

Experiences and Legacies of Rugby World Cup 2011 Volunteer Programme

Summary Report
Rounds 1-3
December 2011

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Welcome to the Summary Report of rounds 1-3 of the Experiences and Legacies of Rugby World Cup 2011 Volunteers Research Project. Thank you to all the Team 2011 volunteers who have taken part in the research so far.

Rugby World Cup 2011 (RWC 2011) was held in New Zealand between 9th September and 23rd October 2011. 48 games were played across 10 host cities, and an additional 10 towns were used as team bases. The 5,000 plus volunteers at RWC2011 were a highly visible part of the Team 2011 workforce and one of the largest planned episodic volunteer programmes in New Zealand's history.

Researchers at Victoria University and AUT University have been working with Rugby

New Zealand 2011 Limited (RNZ 2011) on a Sport and Recreation New Zealand (SPARC)-funded project. This has two aims:

- to explore the relationships between motivations, expectations, and experiences of RWC 2011 volunteers; and
- to explore the extent to which the RWC 2011 Volunteering Programme provides a legacy of increased participation in volunteering and sport, and improved employability.

What makes this research different from most other mega events studies is we are tracking volunteers before and after the event. Three rounds of research have been completed:

- Round 1: Two months before the tournament
- Round 2: Two weeks before kick-off
- Round 3: Immediately after the tournament end

The final two rounds of research will follow up with volunteers 6 and 12 months after the tournament.



Funded by:



Who took part in the research?

All Team 2011 volunteers were invited to take part in the online survey and we had a fantastic response – a huge thank you to all who took the time to respond.

1631 volunteers completed the round 1 survey, 1800 in round 2, and 2495 in round 3: that's almost half of all the Team 2011 volunteers (47% response rate).

The results reflect the diversity of Team 2011 volunteers, in terms of age and gender, roles and locations.

Busy people, active volunteers

Just under two-thirds of respondents are active volunteers who have been involved in another volunteering role in the last 6 months. Figure 1 shows the range of organisations these active volunteers are involved with.

One-in-ten RWC 2011 volunteers were completely new to volunteering.

Snapshot of respondents

The largest numbers of respondents were from volunteers in:

- Transport, spectator services, and hosting work areas
- Auckland/North Harbour and Wellington, followed by Dunedin, New Plymouth, Hamilton, Nelson, Rotorua, and Napier

Most respondents did between 3 and 9 shifts; and between 10 and 49 hours of volunteering, with 11% completing over 100 hours.

74% of respondents attended at least one RWC2011 match. 61% of these had received ANZ supported free tickets, 37% bought tickets and a further 8% received tickets from other sources.

All about rugby? Only for some

Only 3% of respondents currently play rugby, although another 31% have played in the past (round 3 data). The majority of volunteers watch rugby, even if only occasionally, and watching rugby on TV/internet is more popular than attending a match in person.

Rugby is an important part of the lives of around one third of respondents, rugby is not important for another third, and the remaining third are neutral about rugby.

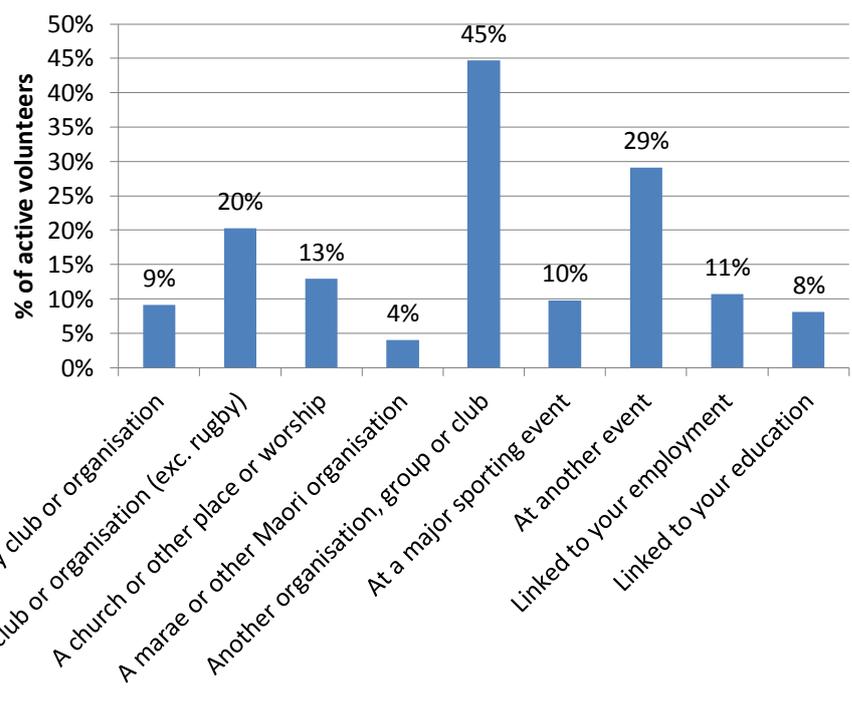


Figure 1: Where are active volunteers involved?

