

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

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## Introduction

- Framework and context
- Key learning outcomes:
  - Case 1 – Sydney World Masters Games 2009
  - Case 2 – Vancouver Winter Olympics 2010
  - Case 3 – Sport for Development in Disadvantaged Communities
- Workshop:
  - Developing strategies for enhancing volunteer legacy for community sport organisations from sport events.

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## Framework and context

- Sport volunteers
- Sport volunteer trends
- Major event volunteers
- The intersection between sport and major event volunteers
- Previous research
- Capitalising upon sport events for volunteer legacy
- Legacy Models

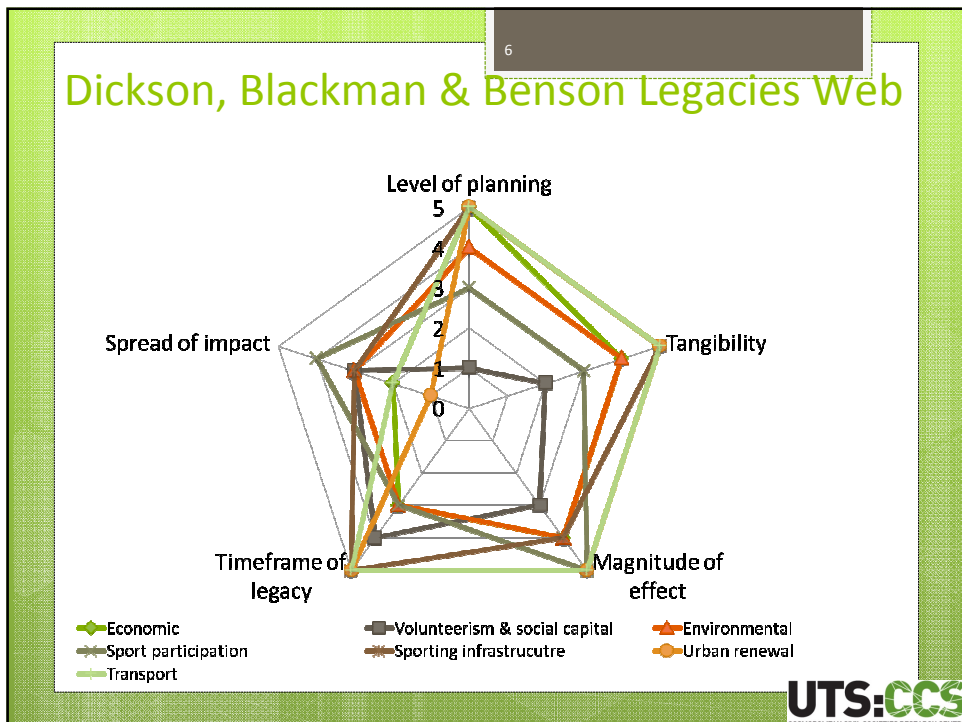
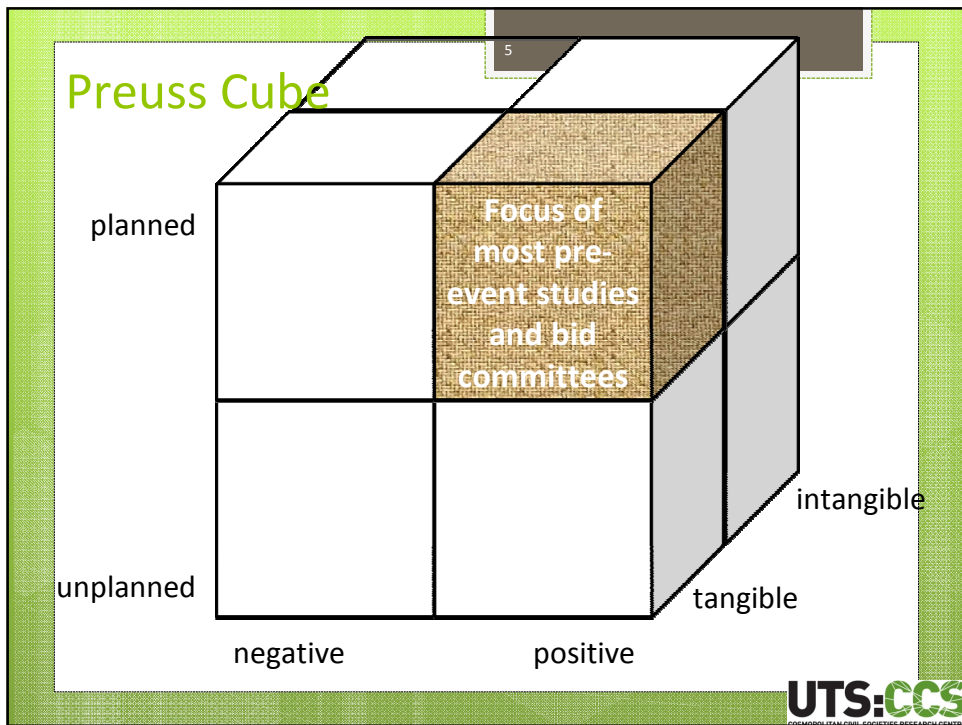
## Legacy models

