



**NETBALL**  
NEW ZEALAND

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# Volunteer Strategy

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**We live this game.**



## Welcome

*Netball is an integral part of New Zealand's dynamic sporting culture. Existing in New Zealand for over 100 years, today Netball is one of New Zealand's favourite sports and is enjoyed by hundreds of thousands of people across the country.*

*Netball New Zealand [NNZ] are pleased to present the Volunteer Strategy 2020-2022. This strategy document will outline our vision and strategic objectives. Each objective is broken down to outline, our goals, actions and what success will look like.*

***NNZ is proud to value and support our Netball volunteers as they discover their own true volunteer journey***

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*NNZ would like to thank Cadbury for their generous support of our remarkable Netball volunteers. Cadbury as the Official Volunteer Partner of NNZ make it possible to deliver this strategy.*

## Introduction

Volunteering is a huge part of New Zealand's culture. Ranking 6th in the world for volunteer participation, Kiwi's volunteer because it enriches society. It brings people together as part of a community and helps keep businesses and organisations afloat. Volunteering helps the individual grow, feel good about themselves and to form positive connections with those they volunteer with. Volunteers in sport can give back to a sport that has often developed them personally through relationships, confidence, communications and working as a team.

Alongside many codes, Netball relies on volunteers to enable the 140,000 participants to play our game and have a quality Netball experience. The number of volunteers and their level of ability directly impacts that experience making them an essential link to the growth of Netball player numbers. Netball currently has over 12,000 coaches, over 2000 umpires and countless numbers of volunteers in administration roles.

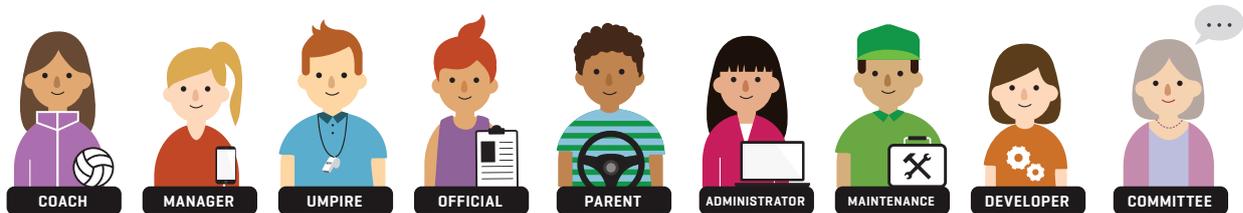
Given there are so many volunteers in New Zealand's Netball landscape, there is a need to develop a strategy that will make volunteering easier. We want volunteers to feel supported and know that they are valued, in turn spreading the volunteering passion throughout our Netball communities.

The intention of this strategy is to raise the profile of volunteering within Netball through increased development and acknowledgement of volunteers. Sharing the benefits volunteering has on connecting communities and on an individual's Hauora [health and well-being] will also be a key aspect.

Netball is well placed to deliver a volunteer strategy through its existing futureFERNs, Youth, NetballSmart, Officials and Coaching programmes.

This strategy will build the tool kit of Zones and Centres to enable their direct stakeholders [Centres for Zones and Schools/Clubs for Centres] to recruit and retain volunteers. It is also designed to support the internal volunteer needs at Centres.

### There are lots of different volunteer roles



### There are also lots of reasons to volunteer



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# Our Vision

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# VALUE & SUPPORT OUR VOLUNTEERS

*He wahi mōhou hei tūao*

*There is a place for you to volunteer*

## OUR AIM

*NETBALL IS SEEN AS AN  
INCLUSIVE SPORT IN WHICH  
THERE IS A VOLUNTEER ROLE  
FOR EVERYBODY*

## OUR PURPOSE

*TO LEAD AND DEVELOP  
AN ENVIRONMENT  
WHERE QUALITY NETBALL  
EXPERIENCES ARE HAD BY ALL*

## OUR STRATEGIC OBJECTIVES



### ONE

*The Netball volunteer  
is at the centre of  
everything we do*



### TWO

*Tools are developed  
to make Netball  
volunteering easier*



### THREE

*'Thanking' is part of  
our Netball culture*



### FOUR

*Netball volunteering is  
something that people  
want to do*

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## Our Strategic Objectives

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### ONE

*The Netball volunteer is at the centre of everything we do:*

#### **Our Goals:**

- ♦ NNZ, Zones, Centres, Clubs and Schools keep the volunteer front of mind
- ♦ The volunteer strategy is embedded into all NNZ departments and programmes
- ♦ Netball leads in the volunteer space

