



# VOLUNTEERS

## SEGMENT PROFILE

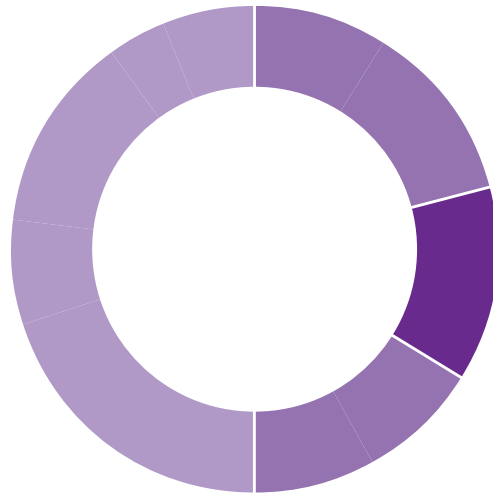
### OPPORTUNISTS

13%

of population aged 14-75

9%

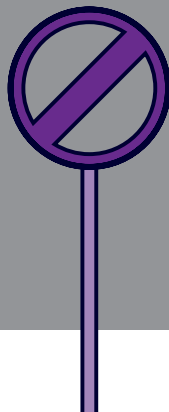
of sport club volunteers are in this segment  
(ie. 1.2% of total population)



## THREATS TO OPPORTUNISTS

Not feeling confident in their role is the greatest threat to these volunteers. This can be caused by:

- > not feeling equipped, trained to do their role
- > receiving criticism and negative reaction from others (e.g. parents of players)
- > change in life stage will also cause teens/ young people to cease volunteering





Teen or young adult, slight skew to males



Club sport volunteering is incidental – not primary or only volunteer activity and done due to being a sport participant



Low incidence of sport volunteering and more likely to be in welfare / charity, or education sectors



Club sport volunteer is on a seasonal basis / all year basis – mostly support roles but some refereeing and coaching



Motivations are personal benefit – career, social or experience



More satisfied with volunteer roles in clubs that allow them to be 'active' in the sport – it's all part of the sport

## SHOULD BE A RETENTION TARGET

## ACQUIRING OPPORTU- NISTS

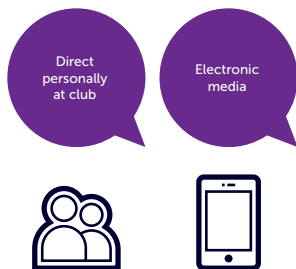
Likely to undertake incidental volunteering for club sport for as long as they / their child participate.

But this could be extended by maintaining volunteer interest through:

- > roles and tasks that are strongly social or where they are active in the sport
- > roles that offer a personal benefit outside of sport – career / practical skills / taking on some authority
- > providing adequate training so they feel they can keep doing the roles (i.e., refereeing / dealing appropriately with children)

Those in this Opportunist segment not involved in club sport are a low acquisition segment as their volunteering is directly related to personal gain, which is being fulfilled.

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