

Australian Government
Australian Sports Commission

Sport Volunteer Coalition Year One Report 2022-23



Our vision

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



“We want to position volunteering as more than just enabling Australians to play sport. We want to highlight the benefits individuals receive by volunteering in the sporting community - like a sense of belonging and being connected with their community.”

SPORT VOLUNTEER COALITION



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Chair's message

It has been an exciting time for the Australian Sports Commission (ASC) and the Sport Volunteer Coalition as we progress through year one of the Sport Volunteer Coalition Action Plan at rapid pace.

I am reassured to see our national AusPlay data showing that volunteering is returning to pre-COVID-19 numbers. I remain determined to foster a joyful and safe experience that encourages even more people to start, and continue, volunteering in sport. Depending on gender, cultural background, age, or where you live, volunteering in Australian sport remains unequal, and this is unacceptable. Tackling these inequalities requires a united effort across all levels of the sport system, starting with our local volunteers, through to empowering our sport and volunteer organisations. We all foster a societal culture of volunteering.

I am proud to see each Coalition member relish in this opportunity with me and be held accountable through the evaluation of this plan.

What a year of celebration this year has been, celebrating the 3 million people who choose to volunteer in sport. Listening to local stories and amplifying their emotive meaning has helped connect and inspire all Australians on the many benefits of being involved in sport. I can still feel the goosebumps! This was felt more than ever throughout National Volunteer Week which recognised our sporting gamechangers for their dedication, and united our sector in giving '3 cheers for volunteers!'.

Empowering our sporting organisations to prioritise our volunteer workforce has been integral to this year's achievements. The Coalition members have engaged broadly across the sector to promote the outcomes of the plan, using their own voices and perspectives as they relate to volunteering. We have presented on volunteering at conferences, board meetings and seminars, engaged in personal advocacy opportunities, implemented new sport volunteering initiatives and supported the design and implementation of new funding initiatives. We have also advocated for sport volunteering at an international level, presenting the Coalition's model to a global audience. We established a Sport Volunteer of the Year Award to recognise the outstanding contribution by a volunteer to a sporting organisation, club, team, or program. We congratulate all our nominees and finalists including our inaugural winner Nicole Williams from Brighton Cricket Club in South Australia.

We continue learning from outside of sport, this year reaffirming the ASC partnership with Volunteering Australia through a renewed memorandum of understanding (MOU). This cements the ASC's commitment to supporting the growth of volunteering and collaborating outside the sector to identify trends and opportunities.

Congratulations to the 61 organisations who have enthusiastically embraced the plan. We thank them all for coming on the journey with us and we look forward to seeing this number continue to grow throughout year two of the Plan. We've acknowledged the challenges for sport volunteers, and we are working hard with sector partners to listen to the community and learn from their experiences.

We continue to understand the value in establishing community partnerships. The community is the very place where the plan will drive meaningful change and enable more Australians to experience inclusive and accessible opportunities to volunteer within positive and safe environments.

One thing is clear – volunteers remain at the heart of community sport. Volunteering in sport has many benefits – it can create a sense of belonging, connect communities, and improve physical and mental health all while enjoying the spirit of sport. It is these fulfilling experiences that drive us to work across the sport system to leverage the collective value of sport volunteers. Together, the sector can celebrate all that volunteers bring to sport, attract more volunteers, better support the ones we have and deliver fulfilling and inspired experiences.

Thank you to all the Coalition members for your continued advocacy, leadership, and support for the vision of the plan. As we farewell Jamie Parsons, I extend a special thank you for his contribution. I certainly look forward to continuing to reimagine the future of volunteering in sport, with a renewed focus on putting volunteers at the heart of all that we do.



Dr. Lindsey Reece
Chair, Sport Volunteer Coalition

Introduction

The vision of the Sport Volunteer Coalition is to effect change at multiple levels across the volunteering ecosystem. The outcome of this change will result in a rich, inclusive volunteering workforce that truly reflects the Australian community. In the same way that sport has a place for all Australians, volunteering should offer the same inclusive opportunities. The Coalition is seeking to drive change for individuals (behavioural), the sector and the community (societal). These changes will start to emerge through the delivery of the Sport Volunteer Coalition Action Plan, with several positive outputs achieved from its first year.

