

The profile of sports volunteers with implications for recruitment, motivation and education

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Participation survey PaS'09

Representative sample Flemish population

Data from

- A) population / individual
- B) structure / organization



Volunteer = someone who does unpaid and on free base activities, whether or not in an organization

"Have you worked as a volunteer during last 6 months in an organization, a board or for a group of people? Also if you received financial volunteer remuneration this is volunteer work"



Importance to study sports volunteers: core support in leisure time (PPPP)

Sport = **Popular sector**

- Flanders: 38,7% of volunteers in organizations
- UK: 26% (Instit. for Volunteering work, 1998; Taylor, '03)
- Australia: 48% (male)/21% (female) (Austr. Bureau of Statistics, 2008)

Policy documents & European initiatives / projects

Professionalization, training opportunities

Problems: promote, recrute, training & mentorship, retraining, ...

- Profile sports volunteer (participation survey PaS'09)
- Reflection policy (crossing borders)

Amount (sports) volunteers

PaS'09:




In general, in organization: 22,2% (N=698 of 3.145)

Sports volunteer: **271 respondents** (38,7 %) active in a sport structure (sportclub, school sport, sports association, ...)
→ **8,6%** of total population in Flanders (14-85 y)

Volunteers in sports clubs: ± 400.000 (Scheerder et al., 2010)

- Supportive tasks
- Management / policy
- Sporttechnical / guiding

Characteristics sports volunteer

- Organizations / structures
 - Functions (sporttechn, management & supportive)
- 
- Organization
- Gender
 - Age
 - Job
 - Family situation
 - Social network
 - Sport participant (actual & before)
- 
- Individual
- Advantages volunteer work
 - Motives starting volunteer work
 - Reasons not doing volunteer work
- 
- Motives / Barriers

Functions in sport

Sporttechnical

- Guiding competition (25%)
- Teaching/guiding recreation sport (- sporttechn dipl) (10%)
- Teaching/guiding competition sport (- sporttechn dipl) (6%)
- Teaching/guiding recreation sport (+ sporttechn dipl) (5%)
- Teaching/guiding competition sport (+ sporttechn dipl) (4%)

Management

- Member of the board (20%)
- Chair / President (8%)
- Secretary (7%)
- Financial management (5%)
- Member of youth commission/council (4%)
- Member of sporttechnical commission (4%)
- Commission of parents (2%)
- Technical director / youth coordinator (0,4%)

Functions in sport

Supportive

Organising sideline activities (37%)
Catering (serving drinks & food) (35%)
Accommodation/equipment (19%)
Administration (18%)
Sponsoring (9%)
Website (7%)
Others: journal, PR & publicity, ...

→ Low absolute data for each function separately

Mean amount of hours spent a week: **4,5 hours** (SD 6,7)

≤1u/wk: 43% 2-3u/wk: 20% 4-7u/wk: 17% ≥8u/wk: 20%

Profile sports volunteer: gender

PaS'09

General:

| | Male-Female |
|--------------|-------------|
| • Sporttechn | 72-28 % |
| • Management | 82-18 % |
| • Supportive | 77-23 % |
| | 69-31 % |

Other data female sports volunteers

- o Sporttechn (1974→1990): 18%→30% (Van Meerbeek, '74; De Knop et al., '91)
- o Sporttechn (26%) (Scheerder et al., '10)
- o Management (1974→1990): 10%→18% (Van Meerbeek, '74; De Knop et al., '91)
- o Management 38% (Van Lierde & Willems, '04)
- o Management: 20%→ secretary (27%)>finances (23%)>president (12%) (Scheerder et al., '10)
- o Supportive: 40% (NOT referee & sport equipment) (Scheerder et al., '10)

Profile sports volunteer: age

PaS'09

UNDER representation compared with demographics:

- 14-17 y (5%)
- 65+ (8%)

Other data age of sports volunteers in management

- o 1974→1990: ↑ older people, ↓ -35 y

(Van Meerbeek, '74; De Knop et al., '91)

- o -25 jr (6%), 25-50 jr (61%), 50+ (33%)

(Van Lierde & Willems, '04)

Profile sports volunteer: diplome & job

PaS'09

- 29% diplom higher education BA-MA (> population)
- 31% higher secondary school (18y) (> population)
- Routine job: 33% (= population)
- Management/creative function: 26% (= population)
- Retired: 11,5% (< population)
- No job: 10% (< population)

Other data job sports volunteers in management

- o 1974 & 1991: often employees, followed by retired, laboror workers, teaching staff, managers

(Van Meerbeek, '74; De Knop et al., '91)

Profile sports volunteer family situation–social network - sport

PaS'09

- No (more) children ($< 18y$) at home: 63%
- ≥ 10 friends: 59% ($>$ population) \rightarrow big social network, causality not studied
- During secondary school sport participant: 72% (sportsclub!)
- Actual still sports active : 76% (sportsclub!)



