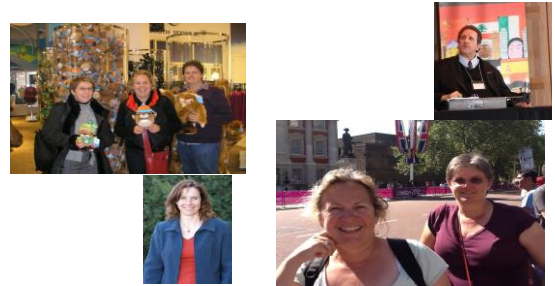




Research in association with Dr Tracey J Dickson; Prof. Deborah A Blackman; Prof. Simon Darcy and Anne Terwiel.



AIM

When we started this project back in 2008 there was a significant gap in the literature around mega – multi sport event volunteers who give their time for events such as the Olympics and Paralympic Games

Purpose of this study was to address that gap

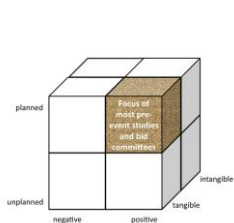
This research is part of a large study which is around volunteering legacy and the extent to which it becomes part of a nations social/ human capital

What's original about this research

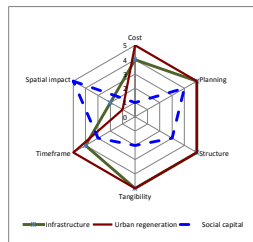
This is the first research that:
 enables comparison of winter and summer Olympic and Paralympic Games volunteers;
 has substantial sample sizes in relation to the variables;
 applies higher item loadings to strengthen the analysis and involves the use of the same instrument across events.



Legacy Models



Legacy Cube (Preuss, 2007)



Legacy Radar Framework (Dickson, Benson & Blackman, 2011)

LONDON 2012

- Terry Ryall, Chief Executive of vInspired who in her Blog just after the London 2012 Games stated *"Wouldn't it be great to have a national driver with a simple vision for a volunteering legacy that we can feel part of, and that can co-ordinate our efforts of the voluntary sector so we can all do our bit for the bigger picture? I hope sincerely that someone somewhere has been beavering away and I can't wait for the big reveal!"* (Ryall, 2012: np). vInspired is a charity that helps young people discover the value of volunteering – for themselves and for others

SOCHI 2014

- Dmitry Chernyshenko, the Sochi 2014 President and CEO, suggested that *'Our programme to train volunteers will not only deliver skilled and enthusiastic volunteers to welcome the world to Sochi in 2014, but also leave the invaluable legacy of a volunteering culture in Russia which will benefit the nation for years into the future'*(Sochi 2014, 2011).

RIO 2016

- Henrique Gonzalez, Human Resources Director of the Rio 2016 organising committee stated,
- The main legacy will be training people to organise sporting events in another level of professionalism and to deliver excellence. The workforce we will have here will develop according to the best management practices, which contribute to their leadership capacity, to face transformational challenges, planning, management and operation. These professionals will also leave this experience better qualified to face the corporate job market (Rio 2016, 2013:np).

Summary of motivations components identified in previous sport events using the SEVMS

Authors	Event (single or multi-sport)	Responses: Number of items (Ratio)	Number of components and labels (Variance)
Farrell et al (1998)	Canadian Women's Curling Championships, 1996 (Single)	137; 28 (4.9:1)	4 (49.7% of variance) Purposive (25.7%) Solidarity (10.3%) External tradition (7.5%) Commitments (6.2%)
Twynam et al (2002)	World Junior Curling Tournament, 1998 (Single)	192; 27 (7.1:1)	4 (49.9% of variance) Solidarity (16.5%) Purposive (15.7%) Commitments (9.1%) External tradition (8.6%)
Khoo et al. (2007)	13th Malaysian Paralympiad, Kuala Lumpur, 2006 (Multi)	301; 28 (10.8:1)	5 (62.4% of variance) Purposive (18.0%) Solidarity (16.7%) Commitments (12.2%) Family traditions (9.3%) Use of free time (6.2%)
Giannoulakis et al (2008)	Athens 2004 Summer Olympic Games (Multi)	146; 18 (8.1:1)	3 (46% of variance) Olympic related (26%) Egoistic (12%) Purposive (8%)
Khoo et al (2011)	2006 National Special Olympics, Iowa, USA (Multi)	289; 28 (10.3:1)	5 (57.4% of variance) Purposive (17.1%) Solidarity (14.0%) Commitments (11.0%) External traditions (8.6%) Family traditions (6.7%)

Others....

- Beijing 2008 Olympic and Paralympic Games (Zhuang and Girginov 2012) (interviews and documents)
- 2010 FIFA world cup, South Africa (Bang et al, 2014) (New survey instrument)
- FIFA U-17 World Cup-Korea 2007 Kim et al, 2010) (New survey instrument)

RESEARCH DESIGN

	Vancouver 2010	London 2012	Sochi 2014
Approved and supported by	IPC	IPC	IPC
In country support	VANOC	LOCOG	OCOG, Volunteer Centres
Ethics Approval	University of Canberra	University of Canberra	University of Canberra
Instrument	Adaptation of the SEVMS tested at the Sydney World Masters Games, 2009	Same adaptation of the SEVMS used in Vancouver 2010	
Motivation item scale	7-point Likert	5-point Likert	
Survey instrument distribution	A link to a survey hosted on Survey Methods was emailed to volunteers by VANOC. The data was then exported to SPSS for analysis	Emailed direct to volunteers via LOCOG research team. The data was then exported to SPSS for analysis	Emailed to volunteer centres then forward onto volunteers
Survey timing	1 month prior to the Games	Two days after the Paralympics	Two days prior before the end of the the Paralympics
Volunteers surveys	Olympic and Paralympic volunteers	Olympic and Paralympic volunteers	Olympic and Paralympic volunteer
Volunteer population	19,104 (all)	70,000 (all)	25,000 (all)
Sample size and response rate	2,066 (10.8%)	11,451 (16.4%)	2,683 (12.9%)
Ratio of responses to motivation items	57.4:1	318.1:1	
Analysis	PCA: with Direct Oblimin, with	PCA: with Direct Oblimin, with	

VOLUNTEER PROFILES

	Vancouver 2010 n=2,066 %	London 2012 n=11,451 %	Sochi 2014 n=3234 (only 2683 totally completed) %
Gender			
Female	59.6	59.1	
Male	40.4	40.9	
Age			
16-18 years (London only)	N/A	1.0	
18-24 years (London 19-24)	4.9	9.8	
25-34 years	10.4	12.5	
35-44 years	13.7	14.5	
45-54 years	26.8	24.1	
55-64 years	31.3	27.4	
>64 years	12.9	10.6	
Employment situation			
Employed full time	55.3	49.5	
Employed part time	11.2	15.4	
Employed casually	2.1	1.6	
Retired or pensioner	24.6	19.6	
Fulltime student	3.5	7.6	
Fulltime carer or parent	1.4	1.1	
Unemployed &/or looking for work	2.0	3.0	
Other	N/A	2.2	
Previously Volunteered	93.6	80.4	

Motivation items: means and rankings from London and Vancouver

- Top 20 variables for both games were the same with very similar rankings
- Top ranking was **“it was the chance of a lifetime”**
- Significantly different from previous research - ranked 8th or lower
- The bottom six variables also had similar rankings across the two events
- BUT – difficult to tell how real are the differences due to rescaling, timings of survey

London 2012 Motivations

Principal Components Analysis

1. Transactional (exchange ..I give, you receive)
2. Altruistic (give..give..give)
3. It's all about the Games (focus on the event)
4. Traditional (vol alot, family, community)
5. Availability (availability / time free)
6. Application (of skills)
7. Rewards (pressies!!)
8. Variety (desire for change, new)



VANCOUVER 2010 Motivations

Principal Components Analysis

1. It's all about the Games (focus on the event)
2. Transactional (exchange ..I give, you receive)
3. Variety (desire for change, new)
4. Application (of skills)
5. Availability (availability / time free)
6. Altruistic (give..give..give)
7. Traditional (vol alot, family, community)
8. Rewards (pressies!!)



Table 6 Principal Components Analysis: Pattern Matrix

	London2012	Vancouver 2010
Component_label		
1. Transactional	21.78%	12.99%
2. Altruistic	10.29%	3.61%
3. It's all about the Games!	6.18%	26.03%
4. Tradition	5.01%	3.02%
5. Availability	3.99%	4.33%
6. Application	3.42%	5.01%
7. Rewards	3.20%	2.81%
8. Variety	1.92%	6.31%

Challenges of this research

Accessing OCOGs to undertake research

OCOG requirements - Scaling, and timings differences

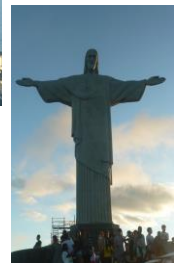
Post event surveys to measure legacy

Replication and longitudinal studies is a real problem!

