



VOLUNTEERS

SEGMENT PROFILE

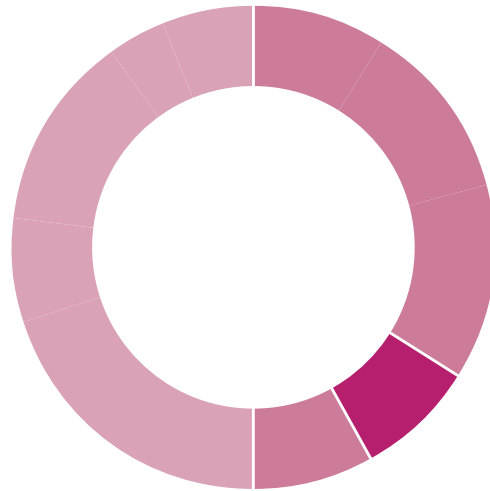
COMMUNITY COMMITTED

8%

of population aged 14-75

34%

of sport club volunteers are in this segment
(ie. 2.7% of total population)



THREATS

TO COMMUNITY

COMMITTED



Perception of their role being threatened:

- > other volunteers suggesting things being done differently
- > wear out due to not letting others help in the way they can – i.e. not rethinking how to make use of the volunteer effort available

Can also be off putting to other potential volunteers:

- > protective of the way the club is currently run and their role
- > belief that 'their way' is better
- > believe that others should put in more of an effort / therefore unappreciative of what others do commit



Typically older male



Club sport volunteer is on a seasonal / all year round basis



Volunteers for social reasons and enjoyment, sense of identity and commitment to organisation's future



More likely to be a committee member or administrator than other segments



More likely to only be involved with club volunteering only rather than multiple activities



Satisfied as long as they feel they have a strong role to play in organisation

A HIGH TARGET FOR RETENTION

ACQUIRING COMMUNITY COMMITTED

Retention is not only necessarily linked to their / their child's participation (but enhanced by it):

- > will continue to volunteer for club provided they feel valued in the role
- > offer roles with authority that are also social, tapping into motivations of helping to shape the club, passing on knowledge and feeling part of something
- > guidance as to how to use potential volunteers more effectively (i.e., not everyone can be like them, but others can help in a small way).

Unless lifestyle changes, such as child entering a club, full acquisition is unlikely.

These volunteers are already 'committed' to their other organisation.

That said, they may be acquired through targeted acquisition where the sport volunteering is incidental to main volunteer activity:

- > e.g. St John's providing the medical support at carnivals, matches.

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