### Preuss 2006

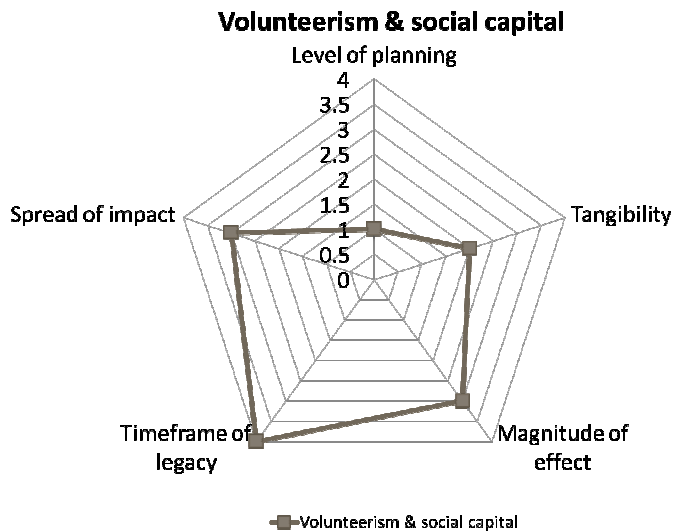
- Planned/unplanned
- Negative/positive
- Tangible/tangible
- Pre – during – post
- Cube conceptualisation

### Dickson, Blackman & Benson 2011

- Analysed components
  - Planning
  - Tangibility
  - Spread of impact
  - Magnitude of effect
  - Timeframe of effect
- Assessed component
  - Economic, sport participation, infrastructure, environmental, urban renewal, transport & volunteer/social capital
- Spider/web conceptualisation



## Legacies Web



## Case 1 – Sydney World Masters Games

- Disconnect between games volunteers and sport organisation volunteer structures
- SWMG as an extension of the Sydney 2000 Olympic and Paralympic games volunteering
- SWMG as a legacy of Sydney 2000
- “its all about the games”
- Demographics of those volunteering – older and getting older!
- Low intention for future volunteering?
- An outcome of the demographic and major sport events