The annual report and evaluation will continuously check and challenge the outputs that emerge from the Coalition's activities. Each year, the annual report will draw on the increasing body of evidence to reflect on the Plan's progress.

The activities in the first year of the Plan have focussed on mobilising and empowering the sector. The reflections in this annual report represent the work of the Coalition and ASC to advocate to the sector on behalf of volunteers, sharing and amplifying their contributions to the broader community. As the delivery of the plan continues, and changes begin to be seen across the individual and community levels, the Coalition will be able to assess and measure the plan's broader impact on a larger scale.

To help evaluate the Plan's achievements in year one, the Coalition and ASC are building an evidence base that relies on population level data from AusPlay and the Australian Bureau of Statistics, qualitative feedback from sector partners and volunteers, observations of emerging trends in the way we talk about volunteering, and an ongoing review of available resources.

The annual report showcases how far the Coalition has come in year one, while also offering a way forward over the next three years.





“It means a lot to think that I’ve actually had an impact on the club I’ve been involved with, the sport I’ve been involved with and that I’ve benefitted cricket in South Australia.”

**NICOLE WILLIAMS,
INAUGURAL SPORT VOLUNTEER
OF THE YEAR AWARD WINNER**

The Sport Volunteer Of The Year Award

Recognising volunteers for their outstanding contribution to sport

The ASC launched the Sport Volunteer of the Year award in October 2022 to celebrate volunteers' outstanding contributions to sporting organisations, clubs, teams or programs over a 12-month period.

We congratulate all our nominees and finalists: Amanda Bowman (Golf Australia), Tea-Rose Passon (Surf Life Saving Australia), Theodora Niakolas (Special Olympics Australia), and Nicole Williams (Cricket Australia). The inaugural winner was Nicole Williams (Cricket Australia) and she received the award at the AIS Sport Performance Awards presentation dinner in Sydney in December, 2022.

Williams is a passionate member of Adelaide's Brighton Cricket Club and is known for going above and beyond in her role to help grow the game. She had little knowledge of cricket when her son signed up four years ago but has since helped the club attract a record number of junior participants. She led the introduction of the club's first girls' team, played a key role in fundraising and securing grants and has been instrumental in building a 'one club' culture across the club, removing the divide between seniors and juniors.



Snapshot

VOLUNTEERS BY GENDER

45%
Females
1,423,000



55%
Males
1,713,000

45-54 YEARS OLD

The age group
with the most
volunteers
(763,000)



55%
of volunteers are involved as
both a player and a volunteer
in at least one sport



31%
of Australians choose
to volunteer in sport –
more than any other sector¹



3,136,000

Australians aged 15 and
over volunteer in sport and
physical activity each year

464,000

Young people
between 15-24
volunteer in sport



The most common non-playing
roles in sport are coach and
official, followed by administrators
and team managers



VOLUNTEERS BY REMOTENESS

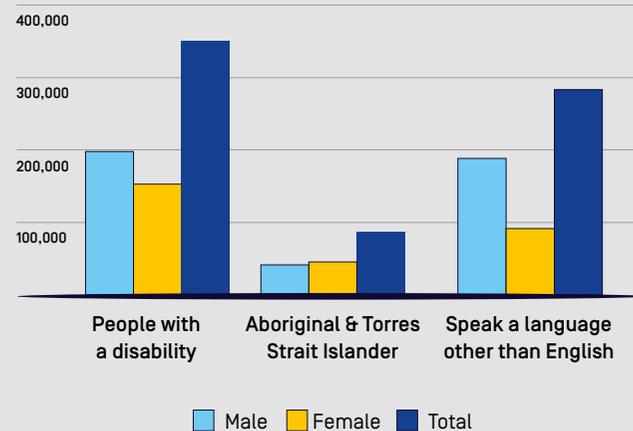
Major cities 2,068,000

Inner regional 585,000

Outer regional 298,000

Remote or very remote 68,000

VOLUNTEERS BY DEMOGRAPHIC



VOLUNTEERS BY AGE

29%
15-34 years
901,368

47%
35-54 years
1,488,560

24%
55+ years
745,906



980,000

Australians aged 15+ take on
multiple non-playing roles in sport



1.5

The average number of non-playing
roles a person takes on in sport

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

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

Background

The Sport Volunteer Coalition

The ASC formed the inaugural Sport Volunteer Coalition in January 2022 to provide expert advice and guidance on the development, implementation, and evaluation of the Sport Volunteer Coalition Action Plan. The Coalition's 10 members have broad experience across the sport, government and volunteering sectors. They are working hard to ensure Australia's 3 million sport volunteers receive the recognition they deserve, raise awareness for the role they play and understand how sport volunteering can be seen as an opportunity for all members of the community.

In their first year, the Coalition members met on 12 occasions including three face-to-face workshops.

A core responsibility of the Coalition is to engage with organisations and more broadly in the sector, to promote the outcomes of the plan. Coalition members represent several voices and perspectives as they relate to volunteering. These relationships within the sector enable the Coalition to play such a crucial role in promoting the benefits of volunteering.

Coalition members have leveraged their networks to advocate for sport volunteers, ensuring volunteering remains on the radar of national sport organisations, state and local governments, and community sport organisations. As the momentum grows, so will the opportunities for the Coalition to advocate for the plan.



Sarah Wilson
*Volunteering
Australia*



Megan Carr
Golf Australia



David Brett
NSW Office of Sport



Molina Asthana
*Multicultural Women in
Sport*



Jessica Cook
*Department of
Tourism, Innovation
and Sport, QLD*



Garry West-Bail
*Australian Sporting
Alliance for People with
Disability*



Adam Weir
*Surf Life Saving
Australia*



Scott Tutton
Cricket Australia



Lisa Hasker
Vicsport



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

The Sport Volunteer Coalition Action Plan

Minister for Sport, The Hon. Anika Wells and ASC CEO, Kieren Perkins OAM officially launched the Sport Volunteer Coalition Action Plan on 3 September 2022.

The four-year plan aims to enable more Australians to volunteer in sport and enhance the sport volunteering experience. The ASC leads the implementation of the plan, with Coalition members supporting the delivery across four strategic themes: Celebrate, Empower, Reimagine and Innovate.

The guiding principles underlying values across every area of the plan include:

- sport volunteers at the heart of community sport, they should be 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 in sport
- work in partnership across the sport system and beyond
- leverage data and insights.





Measures of success

Evaluating yearly progress on the Sport Volunteer Coalition Action Plan

The Sport Volunteer Coalition Action Plan National Monitoring Framework reinforces the broad makeup of the sport volunteering system and groups areas of action into four main themes: Celebrate, Empower, Reimagine and Innovate. By working in these four areas, the plan hopes to achieve behavioural, sector and societal outcomes.



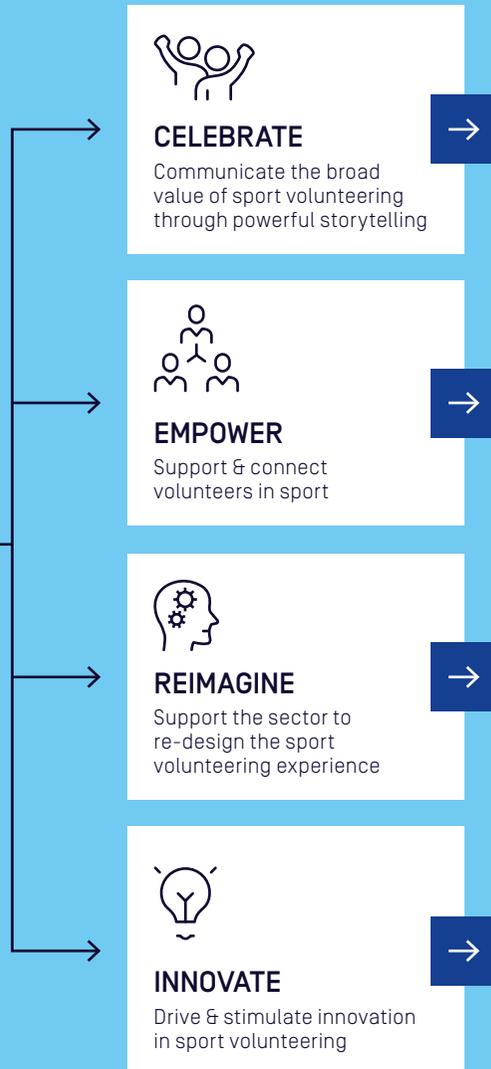
“Every sport, whether you are volunteering or coaching has life lessons in it. My advice is not to say I’m too busy, just say what part of this could I do?”

