

Gemba

SPORT NEW ZEALAND

VOLUNTEERING INSIGHTS REPORT

NOVEMBER, 2015



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1 ABOUT THE REPORT



THE GEMBA SPORTS AND ENTERTAINMENT REPORT (GSER) IS DRIVEN BY THE NEED TO MAKE BETTER-INFORMED, FACT-BASED DECISIONS. THIS REPORT EMPLOYS DATA COLLECTED VIA GSER

1

UNDERSTAND THE “WHY”

The underlying drivers and the level of engagement with sport and entertainment that shapes the “what”

2

SPORTS VS. ENTERTAINMENT

To view sport and entertainment together as seen by consumers – not as rights holders or marketers

3

INFORMED RESPONSE

To provide a detailed analysis of key measures on a regular basis to assist decision-making

METHODOLOGY

- 230 responses per week (50 weeks per year) via a 40-minute online survey
- Total sample for volunteer module = 12,326 between August 2014 to July 2015 (including 1,629 volunteers)
- 50% Male/female, aged 16 – 64 years, split evenly across all age brackets
- Markets: across all main centres and regions of New Zealand, reflecting actual population across the country
- Data is weighted by age, gender and location according to the latest New Zealand Census (2013)

THE 20 REGIONS (AUCKLAND IS DIVIDED INTO FOUR SUB-REGIONS) ACROSS NEW ZEALAND
HAVE BEEN GROUPED TOGETHER TO PROVIDE SUFFICIENT SAMPLE FOR THIS REPORT

REGIONAL ANALYSIS

NORTH OF THE NORTH ISLAND	AUCKLAND REGION	CENTRAL NORTH ISLAND	WELLINGTON REGION	NORTH OF THE SOUTH ISLAND	SOUTH OF THE SOUTH ISLAND
Northland	Auckland (North Shore)	Hawkes Bay	Wellington Region	Tasman	Otago
Waikato	Auckland (West)	Taranaki		Marlborough	Southland
Bay of Plenty	Auckland (Central)	Manawatu		Nelson	
Gisborne	Auckland (South)	Whanganui		Canterbury	
				West Coast	

2 KEY INSIGHTS

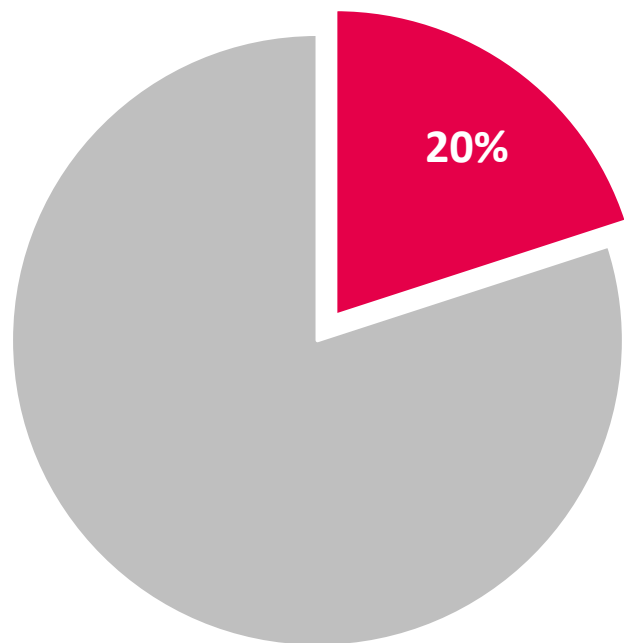


SPORTS VOLUNTEERS ARE LIKELY TO BE PARTICIPANTS OF THEIR SPORT, AND ARE INTRINSICALLY MOTIVATED TO SERVE THEIR COMMUNITY AND SPORT

- The recruitment of volunteers at an early age is critical. Volunteers begin their service at an early age (16-24 years old) and are likely to serve for a significant period of time.
- Sport volunteers are also participants of their respective sports. On average, 54% of sports volunteers have participated in that sport in the last 12 months. Those participating in the sport will be most effective and will help to drive sustainable levels of volunteers.
- The motivations of volunteers are selfless. They serve for the enjoyment achieved from giving back to their community and/or sport, and care little about the rewards they receive in return. The majority of participants intend to continue volunteering, and could be incentivised by more training and development, and better support from clubs and parents.
- The intrinsic rewards (*doing something worthwhile* and *contributing to their community*) that motivate volunteers mean that their rationale for giving up volunteering are due to time restraints or other commitments, rather than a lack of appreciation.
- Older (45 to 64 year old) volunteer coaches are the most qualified and engaged coaches. When compared with younger coaches, older coaches are the most likely to have received coaching development or to have achieved a coaching qualification.
- Older coaches teach participants of all ages, and are very experienced (60% have coached for six years or more). Older coaches are also the most likely to coach a higher level than beginner, and are the most likely to coach at a diverse range of coaching locations.

3 VOLUNTEERS





20% OF NEW ZEALAND
ADULTS ARE SPORT
VOLUNTEERS

THIS REPORT PROVIDES
INSIGHTS INTO THESE
VOLUNTEERS

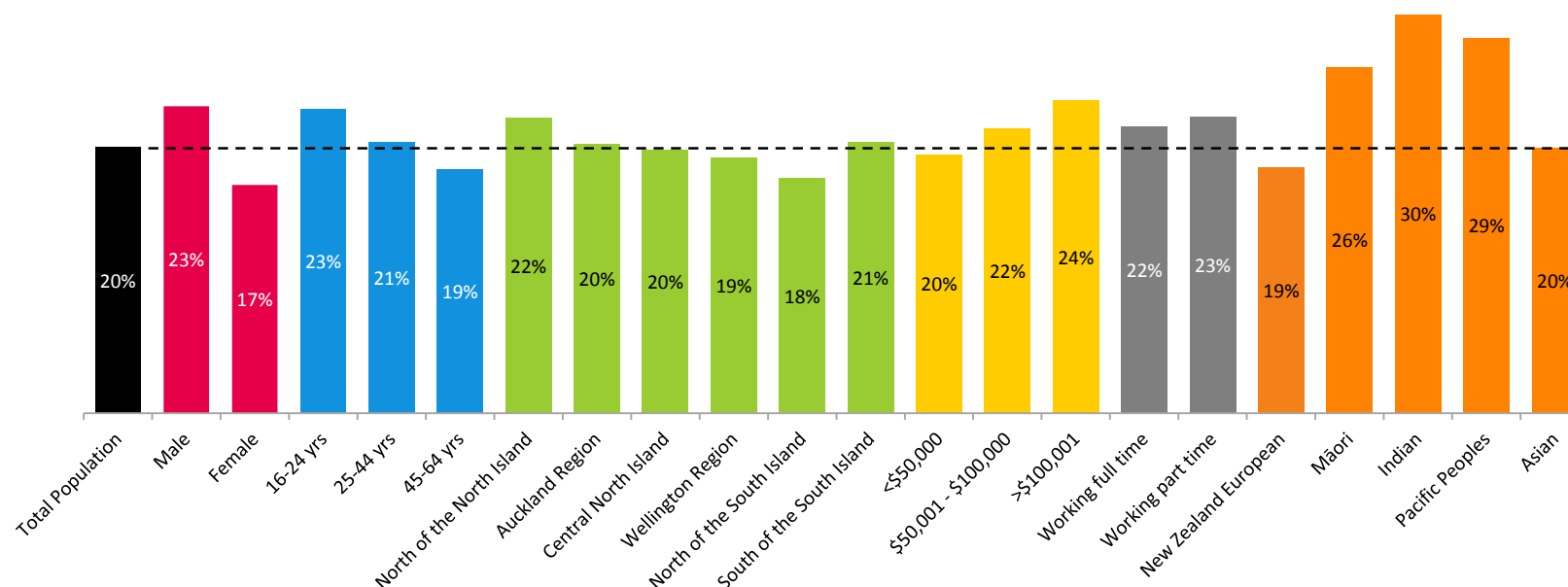
Base: Total Population; n= 12,326



MALES, 16-24 YEAR OLDS,
HIGH INCOME EARNERS
AND NON-NZ EUROPEANS
ARE MORE LIKELY TO BE
VOLUNTEERS

MALES, 16-24 YEAR OLDS, HIGH INCOME EARNERS, MĀORI, INDIAN AND PACIFIC PEOPLES ARE MORE LIKELY TO BE SPORTS VOLUNTEERS WHEN COMPARED WITH ALL KIWIS

VOLUNTEER LEVELS BY DEMOGRAPHICS



Q. Which of the following sports and activities have you volunteered at during the last 12 months?

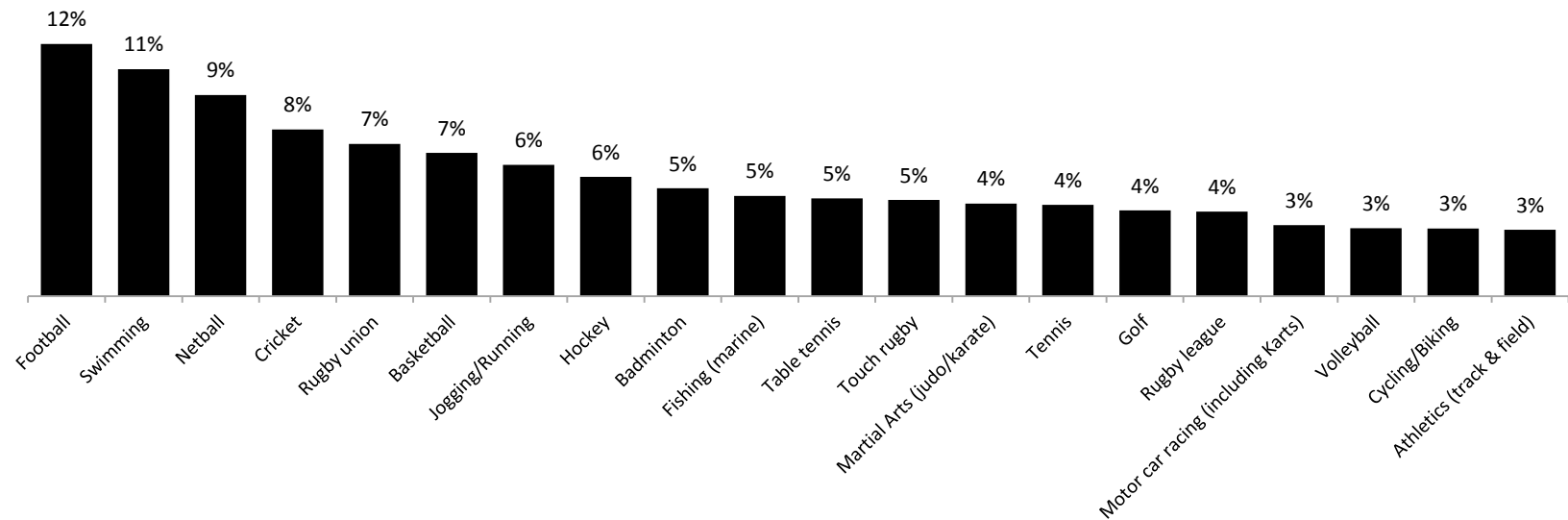
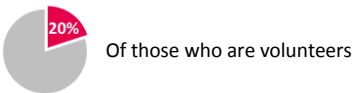
Base: Total Population; n= 466 – 12,326



TEAM SPORTS
HAVE THE HIGHEST
LEVEL OF
VOLUNTEERS

POPULAR TEAM SPORTS SUCH AS FOOTBALL, NETBALL, CRICKET AND RUGBY UNION HAVE SOME OF THE HIGHEST LEVELS OF VOLUNTEERS

SPORTS VOLUNTEERED IN – TOP 20



Q. Which of the following sports and activities have you volunteered at during the last 12 months?

Base: Volunteers; n= 1,629

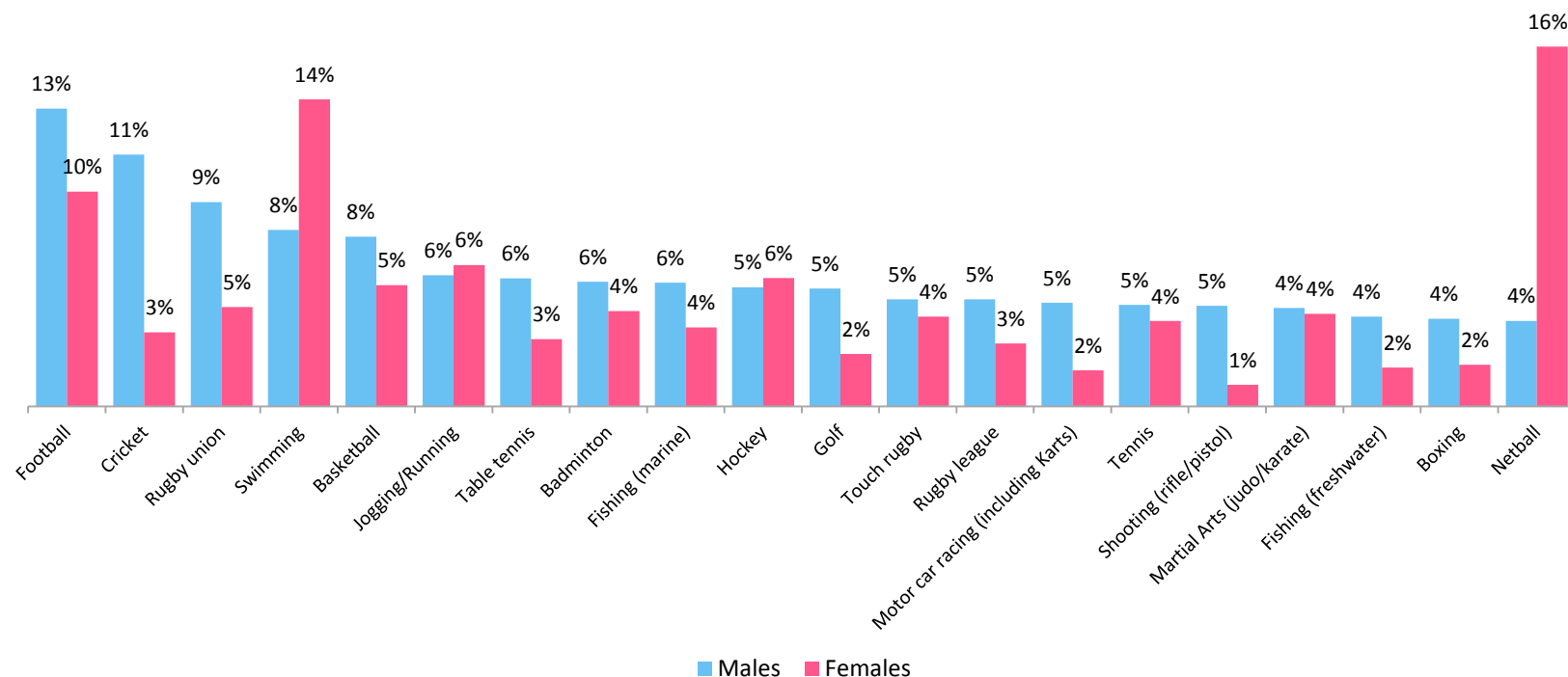
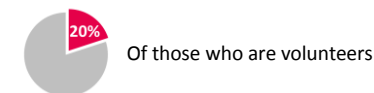


MALES VOLUNTEER AT
SIGNIFICANTLY HIGHER RATES THAN
FEMALES IN FOOTBALL, CRICKET
AND RUGBY UNION

FEMALES VOLUNTEER AT
SIGNIFICANTLY HIGHER RATES THAN
MALES IN NETBALL, SWIMMING,
GYMNASTICS AND EQUESTRIAN

MALES ARE MOST LIKELY TO VOLUNTEER IN FOOTBALL, BUT ALSO VOLUNTEER AT SIGNIFICANTLY HIGHER RATES IN CRICKET AND RUGBY UNION WHEN COMPARED WITH FEMALES

SPORTS VOLUNTEERED IN – TOP 20 BY GENDER – SORTED BY MALES

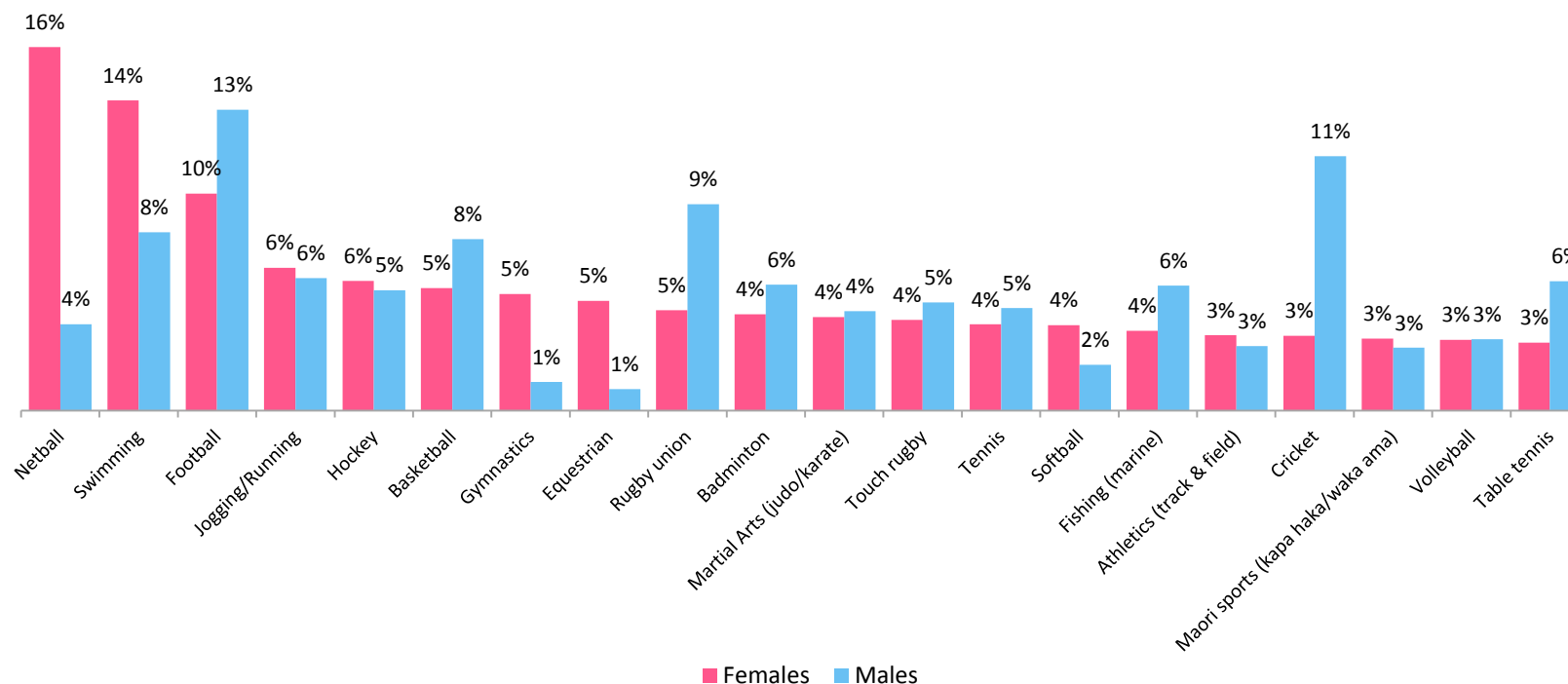
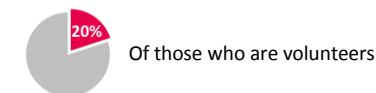


