

Recent developments in sport volunteering, with a starting point in the German context

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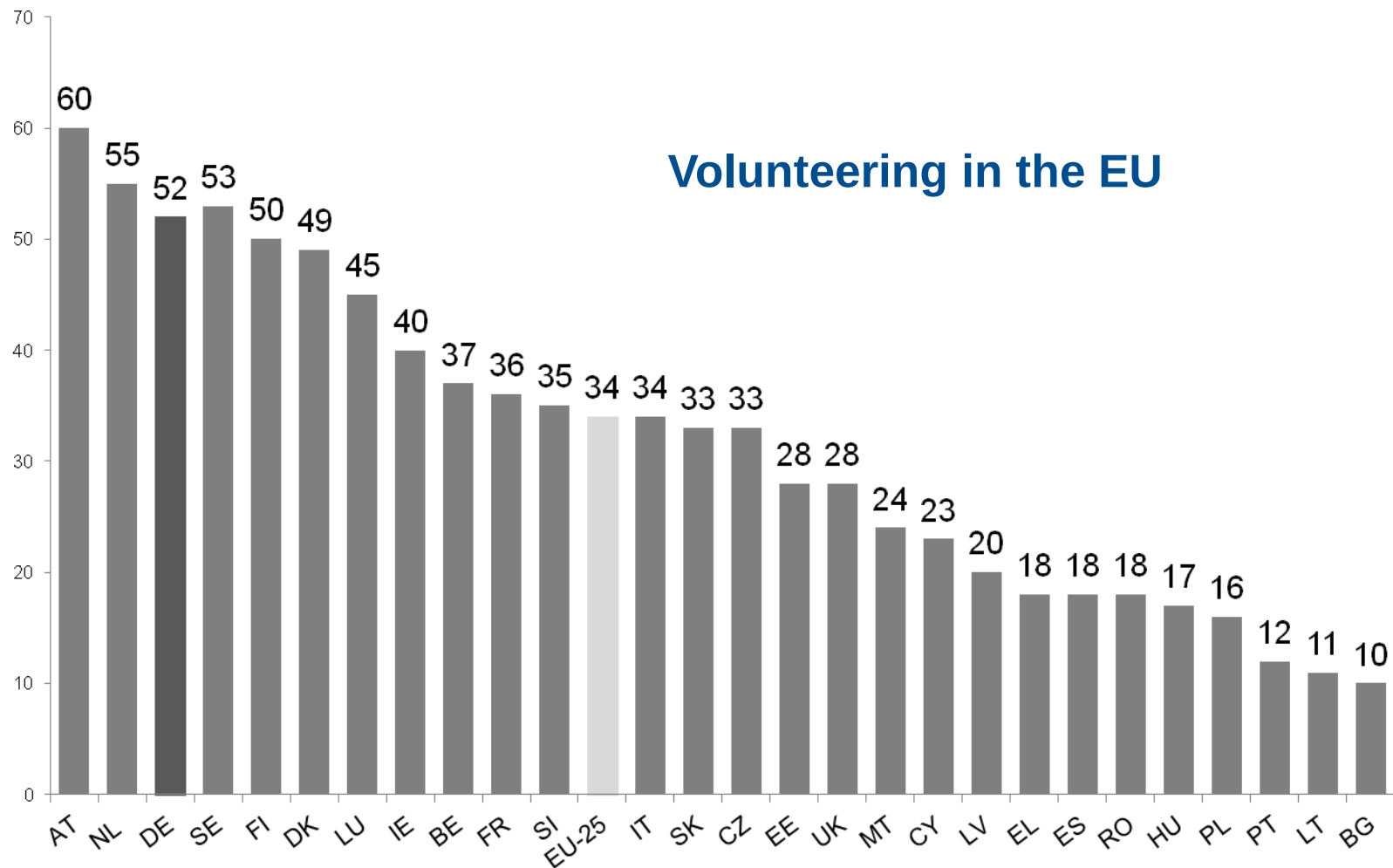
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Agenda:

- (1) Empirical research into volunteering
- (2) Civil society infrastructure data:
Expansion and pluralisation of the culture of sports
- (3) Quantitative changes
in engagement and volunteering culture
- (4) Qualitative changes: structural changes of volunteering
- (5) A 'sports engagement policy' as a field of political action
complementary to and within sports policies

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Empirical research into volunteering