What do you think volunteering at RWC 2011 will be like?

“Busy, tiring, full of noise & colour & fun!”

“Exciting, awesome, amazing, thrilling, busy, nerve racking, cool.”

“Hard work, late nights, a sea of humanity, and a great adrenalin rush with moments to remember and tell my grandchildren.”

“I think it will be busy but fun with some laughs and some stress.”

“Fun, interesting, challenging, a learning experience, tiring, exhausting, exhilarating, mind blowing, what else can I say?”

“hectic with periods of downtime and periods of full on activity”

“I expect it to be challenging and very busy, but also very rewarding”.

“I know its going to be an awesome experience [to] meet and mingle with all types of people and give them the manaakitanga and aroha that our community has.”

“I imagine it will be hard work, fun and an experience of a lifetime! Bring it on!!!!”

“Chaotic (people coming and going).

Exciting (the hype of watching a game of rugby).

Challenging (making sure everyone is catered for with the resources available).

Rewarding (to see that everyone has been looked after without too much stress and bother).

Organised (to have the event run smooth, without too much dramas).

Fast (everyone will want their needs meet, could also mean game of rugby is thrilling and boasting atmosphere).

Intense (being full on and being able to multi-task and think quickly on my feet to address any issues that need to be dealt with).

Dramatic (positive and negative).

Full of Smells like liniment, hot-dogs, chips, sweat.

It may be like an environment full of Sounds, singing, cheers, clapping, banter.

Tiring, Scary, and hopefully be an AWESOME event so I can take and make memories to share with whanau, and be very proud of being part of the RWC 2011.”



Build Up to the Tournament

Pre-event High Points

Just before the tournament we asked volunteers what had been the high points so far.

Three important milestones stood out:

- getting the uniform and accreditation,
- meeting people/other volunteers, and
- training (particularly the face-to-face components)

These had all made the experience more of a reality.

Other early highpoints included:

- being selected/chosen as a volunteer
- feeling part of/involved in the event
- the management of the Team 2011 programme (including recruitment and selection process, communications, and RWC 2011 staff)
- the ANZ-supported free tickets
- the anticipation and the event being 'nearly here'
- the first experiences of volunteering



“Things starting to happen ie: Accreditation and Uniform, final training, it is starting to become real.”

Collecting the Uniform

“Smart uniform, the motif showcase NZ fern and the blue - NZ clear blue skies. I'll be wearing it with pride.”

“A huge buzz putting on the uniform for the first time.”

“Receiving our uniforms and accreditation passes, made everything seem so close and exciting.”

“Collecting the uniforms with the other volunteers as it was the first time it felt like we were really part of a team.”

Meeting other Team 2011 members

“Being a part of it. The training [and] meeting new people who all have a common goal.”

“Having our first meeting and meeting all the people I am going to be working with”,

Training

“Attending the training and meeting other volunteers. Rugby 2011 was suddenly coming alive!”

“The Captain's Run was brilliant: informative, casual, fun, entertaining and helpful.”

“Great mix of face to face and self managed. The presenters at the f2f sessions have been awesome - very bubbly, very clear and concise yet interesting. Great job guys.”

Pre-event Low Points

We also asked about low points so far.

The good news was one third of volunteers said there hadn't been any low points in the event build up, and others said there were only minor low points or were understanding of the scale of the Team 2011 management task.

Of the low points identified, training was the dominant theme, both the timing and notice, and the format and content.

Other low points included:

- recruitment and selection process (including role allocation);
- accreditation and uniform pick up;
- roster allocations and scheduling;
- transport;
- workloads;
- other team members; and
- having to wait for the event to start.



Pre-match nerves?

Just before tournament kick-off Team 2011 volunteers were very excited (+2.42 on a scale of -3 to +3) and confident (+2.22) about their volunteering experience.

They felt a little less prepared, although this was still a high score (+1.83).

62% of respondents gave the highest positive score (+3) to their level of excitement, 50% to their level of confidence, and 36% to their preparedness.

