



VOLUNTEERS

SEGMENT PROFILE

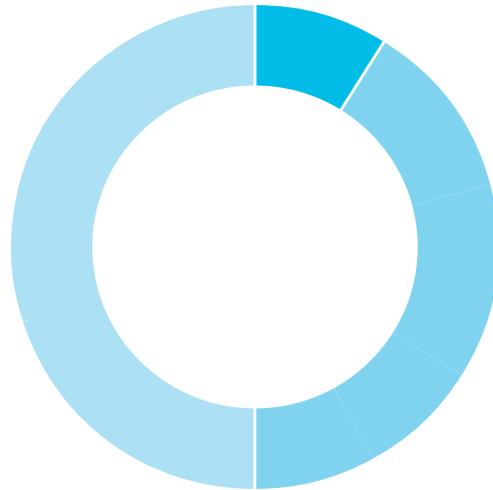
OVERCOMMITTED

9%

of population aged 14-75

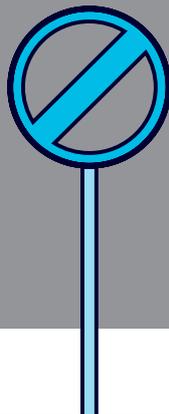
12%

of sport club volunteers are in this segment
(ie. 1.1% of total population)



THREATS TO OVERCOMMITTED

- > Poor communication and support in role from the club - exacerbate negative feelings.
- > Criticism from others (parents or players) and/or the club on performance of role.
- > Overall feeling of time not being used constructively/ productively or appreciated for the time given.





Young families, skew to males and higher incomes



Volunteer activities are in education/ school, welfare and community sectors



Volunteer because were asked and feel it is expected – high potential to lapse due to over commitment of time



Club sport one of multiple, parent related volunteer activities



Club sport not high due to low levels of participation by adults and children



Club sport volunteering is highly irregular – tend to undertake general duties/ support role because they are at the sport anyway

RETENTION IS AT RISK

POTENTIAL TO ACQUIRE

Club volunteering will lapse due to work and family commitments, and feeling as if their time could be spent more productively elsewhere.

To maximise retention:

- > Clarity of time requirements for different roles
- > Focus on roles that can be completed while at the venue, in a short time period to keep them engaged with helping out
- > Ensure they are able to see how their contribution helps – ie, they see their time is being used productively.

Communicate by:

Directly asking, but keeping it informal



Possible transference of current volunteer activities to club sport once/if their child begins to play more:

- > not emotionally committed to other organisations
- > feeling of obligation to 'help out' because they are there anyway is a transferable emotion
- > Motivate by keeping roles short and active, thanking and highlighting that every little bit helps.

Communicate by:

Directly, in person, asking if they would volunteer

