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.
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
Focus of most pre-event studies and bid committees

Preuss Cube

planned

unplanned

negative

positive

intangible

tangible

Dickson, Blackman & Benson Legacies Web

Level of planning

Spread of impact

Tangibility

Timeframe of legacy

Magnitude of effect

Economic

Volunteerism & social capital

Environmental

Sport participation

Sporting infrastructure

Urban renewal

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