Q. Which of the following sports and activities have you volunteered at during the last 12 months?

Base: Volunteers; n= 672 – 957

FEMALES ARE MOST LIKELY TO VOLUNTEER IN NETBALL AND SWIMMING AND VOLUNTEER SIGNIFICANTLY MORE IN GYMNASTICS AND EQUESTRIAN COMPARED WITH MALES

SPORTS VOLUNTEERED IN – TOP 20 BY GENDER – SORTED BY FEMALES



Q. Which of the following sports and activities have you volunteered at during the last 12 months?

Base: Volunteers; n= 672 – 957

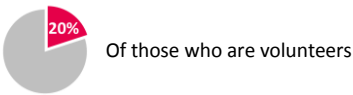


WHEN ASSESSING EACH
SPORT, VOLUNTEERS
ARE TWICE AS LIKELY*
TO HAVE PARTICIPATED
IN SPORT IN THE LAST
12 MONTHS

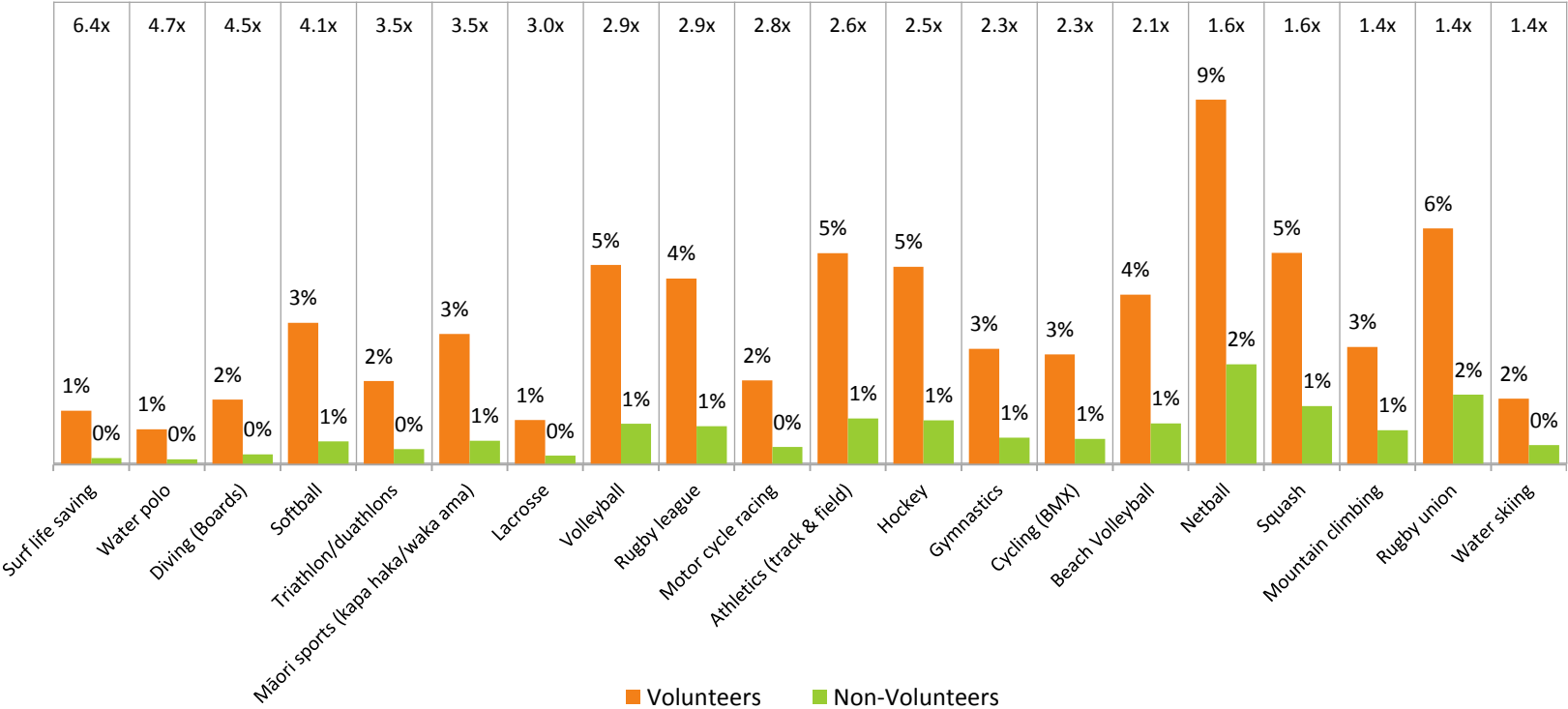
*AS NON-VOLUNTEERS

ACROSS ALL SPORTS, VOLUNTEERS ARE TWICE AS LIKELY TO HAVE PARTICIPATED IN A SPORT IN THE LAST 12 MONTHS

SPORTS PARTICIPATED IN - BY SPORTS VOLUNTEERS MORE LIKELY TO PARTICIPATE LAST 12 MONTHS



Times more likely that volunteers participate when compared with non-volunteers



Q. Which of the following sports and activities have you volunteered at during the last 12 months?
Q. Which of the following sports, recreation activities or forms of exercise have you participated in during the last 12 months?

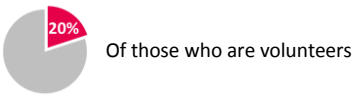
Base: Volunteers of specific sports; n= 143 – 1,325



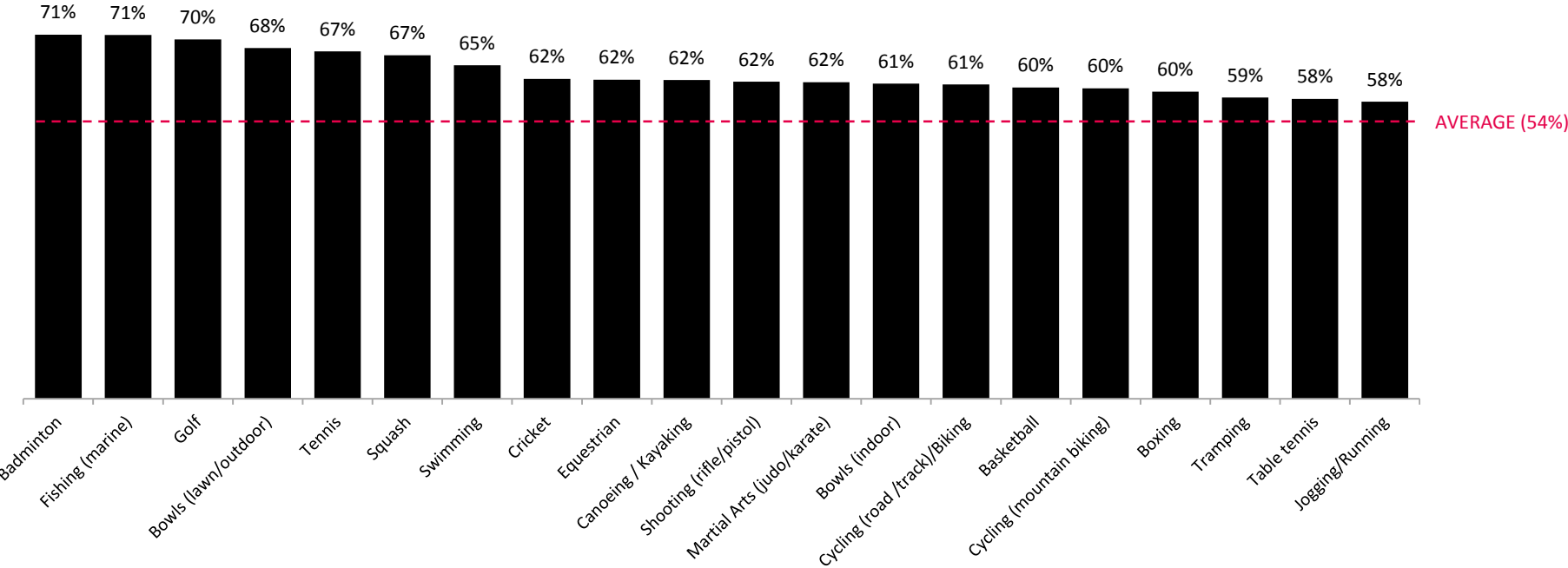
ON AVERAGE, 54% OF
SPORTS VOLUNTEERS
HAVE PARTICIPATED IN
THE SPORT THEY
VOLUNTEERED IN OVER
THE LAST 12 MONTHS

MOST VOLUNTEERS PARTICIPATE IN SPORTS THEY VOLUNTEER IN. MORE THAN SEVEN OUT OF TEN BADMINTON VOLUNTEERS HAVE ALSO PLAYED BADMINTON IN THE LAST 12 MONTHS

SPORTS PARTICIPATED IN – BY THAT SPORTS VOLUNTEERS
LAST 12 MONTHS



Note: to provide sufficient data for analysis, data shown was collected over the last four years

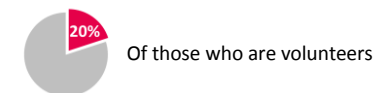


Q. Which of the following sports and activities have you volunteered at during the last 12 months?
Q. Which of the following sports, recreation activities or forms of exercise have you participated in during the last 12 months?

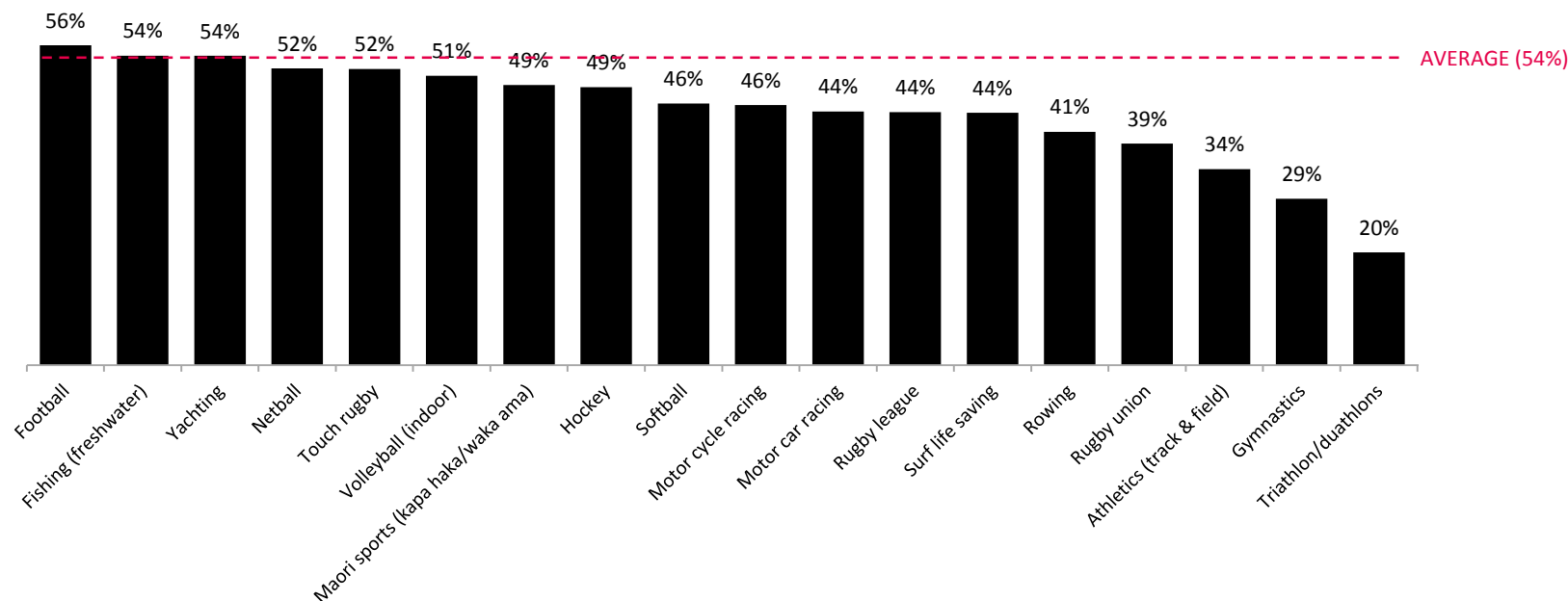
Base: Volunteers of specific sports; n= 143 – 1,325

ON AVERAGE, 54% OF A SPORTS VOLUNTEERS HAVE PARTICIPATED IN THAT SPORT IN THE LAST 12 MONTHS

SPORTS PARTICIPATED IN – BY THAT SPORTS VOLUNTEERS LAST 12 MONTHS



Note: to provide sufficient data for analysis, data shown was collected over the last four years



Q. Which of the following sports and activities have you volunteered at during the last 12 months?

Q. Which of the following sports, recreation activities or forms of exercise have you participated in during the last 12 months?

Base: Volunteers of specific sports; n= 143 – 1,325

FOR THE PURPOSE OF ASSESSING VOLUNTEERING ROLES, SPORT NEW ZEALAND GROUPED SIMILAR ROLES TOGETHER

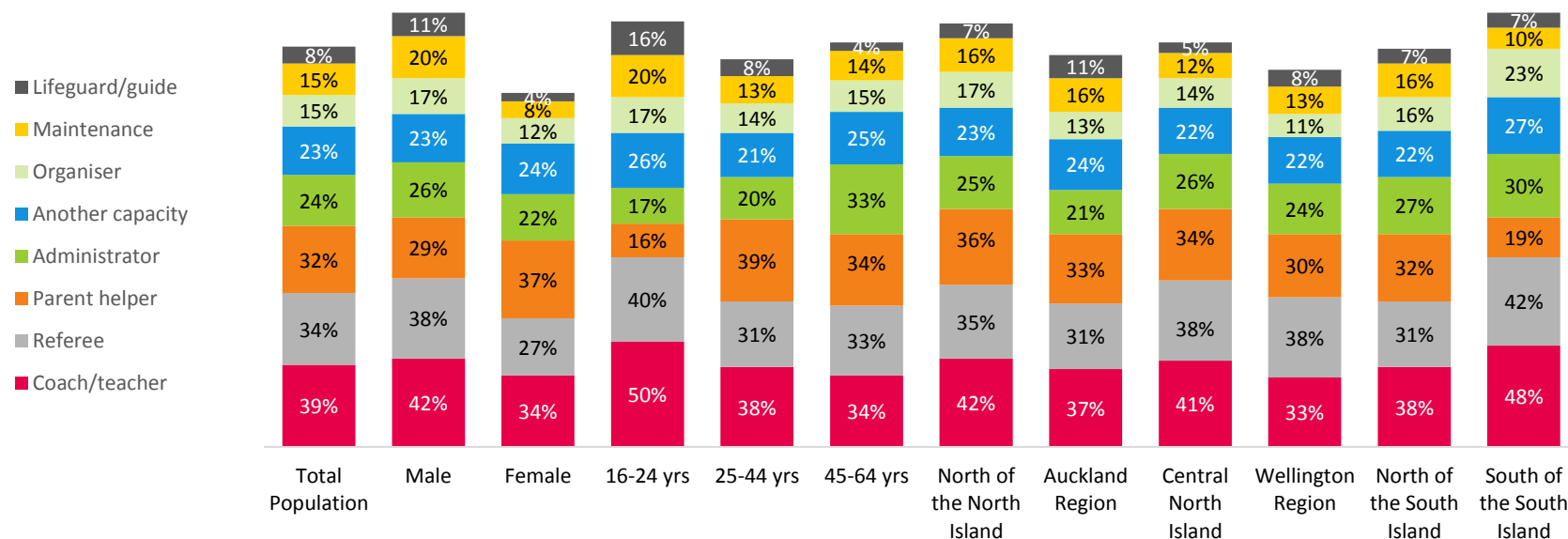
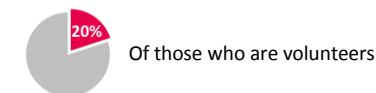
LABEL	VOLUNTEERING ROLES INCLUDED			
Coach/teacher	Coach	Teacher	Trainer	Instructor
Referee	Referee	Judge	Official	Umpire
Administrator	Administrator	Secretary	Committee member	
Lifeguard/guide	Lifeguard	Guide		
Organiser	Organiser of fundraising events			
Maintenance	Maintenance of facilities and/or equipment			
Parent helper	Parent helper			
Another capacity	Another capacity			



THE THREE MOST
POPULAR
VOLUNTEERING ROLES
ARE BEING A
COACH/TEACHER, A
REFEREE OR A
PARENT HELPER

MALES, 16-24 YEAR OLDS, AND THOSE LIVING IN THE NORTH OF THE NORTH ISLAND OR SOUTH OF THE SOUTH ISLAND ARE INVOLVED IN A WIDER RANGE OF VOLUNTEER ROLES

VOLUNTEERING ROLES BY DEMOGRAPHICS

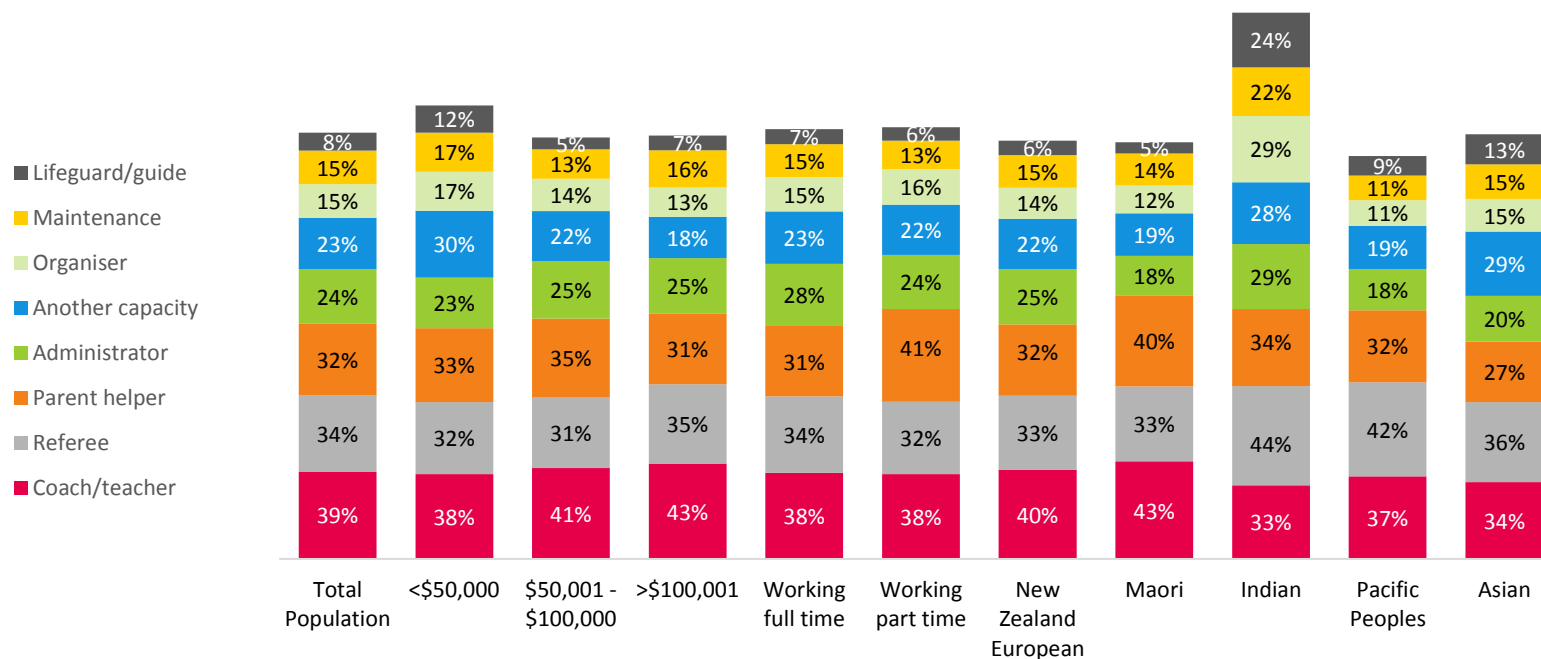
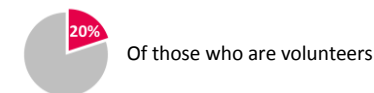