Couldn't do it alone

"I couldn't volunteer for Team 2011 without the back-up of my family and friends who will be putting themselves out so I can fulfill the shifts I've been given. There's a team behind every volunteer. They deserve credit too."

[The low point has been] "Waiting. Since applying last year & started fitting the uniform, I can't wait to the day that I will be accepted. Actually, until now that I have my uniform & accreditation pass with me I still can't believe that I will be a part of the RWC 2011 Volunteers. Yes, even in my gazillion thoughts I never expected to be on the team even though I'm hoping & praying for it. I'll be proud to wear my uniform on 9 September to let the world see how 'beautiful' NZ is! A place that you'll keep on coming back [to]!"

Experiences exceeded expectations

RWC2011 volunteering was a very positive experience, especially factors relating to the overall event experience and the management of the volunteer programme. Personal development experiences' outcomes tended to be lower.

The strongest experiences were:

- I showed support for my country;
- it gave me satisfaction to help others;
- volunteering for RWC2011 was a chance of a lifetime;
- I felt proud wearing the Team 2011 uniform; and
- it was an exciting experience.

Many experiences exceeded the volunteers' expectations (which had been measured in Round 2), particularly volunteering was a chance in a lifetime, receiving free gifts, seeing matches and players.

Satisfied Volunteers

After the tournament volunteers were very satisfied with their personal volunteering experience (53% rating this a maximum 7 out of 7) and the overall organisation of the Team 2011 volunteer programme (45% rating this a 7 out of 7).

There were higher levels of satisfaction with tournament time and wrap-up aspects than with the preparation period (see figure 2 below).

The highest levels of satisfaction were with:

- the certificates;
- uniform and accreditation distribution; communications during the tournament;
- free match tickets supported by ANZ; and
- support from team leaders/supervisor.

Overall, the training was clear, important, convenient, relevant, useful and interesting.

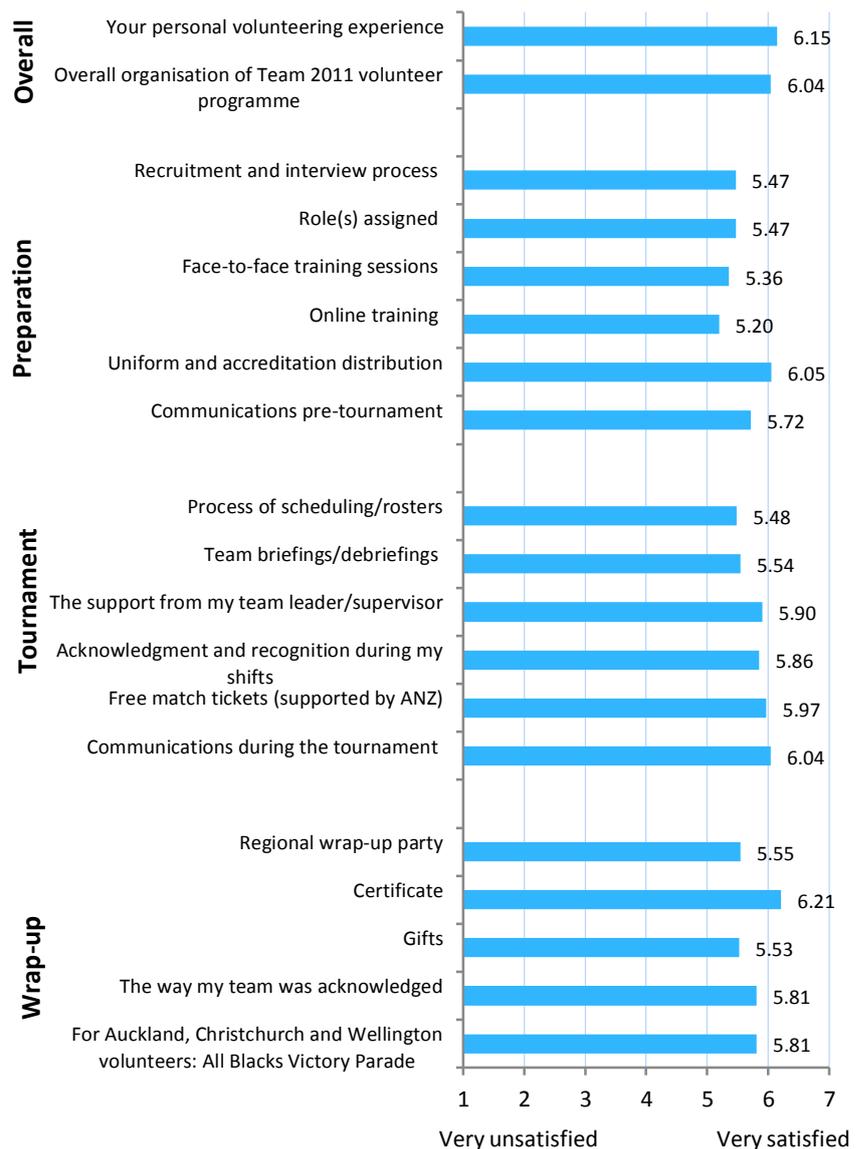


Figure 2: Volunteer satisfaction – mean scores (scale runs 1 very unsatisfied to 7 very satisfied)

