



VOLUNTEERS

SEGMENT PROFILE

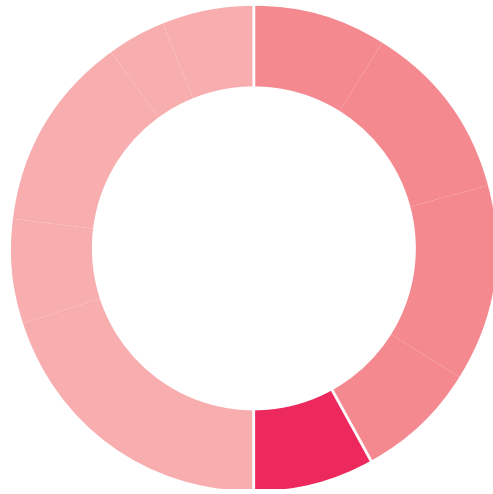
HAPPY HELPERS

8%

of population aged 14-75

33%

of sport club volunteers are in this segment
(i.e. 2.6% total population)



THREATS TO

HAPPY

HELPERS

Volunteering can become a negative experience through:

- > Politics
- > Criticism/negative feedback
- > Overwhelming due to taking on too much
- > Perceptions of lack of support/poor communication

Subject to lifestyle change





Typically a mother from higher SES



Club sport one of multiple, parent related volunteer activities



Volunteers to support family and friends



Volunteer is on a seasonal basis – they do what needs to be done, with preference for support roles



Spend time with child, ensure club continues



Satisfied as long as they feel useful

RETAINING HAPPY HELPERS

ACQUIRING HAPPY HELPERS

Will volunteer for club for length of time that child keeps playing.

Once child is participating in sport, acquisition is possible

To maximise retention:

- > Offer a wide range of roles and communicate importance of all help
- > Reinforce the motivation – spending time with child
- > Allow time for social interactions with others
- > Ensure clear communication of role and any necessary support/help is given to allow them to feel productive

Motivate by offering a wide range of roles and reinforcing that volunteering offers time spent with child

Ensure an open, approachable environment to maximise sense of involvement

Communicate by:

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