Q. In what capacity have you volunteered for these sports/activities?

Base: Volunteers; n= 113 – 1,629

INDIANS AND HOUSEHOLDS WITH INCOMES BELOW \$50,000 ARE ALSO MORE LIKELY TO VOLUNTEER IN A LARGER RANGE OF CAPACITIES

VOLUNTEERING ROLES BY DEMOGRAPHICS

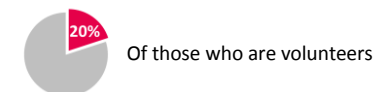


Q. In what capacity have you volunteered for these sports/activities?

Base: Volunteers; n= 78 – 1,629

NETBALL HAS HIGH LEVELS OF COACHES, REFEREES AND PARENT HELPERS RANKING AS A TOP FIVE SPORT FOR ALL THREE ROLES

VOLUNTEERING ROLES – TOP 5 SPORTS



RANK	COACH/TEACHER	REFEREE	PARENT HELPER	ADMINISTRATOR
1	Martial Arts 60%	Badminton 45%	Swimming 48%	Tennis 30%
2	Basketball 48%	Cricket 43%	Hockey 41%	Badminton 29%
3	Hockey 47%	Netball 40%	Touch rugby 40%	Table tennis 28%
4	Netball 37%	Touch rugby 38%	Rugby league 40%	Rugby league 25%
5	Football 37%	Motor car racing 36%	Netball 36%	Jogging/running 22%
RANK	ANOTHER CAPACITY	ORGANISER	MAINTENANCE	LIFEGUARD/GUIDE
1	Fishing (marine) 49%	Jogging/Running 20%	Motor car racing 21%	Swimming 15%
2	Table tennis 29%	Table tennis 17%	Cricket 15%	Table tennis 12%
3	Jogging/running 27%	Rugby league 15%	Fishing (marine) 15%	Motor car racing 8%
4	Motor car racing 26%	Cricket 15%	Jogging/running 12%	Tennis 7%
5	Cricket 23%	Tennis 14%	Rugby league 11%	Rugby league 7%

Q. In what capacity have you volunteered for these sports/activities?
Note: some sports have been excluded due to insufficient sample size

Base: Volunteers; n= 50 – 216



MALES ARE MOST LIKELY
TO VOLUNTEER FOR 17
TO 64 YEAR OLDS

FEMALES ARE MOST
LIKELY TO VOLUNTEER
FOR THOSE AGED 16
YEARS AND YOUNGER

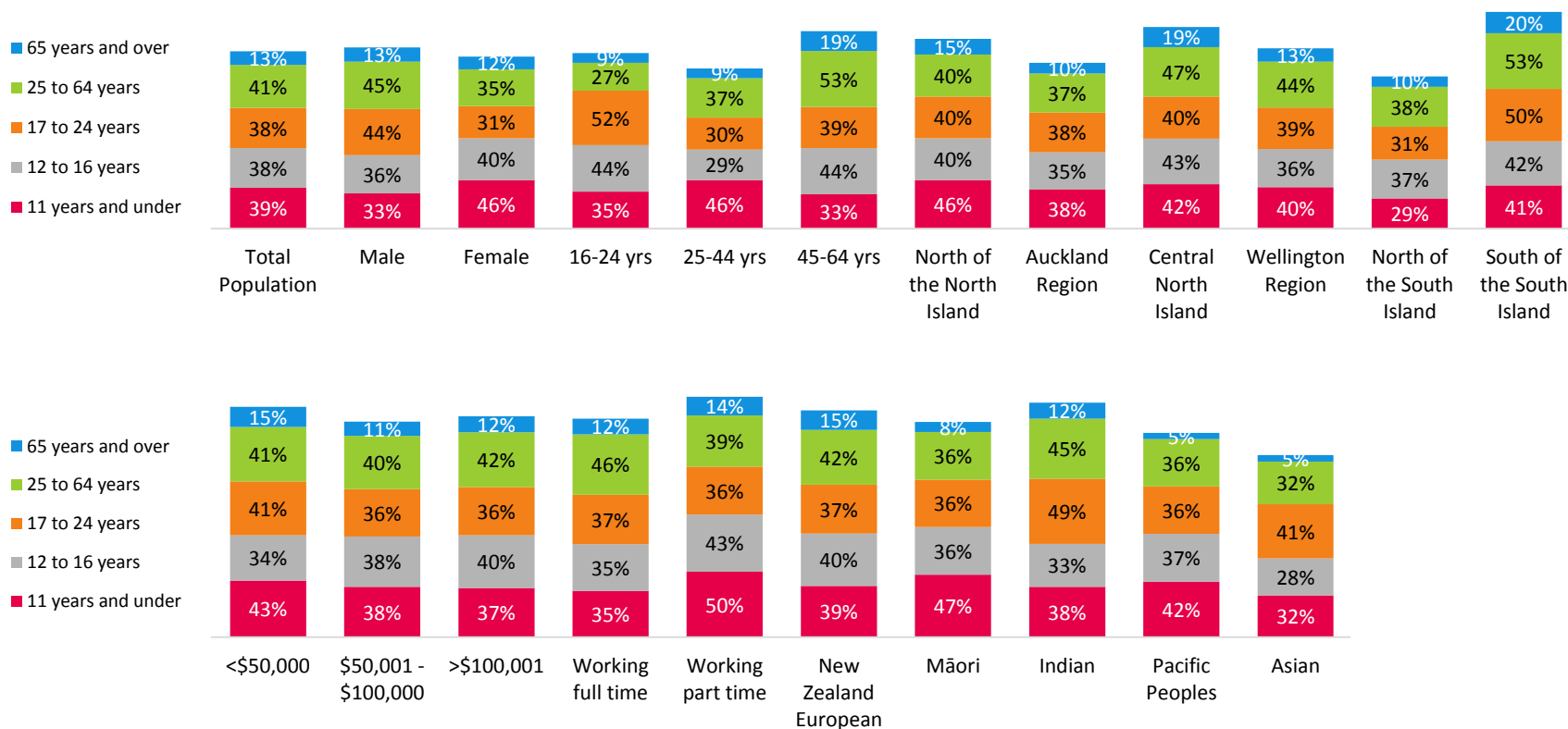
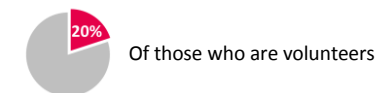


16-24 & 45-64 YEAR OLDS
ARE MOST LIKELY TO
VOLUNTEER FOR THEIR PEERS

25-44 YEAR OLDS ARE MOST
LIKELY TO BE VOLUNTEERS
FOR THEIR CHILDREN (11
YEARS AND YOUNGER)

MALES ARE MOST LIKELY TO VOLUNTEER FOR 17 TO 64 YEAR OLDS, WHILE FEMALES ARE MOST LIKELY TO VOLUNTEER FOR THOSE AGED 16 YEARS AND YOUNGER

AGE GROUP VOLUNTEERED FOR BY DEMOGRAPHICS

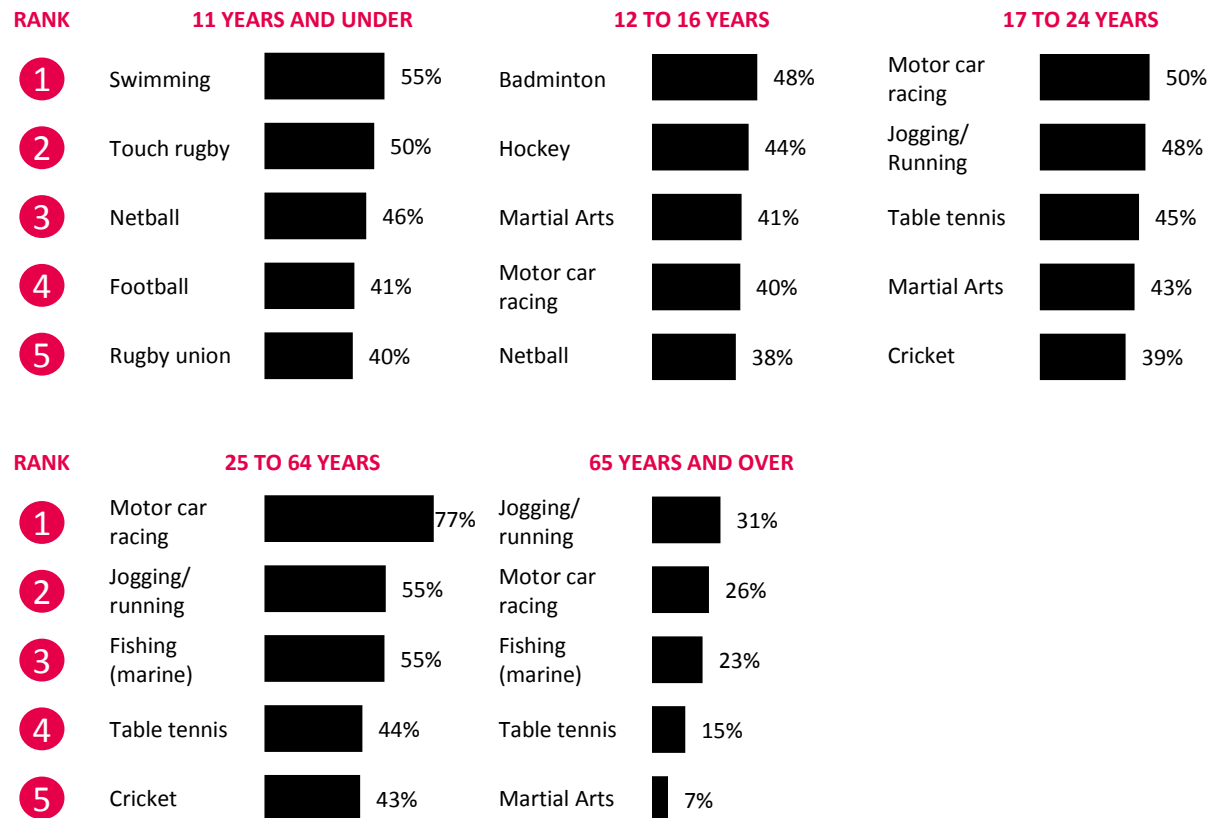
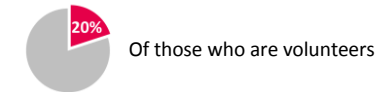


Q. Which age groups do you volunteer for? Select the group(s) that best match the age group(s) you volunteer for

Base: Volunteers; n = 78 – 1,629

VOLUNTEERS OF YOUNGER AGE GROUPS ARE INVOLVED IN SOCIAL, SKILL BASED TEAM SPORTS, E.G. TOUCH RUGBY. AS GROUPS GROW OLDER, SPORTS ARE MORE INDIVIDUAL, FITNESS OR RECREATIONALLY BASED

AGE GROUP VOLUNTEERED FOR – TOP 5 SPORTS



Q. In what capacity have you volunteered for these sports/activities?
Note: some sports have been excluded due to insufficient sample size

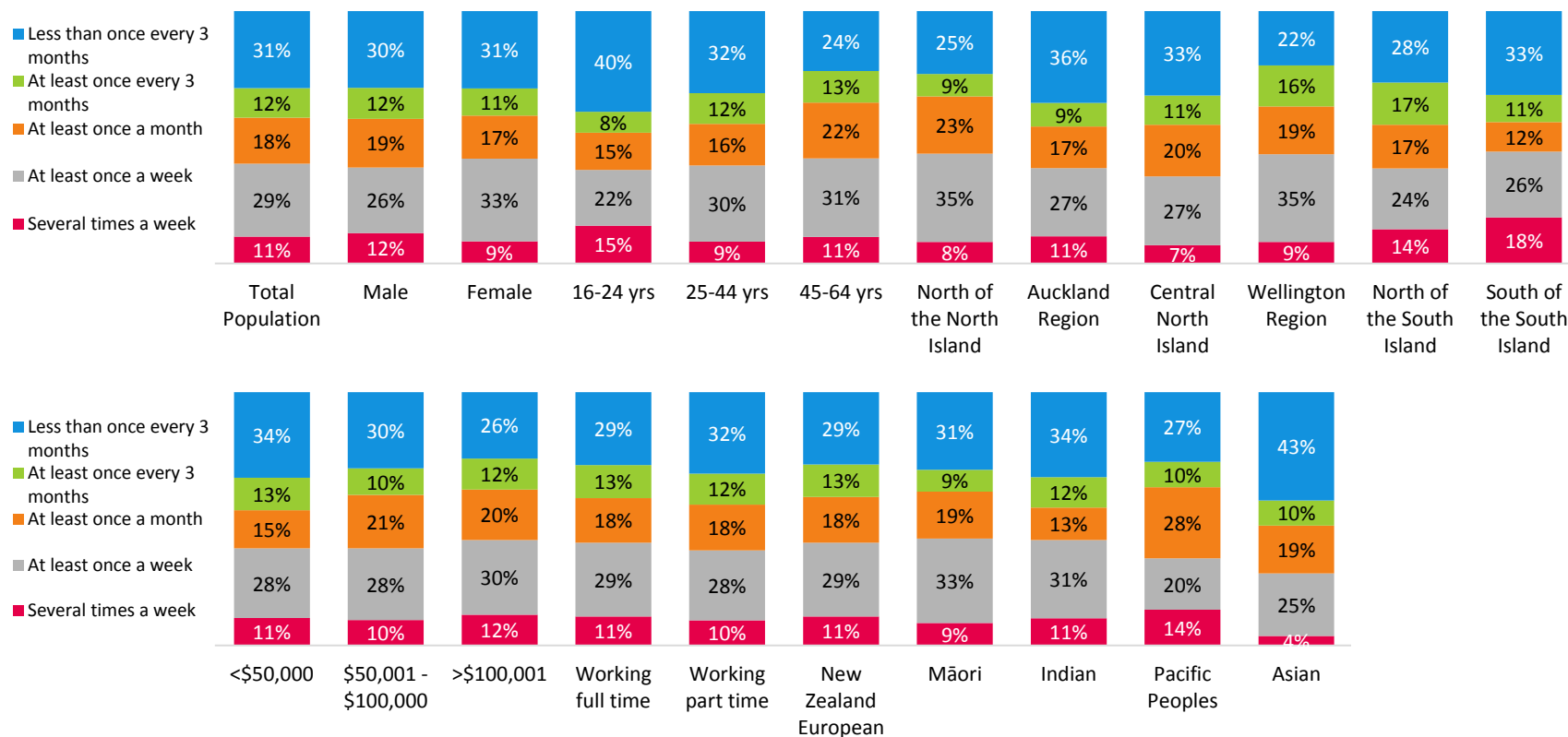
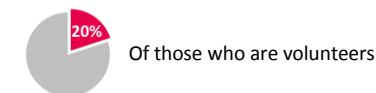
Base: Volunteers of specific sports; n= 50 – 216



THE HIGHER THE
HOUSEHOLD INCOME
AND THE OLDER THE
VOLUNTEER, THE
MORE FREQUENTLY
THEY VOLUNTEER

THE OLDER THE VOLUNTEER, OR THE HIGHER A VOLUNTEER'S HOUSEHOLD INCOME, THE MORE FREQUENTLY THEY VOLUNTEER

VOLUNTEERING FREQUENCY BY DEMOGRAPHICS

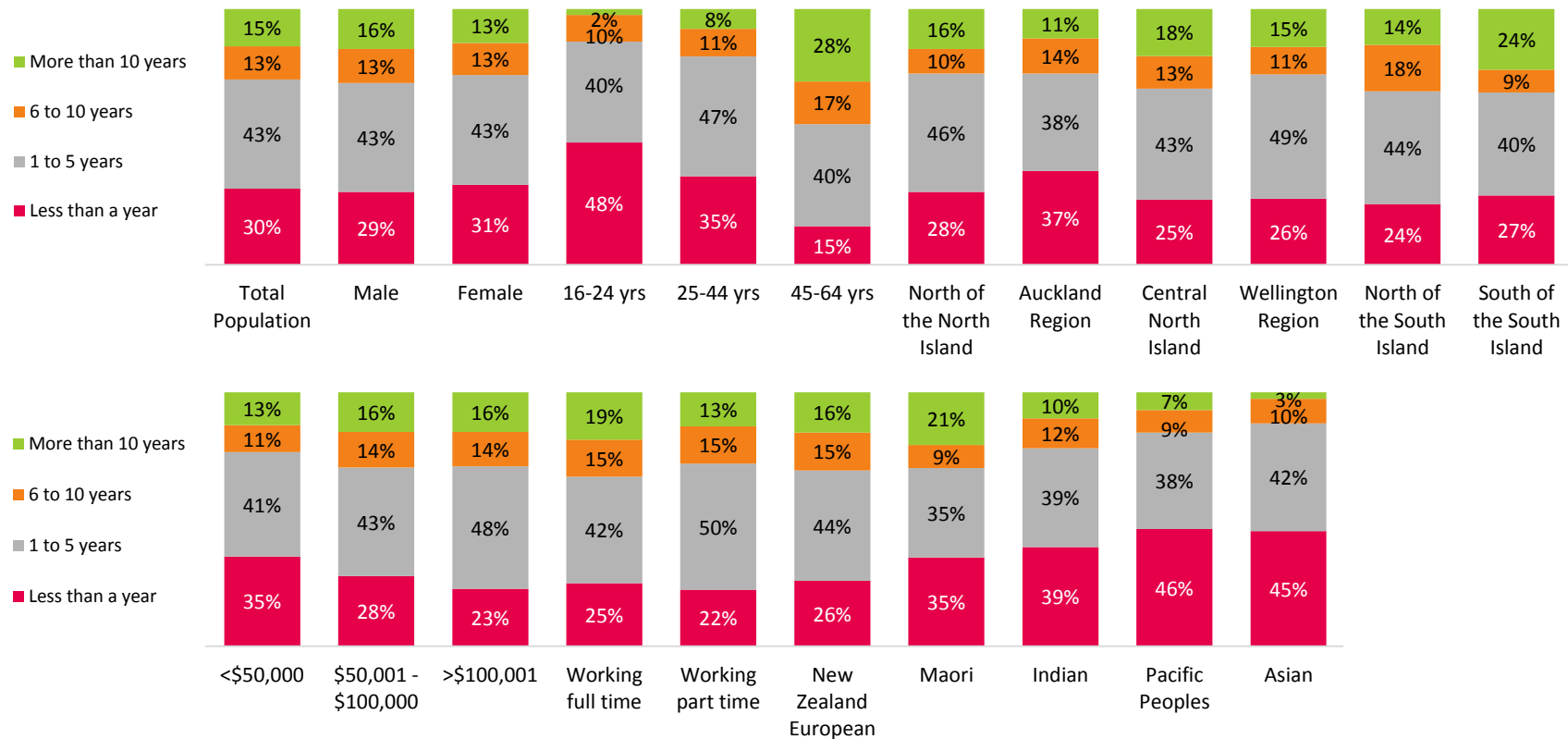
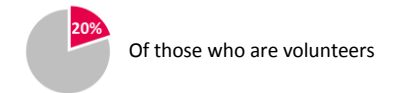


