

Volunteers Workshops



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The importance of Volunteers

- In 2006, volunteering was worth about \$13.4 billion to the Queensland economy.
- Volunteers provided a volume of work equivalent to 299 000 jobs in 2006.
 - Equivalent to an additional 14.7% of the paid number of people employed in Queensland in 2006.

The importance of Volunteers

- Volunteering rates across Australia are climbing.
 - In 2006, 5.2 million people or 34% of the Australian population aged 18 years and over participated in voluntary work.
 - They contributed 713 million hours to the community.

Volunteering in Australia (ABS 2010)

- In 2010, 6.4 million people aged 18 years and more (38%) had undertaken some form of voluntary work in the previous 12 months.
- The estimated number of volunteers in Australia doubled from 1995 to 2010
- Slightly more women 40% than men 37% volunteer
- People aged 45-54 years reported the highest rate of volunteering

Profile of volunteers

- Generally 'time poor'
- Tend to be busy people
- 40% stay less than 3 years
- Volunteering numbers vary
- Volunteering more hours

Volunteering Trends

- Give and Take:
 - Volunteers are clearer about what they would like to gain as well as what they would like to contribute to your group
- Changing demographic of volunteers:
 - Increase in the diversity of volunteers including age, gender, ethnicity, support needs
- Higher expectations:
 - On and by volunteers

Volunteering Trends

- Changing nature of volunteering:
 - Virtual volunteering
 - Corporate volunteering
 - Project and event volunteering
 - Short term volunteering
- Greater recognition of volunteers and the power of volunteering
- Greater focus on risk management

Impact of Trends

- Groups must know their reason for involving volunteers and the tangible and intangible benefits they offer
- Groups may need to adjust the way they recruit volunteers and the roles they involve them in
- Different strategies for working with and engaging volunteers are required
- Different recording systems and documentation are required.

Why People Volunteer

- To help others or the community
- To be with family or friends
- To do something worthwhile
- To give something back
- To socialise
- To meet new people
- To learn skills
- Explore new career opportunities

Why People Stay

- A feeling of self worth
- The appreciation they are shown
- Sense of 'family', friendship or camaraderie
- Achievement of a goal or target
- Enjoyment
- Because I get something out of it

Why Volunteer for us / our club?

- Because we are AFL!
- Club / sport connection
- Family or Friends involved
- Location
- Convenience
- Loyalty
- Enjoyment

Volunteer Management Program

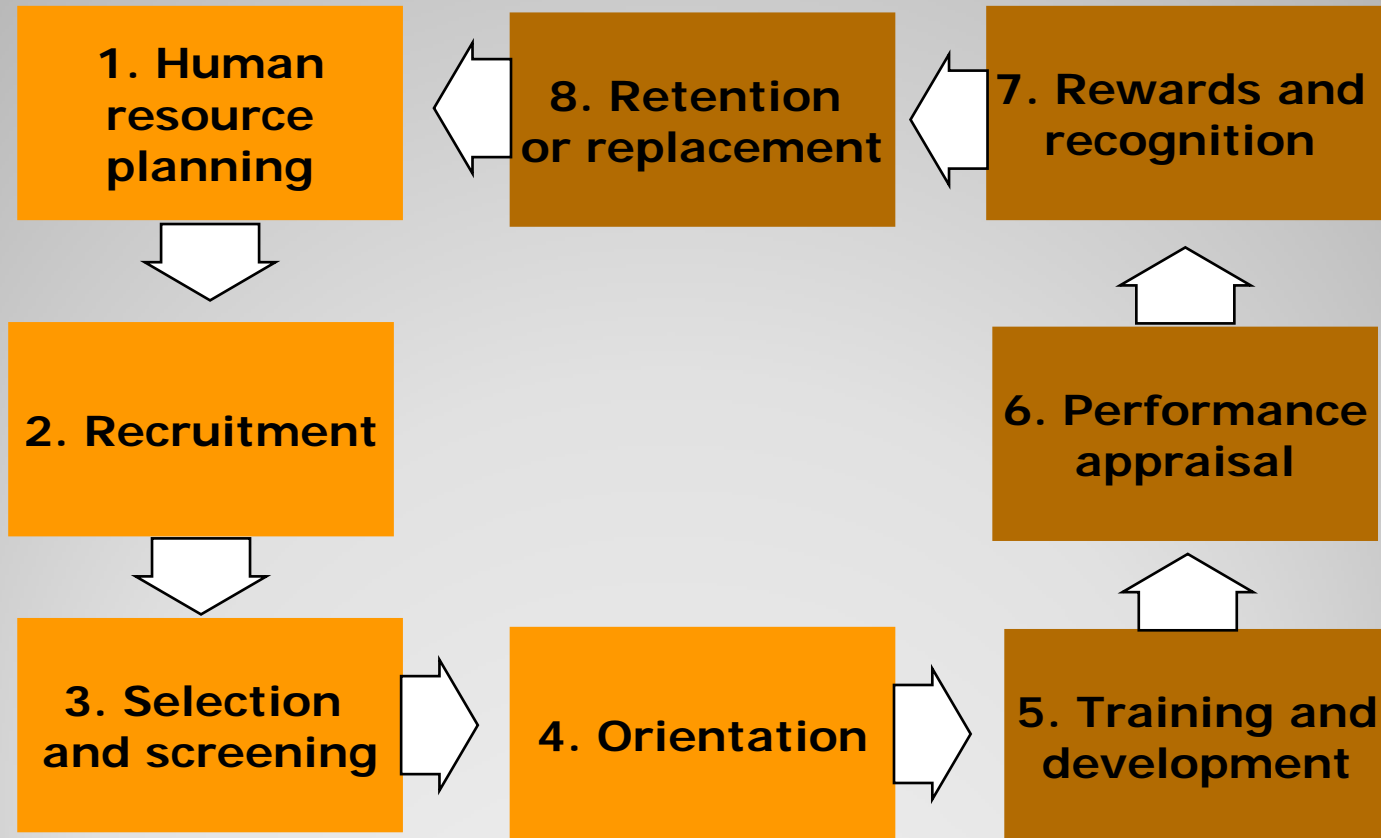
- Recruiting volunteers
- Retaining volunteers
- Managing event volunteers
- Volunteer management policy
- The volunteer co-ordinator
- Volunteer management: A guide to good practice