If you then put this across other events (e.g. FIFA world cups, Commonwealth Games) – challenges are even more exacerbated!



Where to next.....or maybe not!



Conferences

1. Darcy, S. Dickson, T. J. and Benson, A. M. (2013) Inclusive Game Makers? The Motivations, Experiences and Challenges of Volunteers with Disabilities at the London 2012 Olympic and Paralympic Games. ANZALS, December 2013. Gold Coast, Australia.
2. Benson, A. M., and Dickson, T. J. (2013) Researching Volunteer Legacy at The Games: Déjà vu? European Conference on Research Methodology for Business and Management Studies (ECRM). June, Portugal.
3. Tracey J Dickson, Simon Darcy, Angela Benson and F. Anne Terwiel. (2013) London 2012 Volunteers; Motivations and Social Legacy Potential. International Paralympic Committee (IPC) VISTA 2013 May, Germany.
4. Blackman, D. A., Benson, A. M., and Dickson, T. J. (2011) Why Human Capital Legacy will not be Sustained: A Knowledge Management Perspective. ANZAMS 2011. December 2011. Wellington, New Zealand.
5. Benson, A. M., Dickson, T. J. and Blackman, D. A. (2011) The real heroes of the 2010 Olympic and Paralympic Winter Games: motivations of volunteers and intentions to volunteer in the future. ANZALS. December 2011. Dunedin, New Zealand.
6. Benson, A.M., and Blackman, D.A. (2011) Disabled Volunteers at the 2012 Olympic and Paralympic Games: can their participation create sustainability? Asia-Pacific Researchers in Organisational Studies (APROS) 2011 'Local Organizing / Organizations on Location'. November 28-1 December 2011. Auckland, New Zealand.
7. Benson, A. M., Blackman, D. A. and Dickson, T. J. (2011) Researching Volunteer Legacy of The Games: Gatekeepers, Goal Posts and Guardian Angels! European Conference on Research Methodology for Business and Management Studies (ECRM). June 20 – 21st 2011, Caen, France.
8. Dickson, T. Edwards, D. Darcy, S. Benson, A. and Blackman, D. (2010) Olympic and Paralympic Legacies: the 2010 volunteers' story... Third International Sport Business Symposium – Economics and Management of the Olympic Games. February 19th, Vancouver, BC, Canada. Retrieved from <http://css.educ.ubc.ca/sites/css.educ.ubc.ca/files/uploads/documents/abstractsymposium.pdf>

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1. Blackman, D., Benson, A.M. and Dickson, T.J. Enabling Event Volunteer Legacies: A Knowledge Management Perspective. *Voluntary Sector Review*. Accepted due to minor amendments.
2. Benson, A.M., Dickson, T.J. and Darcy, S. Volunteers with Disabilities at the London 2012 Olympic and Paralympic Games: Who?, Why?, and Will they do it again? *Event Management: an International Journal*. Accepted due to minor amendments.

Journal Articles Published

1. Darcy, S., Dickson, T. J., and Benson, A.M. London 2012 Olympic and Paralympic Games: Including volunteers with disabilities, a podium performance? *International Journal of Event and Festival Management*.
2. Dickson, T. J., Benson, A.M. and Terwiel, A. (2014) Mega-event volunteers, similar or different? Vancouver 2010 vs. London 2012. *International Journal of Event and Festival Management*. 5(2): 154-179.
3. Benson, A.M., Dickson, T. J., Terwiel, A. and Blackman, D. (2014) Training of Vancouver 2010 volunteers: a legacy opportunity? *Special Issue: The Olympic Legacy, Contemporary Social Science: Journal of the Academy of Social Sciences*. 9(2): 210-226.
4. Dickson, T. J., Benson, A.M., Blackman, D., and Terwiel, A. (2013) It's all about the Games!: 2010 Vancouver Olympic and Paralympic Winter Games Volunteers. *Event Management: an international journal*. 17(1): 77-92.
5. Dickson, T., Benson, A.M. and Blackman, D. (2011) Developing a framework for evaluating Olympic and Paralympic legacies. *Special Issue on Sport, Tourism and the Olympic Games. Journal of Sport & Tourism*. 16(4): 285-302.