Q. How often do you volunteer?

Base: Volunteers by different demographics; n = 78 – 1,629

AS AGE INCREASES, THE LENGTH OF SERVICE PROVIDED BY VOLUNTEERS INCREASES

VOLUNTEERING LENGTH BY DEMOGRAPHICS

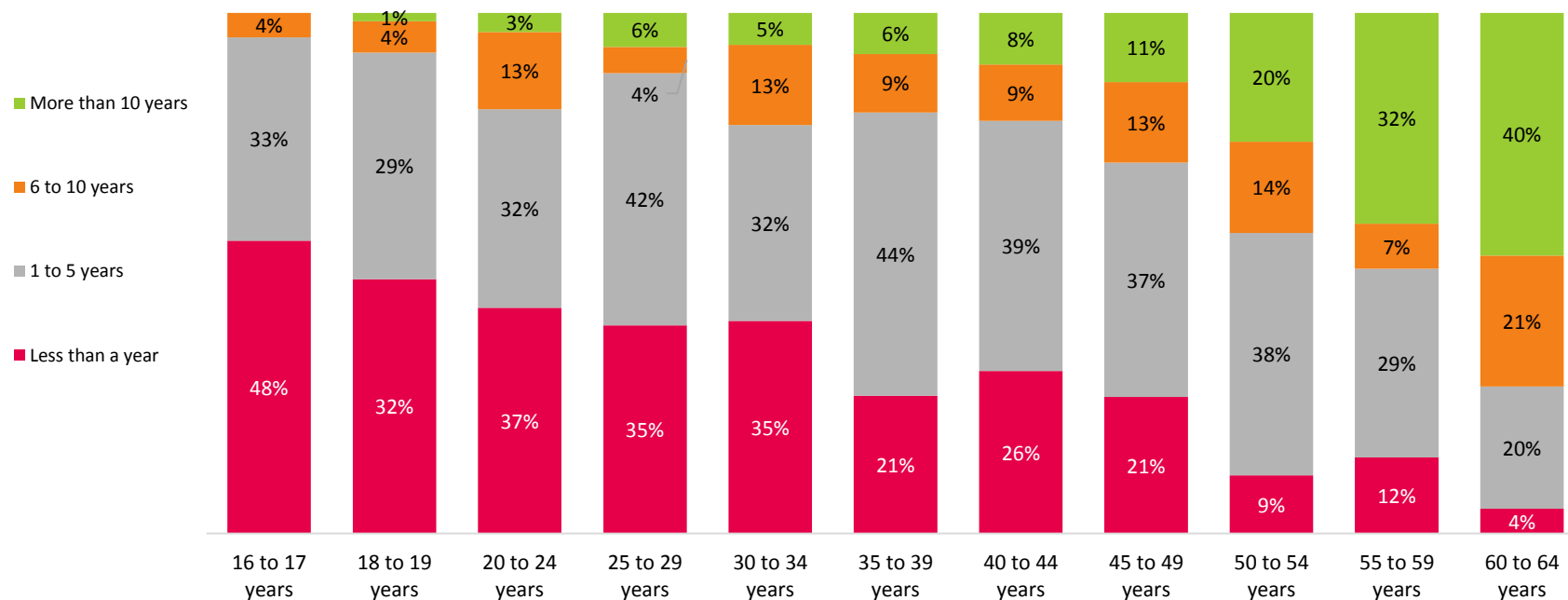
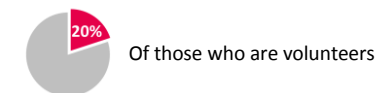


Q. How many years have you been volunteering?

Base: Volunteers by different demographics; n= 78 – 1,629

AS AGE INCREASES, THE LENGTH OF SERVICE A VOLUNTEER HAS PROVIDED INCREASES, SUGGESTING VOLUNTEERS START EARLY AND CONTINUE

VOLUNTEERING LENGTH BY AGE



Q. How many years have you been volunteering?

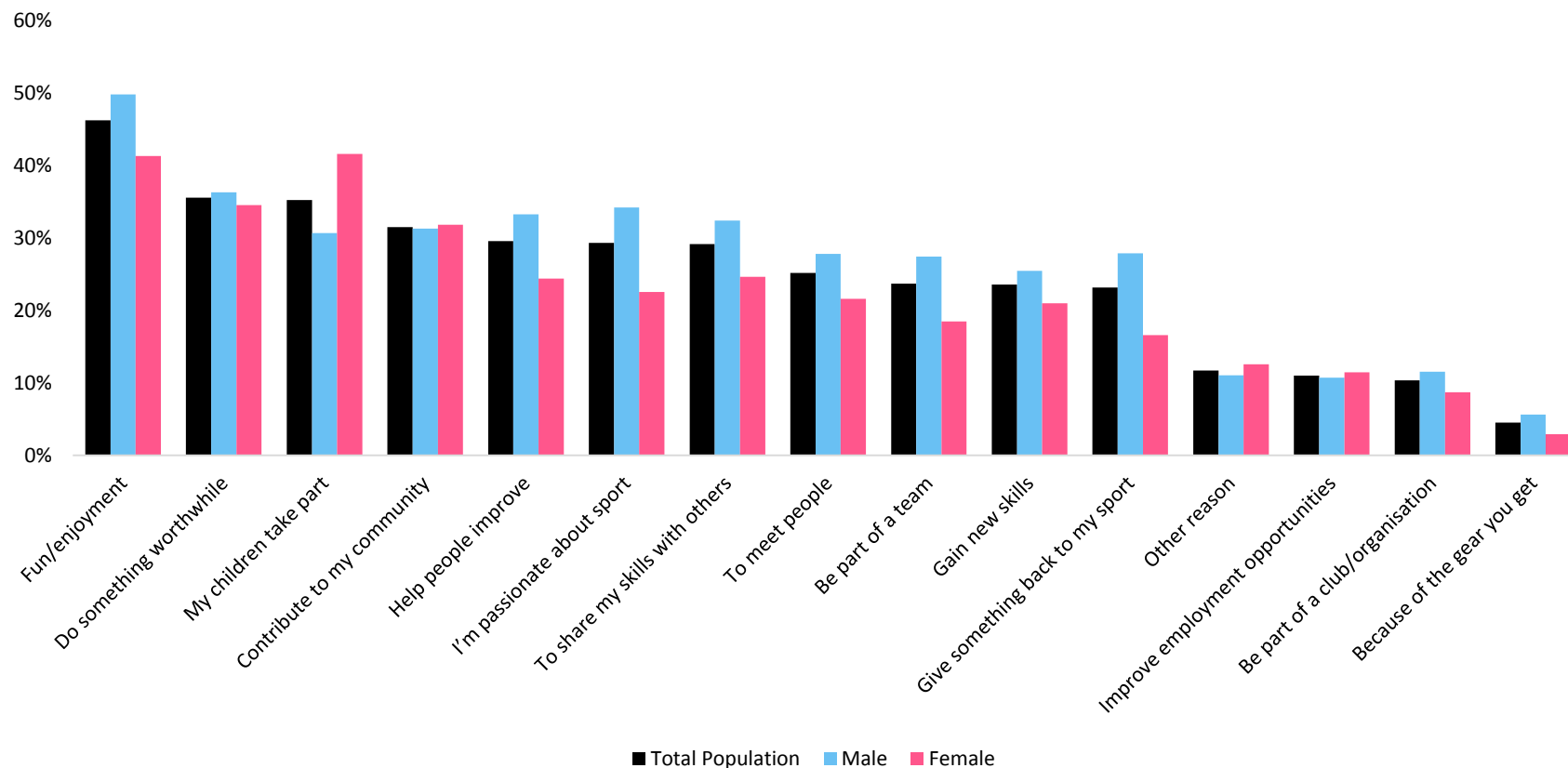
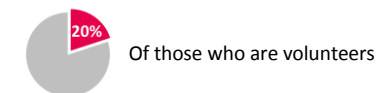
Base: Volunteers by different demographics; n = 78 – 1,629



INTRINSIC REWARDS,
SUCH AS
*FUN/ENJOYMENT AND
TO DO SOMETHING
WORTHWHILE*, ARE THE
KEY DRIVERS FOR
VOLUNTEERING

VOLUNTEERS ARE PRIMARILY MOTIVATED BECAUSE THEY ENJOY IT AND THEY WANT TO GIVE BACK TO THE COMMUNITY OR SPORT. UPSKILLING OR REWARDS ARE NOT PRIORITISED

VOLUNTEERING MOTIVATION BY GENDER

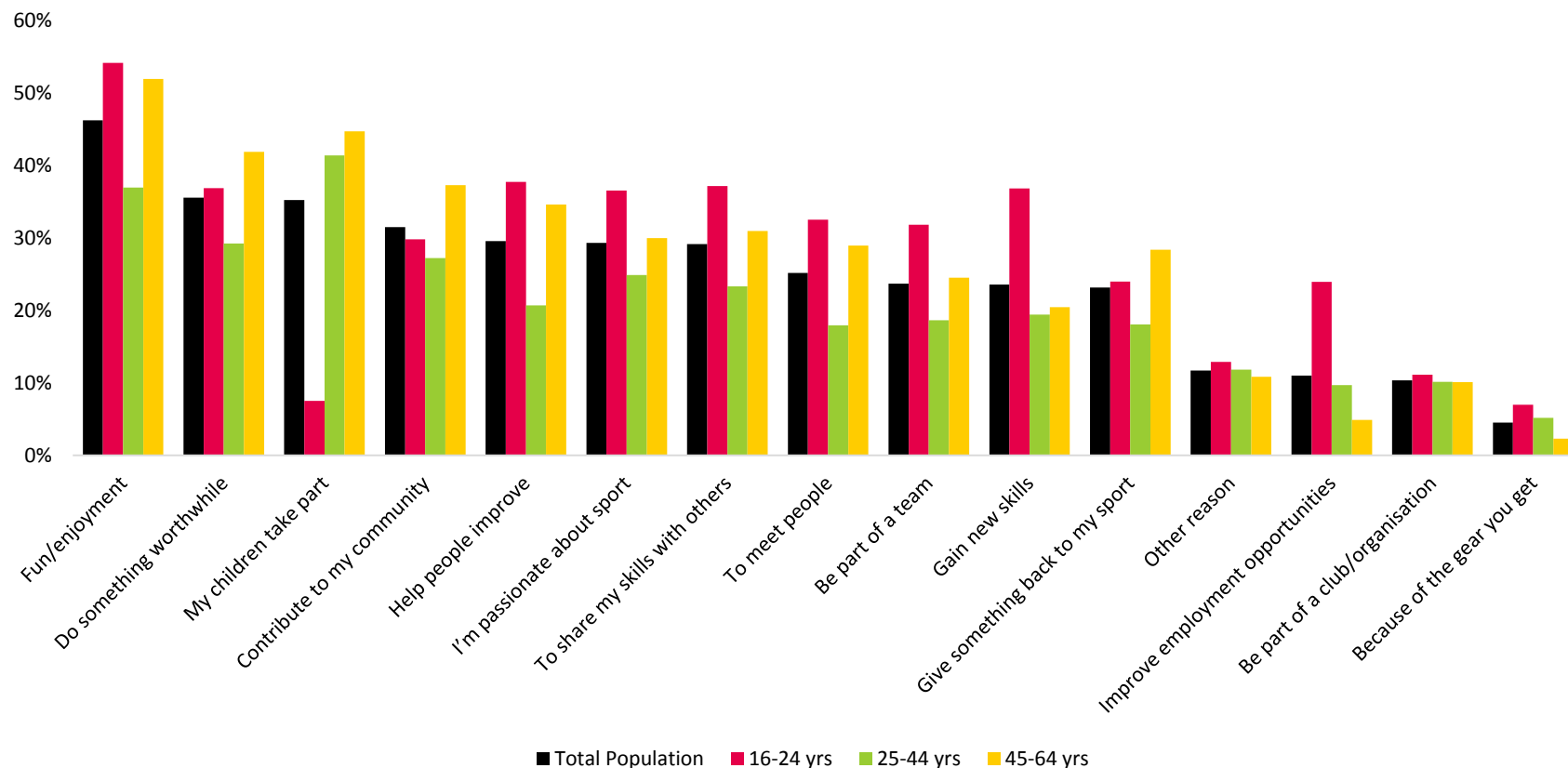
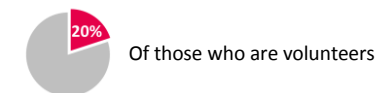


Q. Why did you become a volunteer?

Base: Volunteers by different demographics; n= 672 – 1,629

VOLUNTEERS AGED 24 YEARS OR YOUNGER ARE MORE LIKELY MOTIVATED TO SERVE TO GAIN NEW SKILLS AND TO IMPROVE THEIR EMPLOYMENT OPPORTUNITIES

VOLUNTEERING MOTIVATION BY AGE

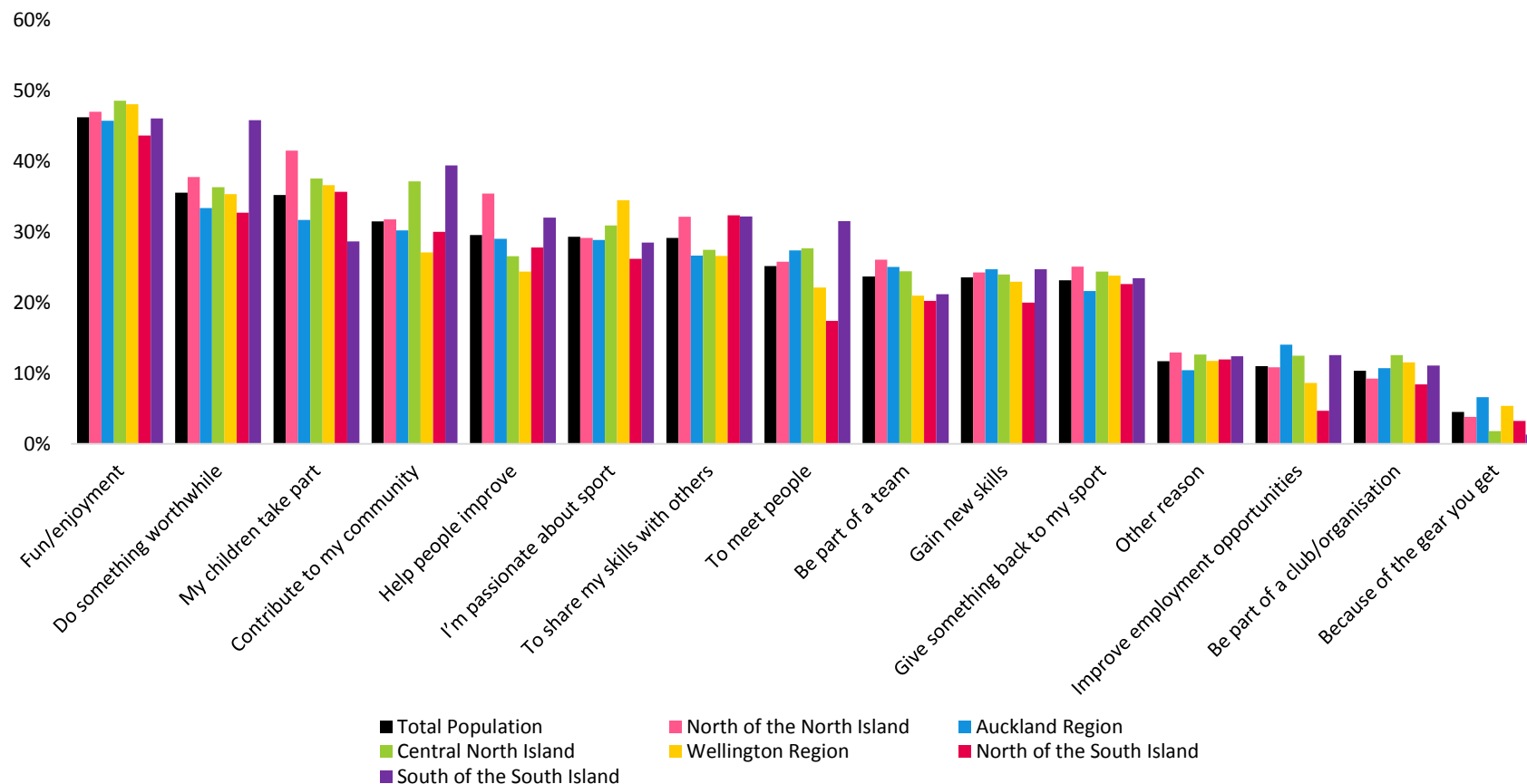
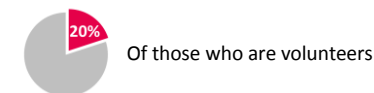


Q. Why did you become a volunteer?

Base: Volunteers by different demographics; n= 358 – 1,629

VOLUNTEERING MOTIVATIONS ARE SIMILAR ACROSS ALL REGIONS, EXCEPT THE SOUTH OF THE SOUTH ISLAND, WHICH OVER-INDEXES AS MOTIVATED TO *DO SOMETHING WORTHWHILE*

