



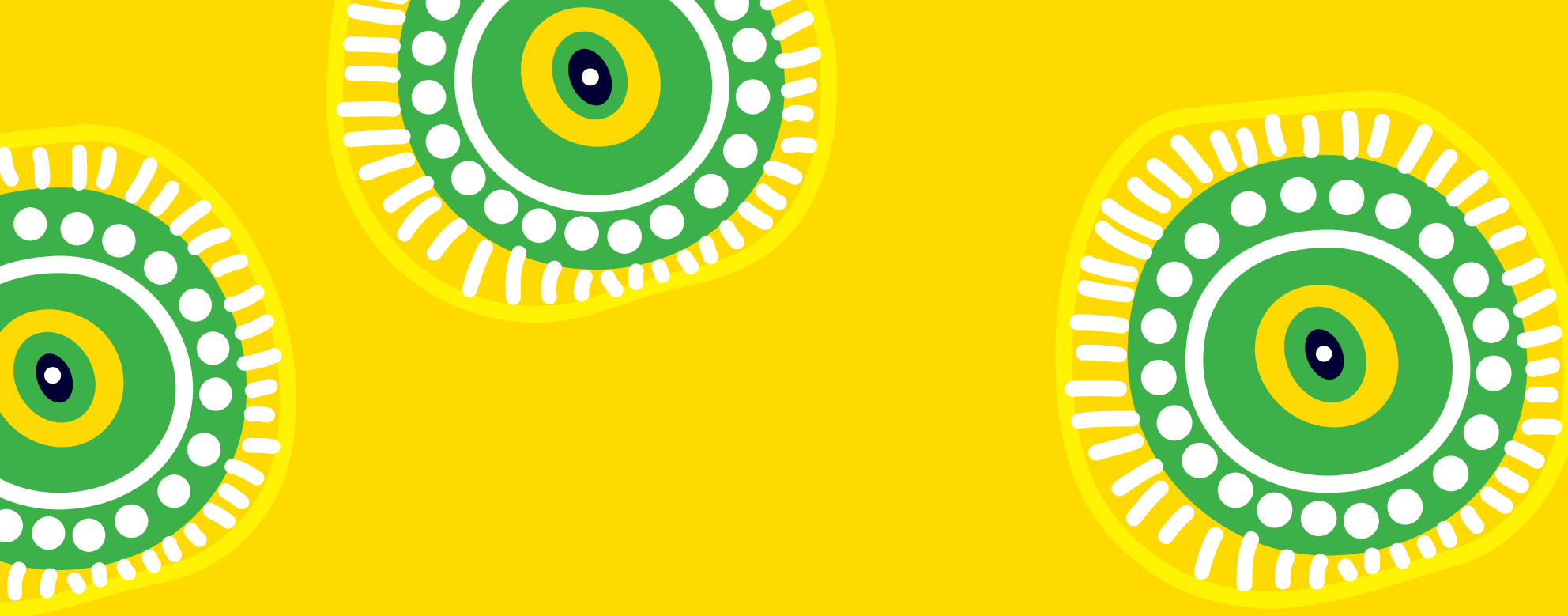
Australian Government
Australian Sports Commission

Sport Volunteer Coalition

A Vision for the Future of Sport Volunteering

Adam Weir (Surf Life Saving Australia)
David Brett (NSW OoS)
Catriona Rose (ASC)

6 June 2024



Australian Sports Commission Acknowledgement of Country

The Australian Sports Commission (ASC) acknowledges the Traditional Custodians of the lands where its offices are located, the Ngunnawal people and recognise any other people or families with connection to the lands of the ACT and region, the Wurundjeri Woi-wurrung people of the Kulin Nation, the people of the Yugambeh Nation and the Gadigal people of the Eora Nation.

The ASC extends this acknowledgment to all the Traditional Custodians of the lands and First Nations Peoples throughout Australia and would like to pay its respects to all Elders past, present and future.

The ASC recognises the outstanding contribution that Aboriginal and Torres Strait Islander peoples make to society and sport in Australia and celebrates the power of sport to promote reconciliation and reduce inequality.



Sport Volunteer Coalition

The ASC formed the inaugural Sport Volunteer Coalition in January 2022 to provide expert advice and guidance on development, implementation, and evaluation of a four-year Sport Volunteer Coalition Action Plan.

Drive connections, collaboration and promote the value of volunteering in sport.



Sarah Wilson
Volunteering Australia



David Brett
NSW Office of Sport



Jessica Cook
Department of Tourism, Innovation and Sport, QLD



Adam Weir
Surf Life Saving Australia



Lisa Hasker
Vicsport



Megan Carr
Golf Australia



Molina Asthana
Multicultural Women in Sport



Garry West-Bail
Australian Sporting Alliance for People with Disability



Scott Tutton
Cricket Australia



Dr Lindsey Reece
*Australian Sports Commission
(Sport Volunteer Coalition Chair)*



VISION FOR THE FUTURE OF SPORT VOLUNTEERING

PEOPLE FROM ALL WALKS OF LIFE SEE AND
REALISE OPPORTUNITIES TO CONTRIBUTE TO INDIVIDUAL,
CLUB AND COMMUNITY GOALS IN A WAY THAT SUITS THEM



Everyone can participate in volunteering, whether they are from a culturally diverse group, are connected/not connected to the sport, young, older, committed/time poor or have a disability.



Volunteer opportunities must be visible and accessible to diverse groups of people. It isn't enough to say you are inclusive – volunteers need to see how they can contribute and see other people like them.



Realising opportunities means clubs have inclusive cultures and the sufficient structure in place to support people to be effective e.g. training, job descriptions.



Volunteering roles need to balance individual, club and community goals so everyone gets something out of it. This value needs to be clearly understood and communicated.



Volunteering needs to be flexible to accommodate different needs. This could include virtual volunteering project based roles and completely flexible roles where people opt in on a week by week basis.

SPORT VOLUNTEER COALITION ACTION PLAN – OVERVIEW

GUIDING PRINCIPLES

Underlying values across every area of the plan



Sport Volunteers at the heart of community sport – supported, recognised and valued



Enable inclusive, accessible and welcoming experiences in sport volunteering



Harness the collective value of sport volunteers



Inspire and support people from diverse backgrounds to volunteer in sport



Work in partnership across the sport system and beyond



Leverage data and insights

VISION

People from all walks of life see and realise opportunities to contribute to individual, club and community goals in a way that suits them



CELEBRATE

Communicate the broad value of sport volunteering through powerful storytelling



EMPOWER

Support and connect volunteers in sport



REIMAGINE

Support the sector to re-design the sport volunteering experience



INNOVATE

Drive and stimulate innovation in sport volunteering

EVALUATE the coalition action plan and translate insights into policy and practice

OVERALL INDICATORS OF SUCCESS

More people volunteering in sport more often

Volunteers feel fulfilled and have an enjoyable and positive experience

Volunteering is a strategic priority for the sport sector

Social and economic contribution of volunteers in sport realised

Volunteers in sport reflective of local community

Evidence informed volunteer policy and practice

Alignment



Workshop

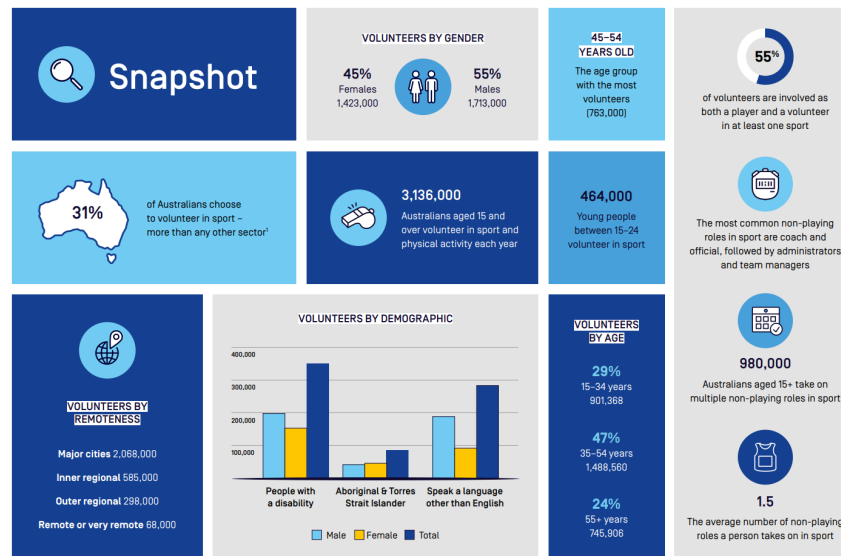
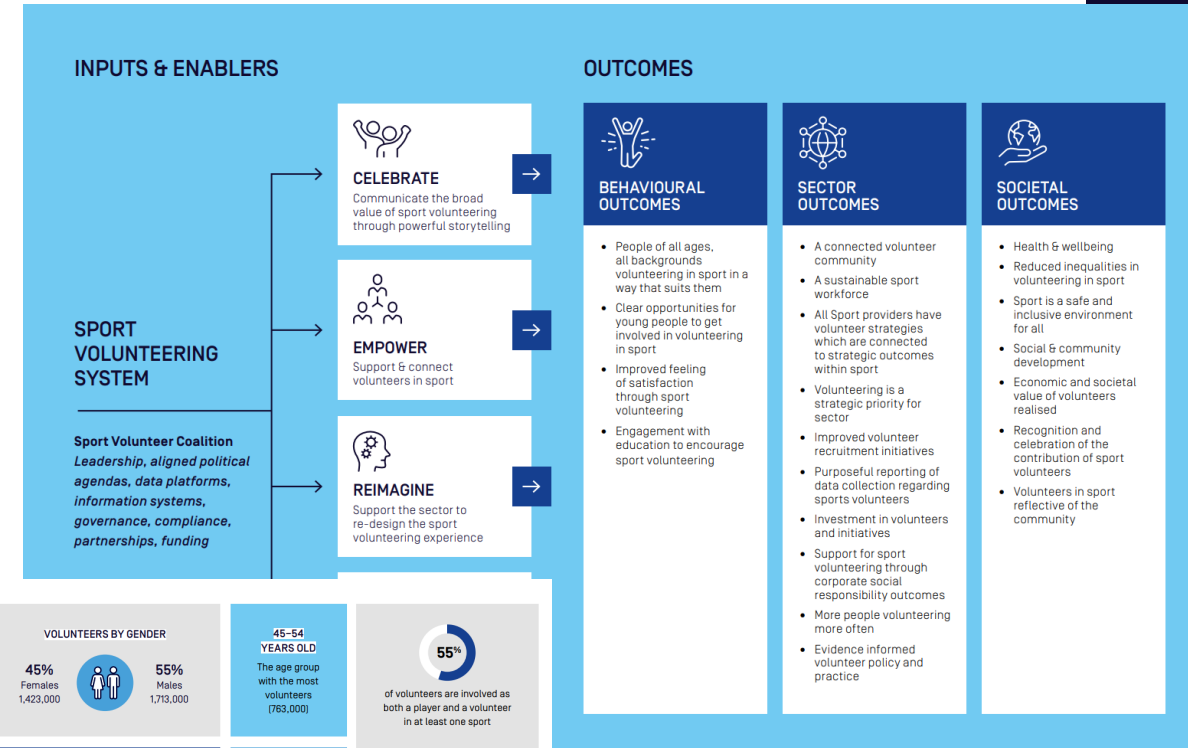
How would success of the Sport Volunteer Coalition Action plan impact you, the work you do, and/or the broader volunteering sector?

What opportunities/benefits are obvious to you?

What challenges/barriers do we need to be aware of?

Sport Volunteer Coalition Action Plan

Year One Annual Report



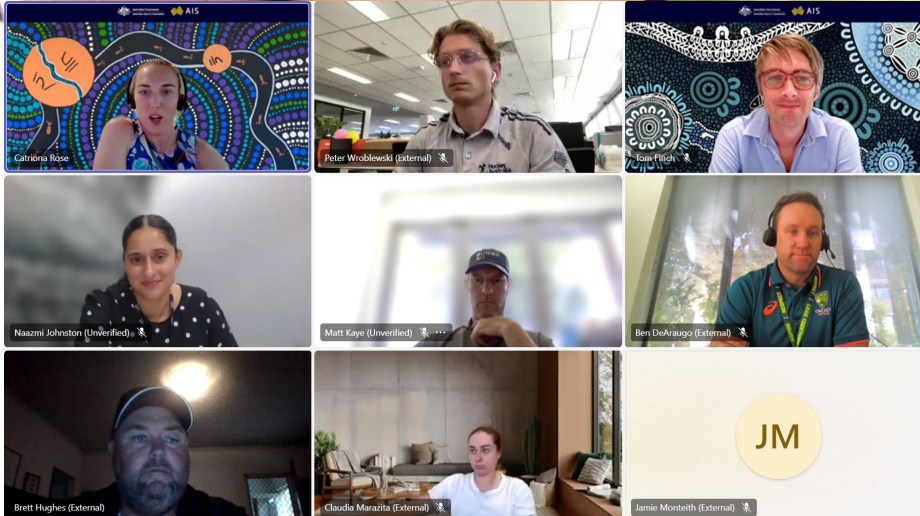
¹ General Social Survey, ABS, Table 10, 2020 data (release 2021).

