

Volunteer impact & management at New Zealand sporting events



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Where are we going today?

- Research background
- Research questions
- The literature
- Methodology
- Findings
- Discussion
- Conclusions & limitations



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Research background

- Own volunteering experiences
- Student volunteering experiences



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Research questions

- RQ1: What impact do volunteers have on the successful delivery of sports events in New Zealand?
- RQ2: How do event organisers of New Zealand sporting events manage event volunteers?
- RQ3: To what extent do event organisers of New Zealand sporting events consider volunteer motivations, expectations and satisfaction in their volunteer management approach?

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The literature

- Elstad, (1996, 2003)
- Smith, K. (2002, 2012)
- Bang, H. (2009)
- Allen, J.B., & Shaw, S. (2009)
- Ralston, R., Downward, P., & Lumsdon, L. (2004)
- Monga, M. (2006)
- Wakelin, D. (2013)
- ...and more...

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Methodology

- Sporting event organisers invited to complete an online survey (62 questions)
- Survey link distributed through NZAEP, Sport NZ, councils, sports associations, VolunteerNet
- Events delivered between 2009 & 2013, included volunteers
- Mixed question type survey
- Ralston, Downward & Lumsdon (2004)
- 99 surveys received, 83 complete, 16 incomplete

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Findings

- Sporting events in New Zealand
- Volunteer recruitment
- Volunteer management & impact

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Findings

Sporting events in New Zealand

- Range of events
- 40 sporting event types
- 60% of participants were volunteer event organisers
- All regions represented, except Gisborne & Chatham Is
- 29% of events in 2012, 64% in 2013

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Findings

Sporting events in New Zealand

- 7,577 volunteers deployed, average 76.5 per event
- 30% up to 10 volunteers, 24% up to 20, 31% up to 50
- **Commitment:** One hour to 15 days, majority one day or less required
- **Confirmation:** Up to a year prior, most a fortnight
- **Volunteers deployed:** Pre, during & post-event

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Findings

Volunteer recruitment

- **Volunteers sourced:** Through previous volunteers, the organisation, friends/family
- **Common roles:** Registration, administration, runner
- **Rewards/recognition:** Verbal thank-you, written thank-you, meals, t-shirt/uniform

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Findings

Volunteer management & impact

- **Expected skills/knowledge:** Specialist, technical, general
- **Expected qualities:** Customer service, common sense, commitment
- **Strengths:** Enthusiasm, energy, passion; skills, experience, knowledge
- **Weaknesses:** Time constraints, unaccountability, reliability
- Management approach/volunteer impact

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Discussion

RQ1: What impact do volunteers have on the successful delivery of sports events in New Zealand?

- Without volunteers, the event would not happen
- Volunteers are on the "front line", the "face" of the event
- Volunteers save the event money on human resources
- More volunteers enable the event to grow

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