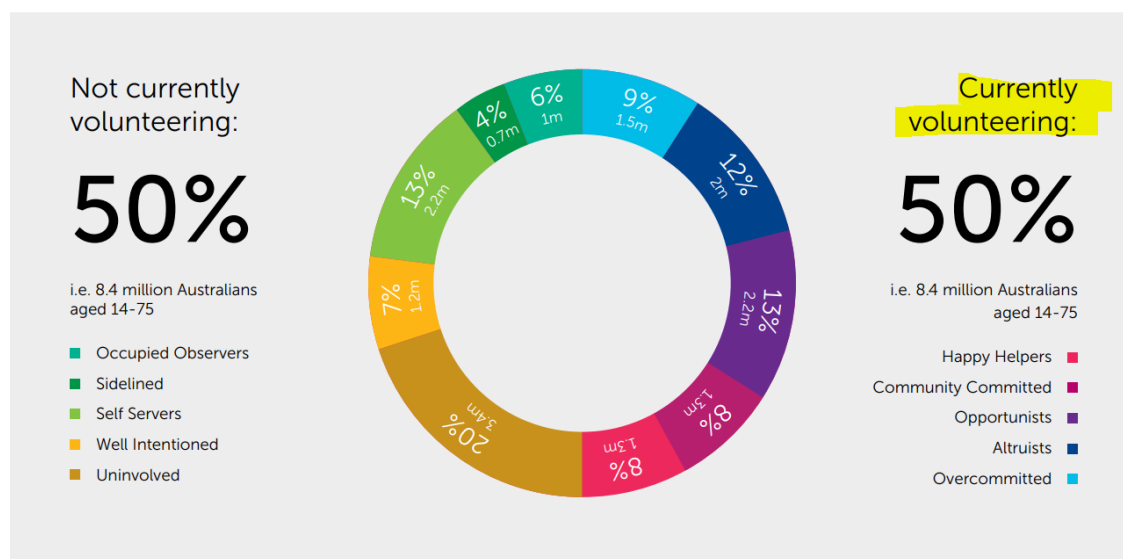
Good Sports Volunteering Toolkit

<https://goodsports.com.au/wp-content/uploads/2020/01/Volunteer-Toolkit.pdf>

Information discussed in session: Clearinghouse for Sport – Volunteering Market Segmentation

https://www.clearinghouseforsport.gov.au/research/smi/market_seg/market_segmentation_-_volunteers

- Please see link for more detailed description
 - (if it is of interest this is a podcast of how the market segmentation was undertaken: <https://sportscommunity.com.au/podcasts/episode-41-cecilia-hemana-asc-discusses-market-segmentation-research-volunteering-sports-clubs/>)
- > Five volunteer (including but not limited to sport volunteers) segments: *Happy Helpers*, *Community Committed*, *Opportunists*, *Altruists* and *Overcommitted*; and
- > Five non-volunteer segments: *Occupied Observers*, *Sidelined*, *Self Servers*, *Well Intentioned*, *Uninvolved*.



When club sport volunteers are looked at in isolation, 'Happy Helpers' and 'Community Committed' are the dominant segments. 'Community Committed' make up one third (34%) of club sport volunteers, with a further one third (33%) being 'Happy Helpers'. 'Opportunists' are the smallest proportion, making up only 9% of club sport volunteers.

	Segment		Reten- tion	Acqui- sition
Volunteers	Happy Helpers	Volunteers to support their family in their activities, with volunteering in club sport only one of the multiple activities they are likely to help out with.	✓	✓
	Community Committed	Volunteers for the social interaction and enjoyment that volunteering offers, along with feeling a of identity and commitment to a community organisation and its future.	✓	✓
	Opportunists	Volunteers to gain a personal benefit, such as practical skills or work experience, being part of the buzz or atmosphere, or having the chance to meet someone famous or elite.	✓	✗
	Altruists	Volunteers through a desire to help other, to give back to the community and to help the disadvantaged.	✓	✗
	Overcommitted	Volunteers because they feel is expected of them. A risk of attrition due to feeling like could use their time better elsewhere.	✓	✓
Non-Volunteers	Occupied Observers	Not averse to volunteering for club sport. That is, they are not disinterested or against it, they simply have other priorities at the moment. Likely to volunteer if the child participates.	✗	✓
	Sidelined	Open to volunteer for a club sport as have relatively high participation levels. Injury and lack of time due to family or work commitments are the main barriers.	✗	✓
	Self Servers	Yet to find a cause they are passionate about. May be motivated if they were to receive a personal benefit, e.g. work experience, a financial benefit or to meet someone famous.	✗	✓
	Well Intentioned	Have no real reason to volunteer within sport, with low to none current or future participation in sport and any motivations to volunteer grounded in the altruistic.	✗	✗
	Uninvolved	Little interest in both volunteering or in club sport. Volunteering is seen as very low priority and there is very low segment participation in sport.	✗	✗