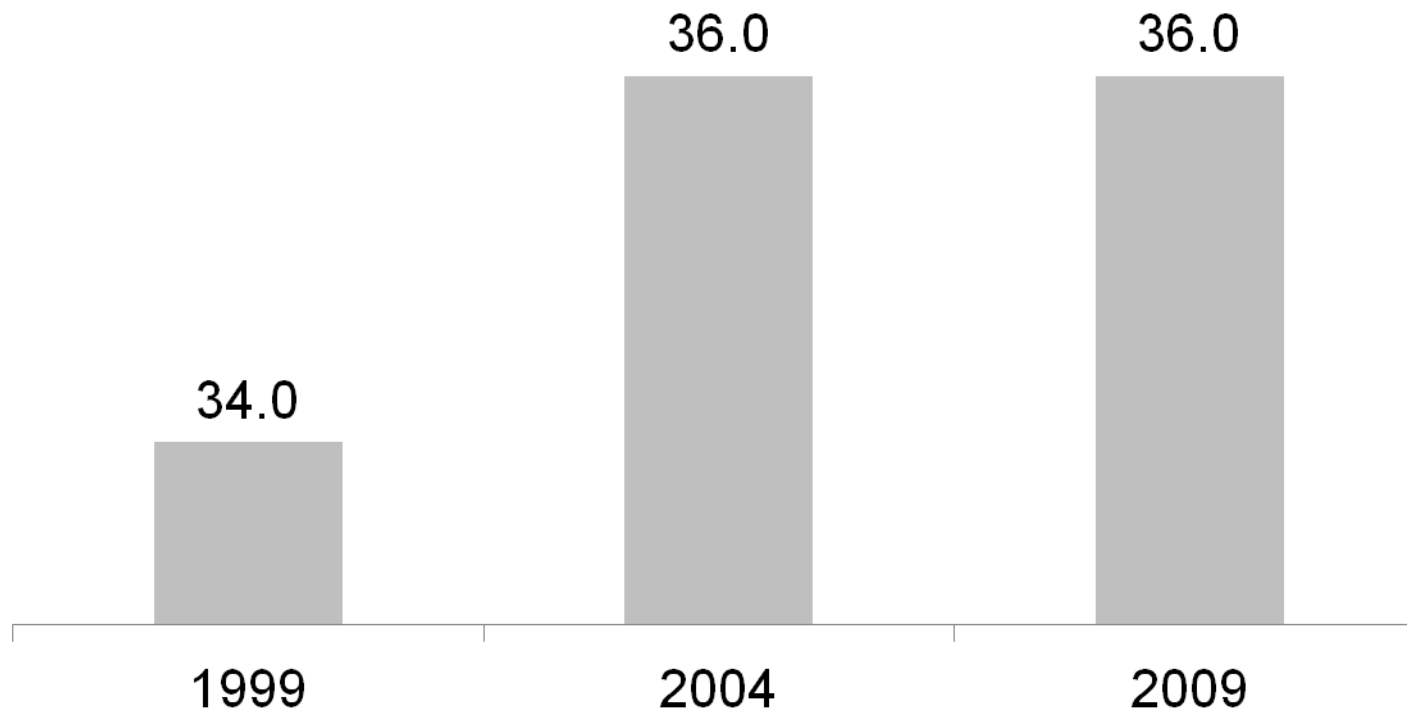
Source: GHK Consulting based on Eurobarometer 2006.

Empirical research into volunteering in Germany: different studies, different measurement instruments, different results

Study	Engagement rate
Eurobarometer 2006	52
Zeitbudgetstudie (time budget study) 2001/2002	44
Freizeit-Monitor 2010 (survey of leisure activities)	39
Freiwilligensurvey 2009 (volunteering survey)	36
Engagementatlas 2008	34
Allbus 2004	32
SOEP 2009	31
AWA 2011	17

Sources: Eurobarometer (European Commission 2007); Zeitbudgetstudie (BMFSFJ/Statistisches Bundesamt 2003); Freizeit-Monitor (Stiftung für Zukunftsfragen 2010); AWA-Institut für Demoskopie Allensbach 2008; Freiwilligensurvey (Gensicke 2010); Engagementatlas (Prognos/Generali 2009), Allbus; previous similar surveys see Priller et al. 2009, p. 21, or Zivilgesellschaft in Zahlen Band 2 eine Bestandsaufnahme; compiled by Sabrina Zajak (HU Berlin) for the first engagement report of the German government

"Volunteering surveys" in Germany: Engagement rates from 1999, 2004 and 2009



Source: Gensicke, T. & Geiss, (2010). Hauptbericht des Freiwilligensurveys 2009. Ergebnisse der repräsentativen Trenderhebung zu Ehrenamt, Freiwilligenarbeit und Bürgerschaftlichem Engagement (p. 6). Berlin: Bundesministerium für Familie, Senioren, Frauen und Jugend (Main report of the 2009 volunteering survey. Results of the representative trend survey on honorary work, volunteering and civic engagement. Berlin: German Ministry for Family Affairs, Senior Citizens, Women and Youth/Federal Statistical Office 2003)

Special sports-related evaluation of the volunteering surveys from 1999, 2004 and 2009



