**COLLEGE OF BUSINESS, LAW & GOVERNANCE**



**INDIVIDUAL TASK COVER SHEET**

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| **ASSESSMENT TITLE** | Volunteering problems | | | | | | | | |
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#### Introduction:

This report will examine a variety of motivations for volunteering in international sports and outline main issues resulting in the decreasing engagement in community sport volunteering. There are also some implications which can be used for volunteer management. Furthermore, in my opinion, there are some challenges that I encounter when making a decision to participate the sport volunteer.

#### Body:

### The motivations for sport volunteer:

Volunteering is the non-paid and free chosen in terms of undertaking the involvement in the organisation or agency and participating some activities for the benefit of the members or the environment as well as oneself (Cuskelly et al. 2006). Motivations is the driving force that activates behaviour and provide objective, direction to behaviour (Quester et al., 2014). The strength of motivation fluctuates in terms of age, genders, role of volunteer like leadership volunteers, board or committee (Dorsch et al., 2002).

There are some motivations why people volunteer. Firstly, people want to volunteer due to the community concern (Wang, 2004). The overwhelming majority of people participating this motivation belongs to the older people who are over 45 year olds (Dorsch et al., 2002). People want to contribute the efforts and service to the community. Though this motivation, the volunteers enhance the community security. For example, the Marathon events attract a lot of volunteers all around the world. Volunteers play necessary role in helping the athletes mentally by providing drinks, towels when the players need, picking up garbage when the events finish so as to protect the environment, the area so that the athletes can focus on purpose like becoming the winner when they are running.

Secondly, there is the altruistic value (Wang, 2004). The altruistic value means that they desire to help others and contributing to society. There are more women than men having this motivation (Dorsch et al., 2002). This depends on personal values and beliefs, enjoyment. Through the sport volunteer, people believe that when they help the players, they create the faith for the players. The volunteer assistance can occur in tangible and intangible manner. In the marathon events, when the players see the volunteers’ appearance, the players acknowledge that they do not lose themselves on the track.

Thirdly, people gain social adjustment (Wang, 2004). Some people participate to sports volunteer to meet new people and making new friends so that the relationships are formed. There are younger people especially women in this sector (Dorsch et al., 2002). Sports events appeal a lot of people, regardless of sex, gender, nationality and social class. Through these events, they meet new friends, talk to each other, joking, keep in touch in some ways like phone, social media, face-to-face meeting.

Fourthly, people want to gain recognition and status in the community (Dorsch et al., 2002). Adults who are from 15 to 24 year olds occupies this sector (Dorsch et al., 2002). The young people misled by bad companions participate the volunteer activities through the guidance from guardian and parents, they recognise their positions in the society and become mature. Moreover, the Indigenous Marathon Project proves that five runners such as Juan Darwin, Joseph Davies, Caleb Hart and Charlie Maher aging from 18 to 27 years old participate this project. They live in isolated communities like Arnhem Land, the Kimberley and the Central Desert and the everyday opportunities that young people possess are cut off. They are trained how to run distance at the Australian Institute of Sport. They spent about 4 months on experiencing the extreme session on desert roads. Finally, they successfully finished the competition on the streets of New York (Running to America, n.d). After this project, young men also recognised their positions in their lives and they also established running institutions in their hometown to enhance their local people health and lifestyles.

Fifthly, there is the ego enhancement (Wang, 2004). This is based on cultural norms. Volunteering means that there is the right thing to do and therefore enhances positive feelings about themselves. The sport events for the disabled inspire the volunteers, the watchers and the examiners in some ways. The efforts from the disabled create positive awareness and improve the ego for the viewers.

Sixthly, there is the diversion (Dorsch et al., 2002). Volunteering for sports organization is considered as the best way to get away from daily activities. There are younger volunteers who are 15 to 34 year olds in this sector (Dorsch et al., 2002). When the events are celebrating, there are a lot of activities that need to prepare like distributing drinks, food, towels, trashcan, creating the volunteer uniform. Volunteering can extend all days therefore the volunteers can participate in these activity rather than go shopping or sleep when they have a break. Thorough these activities, volunteers feel relax after the stressful weekday hours.

Last but not least, volunteering in sports can create the best way to the career advancement (Dorsch et al., 2002). This sometimes regarded as a way to get a job or to enhance the present career. People who are 15 to 24 concern this issue (Dorsch et al., 2002). An outstanding volunteer is employed by the organisation. Moreover, through the volunteering, people will have more experiences about performances, procedures to conduct the sports event, especially for those whose major is relating to manage events.

