



NON-VOLUNTEERS

SEGMENT PROFILE

SIDELINED

4%

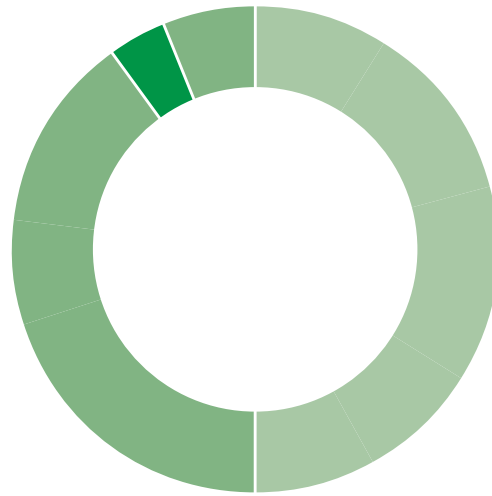
of population aged 14-75

54%

of segment would volunteer in future
(i.e. 2.2% total population)

27%

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



BARRIERS FOR THE SIDELINED



- > Physical ability (injury / medical condition)
- > family commitments and lack of time
- > lack of involvement with sport



Demographically representative of the broader population



Motivations are support family / friend, say how the organisation operates/ continues, be part of the buzz, feel part of the club, spend time with child, ensure club continues



Attitudes to volunteering linked to personal benefit, along with obligation and participation



Often past volunteer, many in sport clubs. Open to future volunteering in sport clubs, with self or child involved in sport currently

ACQUIRING THE SIDELINED

The 'Sidelined' are a small segment but could be willing to volunteer.

Acquisition strategies should aim to:

- > highlight roles that can be done as a volunteer that do not require physical effort / ability to help out without the physical element
- > roles with lower levels of time commitment

Communicate by:

