

CREATING A CULTURE OF VOLUNTEERING IN YOUR CLUBS

Leadership And Strong Club Governance

- A strong culture of volunteering and inclusion
- Clearly defined and measurable objectives
- A clear plan on how each will be achieved
- Ensure the social and competitive needs of all participants (not just the elite) are met

A committee who lead and manage rather than do! Members and broader community actively assist in achieving club goals

Strong "Organisational" Infrastructure

- Position descriptions define club roles and used to manage and recruit
- Club structures evolve to meet objectives
- Documented and highly visible policies and procedures
- Key club information collected, maintained and handed over each year
- Strong financial management and reporting

Knowledge and Relationships

- Collection, maintenance and hand over of clubs key information
- Strong relationships with key stakeholders
- Communications which engage past, present and future
- Have up to date websites, email newsletters and strong social media presence
- · Positive reputation within the community

Competition

- Internal development focus of local players, coaches, officials and volunteers
- Investment in the development of coaches
- Strong pathways between schools ☐ junior ☐ senior masters

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CREATING A CULTURE OF VOLUNTEERING IN YOUR CLUBS

Volunteering

- Define volunteering?
- Why people volunteer?
- Barriers to volunteering?

Why Do People Volunteer?

- Emotional
- Experiential
- Tangible

Emotional Reasons

Altruistic motivations

• "Caring, helping, offering hope, giving something back and having a social conscious"

Self interest motivations

• Reward, getting self validation, pride, power, gaining a purpose, taking control,, feeling good about volunteering. enjoying having a role, voyeurism"

Experiential Motivations

"Creating an experience from the volunteer activity"

- Fun and enjoyment
- Social experience
- Involvement in the community, "belonging to something"
- · Seeing an outcome
- Taking action

Tangible Motivations

"Receiving a direct benefit from their volunteering activity"-Fun and enjoyment

- Having access to equipment they may not otherwise
- Networking (personal or community networking)
- Gaining a social experience
- Self development of skills

Barriers to Volunteering

Emotional Barriers

- Fear, shy, uncertainty of the role
- "the perception of an exclusive, impenetrable "inner
- Feeling the "inner circle" will reject change brought by new comers"
- Fear of by criticised

Practical barriers

- · "Associate volunteering with high frequency, regular activities"
- "The level of commitment required, real or perceived, was a major inhibitor to many potential volunteers"
- Assumed level of knowledge compared to actual knowledge
- Lack of organisational structure "volunteers need to feel their time is being used productively"
- Poor communication "didn't understand what their involvement would entail"
- Rules and regulations

Creating the Catalyst to Start Volunteering

- Direct personal connection
- Being asked to help by a friend or family member
- Interest in specific area or profession
- School and university (getting credits for work) experience)
- Life style change

Recruiting Volunteers

- clubs often neglect to put the same effort into recruiting their "off field" team of volunteers
- most successful local teams have a powerhouse team of volunteers
- hard to be successful off the back of the hard work of one or two individuals



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Four Steps to Creating a Quality Club Culture

- Define expectations and behaviours you desire
- Document desired behaviours and club values
- Communication that creates buy-in within your club
- Re-enforce positive and correct negative behaviours

Define Expectations and Behaviours You Desire

What are the behaviours you are seeking within your club:

- Personal interaction and behaviours
- Achieve your club objectives

Communication and "Buy-in"

- · Annual induction for all members, supporters and
- Handbook and policy clearly available websites and club rooms
- Posters around the club rooms
- Continually re-enforced through spoke word and other club communications

Recognising and Rewarding Volunteers

- everybody loves recognition and their efforts recognised.
- No matter who you are or what you publically say to the
- recognition of volunteers should not only happen once a year at presentation night.

Methods of Recognition

- acknowledge and thank different volunteers each week at club functions or in the club newsletter
- giving volunteers identification pins, badges, shirts or caps
- acknowledging volunteers in club newsletters
- presenting volunteer awards at the annual general
- giving complimentary tickets to special events and functions
- awards for volunteers, life memberships
- reimbursing out-of-pocket expenses
- holding social events in honour of volunteers
- · acknowledging efforts during committee meetings

Succession Planning

Club Culture

- enshrine volunteering as part of the culture of your club
- · document your clubs expectations of members

Invest in training your volunteers

· pro-active "grooming" of volunteers for club roles

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CREATING A CULTURE OF COMMUNITY VOLUNTEERING IN YOUR CLUBS

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