Recruiting Volunteers to our Club



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Process for acquiring Volunteers



How many volunteers do we need?

- To do what?
 - Make a complete list of jobs / tasks required at the club.
- When?
- For how long?
- Do we have a job description or explanation of the task?
- What skills do we need our volunteers to have?

How many volunteers do we need?

- What demands will be made on the volunteer?
- By whom?
- What authority will the volunteer have?
- Who is the volunteer answerable to?
- What support is there for the new volunteer?

How many volunteers do we need?

- Is there time available for trained volunteers to work with new volunteers?
- Will trained volunteers and other personnel accept the new volunteer?
- What sort of people do we want in these roles?

Recruitment Ideas

1. Research

- Find out when, where, who and why about the existing volunteers within the football club and then use this research to identify a future recruiting drive.

Recruitment Ideas

2. Reveal

- Use newsletters, flyers, newspapers, telephone, internet, radio and television to advertise the football club and the recruitment message of the value and benefits of becoming a volunteer.

Recruitment Ideas

3. Relate

- The most effective method of recruitment is word of mouth where happy volunteers are the best form of advertisement, so it is important that existing members relate and network with everyone.

Recruitment Ideas

4. Reach

- Find volunteers with skills the club needs through targeting specific people, i.e. if the club needs someone to write newsletters or media releases, perhaps the club should seek a student studying journalism.

Recruitment Ideas

5. React

- Need to react to changing trends in society and look to ways of overcoming these changes, i.e. organisations may need to adapt their expectations based on the trend in people being more time poor.

Recruitment Ideas

6. Recruit

- The whole organisation should be involved in recruitment and it should not be left up to one person such as the volunteer coordinator – the more active, the more likely new people will come on board.

Recruiting Volunteers

- Appointed or elected
- Personal invitation and approach
- Job Descriptions indicate the role
- Match skills, experience and expectations
- Use informal interviews
- Screening and selection process i.e. coach accreditation, 'Blue Card'

Supporting & Retaining Volunteers in our Club



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Training of Volunteers

- Volunteers are more confident and satisfied if they feel competent
 - Induction
 - Training
 - Development
- Consider needs of new & existing volunteers
- Induction kit

Training (continued)

- Establish and update policies for training
- Document volunteer qualifications & skills
- Consult volunteers about training needs
- Prioritise individual & organisation needs
- Identify training opportunities
- Match volunteers to training activities
- Evaluate cost, effectiveness & relevance

Training (continued)

- Types of training
 - Informal, non-accredited, accredited
- National Coaching Accreditation Scheme
- National Officiating Accreditation Scheme
- Club Development Program
- Building Active Communities Workshops
- Rural Remote Coach Mentor Program

Retention

- Develop organisational commitment
- Succession plans to retain knowledge
- Procedures to manage change
- Expect turnover - opportunity for renewal
- Exit interviews
- Ensure organisation, management and policies are not the cause of turnover

Recognising the true value of the Volunteers in our Club



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Recognition and Reward

- Every volunteer deserves recognition.
- Understand how best to recognise and reward each volunteer
- Have an organisational culture that values volunteers
- Performance appraisals focus on the volunteer, their strengths and ways to improve their skills and the experience
- Rewarding provides something tangible to the act of volunteering

Guidelines for volunteer recognition

- Be immediate
 - recognise volunteer effort soon after it is given.
- Be specific
 - give personal recognition.
- Be consistent
 - recognise everyone's achievements; avoid showing favouritism.

Guidelines for volunteer recognition

- Be sincere
 - mean what you say.
- Be enthusiastic
 - being positive and up-beat will build enthusiasm in others.

The Final word

- The challenge for sport and recreation organisations is to not only attract but to keep your volunteers.
- Activities to recruit and support volunteers must be well organised and coordinated.