Advantages volunteering in sport

(7 point Likert scale)

| Because... | % Agree (Mean, SD) |
|--|---------------------|
| I have fun, I like it | 85% (M=6.4, SD=0.9) |
| I am together with friends | 67% (M=6.1, SD=1.5) |
| I make new contacts / friends | 63% (M=5.7, SD=1.5) |
| I can learn a lot | 43% (M=4.8, SD=1.9) |
| It is a compensation for the (routine) work during daily life | 29% (M=3.9, SD=2.2) |
| Other people look up to me | 12% (M=2,7, SD=1.9) |
| I earn money | 1% (M= 1,3, SD=1.0) |

Motives volunteering in sport

(7 point-Likertscale)

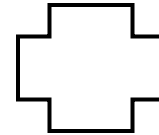
| I started because... | % Agree (Mean, SD) |
|-------------------------------|---------------------------|
| They asked me | 68% (M=5.7, SD=1.8) |
| It seemed interesting | 62% (M=5.6, SD=1.5) |
| Love for the club | 57% (M=5.5, SD=1.7) |
| The function fits | 49% (M=5.3, SD=1.7) |
| I could not refuse when asked | 33% (M=3.8, SD=2.4) |
| My child is/was active there | 26% (M=2.8, SD=1.9) |

Reasons being a volunteer but not in sport (N= 429)

| Because... | % Agree |
|---|---------|
| Lack of time | 66% |
| Not interested | 62% |
| Too old | 24% |
| Not good enough | 24% |
| Not knowing enough people | 19% |
| My children are not active in sport anymore | 9% |
| I don't like the athmoshere | 6% |
| The remuneration is too low | 6% |

Recruitment

- ✓ Youth and older people are potential volunteers to become active in sport



- ✓ Members have to be asked for advice (objectives, program, new ideas, ...) and helping hand during activities... (empowerment) → potential, gradual volunteering
- ✓ Provide accurate information, clear communication on commitment, work load, level of tasks, time, help / coaching

Motivation



Instuments:

- ✓ Volunteer Functions Inventory (**VFI**)
↓
30 items in 6 scales: values, understanding, social, career-related, protective, enhancement (Clary et al., 1998)
- ✓ Youth sport context: Modified Volunteer Functions Inventory for Sport) (**MVFIS**): 18 items in 6 scales (Kim et al., 2009)
- ✓ Special event Volunteer Motivation Scale (**SEVMS**, 4 dimensions: purposive, solidarity, external traditions, commitment) (Farrell et al., 1998)

Motivation

- ✓ Multiple motivations (Clary & Snyder, 1999)
- ✓ Among **teenager** volunteers in youth sport organizations: Understanding, Career & Values (Eley & Kirk, 2002)
- ✓ **Parents**: may feel obliged to contribute > self-motivated (Kim et al., 2010)
- ✓ Order of importance among the motivation dimensions may vary among **organizations, settings, & volunteer groups** (Kim et al., 2010)
- ✓ Volunteer motivations for national & local youth sport organizations < **international & special needs** (Kim et al., 2010)

Education



- ✓ **Formal** learning
- ✓ Coaching /mentoring
- ✓ Self-monitoring (Thiel & Mayer, 2009)
- ✓ Volunteer social network (Kim et al., 2010)

Informal learning

Opportunities in future : P P P P

Sport = **Popular sector**

On our own or work together with other sectors ?

Policy documents & European: good practice, role model



Professionalization, training opportunities: formal & informal learning

Problems → possibilities: promote, recrute, training & mentorship, ret(r)aining, ... ☺ volunteer management practices

- Profile → anatomy volunteers in different countries & organizations
- Reflection policy (local-national-international)
- Research measuring effectiveness volunteer management practices