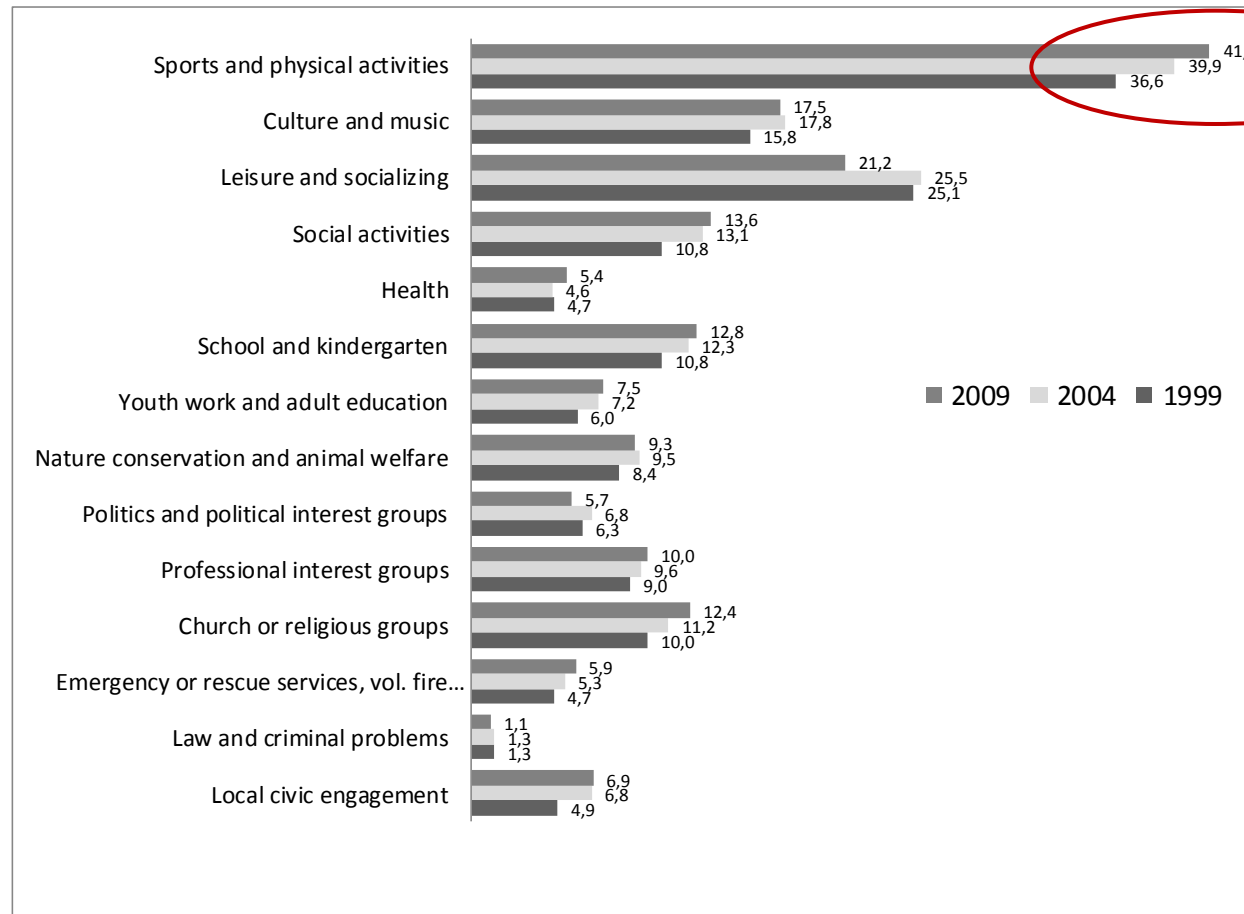
Braun, Sebastian (2011).
Ehrenamtliches und freiwilliges Engagement im Sport. Sportbezogene Sonderauswertung der Freiwilligensurveys 1999, 2004 und 2009. Cologne: Sportverlag Strauß

The project was funded by the German Institute of Sports Science (BISp), the German Olympic Sports Confederation (DOSB) and the German Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ).