² All other figures: Australian Sports Commission, 2023, AusPlay – Data Portal, ASC, Canberra

Coalition Action Plan Year 1: Celebrate



Coalition Action Plan Year 2: Empower

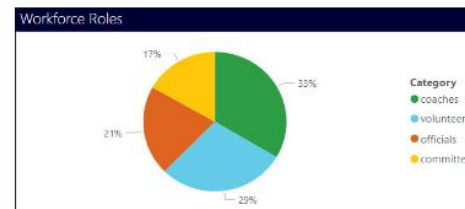


Snapshot



266 clubs completed Workforce module in Year 2 of Coalition Action (2023-2024 financial year)

Proportion of clubs with lowest rank for workforce maturity ("Not in place") reduces from 9.8% in the 2022/2023 financial year to 6.4% in the 2023/2024 financial year. Enhanced capabilities across the sector in workforce management (including volunteers).



OFFICIAL

Community Perceptions Monitor

Top 3 elements of rewarding volunteer experiences:

1. Giving back to the community
2. Feeling part of a community
3. Working with others to achieve something

Highest ranked activities to attract people to volunteering:

1. Personal Growth
2. Community impact
3. Social ties

Challenge:

Most ex volunteers, or would-be volunteers don't know where to direct others, or find themselves information of how to volunteer.

Coalition Key Achievements

Resource Hub

Supporting sporting communities with free access to resources:

- Setting up for success
- Attracting Volunteers
- Supporting Volunteers
- Celebrating Volunteers

Initiated from a collaboration between NSW Office of Sport and Invictus Australia

Collaboration ensured best practice sport volunteering content was captured



User Reach

28,686 Oceania (96%)
 406 Americas (1.5%)
 380 Europe (1.3%)
 352 Asia (1.2%)
 46 Africa (0.2%)

Localisation

NSW Office of Sport

Testimonial

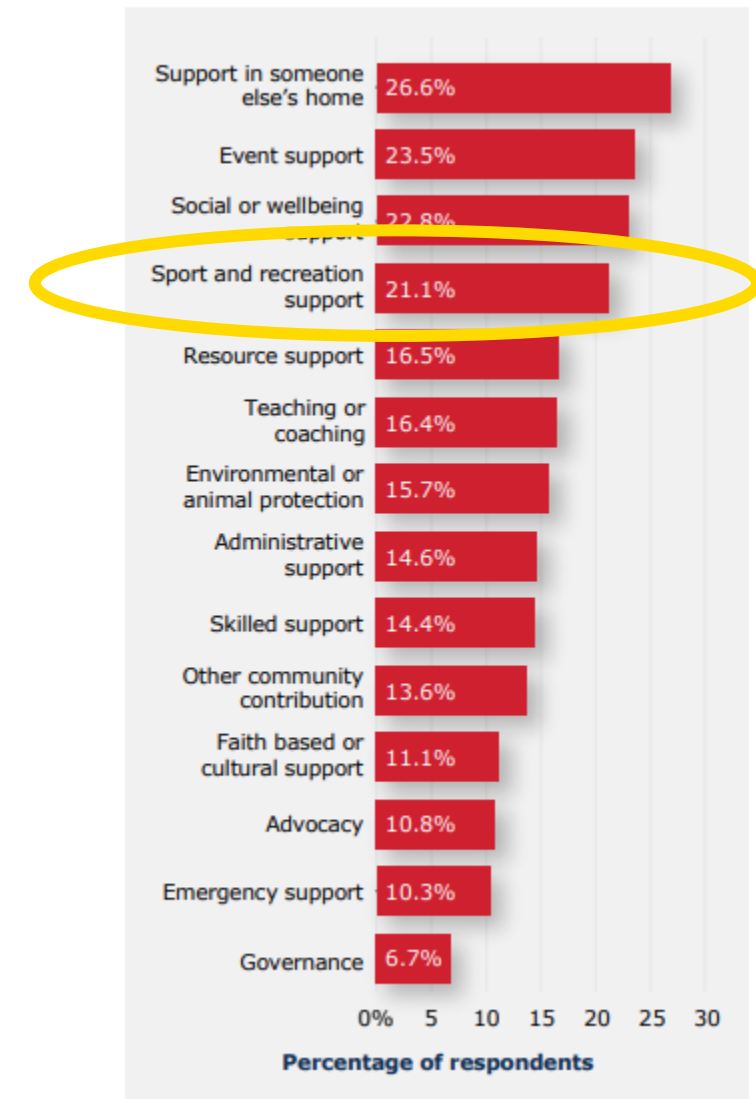


Office of Sport

“Cricket NSW are delighted to partner with the Duke 4Sport initiative. Cricket, like all other sports thrive on the work of volunteers and the Duke of Edinburgh’s International Award can be mutually beneficial for students to introduce them to the wider benefits of volunteering as well as to the participants in cricket who will see young people as role models involved in our sport”

Julie Stafford, Female Engagement, Diversity and Inclusion Manager.