VOLUNTEERING MOTIVATION BY LOCATION

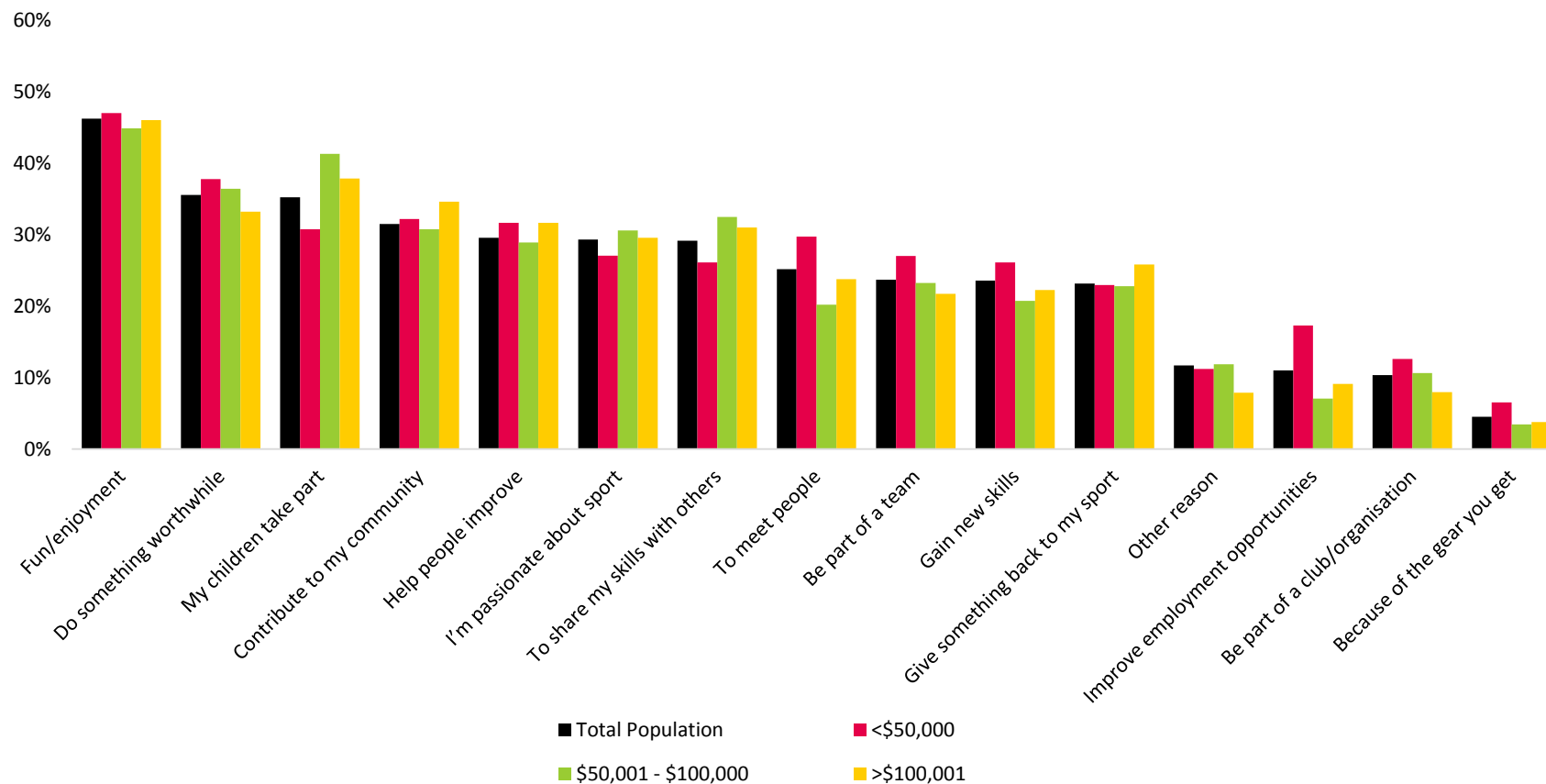
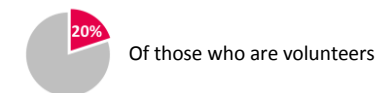


Q. Why did you become a volunteer?

Base: Volunteers by different demographics; n= 113 – 1,629

VOLUNTEERS WITH HOUSEHOLD INCOMES ABOVE \$50,001 ARE MORE LIKELY TO BE MOTIVATED BECAUSE THEIR *CHILDREN TAKE PART* OR *TO SHARE THEIR SKILLS WITH OTHERS*

VOLUNTEERING MOTIVATION BY INCOME

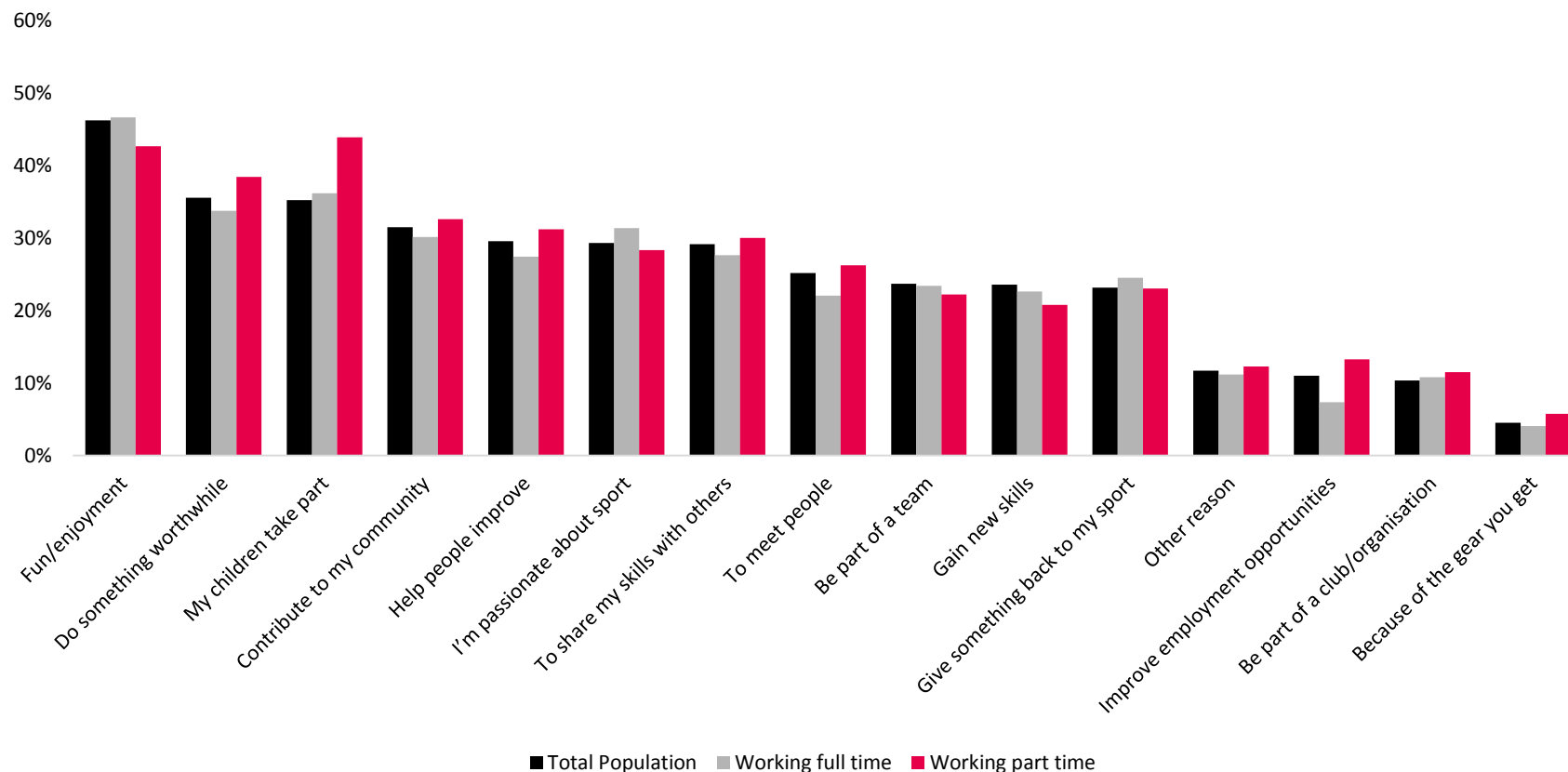
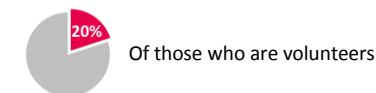


Q. Why did you become a volunteer?

Base: Volunteers by different demographics; n= 368 – 1,629

EMPLOYMENT STATUS HAS LITTLE IMPACT ON VOLUNTEERING MOTIVATIONS. HOWEVER PART TIME VOLUNTEERS ARE MORE LIKELY TO VOLUNTEER BECAUSE THEIR *CHILDREN TAKE PART*

VOLUNTEERING MOTIVATION BY EMPLOYMENT STATUS

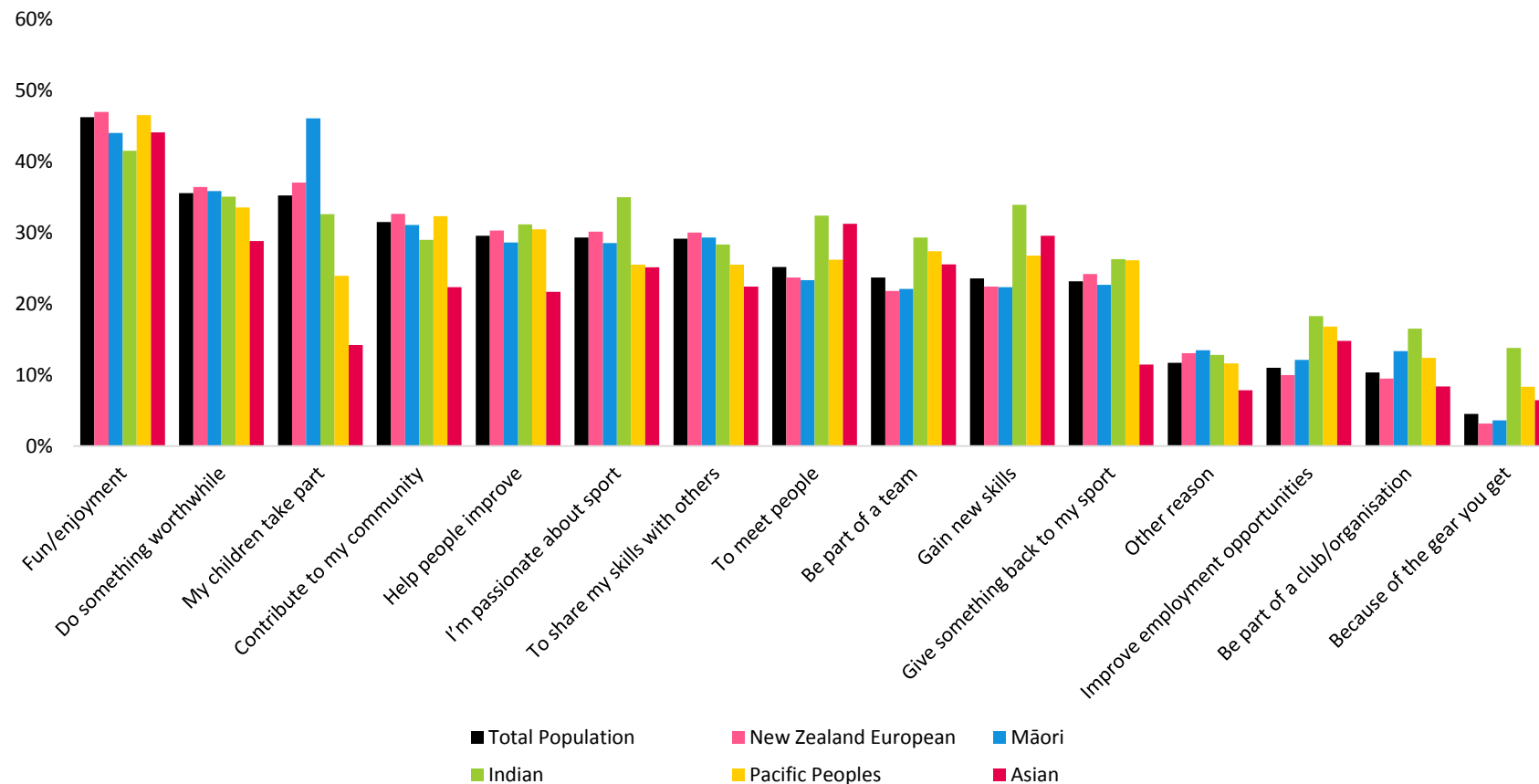
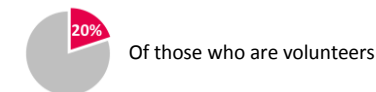


Q. Why did you become a volunteer?

Base: Volunteers by different demographics; n= 240 – 1,629

MĀORI VOLUNTEERS ARE MOST LIKELY TO VOLUNTEER BECAUSE THEIR CHILDREN TAKE PART. INDIAN'S ARE MOTIVATED BECAUSE THEY'RE *PASSIONATE* OR TO *GAIN NEW SKILLS*

VOLUNTEERING MOTIVATION BY ETHNICITY



Q. Why did you become a volunteer?

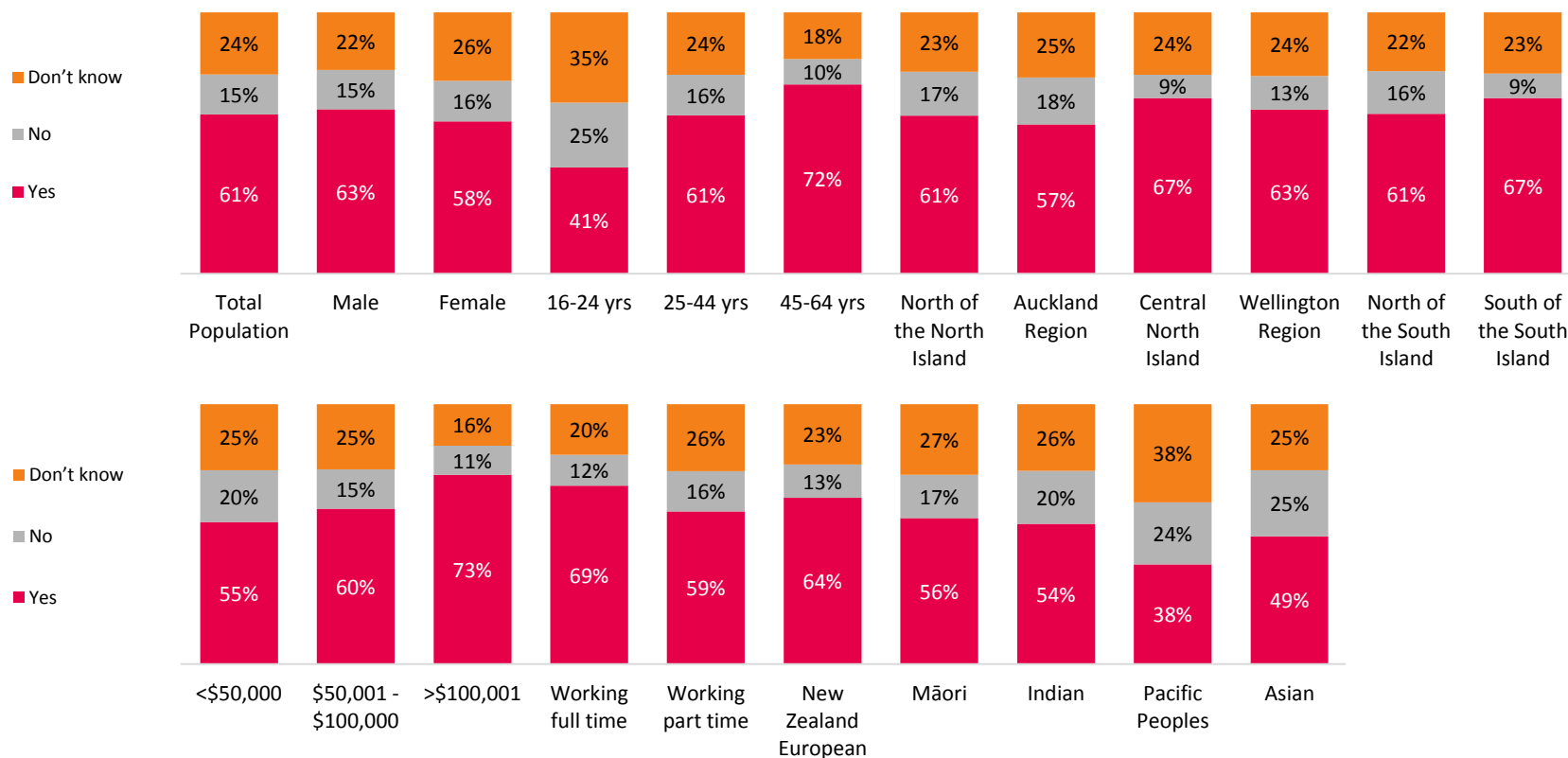
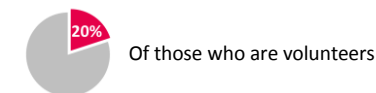
Base: Volunteers by different demographics; n= 78 – 1,629



THE OLDER THE
VOLUNTEER, THE
MORE LIKELY THEY
ARE TO INTEND ON
VOLUNTEERING IN
THE FUTURE

SIX OUT OF TEN VOLUNTEERS INTEND ON CONTINUING IN THE FUTURE. AS AGE AND HOUSEHOLD INCOME INCREASES, INTENTION TO CONTINUE VOLUNTEERING INCREASES

INTENTION TO CONTINUE VOLUNTEERING BY DEMOGRAPHICS



Q. Do you intend to continue volunteering in the next 12 months?

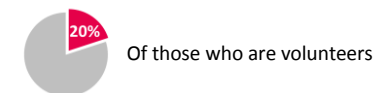
Base: Volunteers by different demographics; n= 78 – 1,629



THE UNIVERSAL TOP
INCENTIVES TO ENCOURAGE
FUTURE VOLUNTEERING ARE;
MORE TRAINING AND
DEVELOPMENT AND
BETTER SUPPORT FROM THE
CLUB/PARENTS

MORE TRAINING AND DEVELOPMENT IS THE TOP INCENTIVE THAT WOULD ENCOURAGE VOLUNTEERING IN THE FUTURE, EXCEPT FOR 45-64 YEAR OLDS (BETTER CLUB SUPPORT)

INCENTIVES TO ENCOURAGE FUTURE VOLUNTEERING – RANKED BY DEMOGRAPHICS



	TOTAL POP.	MALE	FEMALE	16-24 YRS	25-44 YRS	45-64 YRS
1	More training and development	More training and development	More training and development	More training and development	More training and development	Better club support
2	Better club support	Better club support	More support from parents	Better club support	Better club support	More training and development
3	More support from parents	Social events with volunteers	Better club support	More recognition	More support from parents	More support from parents

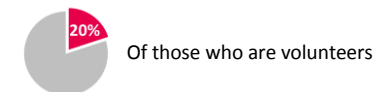
	NTH OF THE NTH ISLAND	AKL REGION	CENTRAL NORTH ISLAND	WLG REGION	NTH OF THE STH ISLAND	STH OF THE STH ISLAND
1	More training and development	More training and development	More training and development	More training and development	More training and development	More training and development
2	More support from parents	Better club support	Social events with volunteers	Better club support	Better club support	Better club support
3	Better club support	Social events with volunteers	More support from parents	More support from parents	More support from parents	More support from parents

Q. Which three things would encourage you to continue volunteering in future? (please rate 1, 2 and 3)

Base: Volunteers by different demographics; n= 78 – 1,629

VOLUNTEERS THAT ALSO WORK PART TIME WOULD BE MOST INCENTIVISED TO CONTINUE IF THEY RECEIVED MORE SUPPORT FROM PARENTS

INCENTIVES TO ENCOURAGE FUTURE VOLUNTEERING – RANKED BY DEMOGRAPHICS



	TOTAL POP.	<\$50,000	\$50,001 - \$100,000	>\$100,001	WORKING FULL TIME	WORKING PART TIME
1	More training and development	More training and development	More training and development	More training and development	More training and development	More support from parents
2	Better club support	Better club support	More support from parents	Better club support	Better club support	More training and development
3	More support from parents	More support from parents	Better club support	More support from parents	More support from parents	Better club support

