



NON-VOLUNTEERS

SEGMENT PROFILE

WELL INTENTIONED

7%

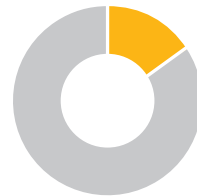
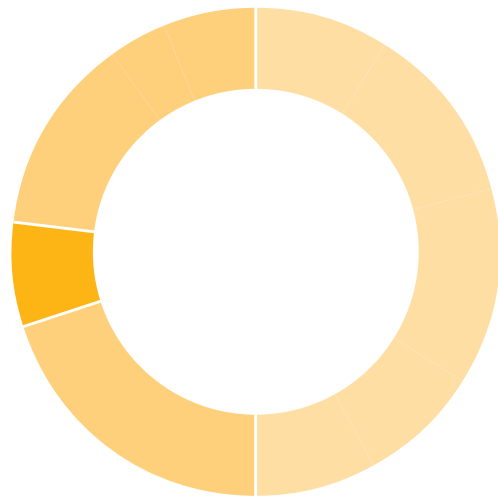
of population aged 14-75

45%

of segment would volunteer in future
(i.e. 3.1% total population)

16%

in club sport (i.e. 1.1% total population)



BARRIERS FOR THE WELL INTENTIONED



- > Physical ability (injury/medical condition)
- > lack of involvement with sport



Older females with 'mature' families



While they have time, have yet to find an area of interest to volunteer in



May be motivated to volunteer for altruistic reasons — help others, give back — as well as to pass on what they have learned



Just under half feel they would volunteer in future, but few of these feel they would for a sports club

**ACQUIRING
THE WELL
INTENTIONED**

The 'Well Intentioned' are unlikely to volunteer in sport

Low priority segment for acquisition — Very low current and potential future involvement in club sport makes this segment a low target for acquisition