



# VOLUNTEERS

## SEGMENT PROFILE

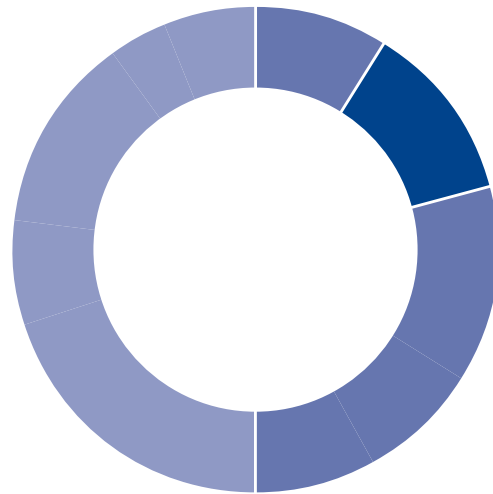
### ALTRUISTS

**12%**

of population aged 14-75

**12%**

of sport club volunteers are in this segment  
(i.e. 1.4% total population)



## THREATS TO

### ALTRUISTS

- > Not feeling valued in their role
- > Not being thanked for the 'volunteer' effort specifically / recognition given for the 'volunteer' effort
- > Physical ability of those who are older





Older adult with mature or no children



Club sport volunteering is incidental – one of multiple volunteer activities



Volunteer to help others, the disadvantaged and give back to community, ensure organisation has a future and pass on knowledge to others



Club sport volunteer is on a seasonal basis – they do what needs to be done, with preference for support roles



Predominantly volunteer in welfare, education and religious activities



Satisfaction of club sport volunteer in this segment is linked to recognition and gratitude. They like to feel thanked

## RETAINING ALTRUISTS

## ACQUIRING ALTRUISTS

Those who are currently club volunteers are happy to remain so:

- > generally happy in their role
- > and if they are being thanked for their role

Retention is threatened by physical ability:

- > some may need an offer of a different role if their physical condition changes

Those not involved in club sport are a low acquisition segment as other sectors fulfill the emotional motivators.

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