BRAD BELLETTE, RED CENTRE BMX

INPUTS & ENABLERS

SPORT VOLUNTEERING SYSTEM

Sport Volunteer Coalition
Leadership, aligned political agendas, data platforms, information systems, governance, compliance, partnerships, funding



OUTCOMES



Celebrate

Communicate the broad value of sport volunteering through powerful storytelling

Acknowledging the broad value of sport volunteering in the community has been a key focus in the first year of the plan. The ASC and the Coalition have made a concerted effort to showcase the stories of our sport volunteers and the contribution they make to sport in Australia. Highlights of these stories include the inaugural Sport Volunteer of the Year Award winner Nicole Williams, the stories of Bellamore Ndayikeze, the first African AFL coach in Australia, and Lynette Smith from East Fremantle Football club. The Coalition and the ASC have developed a unique and identifiable volunteer brand, driven by a bespoke marketing plan that supports organisations and individuals to share their own stories.

DELIVERABLE	PROGRESS	STATUS
Develop and release a marketing and communications plan to communicate the value of sport volunteering to Australia.	<p>The ASC and the Coalition are implementing a new 12-month marketing plan to celebrate volunteers across Australia and communicate the broad value of sport volunteering through powerful story telling.</p> <p>The plan includes key messaging, marketing channels and tactics to engage with new and existing audiences.</p>	On Track
Showcase the contribution of sport volunteers in community sport and major events.	<p>The ASC has produced and shared the <u>stories</u> of more than 40 volunteers across website, social media and digital channels.</p> <p>These written case studies, videos and images highlight the rich diversity of sport volunteers and celebrate their contribution to sport and their communities.</p>	On Track
Activate Sport Volunteer Ambassadors to share volunteering messages.	<p>The ASC created a digital toolkit that helps individuals and organisations to share their messaging online. Items of the toolkit have been shared more than 25 times across supporting organisations social media channels.</p> <p>The ASC supports Coalition members to amplify their role as ambassadors for positive change for sport volunteers.</p> <p>The ASC has also implemented a digital campaign to seek industry support of the plan and advocate for change in sport volunteering. 61 organisations have signed up as supporters of the plan.</p>	On Track
Establish a nationally coordinated set of activities to promote volunteering in sport as part of National Volunteer Week.	<p>The ASC established and implemented a nationally coordinated set of activities to promote volunteering and recognise the contribution of over 3 million Australians via the “3 Cheers for Volunteers” theme in 2023.</p> <p>The ASC produced an editable, downloadable toolkit and shared it via the ASC website. A paid marketing campaign also shared the stories and acknowledged the work of volunteers across the sector. See page 15 for full campaign results.</p>	On Track

DELIVERABLE	PROGRESS	STATUS
Explore the establishment of a National Sport Volunteer Award as part of a broader awards program.	The ASC and the Sport Volunteer Coalition established the ASC Sport Volunteer of the Year Award to recognise volunteers who have made an outstanding contribution to sporting organisations, clubs, teams or programs over the past year. In 2022, national sporting organisations submitted nominations to a judging panel comprised of members of the Coalition. Nicole Williams from Adelaide's Brighton Cricket Club was announced as the inaugural winner at the AIS Sport Performance Awards (ASPAs) in Sydney in December 2022.	Delivered

The 2023–24 year ahead

In 2023–24 the ASC and the Coalition will continue to communicate the value of sport volunteering to Australia. We'll do this by showcasing the contribution of sport volunteers in community sport and major events, activating more Sport Volunteer Ambassadors, integrating sport volunteering as a theme within existing national and international conferences and events, and sharing best practice examples of volunteer recognition. The ASC Sport Volunteer of the Year will again be announced at the AIS Sport Performance Awards in November 2023.





Volunteering is at the heart of our sport sector and Coach Cheryl from the Thorny Devils all abilities netball team in Alice Springs embodies this in so many ways, with one of her players saying “thank you Cheryl for making me feel a bit more confident in my own skin.”

Of her time in volunteering Cheryl says “What I get out of it is just the joy, especially with the all-abilities players. With them it’s about getting them involved and a lot of fun, they just develop.”

2023 National Volunteer Week

‘3 Cheers for Volunteers’

National Volunteer Week is Australia’s largest annual celebration of volunteering, and in May 15-21, 2023, used the theme ‘The Change Makers’, to highlight the powerful impact volunteers make supporting the nation.

The ASC used the week to recognise the outstanding contribution 3 million sport volunteers make to sport by calling on all Australians to celebrate and thank sport volunteers with ‘3 Cheers for Volunteers!’

Alongside a large nation-wide paid campaign across all digital platforms and a thorough organic content plan, the ASC created and shared a downloadable promotional toolkit on its website. The toolkit offered more than 40 customisable website and social media tiles, key messages and newsletter copy to help sporting organisations promote National Volunteer Week and thank their volunteers.

The ASC developed a collaboration social media campaign encouraging organisations and individuals to post pictures of a sport volunteer who makes a difference in their community and give #3CheersForVolunteers.

The sport sector was engaged to ensure a successful nationally coordinated campaign. The ASC’s initiatives were also promoted through several media releases and word of mouth from influential people within the industry including Minister for Sport, The Hon. Anika Wells and ASC CEO Kieren Perkins OAM.



Australian Sporting Alliance for People with Disability · Follow
23h · 🌐

Happy National Volunteers Week! 🙌

This year's theme is all about The Change Makers, and we couldn't agree more 🙌 From lending a hand at local events to dedicating hours of their time each week, millions of volunteers across Australia are making a positive impact on our communities and beyond.

On behalf of #ASAPD we would like to give a shout out 🙌 to the amazing volunteers in all sporting clubs within our community who are making a difference every day! Thank you for your time, energy, and commitment to creating positive change. You are true change makers! 🙌🙌

If you would like to join in the movement and celebrate National Volunteer Week with us, visit <https://www.ausport.gov.au/nvw> to find further information and free resources today.

#3CheersForVolunteers #NVW2023 #NationalVolunteerWeek #SportVol #TheChangeMakers #VolunteersAreAwesome #GiveBack #MakeADifference #ShoutOutToVolunteers #ThankYouVolunteers #VolunteerAppreciation



3 CHEERS FOR VOLUNTEERS



Campaign Results

250+
STAKEHOLDERS

Engaged with the campaign – a **327% increase** on 2021 (61 in 2022)

1.5 million+
VIDEO VIEWS

Across paid and owned channels, with **81%** completion rate

~700
SOCIAL POSTS

Stakeholders shared content across social media with many using our toolkit resources

~17.5 million
IMPRESSIONS

Across video, display and social with a viewer frequency of **8.1** times

9,000
ENGAGEMENTS

Through likes, shares and comments on ASC channels

42,000
WEB VISITS

To the volunteer webpages during the week

487
DOWNLOADS

Of our purpose-built promotional toolkit

192%
INCREASE IN TIME SPENT ON SITE

Our audience spent an average **6.43 minutes** on our webpages, compared with an average 2.2 minutes in 2022

The marketing campaign ran from 15 May to 5 June 2023.

Empower

Support and connect volunteers in sport

The Sport Volunteer Coalition and the ASC have worked across sectors to create opportunities that connect sport volunteers and support the organisations that engage them to provide positive volunteer experiences. In 2023, the ASC reaffirmed its relationship with Volunteering Australia by signing a new MoU, cementing the ASC's collaboration beyond the sport sector to identify trends and opportunities. The groundwork has been laid in year one, with the remaining years of the plan earmarked to continue the empowerment of the sector.

DELIVERABLE	PROGRESS	STATUS
Conduct an environment scan of available training and resources for sport volunteering and create a one stop shop for best practice resources.	A desktop scan of available resources was conducted to gain greater understanding of existing online resources for volunteer management and volunteer education. Commonly used websites and preferred training providers were also included. The results of this scan were presented to key stakeholders including national sporting organisations. The results also informed the design of the one stop shop which is currently in prototype testing mode.	On Track
Continue partnership with Volunteering Australia to connect sport volunteering with the broader volunteering ecosystem.	The ASC and Volunteering Australia signed a new Memorandum of Understanding on 5 December 2022. ASC were a key stakeholder in the design of the National Strategy for Volunteering. The two organisations have worked together on multiple projects over the past 12 months, including presentations at Volunteering Australia's National Conference and the ASC's Participation Leaders Network In-Focus Series.	On Track

