



NON-VOLUNTEERS

SEGMENT PROFILE

OCCUPIED OBSERVERS

6%

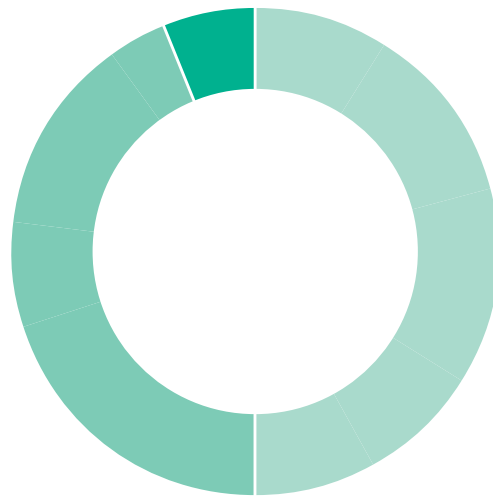
of population aged 14-75

31%

of segment would volunteer in future
(i.e. 1.9% total population)

14%

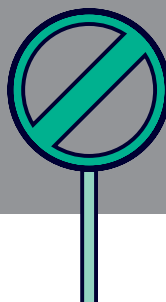
in club sport (i.e. <1% total population)



BARRIERS FOR

OCCUPIED

OBSERVERS



- > Current barriers to club sport volunteering tend to be juggling other priorities
- > Barriers for those currently with children in club sport is time



Young families, some skew to females



Club sport volunteering a distinct possibility in future if child becomes more involved in club sport



Positive attitudes to volunteering, motivated by helping others, the community and the disadvantaged. Some past volunteering



Will become a target for acquisition and transition to Happy Helper when child enters sport



Motivated for future volunteering by spending time with child, and to be a role model for child, family and friends

ACQUIRING

OCCUPIED

OBSERVERS

Occupied Observers are a key demographic for future child involvement in sport – once child participation is secured, acquisition is possible.

Acquisition strategies are all about helping to minimise time commitment.

Acquisition strategies could include:

- > roles with a 'buddy' system where two people fulfill the one role
- > provision of some clear instruction/ booklet/handover notes on the role
 - > what does it involve
 - > a list of what to do / check off to make sure the job has been done

- > a compulsory part of the initial registration process – a rostered day in canteen and so on – a 'compulsory' small role done infrequently
- > provide some benefit for the volunteer as part of the description / to entice them – a social or tangible benefit

Communicate by:

