

UTS COSMOPOLITAN CIVIL SOCIETIES RESEARCH CENTRE
Seminar Series 2012

Volunteer sustainability in a sport context: observations from grassroots participation through to mega-events

WHEN: Wednesday 2nd May 2012, 4pm - 6pm

WHERE: Cosmopolitan Civil Societies Research Centre, UTS City Campus
Level 3, Mary Ann House, 645 Harris Street, Sydney
(a short walk from Central Railway Station)

ABSTRACT:

Volunteers are the lifeblood of sporting organizations in Australia and globally. However, research has shown that there are differences between everyday volunteers for sporting organizations and volunteers at major sport events, and there are cultural differences to volunteering. More recently within major event research, legacy has become a significant focus of event organizers and local organizing committees as a way of adding social value to the economic significance of the investment by host cities. This seminar will present three levels of volunteer engagement and discuss observations on legacy at: 1. The Vancouver 2010 Olympics and Paralympics; 2. The 2009 Sydney World Masters Games; and 3. Community development projects using sport events. The 2010 Vancouver Olympics and Paralympics together with the cultural Olympiad required a commitment by 20,000 volunteers in the high status mega-sporting event. Some 5000 volunteers assisted the Sydney World Masters Games to host more than 28,000 athletes across 72 venues predominantly in Western Sydney in one of the biggest multisport participant major events held in world. The research for both sport events involved pre-and post examination of volunteer motivations, expectations, experiences and legacy. Sport for Development Projects in Sri Lanka, Israel and the Pacific Islands utilize volunteers at a 'grass roots' level to guide and facilitate the creation of sport event activities designed to benefit people in disadvantaged communities or communities in conflict. In these contexts, international volunteers from outside of the community setting are used to facilitate the sport event. An interpretive qualitative approach to examining volunteer legacy was employed.

The workshop examines volunteer legacy of these three sport events against Dickson, Benson and Blackman's (2011) framework for evaluating Olympic and Paralympic legacy. In doing so, the findings highlight volunteer management practices, motivations, experiences, challenges and volunteering legacies arising from these sport event volunteer programs. In a workshop format attendees will have an opportunity to discuss strategies for enhancing legacies for host communities and countries considering the cultural context of volunteering, sport and events.

Presentations will be followed by wider discussion. Refreshments will be provided.

REGISTRATION:

Please send registration details to: ccs@uts.edu.au & please include name, group or organisational affiliation & e-mail address

Simon Darcy is an interdisciplinary researcher with expertise in developing inclusive organisational approaches to diversity groups. His research has spanned a variety of contexts including parks, common domain, sport, tourism, events, volunteers, transport and the built environment. Simon has held grants with the Australian Research Council, Sustainable Tourism Cooperative Research Centre, the United Nations, and has carried out research studies for all levels of government and the private sector. Over the last decade, his body of work on accessible tourism has gained international recognition. Simon is actively involved in changing government and industry practice through implementing the outcomes of his research. He was recently appointed to the Disability Council of NSW, which is the ministerial advisory to the New South Wales Government's Department of Family and



Community Services. Simon's research has been published in leading international journals, including the Annals of Tourism Research, Tourism Management, Journal of Sustainable Tourism, International Journal of Hospitality Management, Journal of Sport Management, Sport Management Review, European Sports Management Quarterly, Event Management and Disability & Society. He has been the recipient of the 2010 World Leisure International Innovation Prize and his work has been recognised for its rigour and innovation through other industry and human rights awards. Simon is a member of editorial boards and acts as an ad hoc referee for numerous top ranking journals. Since incurring a spinal injury in 1983 Simon is a power wheelchair user and passionately believes in the rights of all people to fully participate in all aspects of community life.

Dr Edwards joined the school in 2006 after previously working at the University of Western Sydney, Australia. Prior to pursuing an academic career in 1987 Deborah worked extensively in the hospitality and hotel sectors in Australia and overseas. She has been the principle investigator for a number of large projects focusing on tourism, community and destination management. She has written extensively on sustainable tourism including: Sustainable Tourism Planning Module; Sustainable Tourism Operations Management Module; Sustainable Meetings and Event Management Module; research agendas in private sector innovation, managing risk and crisis, corporate social responsibility, and tourism's contribution to quality of life; and case studies on innovation for sustainable tourism. Her module on 'Sustainable Tourism Planning' is widely used by those working in communities in developing countries. A recent article on destination management was rated as the most downloaded tourism article for all Science Direct publications for the first quarter of 2009. For eight years Deborah has been an executive member of the BEST Education Network (BEST EN). BEST EN is an international consortium of university educators committed to furthering the development and dissemination of knowledge in the field of sustainable tourism. BEST EN acknowledges that the sustainable business has interdependent economic, environmental and social objectives, and understands that long-term viability depends on integrating all three objectives in decision-making. Her extensive industry experience underpins her philosophy as a researcher and drives her to ensure that academic research is communicated to industry and relevant stakeholders in a meaningful way. Deborah views industry liaison as integral to maintaining and building cooperative and strategic partnerships between industry, government and academia. Her PhD was on volunteerism at cultural attractions specifically urban museums and art museums. This study was innovative in Australia, making an important contribution to volunteering, organisation and cultural studies. Deborah's current recent research is on understanding tourist expectations and the impacts that arise from tourism development.

Dr Nico Schulenkorf works as a Lecturer for Sport Management at the University of Technology, Sydney (UTS). His research focuses on the social, cultural and psychological outcomes of sport and event projects, and in particular the role of sport in contributing to social development within and between disadvantaged communities. For several years, Nico has been involved in sport-for-development and health promotion programs in countries such as Sri Lanka, Israel and the Pacific Islands. He has been working with local and international NGOs, Government Agencies, Sport Associations and Ministries in developing capacities to implement, monitor and evaluate development projects. Nico has published his research in the leading sport management and sociology journals, including Journal of Sport Management, Sport Management Review and the International Review for the Sociology of Sport. For his long-term contribution to the advancement of social justice on an international level, Nico was awarded the 2008 UTS Vice Chancellor's Human Rights Award.