The 2023–24 year ahead

In 2023–24 the ASC and the Coalition will continue to collaborate with Volunteering Australia to connect sport volunteering with the broader volunteering ecosystem. We will also integrate best practice sport volunteer training into free online learning modules on the Australian Sport Learning Centre for community sporting personnel and establish a Sport Volunteering Network to support peer-to-peer collaboration and connection. The ASC will launch an online Sport Volunteer Resource Hub to support sporting organisations to implement best practice volunteer management. It will also work towards enhancing Game Plan to ensure volunteers and organisations can access targeted support, tools and resources to support their volunteer involvement. Game Plan is the ASC's free online platform that allows sporting clubs to assess and understand their capability in key areas of club administration, and then provides ongoing club development with a suite of tools.

The ASC and Volunteering Australia

A partnership that connects sport volunteering with the broader volunteering ecosystem

The ASC and Volunteering Australia (VA) reaffirmed their partnership on 5 December 2022 by signing a new Memorandum of Understanding (MoU). This cements the ASC's commitment to supporting the growth of volunteering and collaborating outside the sector to identify opportunities. The ASC and VA will continue to work together to promote and enhance sport volunteering in the community.

Throughout 2022–23 the ASC was represented on Volunteering Australia's National Strategy for Volunteering Council and the National Strategy for Volunteering Core Design Team. The organisations produced two online seminars together as part of the ASC's Participation Leaders Network In-Focus Series.

Volunteering in sport was on Volunteering Australia's National Conference agenda for the first time in 2023. The ASC represented on Plenary 3 – 'Reimagining volunteering across the ecosystem: learning from, and collaborating with, each other' and the Coalition took part in Breakout Session 4 – 'Evidence and Practice: the evolution of sport volunteering – learning from evidence and practice'.

ASC CEO Kieren Perkins OAM joined Volunteering Australia's CEO Mark Pearce and National Strategy Director Sarah Wilson at the National Volunteer Week celebration at Government House on 17 May 2023, hosted by Their Excellencies Governor-General Mr David Hurley and Mrs Linda Hurley.



“Volunteers play a vital role in sport and we’re delighted to extend our partnership with ASC and to be part of the Sport Volunteer Coalition which is championing a better future for sport volunteering.”

MARK PEARCE,
VOLUNTEERING AUSTRALIA CEO

Reimagine

Support the sector to re-design the sport volunteering experience

Creating an agile sector that responds to the demands of those within it is crucial to maintaining and attracting sport volunteers. This is even more important as the Green and Gold decade of major events progresses towards the Brisbane 2032 Olympic and Paralympic Games. A focus for the plan has been to connect with organisations delivering these major events and identifying ways volunteering strategies can be supported to produce positive outcomes well beyond the life of the event.

Deliverable	Progress	Status
Establish partnerships with major sporting event organising committees to maximise volunteering opportunities throughout the event and beyond into community sport delivery.	The ASC partnered with major sporting events including the UCI World Road Championships 2022, The Australian Golf Open and the Bathurst World Athletic Cross Country Championships 2023 to capture and share volunteering images and stories that promote the value volunteering in sport has to the wider community, and encourage more Australians to volunteer in sport.	On Track
Identify opportunities, including major sporting events, to deliver 'reimagined volunteering opportunities' including micro volunteering (bit size), flexible and online roles.	To learn more about major sports event volunteering, the ASC has connected with organising committees to learn from the sector and identify opportunities to reimagine volunteering roles. By reimagining sport volunteer experiences, we will work to influence opportunities for more Australians to volunteer in sport. This work remains a priority for the ASC as we head into year two of the Plan.	On Track
Strengthen relationships with the secondary and tertiary education sector with a view to better enhance the engagement of students in sport volunteering.	The ASC engaged with tertiary sector academics to learn more about research regarding youth volunteering. To assist in the delivery of the Participation Leaders Network In-Focus Seminar Series, the ASC engaged with Dr. Tracey Dickson from the University of Canberra and Dr. Rosalyn Black from Deakin University. At the 2023 Volunteering Australia National Conference, Dr. Pam Kappelides joined the ASC's Matt Calf, along with Coalition members Scott Tutton and Jessica Cook, to present a breakout session on the evolution of sport volunteering.	On Track

The 2023–24 year ahead

In 2023–24 the ASC and the Coalition will engage with stakeholders to pilot the re-design of sport volunteer roles. We will continue to identify opportunities such as major sporting events to deliver reimagined volunteering experiences.