	NEW ZEALAND EUROPEAN	MĀORI	INDIAN	PACIFIC PEOPLES	ASIAN
1	More training and development	More training and development	More training and development	More training and development	Better club support
2	Better club support	More support from parents	More support from parents	Better club support	Social events with volunteers
3	More support from parents	Better club support	Better club support	Social events with volunteers	More training and development

Q. Which three things would encourage you to continue volunteering in future? (please rate 1, 2 and 3)

Base: Volunteers by different demographics; n= 78 – 1,629

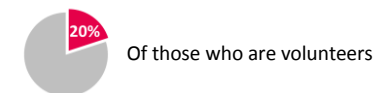


THE SCARCITY OF TIME
FORCES SPORTS
VOLUNTEERS TO GIVE UP

OTHER COMMITMENTS
SUCH AS WORK AND
FAMILY TAKE PRIORITY

THE TIME REQUIREMENTS OF WORK AND OTHER COMMITMENTS ARE THE MAIN REASONS FOR SPORTS VOLUNTEERS GIVING UP

REASONS FOR GIVING UP VOLUNTEERING* BY DEMOGRAPHICS



	TOTAL POPULATION		MALE		FEMALE	
1	Need time for work	23%	Need time for work	20%	Other reason	27%
2	Other reason	22%	Other reason	18%	Need time for work	27%
3	Other commitments	18%	Don't enjoy it anymore	14%	Other commitments	27%
4	Don't enjoy it anymore	17%	Time for other interests	12%	Children no longer involved	23%
5	Children no longer involved	17%	Other commitments	12%	Don't enjoy it anymore	21%
6	Time for other interests	13%	Children no longer involved	11%	Poor health/injury	17%
7	Poor health/injury	11%	Made a sufficient contribution	11%	Time for other interests	14%
8	More time for family	10%	More time for family	10%	Contribution isn't appreciated	11%
9	Contribution isn't appreciated	10%	More time for friends	9%	More time for family	11%
10	Made a sufficient contribution	9%	Contribution isn't appreciated	8%	Not fit enough	8%

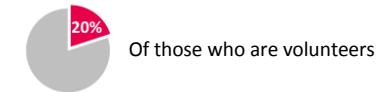
Q. Which three things would encourage you to continue volunteering in future? (please rate 1, 2 and 3)

*Note: other demographic segments had insufficient sample sizes for analysis

Base: Volunteers that do not intend on continuing; n= 92 – 212

HAVING TIME FOR OTHER COMMITMENTS INCLUDING WORK AND FAMILY ARE RELEVANT BARRIERS TO FUTURE VOLUNTEERING ACROSS ALL AGE GROUPS

REASONS FOR GIVING UP VOLUNTEERING* BY DEMOGRAPHICS



	TOTAL POPULATION		16-24 YEAR OLDS		25-44 YEAR OLDS		45-64 YEAR OLDS**	
1	Need time for work	23%	Other commitments	24%	Other reason	21%	Children no longer involved	32%
2	Other reason	22%	Other reason	21%	Children no longer involved	21%	Need time for work	30%
3	Other commitments	18%	Need time for work	21%	Need time for work	20%	Other reason	25%
4	Don't enjoy it anymore	17%	Don't enjoy it anymore	18%	Don't enjoy it anymore	17%	Other commitments	21%
5	Children no longer involved	17%	Time for other interests	18%	Contribution isn't appreciated	14%	Poor health/injury	17%
6	Time for other interests	13%	More time for friends	17%	Other commitments	13%	Don't enjoy it anymore	15%
7	Poor health/injury	11%	Made a sufficient contribution	9%	Poor health/injury	12%	More time for family	13%
8	More time for family	10%	More time for family	7%	More time for family	11%	Made a sufficient contribution	13%
9	Contribution isn't appreciated	10%	Don't have required qualifications	6%	Time for other interests	10%	Time for other interests	11%
10	Made a sufficient contribution	9%	More time for sport	6%	Costs too much	10%	Too much 'red tape'	9%

Q. Which three things would encourage you to continue volunteering in future? (please rate 1, 2 and 3)

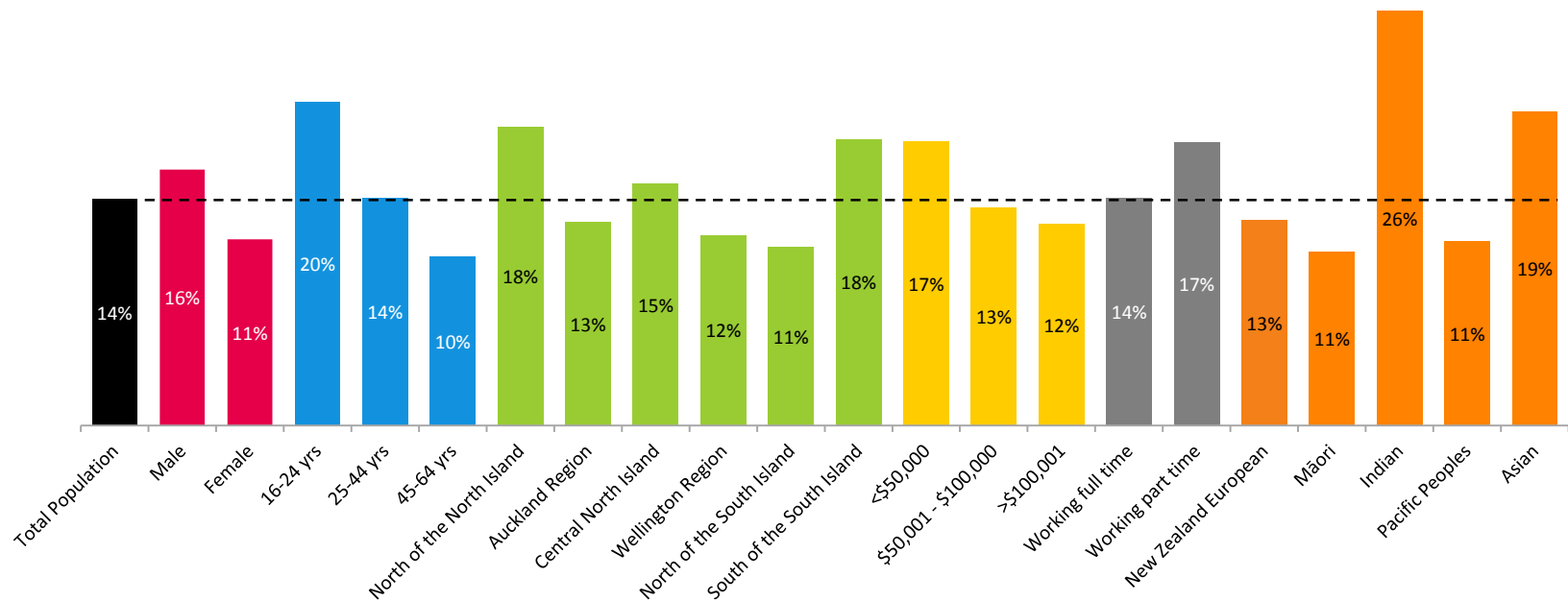
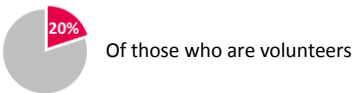
Base: Volunteers that do not intend on continuing; n= 47 – 212

*Note: other demographic segments had insufficient sample sizes for analysis

**Caution: low sample size, interpret with caution

THE MOST LIKELY ONE-OFF EVENT VOLUNTEER IS A YOUNG ETHNIC MALES WORKING PART-TIME WITH LOWER HOUSEHOLD INCOMES, LIVING IN THE NORTH OF THE NORTH ISLAND

ONE-OFF EVENT VOLUNTEERING
BY DEMOGRAPHICS

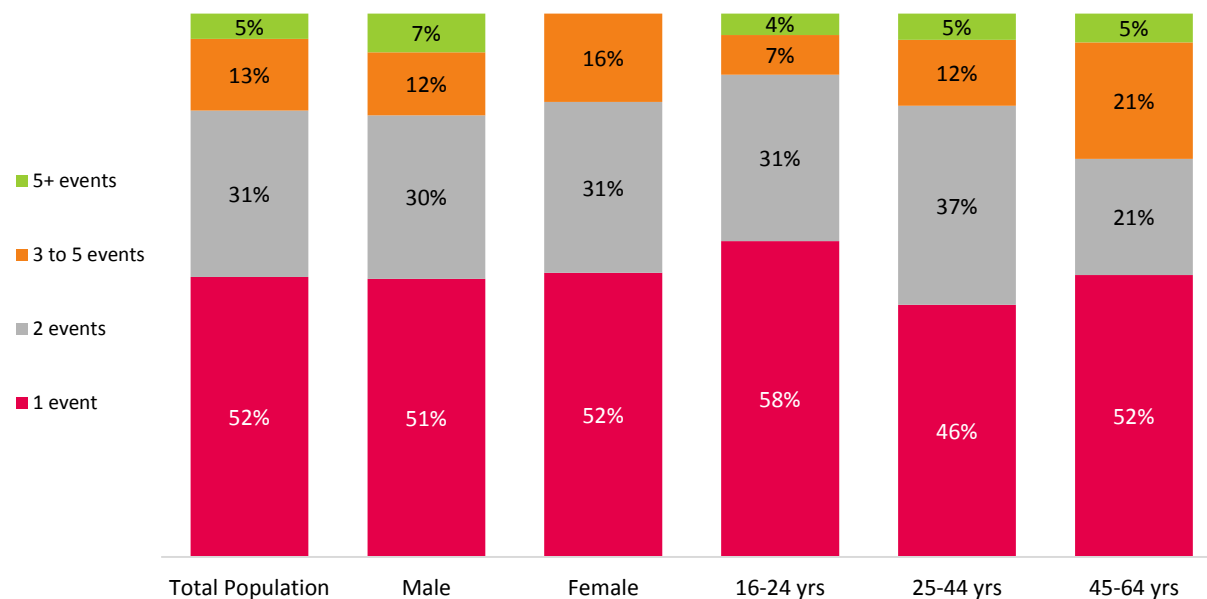
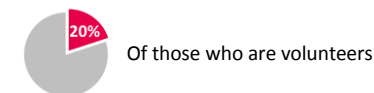


Q. In the last 12 months, have you volunteered for any one-off events (e.g. Round the Bays, Half Marathons)?

Base: Volunteers by different demographics; n= 78 – 1,629

THOSE AGED 45 YEARS OR OLDER ARE MORE LIKELY TO HAVE VOLUNTEERED FOR AT LEAST THREE ONE-OFF EVENTS

ONE-OFF EVENT VOLUNTEERING FREQUENCY* BY DEMOGRAPHICS



Q. In the last 12 months, have you volunteered for any one-off events (e.g. Round the Bays, Half Marathons)?

*Note: other demographic segments had insufficient sample sizes for analysis

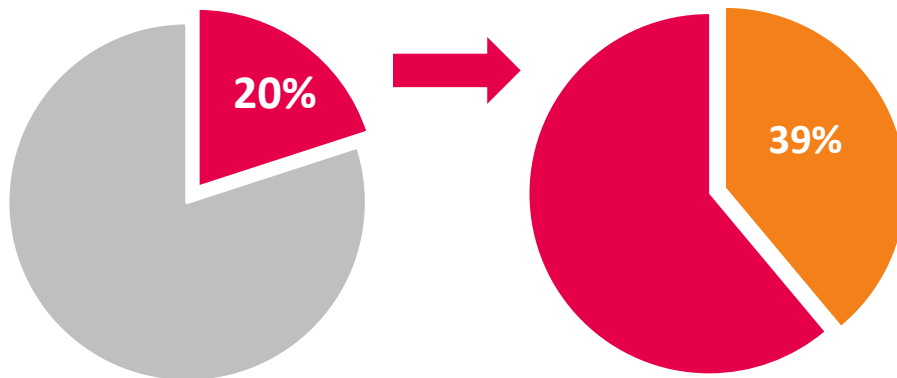
Base: One-off event volunteers; n= 63 – 234

4 COACHES AND TEACHERS



COACHES AND TEACHERS KEY FINDINGS

- Almost half of all volunteer coaches have previously received some form of development, and of those who have received development, more than 60% either have a qualification, or are working towards one.
- Males and older coaches are more likely to have a qualification.
- Part time employed, 16-44 year old, and female volunteer coaches are more likely to coach those aged 11 years and younger. Full time, 45 years and older and male volunteer coaches are more likely to coach 17 to 64 year old participants.
- Coaches work with both genders, however male and female coaches are notably more likely to coach those of the same gender.
- Coaches that are older, male, or working full time are notably more likely to have served for a longer period of time.
- For almost 70% of volunteer coaches, beginners (27%) or a school/club competition (41%) will be the highest level they coach.
- The two most popular coaching locations are at a sports club (47%) or at a school outside of curriculum time (33%). Coaches that also work full time are notably more likely to use a sports club. Coaches that also work part time are more likely coach at school grounds.



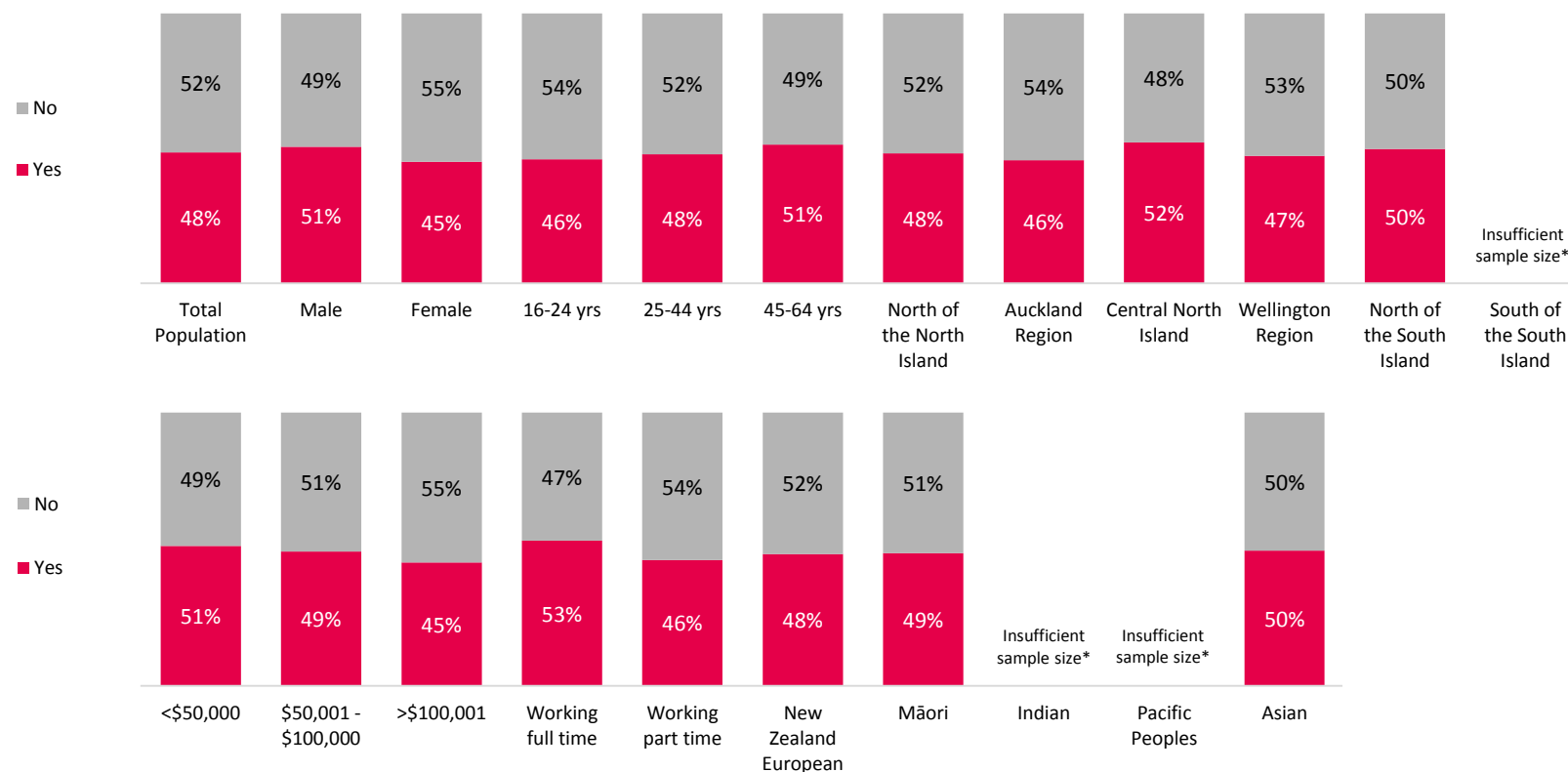
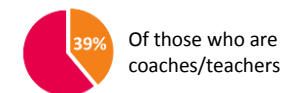
WITHIN THE 20% OF NEW ZEALAND ADULTS WHO ARE SPORT VOLUNTEERS, 39% ARE COACHES/TEACHERS