Legacies of Team 2011 Volunteer Programme

Being involved in the RWC 2011 volunteer programme may have a range of legacies for participants and New Zealand. By asking volunteers about their participation intentions, the research suggests there may be positive impacts on future volunteering, but less impact on sports participation. There have also been positive outcomes for youth, and potential social legacies as volunteers keep in touch with friends they have made.

Future Volunteering

In the 6 months following the RWC 2011 tournament, Team 2011 volunteers are most likely to volunteer for another organisation, group or club (49% are likely to volunteer).

The types of volunteering that could benefit from more interest in volunteering promoted by the involvement in RWC2011 are events (especially major sporting events) and sport (especially rugby):

- 10% of respondents currently volunteer for a major sporting event (excluding RWC 2011); however 42% said they are likely to volunteer in the following 6 months.
- 9% of respondents currently volunteer for a rugby club or organisation; however 24% said they are likely to volunteer with rugby in the 6 months following the

Most future volunteering intention is about continuing activities that volunteers already do.

The potential growth in new volunteering activities is with major sporting events, and other events.

15-17% of intended activities are people returning to past volunteering. This presents organisations (especially sport rugby clubs, other events and marae and other Maori organisations) with an opportunity to reconnect with lapsed volunteers and re-engage them in volunteering

Social Legacies

Two-thirds of respondents plan to keep in touch with other volunteers.

Of these, 36% plan to meet up socially, 25% will email, and 25% will use Facebook to keep in touch.

Sports participation

Involvement in RWC2011 volunteering has not impacted on involvement in sport and physical recreational activities. There was slightly more impact on interest in sport than on participation.

Involvement in RWC2011 volunteering has not impacted on sport participation intentions. Of those who may do more, the impact was on frequency (participate more often) rather than range of activities.

Legacies for youth

Volunteering at RWC2011 has made youth (people aged between 18-24) more confident about volunteering in the future (48% strongly agreed) and applying for jobs in the future (35% strongly agreed). These were higher than the rates for older volunteers.

Want to do more volunteering?

Register at <http://www.volunternet.org.nz> or <http://www.volunteernow.org.nz>

What's next?

This is a longitudinal study which is tracking volunteers before and after the Tournament.

The next round of surveying will take place in late March/early April 2012, 6 months after the tournament began. This will repeat the questions about volunteering experiences to compare short and long term recollections.

It will also gather data on participation in volunteering and sports and the labour market involvement.

Survey prize draw winners

Congratulations to all the winners who took part in the survey prize draw and have received their \$100 prizes.

Round 1: Carolyn (Taranaki), Pat (Palmerston North), Richard (Hawke's Bay), and Tina (Auckland)

Round 2: Lynne (Dunedin), Judi (Nelson), Joan and Melanie (Auckland)

Round 3: Alex (Nelson), Andrew (Havelock North), Peter (Napier), and Phil (Manawatu)

How are the results being used?

The results were used by Ruby New Zealand 2011 to develop the Team 2011 volunteer programme during the Tournament.

Full results have been provided to Sport and Recreation New Zealand (SPARC) and the Major Events Team at the Ministry of Economic Development.

The research will help event organisers best plan and manage volunteers at future events.

Comments and feedback?

We'd love to hear from you. Please get in touch if you have any comments or feedback on the research: karen.smith@vuw.ac.nz

The final word goes to two volunteers commenting on their experiences at RWC 2011:

"We all had that desire to make this Rugby World Cup an experience for all both delightful and unforgettable. / Every game was another chance to make that happen. / At the conclusion of the tournament I was convinced that we had achieved that goal. / Put in one short word ! WOW"

"Wow!!! The build up....the moment.....the games.....the people.....and most of all "THE OPPORTUNITY OF BEING INVOLVED WITH A ONCE IN A LIFE TIME EVENT"MEAN...MEAN.... MEAN!!!!!!"

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