



NON-VOLUNTEERS

SEGMENT PROFILE

SELF SERVERS

13%

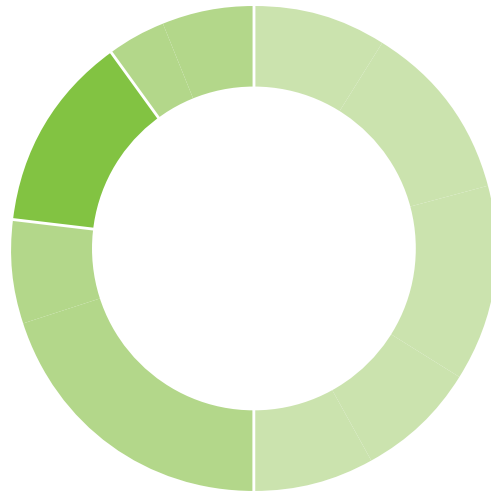
of population aged 14-75

39%

of segment would volunteer in future
(i.e. 5% total population)

17%

in club sport (i.e. 2.2% total population)



Skewed to younger adults
(18-24)



Low past volunteering
but one third intend to
volunteer generally in future
(although less for club
sport)



Volunteering a low priority,
but possible motivation of
personal benefit – career /
work experience, meet
elite / famous



Motivated to club sport
volunteering by offer of
work / career experience



Also social motivations –
meet others with
similar interests



Possible segment
for acquisition

ACQUIRING SELF SERVERS

Self Servers would volunteer for clubs given the right offer.

For those participating in club sport – focus on clear communication and roles:

- > offer broader career / work experience
- > practical use beyond the sport itself (e.g. those that demonstrate leadership, administration)
- > being young, the social element of enjoyment and fun, meeting others like them will also motivate

Acquisition beyond the club is also possible through an education / training institution:

- > roles offered could benefit career or education

Communicate by:

