

EVENT VOLUNTEER EVALUATION PROJECT (EVE): COMPARATIVE STUDY OF EVENT VOLUNTEER MOTIVATIONS AND SATISFACTIONS ACROSS AUSTRALIA AND NEW ZEALAND

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Aim of EVE project

- To build a database of questionnaires on volunteer motivation across a range of events and festivals to move beyond single case event volunteers research.
- This paper seeks to cluster volunteers from 4 sports events according to their motivation and compare this with the different volunteer management models in use.

Status of research on event volunteering

Event volunteering has grown in popularity as an area of research interest

- Case studies of individual events dominate
- Mega event research – multi-sport events dominate including a strong Olympic studies movement
- Major event research – single sport events dominate including international and national tournaments
 - * Fixed rather than roaming events are the focus
- Bulk of research focuses on volunteers themselves
- Data collection typically conducted at a specific point in time
- Most research focuses on volunteers in operational roles
- Quantitative methodologies dominate

Need for a cross-case approach

- Prevalence of case study research at single events calls into question the generalisation of findings (Surujal & Dhurup, 2008)
- Most English-language research originates in Australia or North America
 - * Mega event research has been conducted in the UK, Greece, Norway, South Africa, China, Japan and South Korea
 - * Although widening the cultural contexts of the research conducted, studies still mainly adopt a case-study approach resulting in limited cross-cultural research

Event volunteer motivations

- Developing a generic event volunteering motivational scale
 - * **Special Event Volunteer Motivation Scale (SEVMS)** Farrell et al. (1998)
- Four motivational factors:
 - * **purposive motivations** concern contributing to the community and the event and are related to altruism;
 - * **solidary motivations** relate to social interaction and personal development;
 - * **external obligations** are linked to extrinsic motivations; and
 - * **commitment** concerns fulfilling obligations to the event or community (these latter two were combined as **material motives** in Johnston et al., 1999/2000)

Factors affecting volunteer motivation

- Relating volunteer motivations to :
 - * socio-demographic profile of volunteers (Kemp, 2002),
 - * the roles they undertake (Saleh & Wood, 1998),
 - * whether someone is a first time or repeat volunteer (Coyne & Coyne, 2001)
 - * The training they receive (Costa et al, 2006)

Segmenting volunteers

- Efforts to segment volunteers for recruitment
 - * Number of hours volunteered (Randle & Dolnicar, 2009)
 - * Type of organisation volunteered for (Dolnicar & Randle, 2007)
 - * Motivations for volunteering (Dolnicar & Randle, 2007)
 - * Attitudes and volunteer motivations (Hustinx & Lammertyn, 2004)
 - * Segmenting event volunteers
- Segmenting event volunteers
 - * Treuren's 2014 study

Event volunteer management models

- Different models of volunteer management at events (Smith and Lockstone, 2009), for example:
 - * Programme management model
 - * Outsourcing
 - * Bring Your Own
 - * Alternative approaches

Event Volunteering Evaluation (EVE) project

Aim:

- Build a core data set to test the relationships between **volunteer motivation** and satisfaction and:
 - * **different events** (event type, scale, location, frequency, and location);
 - * by the **personal characteristics** of volunteers (gender, age, employment status, resident/non-resident, local/domestic/international; culture/nationality); and
 - * **volunteering roles** (new/repeat volunteer, volunteer position)

Method:

- Quantitative, a standard questionnaire developed using reliable and valid scale items - Special Event Volunteer Motivation Scale (SEVMS) (Farrell et al. 1998);
- Exploratory Factor Analysis was used to reduce the number of motivational factors and a two-step cluster analysis run using these factors.

ISAF Sailing World Championships 2011



Programme: Typical programme management approach, with a volunteer coordinator recruiting and managing all the volunteers

International roaming event

IRB Rugby Sevens, Wellington 2012



Programme: Typical programme management approach, with a volunteer coordinator recruiting and managing all the volunteers

Annual two-day event

Equine WA 3 Day Event, 2011



BYO: each competitor must supply a volunteer (a family member, member of their support team or even themselves)

Regularly occurring around the state

Avon Descent 2012



Outsourced: The different activities are outsourced to groups who take responsibility for that function.

Annual 2 day event

Comparing the profile of event volunteers

	ISAF Sailing	Avon Descent	Equine WA	Rugby Sevens
Volunteer Management Model	Programme	Outsourced	BYO	Programme
Responses	207	70	60	102
Survey Administration	Interviewer	Mail	Interviewer	Self-completion
Gender	Male (63%)	Male (71%)	Female (83%)	Male (60%)
Age	50+ (67%)	50+ (58%)	40-59 (51%)	Under 18-49 (68%)
Employment status	Retired (40%)	Employed fulltime (49%)	Self employed (41%)	Employed full-time (65%)
Current or past work role relates to volunteer role	19%	13%	44%	17%

Cluster Means on Standardised Motivation Factors & Tukey HSD for Homogenous Subsets

Variable	Cluster 1 (n = 74)	Cluster 2 (n = 118)	Cluster 3 (n = 143)
Solidary	-0.951	-0.353	-0.784
Purposive	0.940	-1.00	-0.339
External traditions/Commitments	-0.211	0.090	-0.035
Spare time	-0.300	-0.138	-0.269

Cluster profile

	Altruists	Indifferents	Socials
Number	74 (22%)	118 (35%)	143 (43%)
Gender	Male (63%)	Slightly female (51%)	Male (60%)
Age	50+ (58%)	Under 18-49 (54%)	50+ (52%)
Employment status	Employed full-time (46%)	Employed full-time (32%) Self-employed (27%)	Employed full-time (48%)
Volunteered on an ongoing basis in the last 12 months	56%	35%	45%
Current or past work role relates to volunteer role	16%	31%	21%

Clusters by event type

	Altruists	Indifferents	Socials
Rugby Sevens	16.7%	23.5%	59.8%
ISAF Sailing	18.6%	24.5%	56.9%
Equine WA	8.3%	83.3%	8.3%
Avon Descent	46.5%	26.8%	26.8%

Conclusions

- The data suggests there is a relationship between the management model at the event and the dominant motivations;
- This is likely to be linked to the recruitment method:
 - The BYO model recruits uninterested volunteers and the Outsourcing model recruits volunteers with no specific interest in the event theme.
 - The BYO model may work well for these events but does not appear to promote wider volunteer participation.
 - The Programme Management and Outsourcing models are most likely to lead to future volunteering.

Future research

- As the EVE dataset grows:
 - * More confirmatory knowledge about what these differences in motivations mean
 - * Other factors (e.g. nature of event, volunteer profile etc.)?
 - * Cross-case, and potentially longitudinal analysis
- * Publications to date
 - Lockstone-Binney, L., Holmes, K., Smith, K.A. & Baum, T. (Eds). (2014). [Event volunteering: International perspectives on the event volunteering experience](#). London: Routledge.
 - Lockstone-Binney, L., Holmes, K., Smith, K.A., Baum, T. & Storer, C. (2015). Are all my volunteers here to help out? Clustering event volunteers by their motivation. [Event Management](#), 19(4), forthcoming.

Questions

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