THIS SECTION TAKES A PARTICULAR FOCUS UPON THESE VOLUNTEERS

Base: Coach/teacher; n= 60 – 633

LEVELS OF PREVIOUS COACHING DEVELOPMENT ARE CONSISTENT ACROSS ALL DEMOGRAPHIC SEGMENTS, AT APPROXIMATELY 50%

PREVIOUS VOLUNTEER DEVELOPMENT RECEIVED BY DEMOGRAPHICS



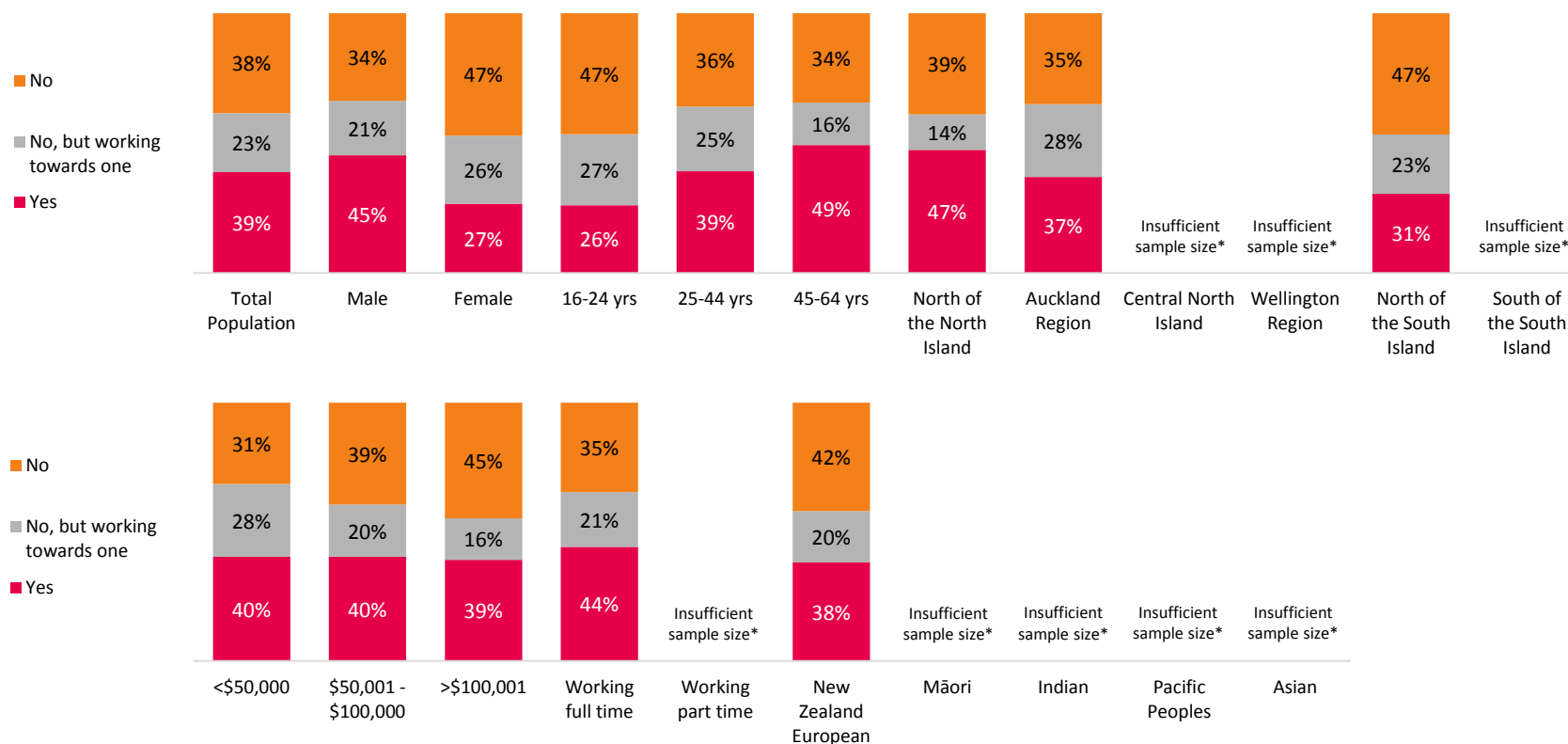
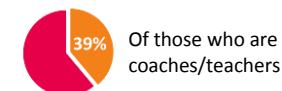
Q. Have you ever received any form of coach development for this sport

*Sample size is insufficient to show data

Base: Coach/teacher; n= 60 – 633

MALES AND THOSE AGED 45 TO 64 ARE NOTABLY MORE LIKELY TO BE WORKING TOWARDS A COACHING QUALIFICATION

COACHING QUALIFICATION BY DEMOGRAPHICS



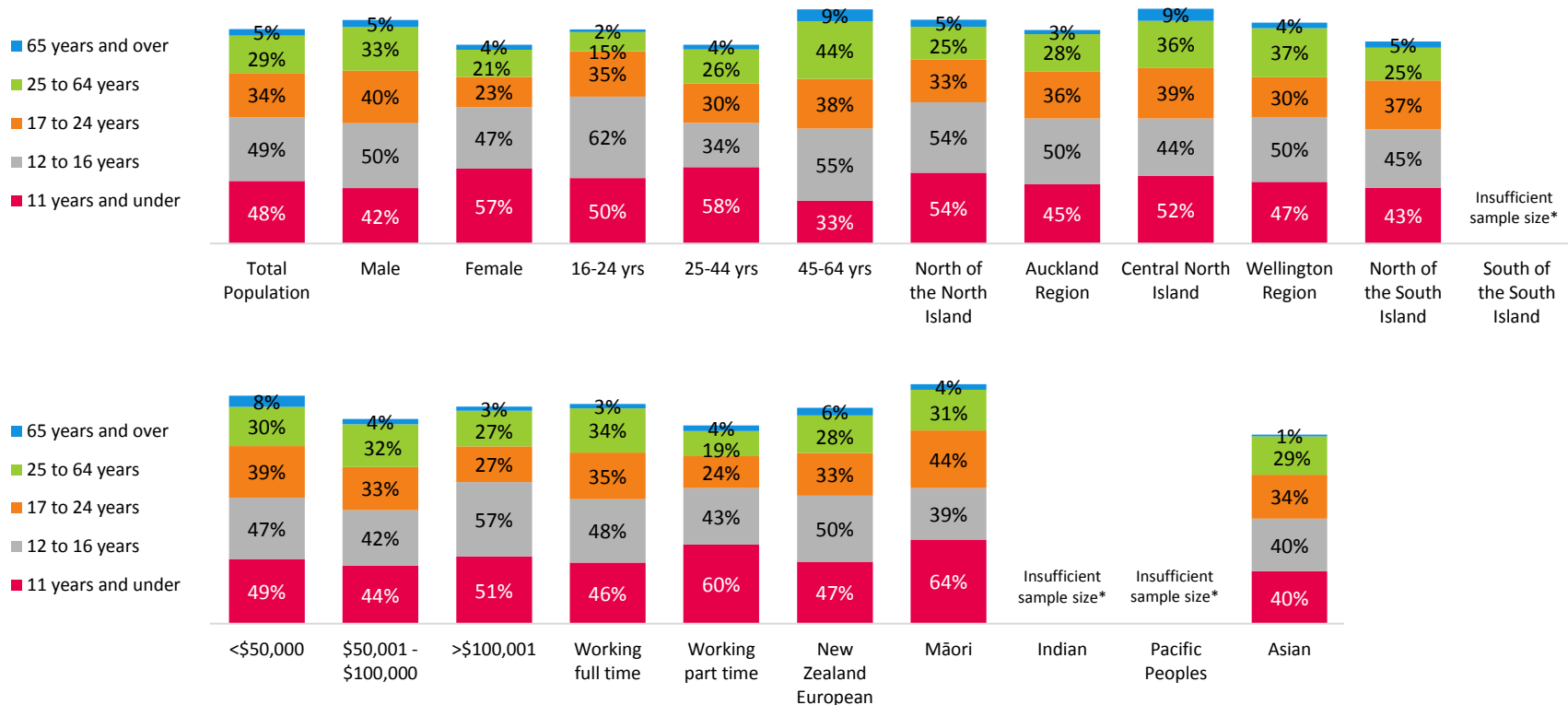
Q. Do you have a coaching qualification for this sport?

*Sample size is insufficient to show data

Base: Have received volunteer development; n= 51 – 321

FEMALES, 16-44 YEAR OLDS AND THOSE WORKING PART TIME ARE MOST LIKELY TO BE COACHING THOSE 11 YEARS AND YOUNGER. OLDER COACHES TEACH OLDER PARTICIPANTS

AGE GROUP COACHED BY DEMOGRAPHICS



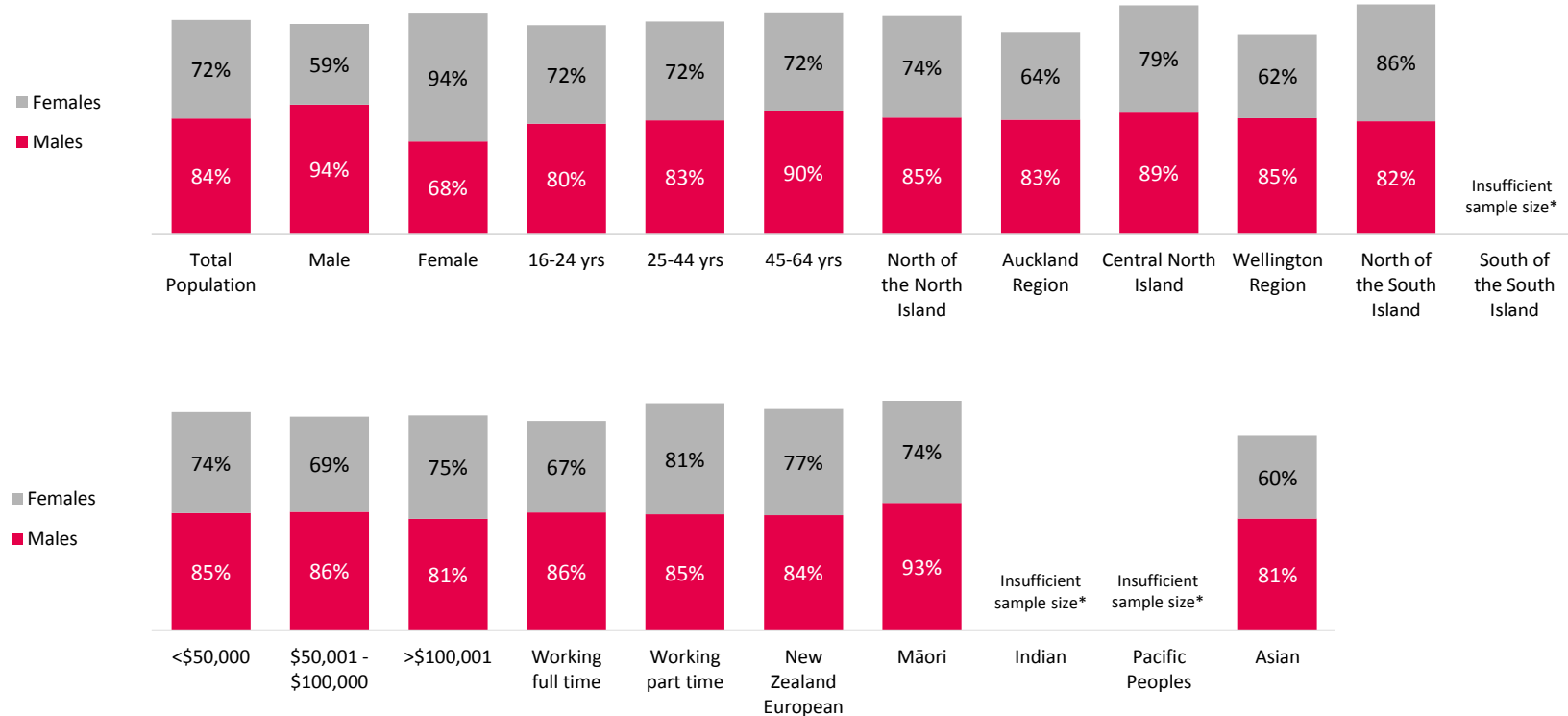
Q. Which age group do you coach? Select the group(s) that best match the age group(s) you coach.

*Sample size is insufficient to show data

Base: Coach/teacher; n= 60 – 633

PEOPLE WHO COACH ARE NOTABLY MORE LIKELY TO COACH THOSE OF THEIR OWN GENDER

GENDER VOLUNTEERED FOR BY DEMOGRAPHICS



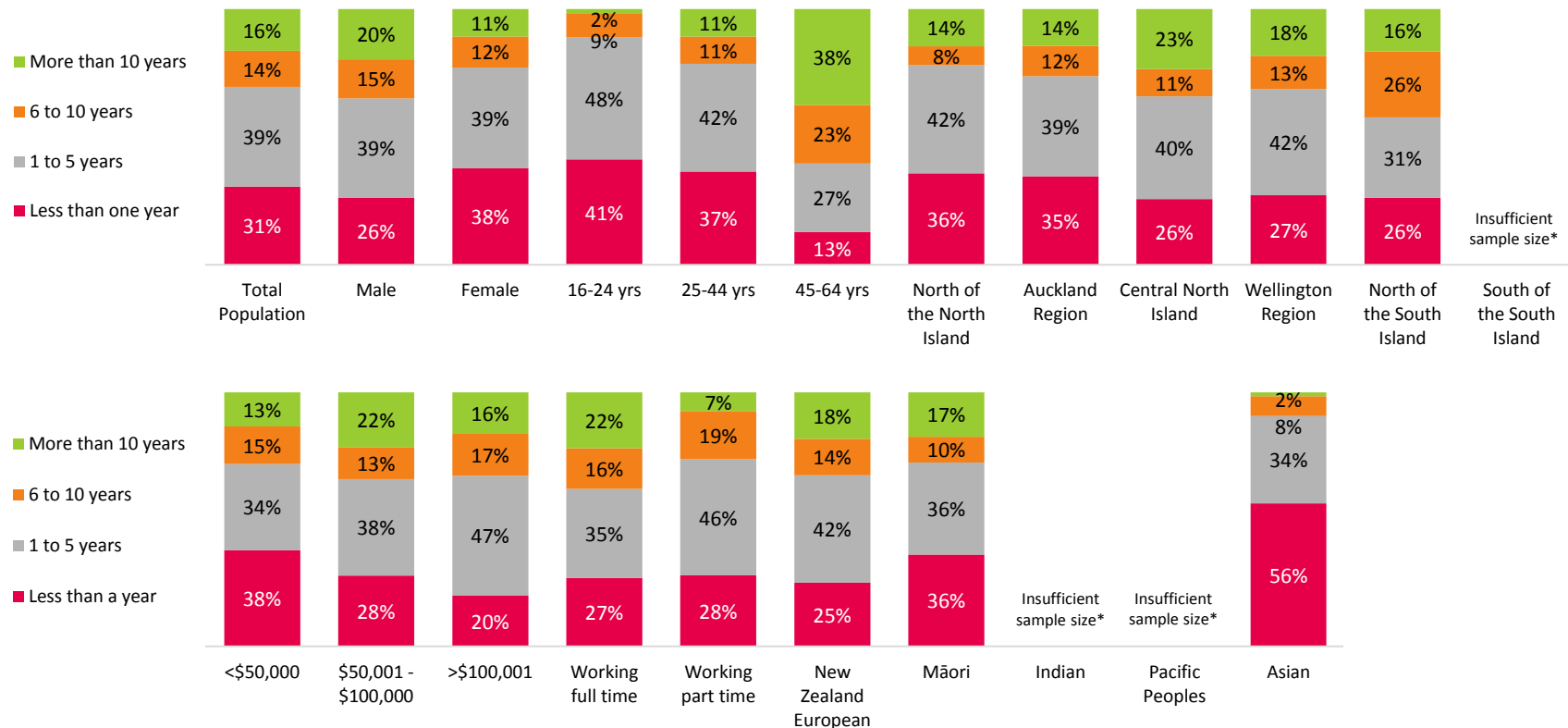
Q. Do you coach?

*Sample size is insufficient to show data

Base: Coach/teacher; n= 60 – 633

SIMILAR TO THE LENGTH OF GENERAL VOLUNTEERING, OLDER COACHES ARE NOTABLY MORE LIKELY TO BE LONG SERVING. MALE COACHES SERVE LONGER THAN FEMALE COACHES

COACHING LENGTH BY DEMOGRAPHICS



Q. How many years have you been coaching?

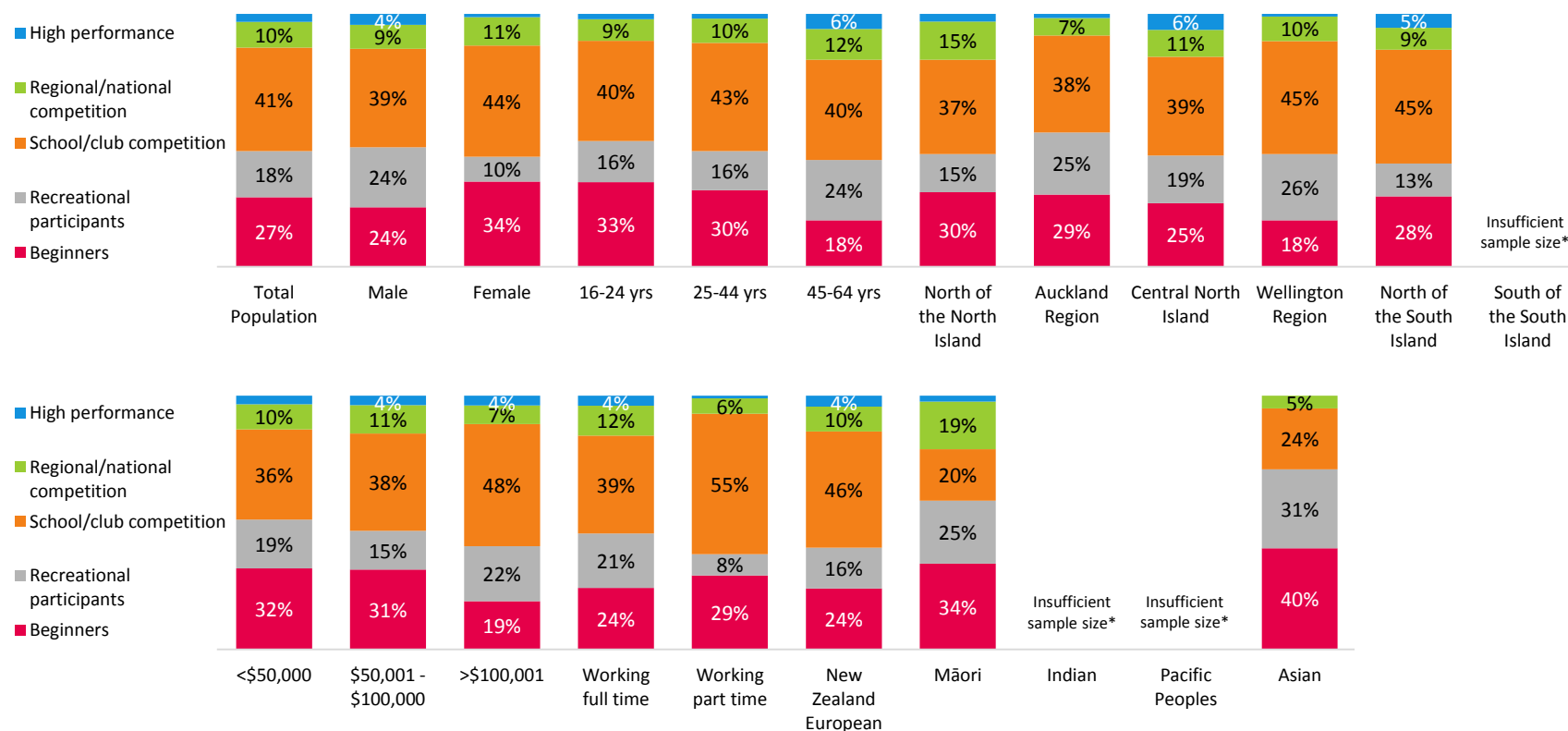
*Sample size is insufficient to show data

Base: Coach/teacher; n= 60 – 633

FOR ALMOST SEVEN OUT OF TEN COACHES, THE HIGHEST LEVEL THEY COACH IS EITHER BEGINNERS, OR SCHOOL/CLUB COMPETITIONS

HIGHEST LEVEL COACHED BY DEMOGRAPHICS

39%
Of those who are coaches/teachers



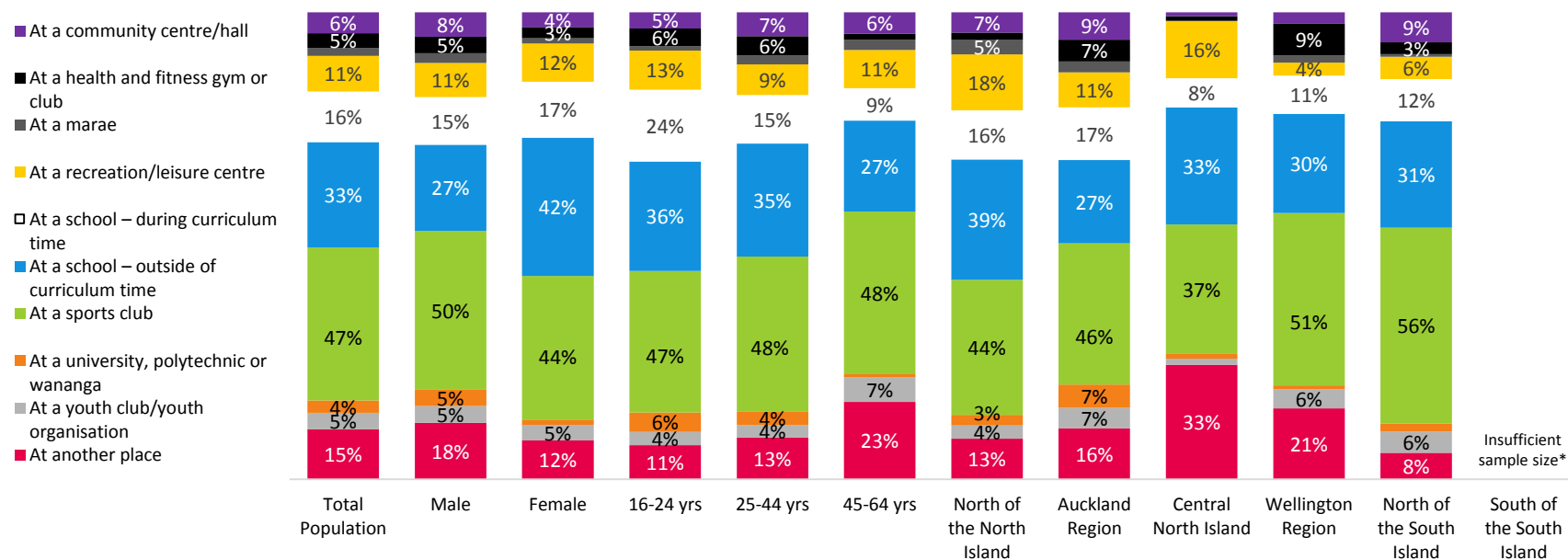
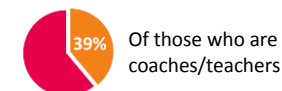
Q. What is the highest level that you coach?