Figure 3: The ways in which people contribute to their community as a volunteer



*Data from 2023 State of Volunteering Report from the Centre for Volunteering

Duke 4Sport Partnership

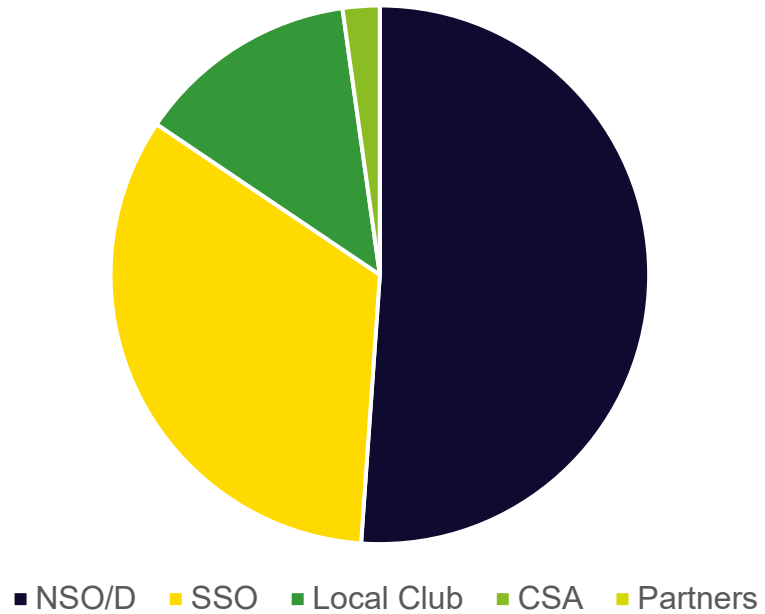


[Duke 4Sport Partnership | NSW Government](#)

Coalition Key Achievements

Volunteer of the Year

2023 Volunteer of the Year Nominations



Localisation

Surf Life Saving Australia



SLS Australia Awards of Excellence – embedding recognition of volunteers within yearly Awards of Excellence

Localisation

Surf Life Saving Australia



Diversity and Inclusion Framework

“Inclusive Beaches”

All Australians have a place in the sport regardless of how they choose to participate



Localisation

Surf Life Saving Australia

A focus on improving club culture and person-focussed approach to recruitment and retention in SLS Clubs Australia-wide:

- *Member Satisfaction Survey*
- *Frontline Leadership Development*
- *Gender Equity Research Project*
- *Club Culture Program*
- *Awareness Raising*



Centre of Excellence
Cultural Leadership

3 Cheers for Volunteers

2024 National Volunteer Week Campaign

In 2023 over 260 people and organisations supported the ASCs National Volunteer Week Campaign, 980,000 people engaged with us on socials and 723,000 people engaged with our campaign hero videos.





Coalition Action Plan Year 3

Reimagine



- Passport
- Volunteer stories and experiences
- Volunteer resources
- Reimagine volunteer roles
- Use data, insights, and research to innovate volunteer recruitment, engagement, and retention
- Evaluate progress and impact

Workshop

How could you contribute to success of Year 3 of the SVC Action Plan?

What is needed for success or collaboration?

Sport Volunteer Coalition Action Plan

Join the movement!



<https://www.sportaus.gov.au/volunteering>

Follow #SportVol

Contact us at volunteering@ausport.gov.au

Sport Volunteer Coalition members



Sarah Wilson
National Strategy
Director, Volunteering
Australia



David Brett
Director, Office of Sport -
NSW Government



Jessica Cook
Manager, Department of
Tourism, Innovation &
Sport - QLD Government



Adam Weir
CEO, Surf Lifesaving
Australia



Lisa Hasker
CEO, Vicsport



Jamie Parsons
CEO, Badminton
Australia



Megan Carr
Female Engagement
Manager, Golf Australia



Molina Aethana
Founder, Multicultural
Women in Sport



Garry West-Ball
Integrity and Program
Manager, Australian
Sporting Alliance for
People with Disability



Scott Tutton
Head of Clubs and
Volunteers, Cricket
Australia



Lindsey Reece
Chair, Sport Volunteer
Coalition



Australian Government
Australian Sports Commission