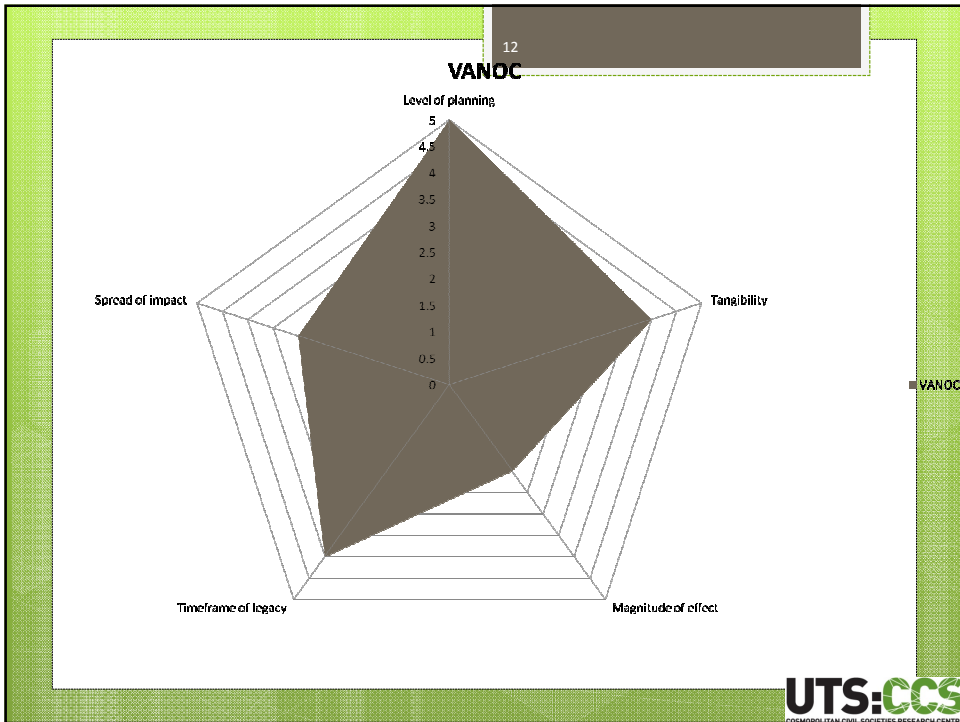
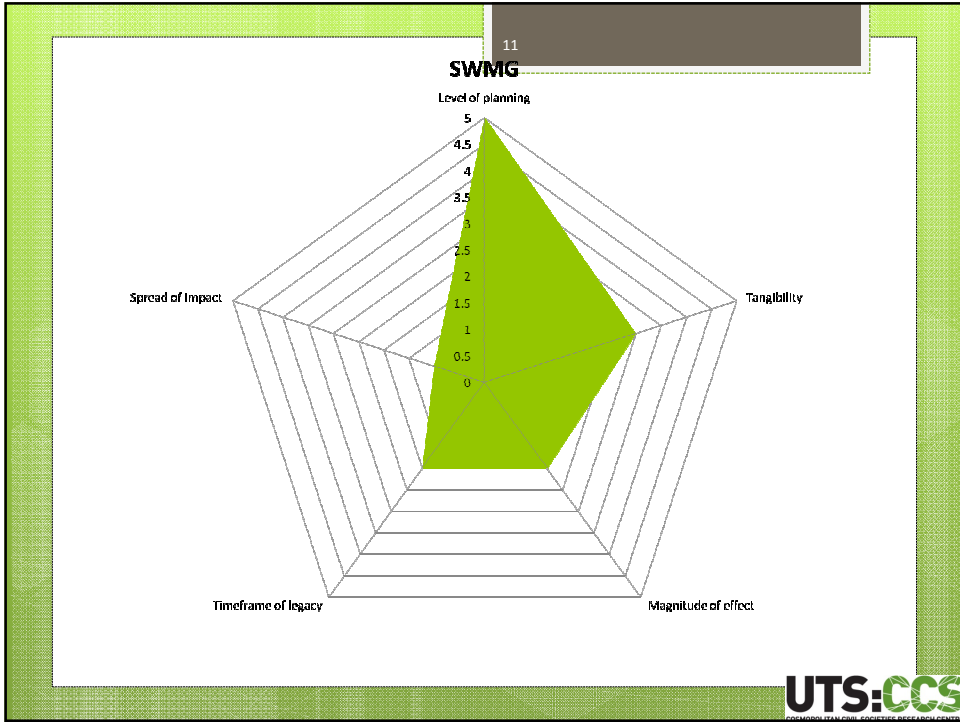
## Case 2 – Learning from the Vancouver Winter Olympics

- Context
- Training
  - Volunteers learn both formally and informally
- Team leaders - an extremely important role
- Allow for operational flexibility
- Complexity of recruitment/retention
  - Match the volunteer to the role, based on volunteer interest
- Experience of those who have volunteered before didn't impact future intentions.
- First time volunteers – experience impacts future intentions

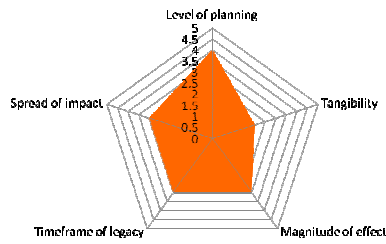
## Case 3 – Sport For Development in Disadvantaged Communities

- Context: S4D in the developing world
- Helicopter volunteer structure
- Sharing and transferring of knowledge
- Project ownership and sustainability
- The time factor...
  
- Application and relevance of Western approaches within an Asia-Pacific context?

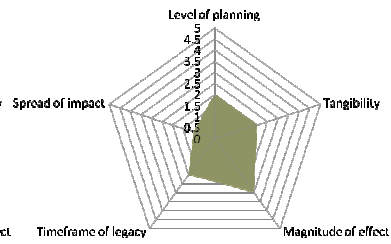




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## Workshop

- What strategies could assist organisations to realise volunteer legacy outcomes of major sport events legacies?

# Workshop Outcomes