*Sample size is insufficient to show data

Base: Coach/teacher; n= 60 – 633

THE TWO MOST COMMONLY USED COACHING LOCATIONS ARE SPORTS CLUBS, AND SCHOOL GROUNDS OUTSIDE OF CURRICULUM TIME

COACHING LOCATION BY DEMOGRAPHICS



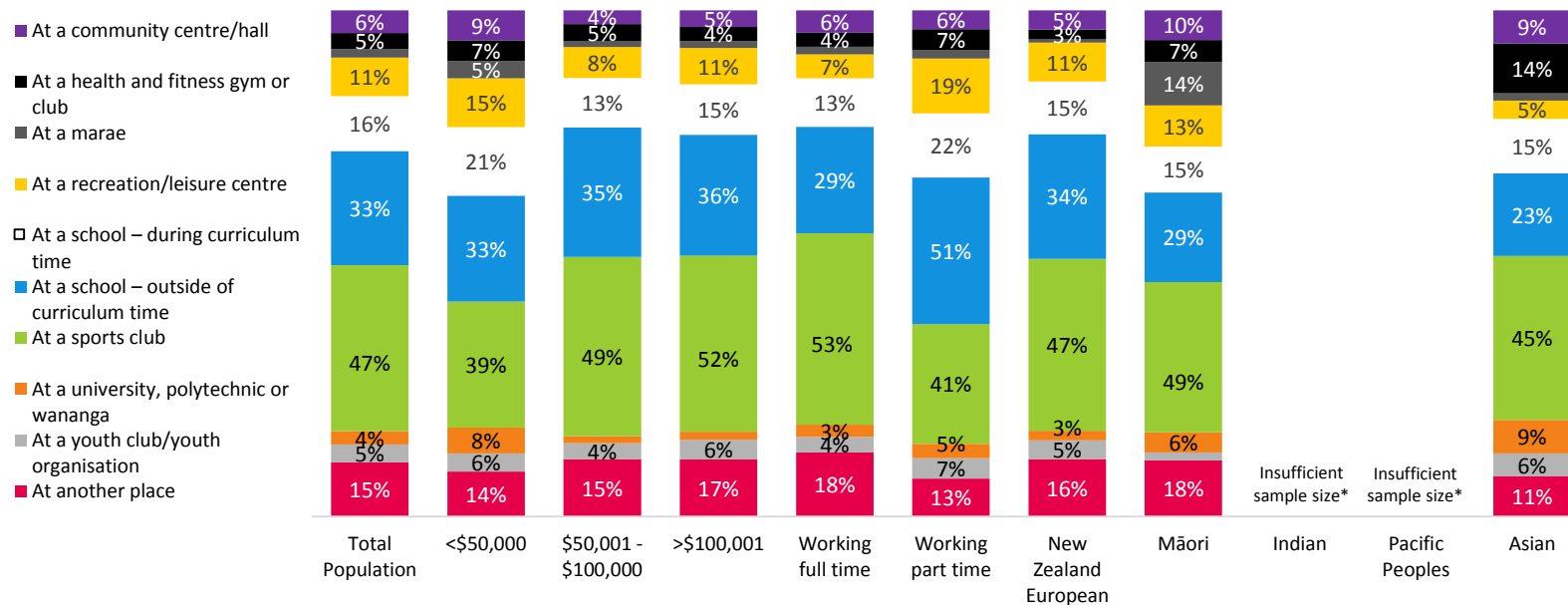
Q. Where do you coach?

*Sample size is insufficient to show data

Base: Coach/teacher; n= 60 – 633

MORE THAN HALF OF VOLUNTEER COACHES WORKING FULL TIME WILL COACH AT SPORTS CLUBS, WHILE THOSE WORKING PART TIME ARE MORE LIKELY TO USE SCHOOL GROUNDS

COACHING LOCATION BY DEMOGRAPHICS



Q. Where do you coach?

*Sample size is insufficient to show data

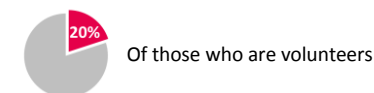
Base: Coach/teacher; n= 60 – 633

5 APPENDIX



TABLE 1

SPORTS VOLUNTEERED IN



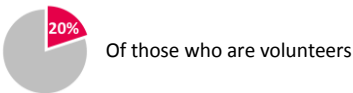
RANK	SPORT	TOTAL POPULATION	MALE	FEMALE	RANK	SPORT	TOTAL POPULATION	MALE	FEMALE
1	Football	12%	13%	10%	16	Rugby league	4%	5%	3%
2	Swimming	11%	8%	14%	17	Motor car racing	3%	5%	2%
3	Netball	9%	4%	16%	18	Volleyball	3%	3%	3%
4	Cricket	8%	11%	3%	19	Cycling/Biking	3%	4%	3%
5	Rugby union	7%	9%	5%	20	Athletics (track & field)	3%	3%	3%
6	Basketball	7%	8%	5%	21	Gymnastics	3%	1%	5%
7	Jogging/running	6%	6%	6%	22	Boxing	3%	4%	2%
8	Hockey	6%	5%	6%	23	Fishing (freshwater)	3%	4%	2%
9	Badminton	5%	6%	4%	24	Maori sports (kapa haka/waka ama)	3%	3%	3%
10	Fishing (marine)	5%	6%	4%	25	Shooting (rifle/pistol)	3%	5%	1%
11	Table tennis	5%	6%	3%	26	Softball	3%	2%	4%
12	Touch rugby	5%	5%	4%	27	Equestrian	3%	1%	5%
13	Martial Arts (judo/karate)	4%	4%	4%	28	Squash	3%	3%	2%
14	Tennis	4%	5%	4%	29	Bowls (indoor)	2%	3%	2%
15	Golf	4%	5%	2%	30	Cycling (mountain biking)	2%	4%	1%

Q. Which of the following sports and activities have you volunteered at during the last 12 months?

Base: Volunteers; n = 2,373
Male; n = 1,326 Female; n = 1,047

TABLE 1

SPORTS VOLUNTEERED IN



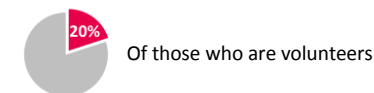
RANK	SPORT	TOTAL POPULATION	MALE	FEMALE	RANK	SPORT	TOTAL POPULATION	MALE	FEMALE
31	Tramping	2%	2%	2%	46	Orienteering	1%	1%	1%
32	Bowls (lawn/outdoor)	2%	3%	1%	47	Water polo	1%	1%	1%
33	Triathlon/duathlons	2%	2%	2%	48	Paddle Boarding	1%	1%	0%
34	Canoeing/kayaking	2%	2%	2%	49	Surfing	1%	1%	1%
35	Motor cycle racing	2%	3%	1%	50	Lacrosse	1%	1%	1%
36	Hunting (deer/pig)	2%	2%	1%	51	Diving (boards)	1%	1%	0%
37	Rowing	2%	2%	1%	52	Water skiing	1%	1%	0%
38	Surf life saving	1%	1%	2%	53	Mountain climbing	1%	1%	1%
39	Cycling (BMX)	1%	2%	0%	54	Windsurfing	0%	1%	0%
40	Diving/scuba diving	1%	2%	0%					
41	Skateboarding	1%	2%	1%					
42	Sailing/yachting	1%	2%	1%					
43	Rock climbing	1%	1%	1%					
44	Snow sports	1%	1%	1%					
45	Beach Volleyball	1%	1%	1%					

Q. Which of the following sports and activities have you volunteered at during the last 12 months?

Base: Volunteers; n= 2,373
Male; n = 1,326 Female; n = 1,047

TABLE 2

AGE GROUP VOLUNTEERED FOR* – TOP 5 SPORTS



SPORT	11 YEARS AND UNDER	12 TO 16 YEARS	17 TO 24 YEARS	25 TO 64 YEARS	65 YEARS AND OVER
Swimming	55%	25%	17%	18%	4%
Touch rugby	50%	30%	35%	27%	1%
Netball	46%	38%	26%	20%	2%
Football	41%	26%	28%	19%	1%
Rugby union	40%	27%	31%	27%	2%
Hockey	37%	44%	27%	12%	2%
Fishing (marine)	37%	32%	26%	55%	23%
Jogging/Running	37%	37%	48%	55%	31%
Cricket	34%	29%	39%	43%	6%
Martial Arts (judo/karate)	33%	41%	43%	43%	7%
Basketball	33%	31%	33%	17%	0%
Badminton	18%	48%	36%	30%	4%
Motor car racing	13%	40%	50%	77%	26%
Table tennis	10%	24%	45%	44%	15%

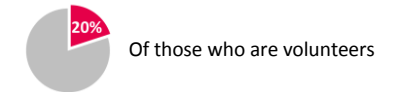
Q. Which age groups do you volunteer for? Select the group(s) that best match the age group(s) you volunteer for.

*Note: sports not included in this list have insufficient sample sizes for analysis

Base: Volunteers of specific sports; n= 51 – 188

TABLE 3

VOLUNTEERING FREQUENCY* – BY SPORT



SPORT	SEVERAL TIMES A WEEK	AT LEAST ONCE A WEEK	AT LEAST ONCE A MONTH	AT LEAST ONCE EVERY 3 MONTHS	LESS THAN ONCE EVERY 3 MONTHS
Rugby union	17%	44%	21%	7%	10%
Cricket	16%	30%	15%	11%	28%
Hockey	16%	43%	14%	12%	15%
Basketball	16%	36%	18%	11%	19%
Table tennis	16%	24%	18%	12%	30%
Martial Arts (judo/karate)	14%	25%	28%	5%	28%
Touch rugby	13%	39%	21%	8%	19%
Netball	13%	46%	17%	11%	13%
Swimming	12%	19%	15%	14%	40%
Football	11%	36%	18%	8%	26%
Fishing (marine)	7%	4%	22%	13%	56%
Motor car racing	4%	23%	31%	26%	15%
Badminton	4%	31%	27%	7%	31%
Jogging/running	3%	14%	12%	12%	59%

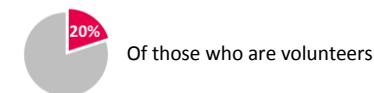
Q. How often do you volunteer?

*Note: sports not included in this list have insufficient sample sizes for analysis

Base: Volunteers of specific sports; n= 51 – 188

TABLE 4

VOLUNTEERING LENGTH* – BY SPORT



SPORT	LESS THAN A YEAR	1 TO 5 YEARS	6 TO 10 YEARS	MORE THAN 10 YEARS
Badminton	41%	48%	4%	6%
Basketball	41%	35%	9%	16%
Fishing (marine)	38%	28%	15%	20%
Football	31%	45%	12%	11%
Hockey	30%	45%	16%	9%
Cricket (indoor & outdoor)	28%	47%	11%	14%
Jogging/running	28%	43%	9%	20%
Swimming	28%	50%	14%	8%
Table tennis	28%	39%	17%	17%
Touch rugby	27%	47%	15%	11%
Netball	27%	45%	14%	15%
Martial Arts (judo/karate)	26%	42%	16%	15%
Motor car racing	14%	29%	24%	32%
Rugby union	14%	52%	12%	22%

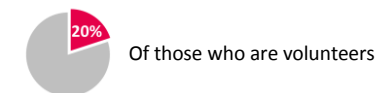
Q. How many years have you been volunteering?

*Note: sports not included in this list have insufficient sample sizes for analysis

Base: Volunteers of specific sports; n= 51 – 188

TABLE 5

VOLUNTEERING MOTIVATION* – BY SPORT



SPORT	FUN/ ENJOYMENT	MY CHILDREN TAKE PART	DO SOMETHING WORTHWHILE	CONTRIBUTE TO MY COMMUNITY	I'M PASSIONATE ABOUT SPORT	HELP PEOPLE IMPROVE	TO SHARE MY SKILLS WITH OTHERS	TO MEET PEOPLE
Badminton	58%	19%	35%	24%	25%	35%	21%	31%
Fishing (marine)	58%	24%	30%	17%	19%	21%	32%	27%
Rugby union	57%	41%	44%	34%	38%	35%	22%	28%
Motor car racing	55%	22%	40%	24%	38%	22%	21%	41%
Table tennis	46%	14%	29%	24%	18%	15%	20%	15%
Martial Arts (judo/karate)	43%	19%	43%	19%	27%	35%	42%	14%
Football	43%	43%	27%	25%	27%	25%	24%	16%
Cricket	43%	40%	33%	32%	32%	19%	20%	24%
Netball	42%	53%	32%	31%	20%	23%	19%	14%
Tennis	42%	30%	26%	30%	18%	16%	16%	21%
Touch rugby	41%	46%	23%	29%	26%	27%	22%	17%
Rugby league	41%	34%	31%	29%	27%	22%	27%	21%
Jogging/Running	38%	14%	33%	36%	25%	17%	8%	23%
Swimming	34%	44%	29%	27%	23%	19%	24%	18%
Hockey	31%	55%	22%	24%	13%	27%	25%	11%
Basketball	31%	40%	18%	30%	24%	28%	22%	13%

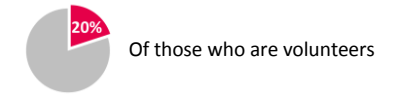
Q. Why did you become a volunteer?

*Note: sports not included in this list have insufficient sample sizes for analysis

Base: Volunteers of specific sports; n= 51 – 188

TABLE 5

VOLUNTEERING MOTIVATION* – BY SPORT



SPORT	BE PART OF A TEAM	GAIN NEW SKILLS	GIVE SOMETHING BACK TO MY SPORT	OTHER REASON	IMPROVE EMPLOYMENT OPPORTUNITIES	BE PART OF A CLUB/ ORGANISATION	BECAUSE OF THE GEAR YOU GET
Badminton	26%	32%	8%	7%	11%	6%	2%
Fishing (marine)	22%	13%	9%	14%	4%	3%	9%
Rugby union	28%	21%	31%	4%	8%	16%	2%
Motor car racing	38%	24%	26%	12%	11%	8%	1%
Table tennis	14%	14%	18%	18%	7%	3%	2%
Martial Arts (judo/karate)	29%	33%	23%	14%	10%	8%	1%
Football	17%	12%	18%	9%	5%	7%	0%
Cricket	25%	24%	19%	5%	11%	5%	4%
Netball	14%	18%	18%	7%	12%	7%	3%
Tennis	13%	17%	8%	8%	13%	9%	6%
Touch rugby	24%	17%	24%	3%	10%	9%	1%
Rugby league	14%	31%	23%	10%	14%	18%	9%
Jogging/Running	24%	14%	21%	9%	8%	5%	11%
Swimming	14%	19%	13%	8%	12%	7%	3%
Hockey	12%	13%	21%	13%	5%	5%	1%
Basketball	14%	19%	16%	14%	3%	4%	5%

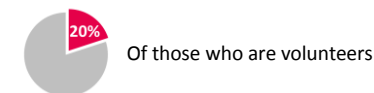
Q. Why did you become a volunteer?

*Note: sports not included in this list have insufficient sample sizes for analysis

Base: Volunteers of specific sports; n= 53 – 216

TABLE 6

INTENTION TO CONTINUE VOLUNTEERING* – BY SPORT



SPORT	YES	NO	DON'T KNOW
Martial Arts (judo/karate)	75%	8%	17%
Motor car racing	74%	11%	15%
Jogging/Running	70%	4%	26%
Rugby union	68%	11%	22%
Basketball	61%	17%	22%
Football	61%	8%	31%
Badminton	60%	21%	19%
Cricket	56%	23%	21%
Hockey	55%	23%	22%
Swimming	55%	16%	29%
Netball	55%	17%	29%
Fishing (marine)	55%	16%	30%
Touch rugby	52%	13%	35%
Rugby league	50%	22%	28%
Tennis	47%	33%	19%
Table tennis	46%	27%	27%

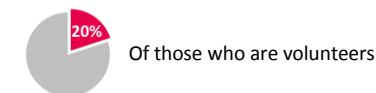
Q. Do you intend to continue volunteering in the next 12 months?

*Note: sports not included in this list have insufficient sample sizes for analysis

Base: Volunteers of specific sports; n= 50 – 216

TABLE 7

INCENTIVES TO ENCOURAGE FUTURE VOLUNTEERING* – BY SPORT



SPORT	1	2	3
Basketball	More training and development	More support from parents	Better club support
Cricket	More training and development	More support from parents	More recognition
Football	More support from parents	More training and development	Better sideline behaviour
Hockey	More training and development	Better club support	More support from parents
Martial Arts (judo/karate)	More training and development	More support from parents	Better sideline behaviour
Netball	Better club support	More training and development	More support from parents
Rugby union	More support from parents	Better club support	More training and development
Swimming	More support from parents	More training and development	Better club support

Q. Which three things would encourage you to continue volunteering in future? (please rate 1, 2 and 3)

*Note: sports not included in this list have insufficient sample sizes for analysis

Base: Volunteers of specific sports; n= 50 – 216

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