#### **Our Actions:**

- ♦ Share the volunteer strategy
- ♦ Investigate ways to embed volunteerism into NNZ programmes, departments and staff policies
- ♦ Support Zones to help Centres action the volunteer strategy
- ♦ Capture the voice of the volunteer

#### **Our Success Measures:**

- ♦ Awareness of the volunteer strategy and how best to use it
- ♦ Community programmes have a volunteer component
- ♦ Netball is highly regarded for its value and support of volunteers
- ♦ Zones can easily add value to existing Centre interactions
- ♦ Insights influence further actions



## TWO

*Tools are developed to make Netball volunteering easier*

### **Our Goals:**

- ♦ Volunteers and those managing volunteers are provided support
- ♦ The level of volunteering knowledge in Netball is lifted

### **Our Actions:**

- ♦ Make resources available to help recruit, retain, inspire, communicate with, develop and support volunteers
- ♦ Resources are presented at workshops and in webinars
- ♦ Investigate ways to direct people to volunteer opportunities
- ♦ Create a volunteer database

### **Our Success Measures:**

- ♦ Volunteer resources are being used
- ♦ Volunteer resources increase knowledge of volunteers and their managers
- ♦ Volunteers are connected to Netball and Netball is connected to volunteers



## THREE

*'Thanking' is part of our Netball culture*

### **Our Goals:**

- ♦ All volunteers are acknowledged all the time by everybody

### **Our Actions:**

- ♦ Promote a positive Netball environment
- ♦ In partnership with Cadbury, distribute 'Thank You Packs'
- ♦ Establish a 'Cadbury Volunteer of the Month' acknowledgement programme for Centres
- ♦ Award 'Cadbury Volunteer of the Year' in five categories nationally
- ♦ Stories of volunteering impact are collected and shared

### **Our Success Measures:**

- ♦ It is common to see and hear volunteers being 'thanked'
- ♦ Volunteers feel valued and are retained in Netball



## FOUR

*Netball volunteering is something that people want to do*

### **Our Goals:**

- ♦ The benefit of volunteering on an individual's Hauora (health and well-being) is understood
- ♦ The benefit of volunteering on a community is understood
- ♦ People seek out Netball volunteer opportunities to add value to their lives and the lives of others
- ♦ Volunteering is cool, fun and more people want to contribute

### **Our Actions:**

- ♦ Start a national recruitment/ retention drive
- ♦ Share messaging to educate people on the benefits of volunteering
- ♦ Stories of volunteering impact are collected and shared

### **Our Success Measures:**

- ♦ Stories indicate that volunteering has benefited communities and people

# Appendices

## APPENDIX 1. SWOT/VOLUNTEER INTERVIEW FINDINGS

- Three Zones and 26 Centres completed a SWOT analysis Survey in July 2019.
- 25 volunteers (in the roles of coach, umpire, manager, committee member, administrator, event assistant and maintenance staff) were interviewed at the Netball NZ Under 17 Champs National Tournament, 15-18 July, held at Netball Waitakere, Auckland.

### These are our top learnings:

#### STRENGTHS



- Volunteers have a passion and love of Netball
- High levels of commitment from volunteers
- Community connectiveness

#### A STRENGTH FOR SOME AND A WEAKNESS FOR OTHERS

- Recruitment and retention
- Recognition and reward
- Training and support
- Communication/relationships with volunteers

#### WEAKNESS



- Not enough volunteers to fill all roles
- Big workload when it is the same people volunteering
- Volunteer management plans not in place

#### OPPORTUNITIES



- Support Centres to have a volunteer management plan
- Easy access to resources for volunteers
- Find effective ways to acknowledge volunteers
- Find effective ways to advertise for volunteers
- Attract more youth volunteers
- Appeal to more volunteers by reducing the size of volunteer roles

#### THREATS



- Expectation of payment in a system with limited funds
- Lack of time/ increasing demand of other commitments
- Aging volunteer base not being replaced by youth
- Managing side-line behaviour and the high expectations of supporters
- Increasing number of policies to adhere to