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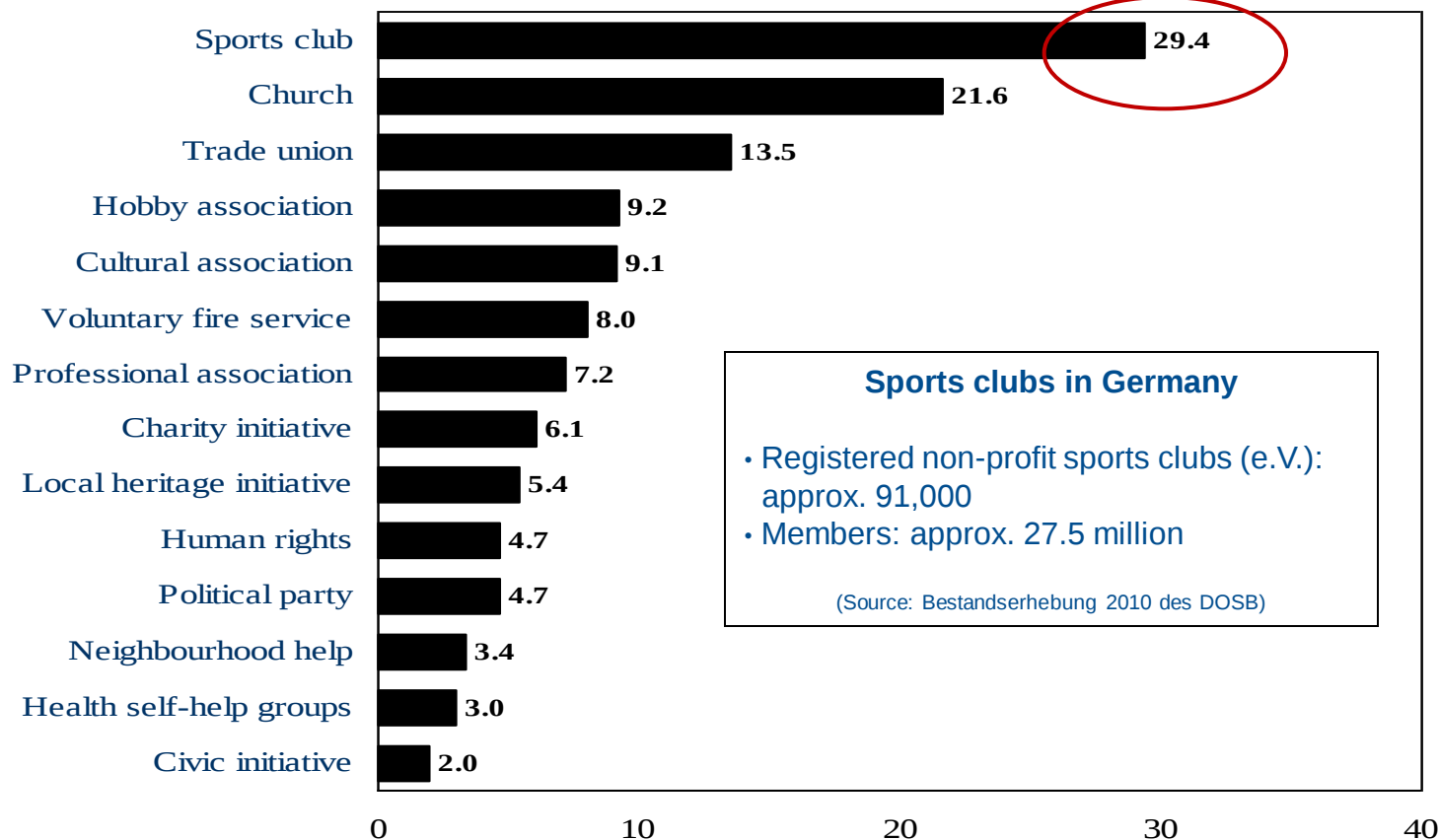
Civil society infrastructure data: Expansion and pluralisation of the culture of sports

Growth tendencies: Sports as the leading area of active participation



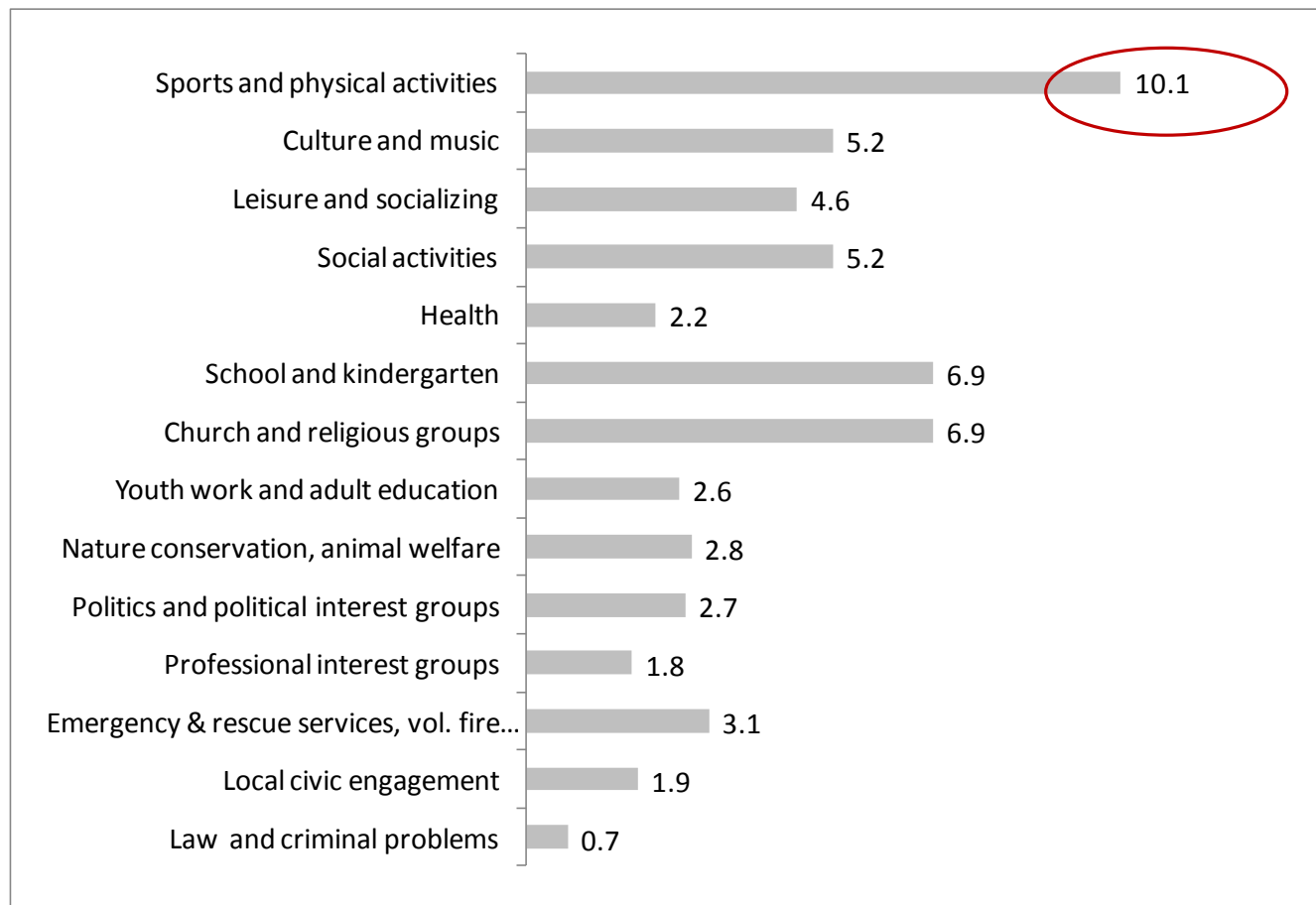
Source: Sportbezogene Sonderauswertung der Freiwilligensurveys 1999, 2004, 2009 (Braun, 2011).

