NON-VOLUNTEERS
SEGMENT PROFILE
SELF SERVERS

13% of population aged 14-75

39% of segment would volunteer in future (i.e. 5% total population)

17% in club sport (i.e. 2.2% total population)

Skewed to younger adults (18-24)

Low past volunteering but one third intend to volunteer generally in future (although less for club sport)

Volunteering a low priority, but possible motivation of personal benefit – career / work experience, meet elite / famous

Motivated to club sport volunteering by offer of work / career experience

Also social motivations – meet others with similar interests

Possible segment for acquisition
Self Servers would volunteer for clubs given the right offer.

For those participating in club sport – focus on clear communication and roles:

- offer broader career / work experience
- practical use beyond the sport itself (e.g. those that demonstrate leadership, administration)
- being young, the social element of enjoyment and fun, meeting others like them will also motivate

Acquisition beyond the club is also possible through an education / training institution:

- roles offered could benefit career or education

Communicate by:

- Electronic media
- Through schools/universities
- Electronic newsletters / notice boards