## APPENDIX 2. KEY INSIGHTS

### The current state of volunteering in New Zealand

- Almost 1 million New Zealanders volunteer in sport every year
- Netball currently has over 12,000 coaches, over 2000 umpires and countless numbers of volunteers in administration roles
- Netball is the sport females are most likely to volunteer in, 16% of females and 4% of males volunteering in sport volunteer in Netball
- Volunteer numbers are declining in sport
- Volunteer numbers are affected by a time-poor nation and age-related concerns (including ageing volunteers and not enough youth)
- 54% of Netball volunteers have played Netball in the last 12 months

### Why do people volunteer?

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| <ul style="list-style-type: none"> <li>• Females volunteer for:               <ul style="list-style-type: none"> <li>» My children take part</li> <li>» Fun, enjoyment</li> <li>» To do something worthwhile</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Males volunteer for:               <ul style="list-style-type: none"> <li>» Fun, enjoyment</li> <li>» To do something worthwhile</li> <li>» I'm passionate about sport</li> </ul> </li> </ul>                 |
| <ul style="list-style-type: none"> <li>• Those aged 16-24 volunteer for:               <ul style="list-style-type: none"> <li>» Fun, enjoyment</li> <li>» Help people improve</li> <li>» Gain new skills</li> </ul> </li> </ul>     | <ul style="list-style-type: none"> <li>• Those aged 25-44 and 45-64 volunteer for:               <ul style="list-style-type: none"> <li>» Fun, enjoyment</li> <li>» My children take part</li> <li>» To do something worthwhile</li> </ul> </li> </ul> |

### Motivators for volunteering

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|--|---|
| <ul style="list-style-type: none"> <li>• Intrinsic motivators include               <ul style="list-style-type: none"> <li>» The wish to help others</li> <li>» Personal growth</li> <li>» Learning new skills</li> <li>» Finding friends</li> <li>» Completing a duty to society</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Extrinsic motivators include               <ul style="list-style-type: none"> <li>» Rewards</li> <li>» Being well-regarded by peers</li> <li>» Gaining social status</li> <li>» Personally benefiting from the voluntary work</li> </ul> </li> </ul> |
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### **Impact of volunteering on Hauora (health and well-being)**

- Volunteering is good for us because it brings purpose to people's lives
- It's a virtuous circle, volunteering leads to improved Hauora, this leads to greater altruistic behaviour and further volunteering
- Too much time volunteering can have a negative impact on Hauora
- Overall, sport volunteers had a more positive experience than other types of volunteers. Volunteering in sport leads to a greater sense of happiness and feelings of a worthy contribution when compared to other types of volunteering

### **Why volunteers stop**

- Lack of time
- Not having the right skills
- Not feeling rewarded for one's efforts
- Lacking confidence
- Negative experiences with the internal organisation of sport clubs
- Bureaucracy

### **Ways to Recruit and Retain**

- Word of mouth, community events, notice boards and online are ways to advertise volunteering opportunities
- People are more likely to volunteer if they are asked
- People are more likely to volunteer if they have a friend with them
- People are more likely to volunteer if it was easier and there was more training and development
- A positive experience during and at the end of volunteering, which makes people feel good about themselves, plays an important role in whether they come back to volunteer again
- Telling stories of volunteers that tell us who they are, what they have done and their impact on both the sport and people, is a very important part of meaningful volunteer acknowledgement

- 'GIVERS' is an acronym for organisations to use to understand the motivations of volunteers and then apply that understanding to their recruitment and acknowledgement.
  - » **G** - Growth: reflects the wish people have to grow as a person, build their skills and widen their horizons
  - » **I** - Impact: reflects the wish of volunteers to see the difference they have made
  - » **V** - Voice: recognises that people react to how messages they receive are framed and presented. Volunteers also like to be heard as they often have experience and knowledge which the sport can use
  - » **E** - Experiences: recognises that people's time is scarce and that their need for a seamless and positive experience is critical
  - » **R** - Recognition: acknowledges the extrinsic motivators and the wish to be acknowledged for their impact, even if it's by a simple thank you
  - » **S** - Social: takes into consideration that people are social beings who enjoy being with friends.

### APPENDIX 3. REFERENCES

- Sport NZ Volunteering Insights Report – Gemba, November 2015
- The Value of Sport – Sport NZ 2017
- Active New Zealand Survey – Sport NZ, 2013/2014
- State of Volunteering in NZ Report – Volunteering NZ, 2017
- Givers. Using behavioural science to recruit and retain volunteers more effectively – Sport and Recreation Alliance UK, June 2018



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