The ASC will engage with the secondary and tertiary education sector, as well as youth advisory councils, to better engage students and youth in sport volunteering. We will also help sporting organisations engage with under-represented communities and help develop strategies that support their involvement in sport volunteering.

Developing a club volunteering blueprint will enable sporting organisations to redesign their volunteering programs best suited to local needs.



Volunteers celebrate community at major events

Capturing stories of major events volunteers

Volunteers at major sporting events such as the 2023 World Athletics Cross Country Championships get out just as much as they put in.

Two hundred years after gold was first discovered near the Australian country town of Bathurst, about 450 elite runners from more than 40 teams descended on the historic inland centre in February 2023 to compete for elusive gold at the championships.

Along with the athletes, 450 volunteers were involved in delivering the event and loved every moment of being in the thick of the action.

Team liaison volunteer Kip Langat said, “just volunteering itself, you get the feeling that you are making a difference in the community.”

There were a host of volunteering opportunities with 21 different volunteer roles available.

Transport coordinator volunteer Jarrad Stevenson spoke about how much fun he had.

“You get to meet new people and it’s a really good way of feeling involved, so it’s really personally rewarding,” he said.

Kath Grimmer, who took on a role as a mass accreditation volunteer felt an incredible sense of satisfaction from giving back.

“It’s just a great feeling to be able to give back and join in with the atmosphere and just totally be involved in everything,” she said.

Eunice Walsham, also a mass participation volunteer, encouraged everyone to just go ahead and volunteer, “I haven’t done it for a long time, and I’ll certainly be doing it again in the future!”

The athletes themselves acknowledged that without volunteers, major events wouldn’t be the same.

“For us, they are the backbone of any event and without them it doesn’t go ahead. It’s hard to put into words the importance of volunteers, these events don’t happen without them,” Stewart McSweyn OLY said.

Australian teammate Linden Hall OLY echoed Stewart’s sentiment, “every volunteer I have met so far has greeted me with a smile, we couldn’t do it without them, we’re so lucky!”

The ASC forecasts an extra 130,000 volunteers will be needed between now and Brisbane 2032 to ensure all the major events taking place in Australia are a success.





Innovate

Drive and stimulate innovation in sport volunteering

The Sport Volunteer Coalition and the ASC have focused on building connections across sectors and industries to stimulate innovation in sport volunteering. National data on sport volunteering has been shared through releases of the ASC's AusPlay data to support an evidence-based approach to sector innovation. A new approach to engage more school students in sport volunteering is being trialled through the ASC's Sporting Schools Years 9 and 10 pilot program.

Deliverable	Progress	Status
Develop a sport volunteering stream for secondary school students in the ASC Sporting Schools program.	A Sporting Schools pilot program for students in years 9 and 10 is in progress. It contains a volunteering stream to introduce the concepts of volunteering and engaging students in sport volunteering opportunities within the school environment. The program will highlight wholistic opportunities for young people to be involved in sport and support their engagement in sport volunteering in school and the broader community. The pilot includes up to \$1.2 million in grants to eligible schools for initiatives delivered in Term 3, 2023.	On Track
Regularly publish and share national data on sport volunteering through the ASC's national AusPlay survey.	The ASC's Insights team continues to publish volunteering data collected through the national AusPlay survey. The two most recent releases occurred in October 2022 and April 2023, with similar reporting scheduled in the coming financial year.	On Track
Introduce a National Sport Volunteer Register to connect major sporting event volunteers with opportunities in community sport.	The development of a national register for volunteers remains of significant interest. The ASC has conducted a review of technology platforms used to manage, organise and educate volunteers and engaged with service providers to discuss the unique positioning, and ownership issues around this project.	On Track

The 2023–24 year ahead

In 2023–24 the ASC and the Coalition will continue to collect and analyse national sport volunteering data through the AusPlay survey and explore how best to measure the number retention and value of our sport volunteer community. We will continue to collate current research and identify new research priorities for the National Sport Research Agenda, focused on the recruitment, retention, and quality of experience for volunteers in sport.