5 key volunteer groups

- Happy Helpers – often those who are happy to get involved because they have children involved
- Community committed – social interaction & enjoyment, connection with club and believe in values
- Opportunistic – gain a personal benefit, practical skills, part of buzz
- Altruists – desire to help others, to give back
- Overcommitted – feel it is expected. Need to look after them

Non-volunteers

- Occupied observers – other priorities – need prompting
- Sidelined – may be injured, not involved in the sport anymore but could be encourage to be involved because they love the sport
- Self servers – need to have a benefit identified
- Well intentioned
- Uninvolved

Discussion

Cricket

- Happy Helpers who do the coaching – parents. Those who coach get a discount for kids playing, Coaches – get a trophy at end of year
- New coach manager who has called each one and they are all back onboard.
- Committee is hardest, looked for someone outside to fulfil Treasurer role provided a package to get him to get involved – Opportunist vols
- Number ones are Happy Helpers

Miscellaneous

- Touch Rugby – pay but have a slab for the team if fulfil their role
- Volunteer levy/ working bee levy – get money back if volunteer, used money to get a contractor in to do grounds

- Little As roster – need to check up that parents are doing their identified activities. Other club had attendance recorded, parents needed to volunteer 5 times over the season for their kids to be part of the end of season event – club proactive in communicating this and peoples’ number of volunteering attendances
- Often don’t know the latent skills people have. People may not realise how they can contribute

Archery

- small core of full time vols. Introduced a bite sized volunteering program, take on just one little thing to contribute, takes work to coordinate but proven effective. Working bee was very successful, think the bite sized volunteering provided the step for people to be more willing to get engaged.
- Need a few more people for committee, pushing for these
- Volunteers who have converted to coaching roles – needed to be approached
- Need to be proactive and approach people to get involved, ask them if they are willing to help

Golf Club

- Volunteers – if need job done outside of business themselves, article in newsletter calls for volunteers
- Community committed and Happy Helpers

Athletics

- Parental interest, those with a love for the sport, those who do it because they know the activity needs it
- Covid might be an opportunity – being part of a community
- parkrun – altruistic
- Journey – start as one thing, become another, how do people enter in, how do they leave

Issues & opportunities re volunteering which exist within your club – current and Covid

- Those athletes who think they are better than anyone else. Competing: They don’t want to do their volunteering before and then don’t want to do after because cool down or don’t want to do if not competing.
- Get more out of opportunities than watching – social interaction may find they are less ‘bored’ than watching from the sidelines
- Parents wanting to watch their children perform – acknowledging this and ensuring that parents are covered for their duties when their children are ‘on’
- Older teenagers 14 plus who don’t volunteer
- Parents who dump and run
- Club has a reputation for a culture of volunteering – expectation that clubs say ‘it would be nice if you volunteered’, creating a culture that it is expected that you will volunteer. This can sometimes mean that other clubs lean on them
- Make people responsible, give them the dates they know they are on.
- Find your volunteer cover to swap shifts. Setting up the expectation from the start
- All the jobs can
- Club jobs, if person doesn’t do the clubs loses points. Aths can need 16 to 20 people at a time.
- Helping people to realise the bigger picture of volunteering – how their role contributes to the activity, has helped others, ie the later finishers at parkrun for whom completing 5k is such a big journey to achieve
- Some clubs concerned about their viability on the longterm post Covid

Opportunities

- Getting the club to partner with a fitness provider to offer something whilst kids are participating
- Roles for responsibilities in Covid world that volunteers can do, ie website, facebook page – really important for branding and communication
- Aths - Questionnaire on survey monkey, someone will do analysis
- How is this linking back to women and girls and to ensure it is of equal value

- Collecting skills from peoples' occupations
- Visuals, experiences, voices to create bigger change
- Strategies on how to link volunteers. How you can use the volunteers to meet some of these issues or opportunities.

Strategies –

- Identify Skills & motivations
- Identify Issues & opportunities
- Link the two together to make the best use of those in the club
- Part of planning process
- How we can best use them to achieve our aims

Covid – WAs don't think it will have a big impact for volunteering, because are a 12 month sport, think Covid might be a positive because people will come back refreshed and may want to volunteer and for community connectedness. Advertise the volunteers and see what they are. Committee put out these are the people we need.

Questions to consider – not explored within session

- Will Covid affect different volunteer groups?
- Volunteers and gender, how can we ensure gender equality across volunteer tasks
- Who in our club is volunteering – what is the male/ female breakdown, who is doing the specific tasks? How can we ensure that we remove any gender stigmas?
- How are we asking people to volunteer? – are we approaching men and women differently?
- How are we ensuring the message that volunteering is for everyone? That we aren't excluding asking people because we are assuming they can/ can't because of traditional caring roles, etc.?

Other resources

There are many out there, these are just a couple of examples:

Our Community – some good generic advice and thoughts here:
https://www.ourcommunity.com.au/management/view_help_sheet.do?articleid=758

Volunteer Task Audit – this could be a tool to split up roles and more easily show to potential volunteers what jobs need doing

Name:	Position:	Type of task	Duration (No. of hours/week)	Weekly	Monthly	Biannually	Annually
Taking the bins out		Manual					