Civil society infrastructure : sports associations organised under the German Olympic Sports Confederation (DOSB)



2001 survey; Source: Baur, J. & Braun, S. (2003). Integrationsleistungen von Sportvereinen als Freiwilligenorganisationen. Aachen: Meyer & Meyer.

Dominance: Highest engagement rate in sports (2009)



Source: Sportbezogene Sonderauswertung der Freiwilligensurveys 1999, 2004, 2009 (Braun, 2011, p. 30).

Nucleus of engagement: 90 % of sports-related volunteering and honorary engagement takes place in clubs

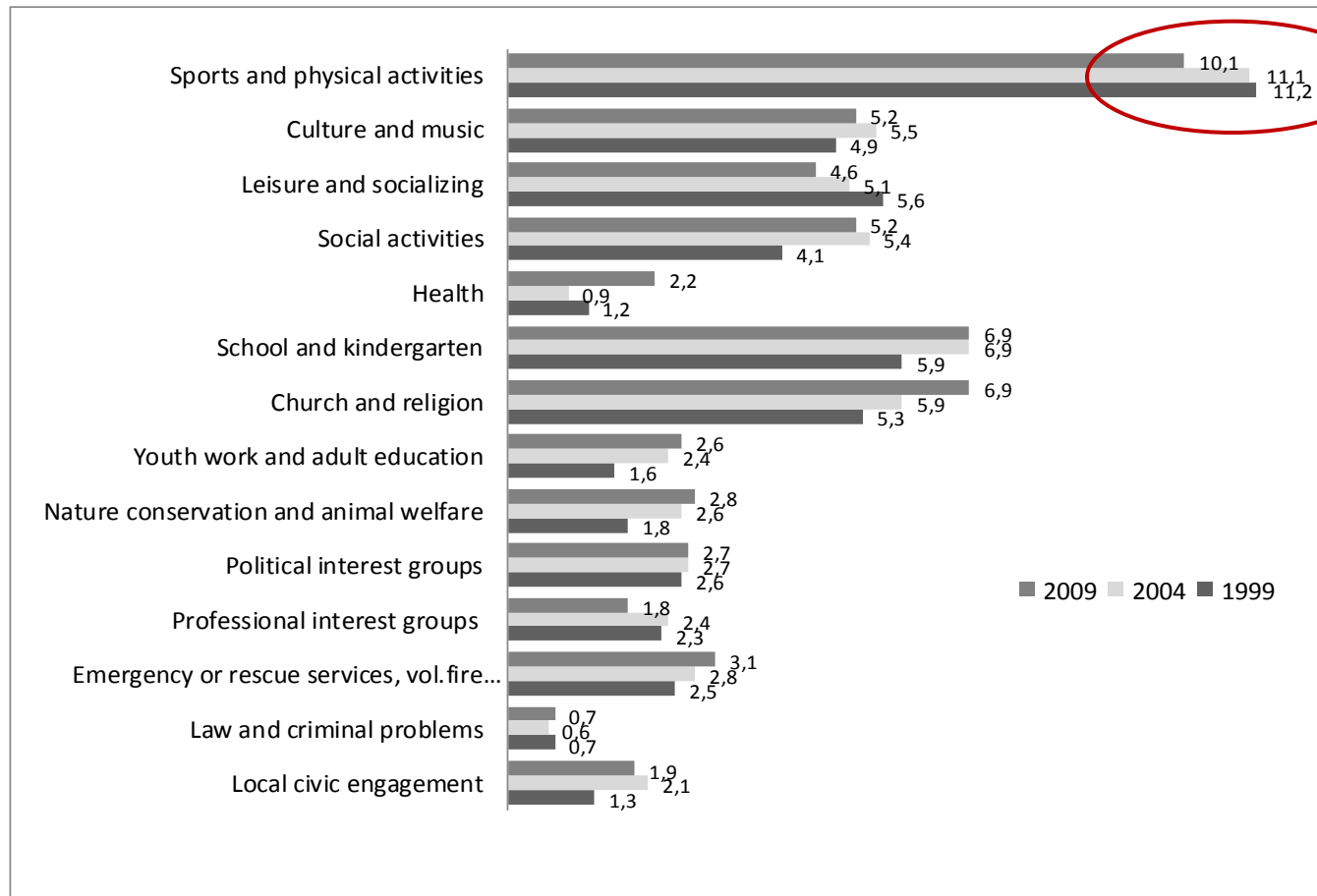
	1999 (N=1,379)	2004 (N=1,338)	2009 (N=1,599)
Club	91.4	91.5	89.7
Association	3.5	3.2	3.1
Self-organised group	2.5	2.4	3.8
Initiative or project	0.4	0.6	0.6
Self-help group	0.2	0.1	0.3
Private foundation	0.9	0.7	1.3
State or municipal institution	0.6	0.9	0.5
Church or religious group	0.2	0.2	0.1
Political party	0.1	-	-
Trade union	-	-	-
Other	0.3	0.2	0.6