In partnership with state and territory government, peak community and sporting organisations, the co-design of a national sport volunteer register will continue. A National Sport Volunteer Register will provide a unique centralised platform for sports organisations to connect and engage with volunteers. It will provide an opportunity to bridge the gap between community sport and major events.

Volunteers go to the head of the class

Pilot program teaching value of volunteering to the broader community

A Sporting Schools Years 9 and 10 pilot program aims to support positive sporting environments for teachers and students to experience the benefits of being involved in sport, including volunteering for the first time.

Sporting Schools is the ASC's major program designed to help schools increase children's participation in sport and connect them with community sport.

The Years 9 and 10 program seeks to identify and trial school-based initiatives that enable students to be involved in sport, including playing, officiating, coaching, or volunteering.

The pilot program has provided up to \$1.2 million in grants to eligible schools for initiatives that will be delivered in Term 3, 2023. Eligible schools will receive a \$3,000 grant to deliver activities that focus on engaging all students to get involved in sport and teachers could also access professional development opportunities.

ASC CEO Kieren Perkins OAM said the pilot acknowledged sport participation tended to drop off around the age of 14, particularly in females.

"We hope this program will deliver fun and inclusive sporting experiences so teenagers can continue experiencing the benefits of being involved in sport."



Evaluate

The coalition action plan and translate insights into policy and the sector

DELIVERABLE	PROGRESS	STATUS
Agree measurement indicators for sport volunteering with the sector	This ambitious task commenced with state and territory governments providing a list of potential indicators that would be desirable for capturing volunteering outcomes in sport. This was complemented by a review of existing data collected through population surveys and stakeholder data.	On Track
Develop and implement an evaluation for the Action Plan to measure progress.	An evaluation framework has been developed to guide the capture of evidence and data for the evaluation of the Coalition Action Plan implementation which can be found on page 11 of this report. The first year of the evaluation has focussed on establishing a framework, identifying data sources, and reporting on outputs. This report is a key milestone of progress.	On Track
Publish a Sport Volunteer Coalition annual report including an evaluation summary to communicate plan progress	This annual report will be delivered in year one and will remain an ongoing action for the ASC and Coalition.	Delivered
Build a global network to share sport volunteering insights and collaborate on volunteering in sport research.	Work has begun to connect and learn across a network of sector professionals interested in sport volunteering both locally and internationally. In February 2022, the ASC hosted Sport Singapore at the AIS to share knowledge on sport volunteering. The ASC has also partnered with Volunteering Australia to deliver volunteering In Focus seminars to showcase and share research, case studies and insights with the sector. To date, two sessions have been hosted with a further two more planned for the remainder of the 2023 calendar year. In March, the ASC launched a Volunteering newsletter to the sector. This newsletter aims to connect those interested in sport volunteering to valuable information and begin to shape a community of practice.	On Track

The 2023–24 year ahead

In 2023–24 the ASC and the Coalition will lead the identification and agreement of measurement indicators for sport volunteering across the government and sport sectors as well as continuing to strengthen collection and translation of data.





Official supporters

Working in partnership across the sport system and beyond

The ASC and the Coalition are excited to play a part in reimagining volunteering in sport and are urging organisations to come on board as official supporters of the Volunteer Action Plan. We encouraged organisations to read, digest and promote the plan in their communities and share what they doing to contribute to the ongoing enhancement of the volunteer experience.

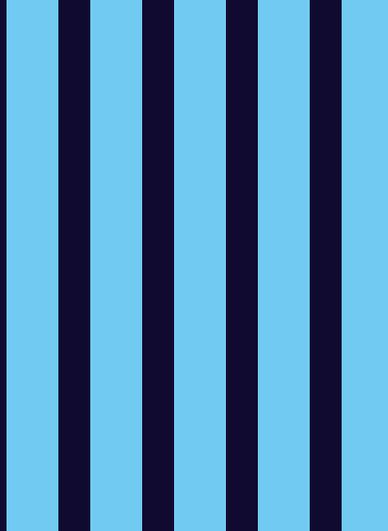
We celebrate the 61 organisations who have already publicly endorsed the plan and committed to improve the volunteer experience. These organisations have committed to take action within their own communities to attract and retain more volunteers in sport.



For an updated list of supporters visit the Sport Volunteer Coalition Action Plan website www.ausport.gov.au/SVCactionplan or scan the QR code:







Australian Government
Australian Sports Commission

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