Source: Sportbezogene Sonderauswertung der Freiwilligensurveys 1999, 2004, 2009 (Braun, 2011, p. 32).

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Quantitative changes in engagement culture

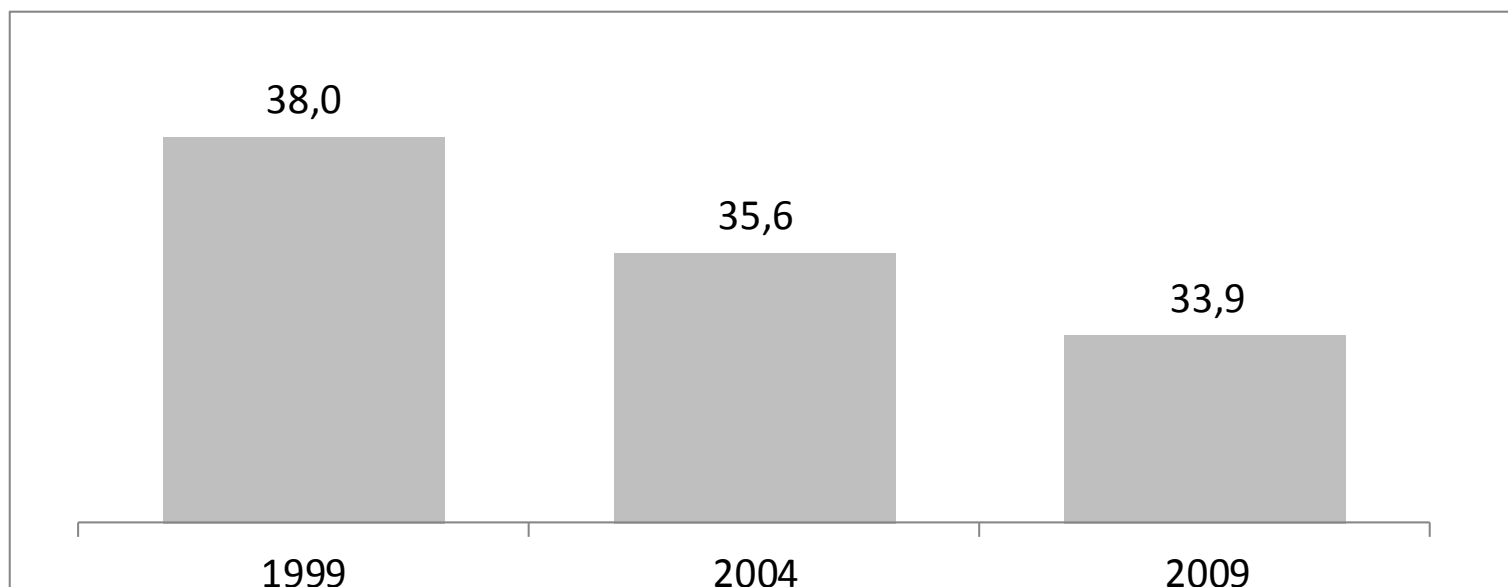
Signs of erosion: Declining rates of engagement translate into a loss of around 650,000 volunteers between 2004 and 2009



Source: Sportbezogene Sonderauswertung der Freiwilligensurveys 1999, 2004, 2009 (Braun, 2011, p. 34).

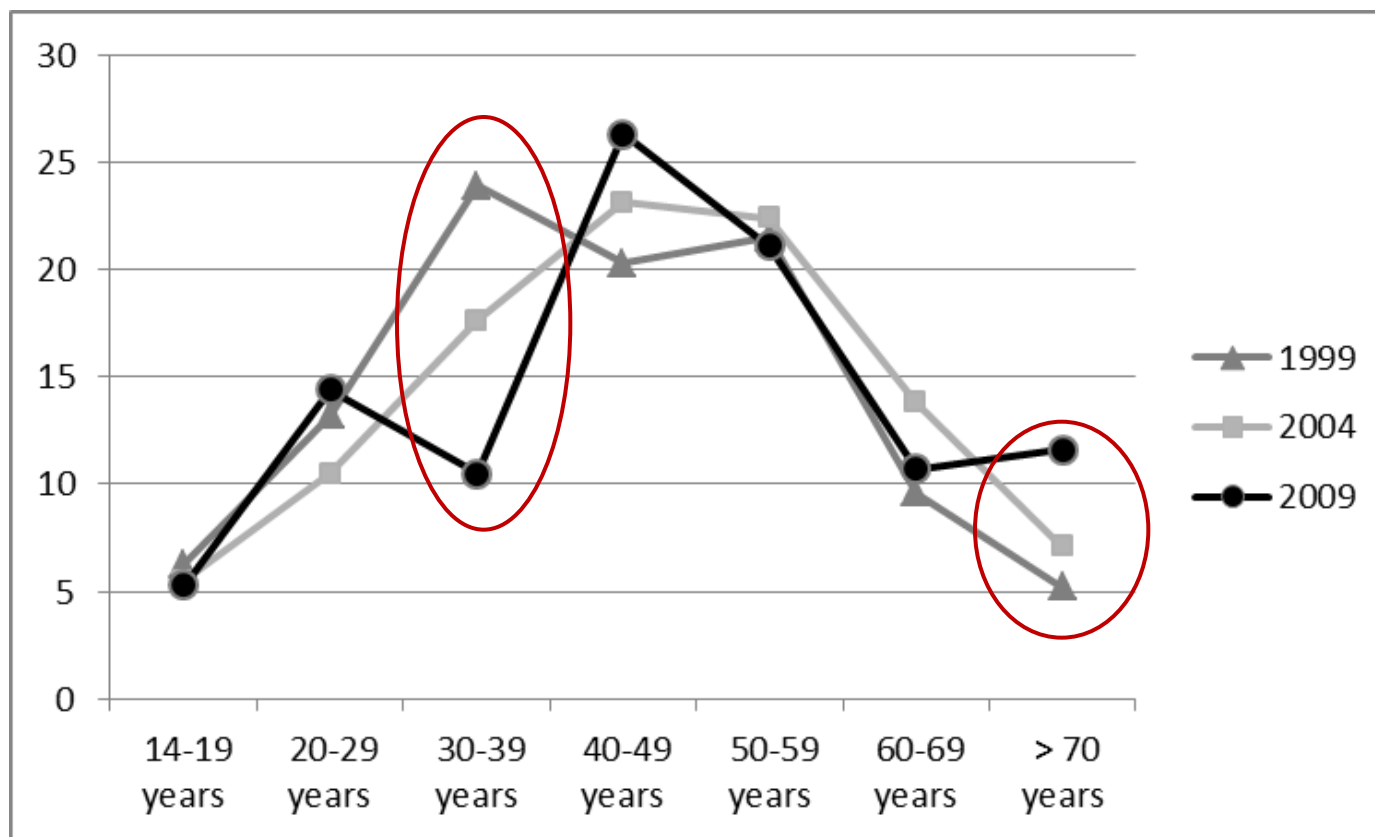
Crisis tendencies:

Volunteers are increasingly hesitant to accept management or leadership roles



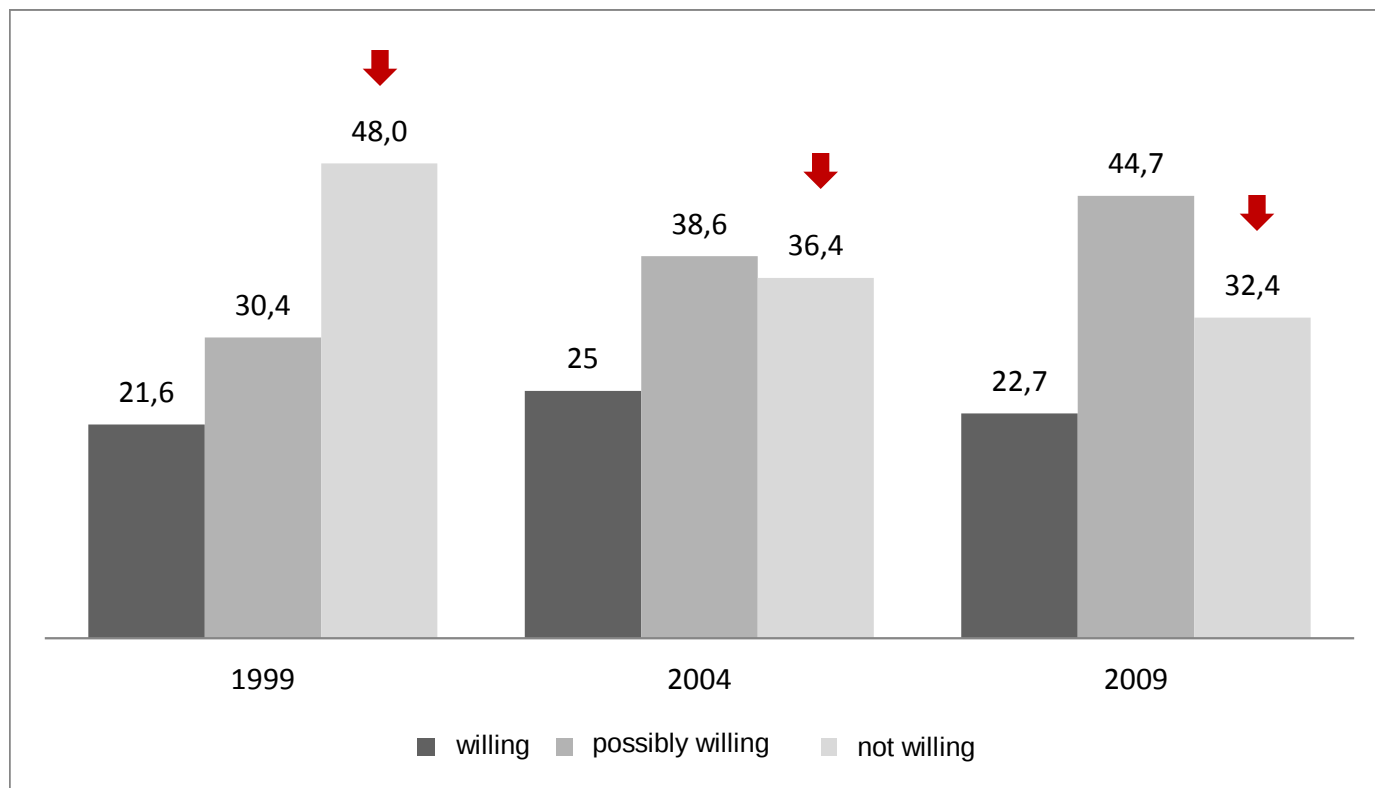
Source: Sportbezogene Sonderauswertung der Freiwilligensurveys 1999, 2004, 2009 (Braun, 2011, p. 36)

Management and leadership roles by age



Source: Sportbezogene Sonderauswertung der Freiwilligensurveys 1999, 2004, 2009 (Braun, 2011, p. 50).

Willingness: dynamic increase of potential for volunteering in sports among non-volunteers



Source: Sportbezogene Sonderauswertung der Freiwilligensurveys 1999, 2004, 2009 (Braun, 2011, p. 39)

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Qualitative change: Structural change in volunteering

Thesis 1

Societal change is fundamentally changing volunteering.

So far, sports clubs and sports associations have taken only limited strategic and organisational measures in response to these changes.

The "currencies of compensation" are changing

"Old Volunteer"	"New Volunteer"
Ideological, long-term attachment to a specific association	Various, temporary, pragmatic and activity-focused commitments
Social background as determinant for socialisation	Biographical fit
Selfless work, self-sacrifice and care	Norm of reciprocity; means of self-discovery and quest for self
No compensation	Freelance or low-wage activities
Activities by amateurs	Education-oriented, development of skills/competencies, (semi-) professional

Thesis 2

Recruitment channels and forms of attachment are changing.

In terms of internal organisation, sports clubs must adjust to the changes in recruitment channels and forms of attachment by volunteers and people willing to volunteer.

→ **"biographical fit" vs. "lifelong attachment"**

In terms of external relationships sports clubs must cooperate with public institutions (e.g. schools), NPOs (e.g. migrant organisations) and companies (e.g. 'mentor models') to recruit volunteers in community networks.

→ **"Late entrants" vs. "working one's way up" and "knowing the ropes"**.

Sports clubs need changed internal and external forms of managing volunteering.

Thesis 3

Skills development as bundle of explanatory factors

At individual level, sports clubs are called upon not to regard the skills of volunteers simply as a resource to be used, but to see volunteering also as a field of learning and experience for the 'New Volunteers' (knowledge and skill transfer).

Volunteers are more than a cost-effective resource and should not be regarded as "staff". In addition, "skills development" plays an increasingly important role at personal level.

Given this, sports clubs should develop "volunteering management" (similar to "human resources management") and give more consideration in this context to the demands and wishes of volunteers!

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A sports engagement policy as a field of political action complementary to and within sports policies

Sports engagement policy as...

- "Volunteering policy"
- "Sports club policy"
- "Target group policy"
- "Education-related recognition policy"
- etc.

**Thank you very much for your interest
and your attention!**