### Problems in declining engagement in community sport volunteer:

The decline in community sport volunteering becomes the greatest challenge today. There are

three primary reasons for this reason. First, there is a lack of time (Hartnett et al,2014). To be more specific, in the USA, employees work about 39.5 hours a week. In France, employees work about 38 hours a week. In the United Kingdom, employees work about 36.4 hours a week. In Germany, employees work about 35.7 hours a week. In Netherlands, employees work about 30 hours a week (Hartnett et al,2014). For this reason, people concentrate on working harder and more efficiency, the amount of hours for volunteering decreases. Moreover, the invention of new technology also impacts the leisure time. There are approximately 190 million tweets per day, 15 hours 33 minutes on Facebook, 4000 pictures posted on Flickr every minute, 3 billion hours on Youtube (Hartnett et al,2014). Not only young people but also older people participate in these activities. Due to the unpredictable development of technology and the new type of entertainment, people prefer trying the new activity in advance. Therefore, the amount of time spending on volunteering decreases.

Secondly, there is shifting priorities (Hartnett et al,2014). The future leaders’ generation have different point of view and the set of priorities from the Baby Boomers generation who was born between 1946 to 1964. The generation X who was born from 1964 to 1980 and Millennials who was born from 1980 to 2000 have the impact on the communities. The Baby Boomers are attached with religious, educational and social service organization. These organisations also created a lot of volunteering activity like giving food for the homeless people, playing a role as fan club when there was a small sports competition celebrated. The next generation was not interested in religious groups but they are concerned about the individual volunteer. Therefore, there is a significant difference about investing time for volunteer. Practically, people who are 20 to 24 year olds as well as the next generation of leaders make up the lowest rate in volunteering.

Thirdly, there is the intentions to keep with an organisation to remain as volunteers (Hartnett et al, 2014). The non-profit organisations such as the Community Sport Organisation (CSOs) depends on volunteer to control governance, management, the role of service delivery and the obtaining of sport development consequences (Cuskelly et al, 2006). To keep the quantity of volunteers, the sport agencies apply the use of Human Resource Management (HRM) concepts, which are considered as “modelled on work organisations” (Australian Sports Commission, 2000). The agencies also concentrate on the procedure of planning, recruitment, selection, orientation, training and recognition guideline in the volunteers’ management by offering training and creating opportunities to volunteers, identifying appropriate volunteers and matching volunteer to suitable tasks (Hager et al, 2004). Through this approach, there creates the commitment between the volunteers and the organisation. However, according to the functional theory, volunteers will remain the organisation for the long period if the volunteer experience matches the motivation. In order to reinforce the volunteer quantity, the research for this was conducted. For example, 1280 volunteers participating the rugby club was asked about the intentions and timing in terms of volunteer or leave the club like they will plan to continue at this rugby club until the end of the season, they will plan to continue at this rugby club next season, they will plan to continue at this rugby club for 3 years, they will plan to leave at this rugby club within 12 months, they will plan to continue at this rugby club in the next 12 months but in a different organisation or they will plan to cease at this rugby club until finding the next volunteer (Clary et al, 1998). This survey will help the organisation know exactly the volunteer trend and the organisation will employ and distribute the volunteer quantity appropriately.

### Implication for volunteer management:

The managers of the club must ensure that there is the satisfaction with the initial volunteer so as to create the relationship between volunteers and the managers. In order to achieve this objective, the managers require to build the meaningful and beneficial events for the community. The good performance of the organisation will make the volunteer become interested in the events. The inefficient executing like cancelling the sport volunteer suddenly without reasons will make the volunteers aggressive and also destroy the coordination between the organisation and the volunteer. If the organisation employs volunteer for increasing the profit and gain the fame, this will lead to the decrease in volunteer and distort the meaning of volunteer. Therefore, the volunteer coordinators ought to design a variety of possible motives to connect the volunteer member and the organisation (Hoye et al, 2008).

Volunteers foster the camaraderie with each volunteer all over the world. There must emphasize on social benefits and establish time to interact and reminisce with each volunteer. People having volunteer opportunities achieve more experience in interpersonal skills. When the volunteer organisation become prestigious, there will attract the large sponsorships and supports from the large companies through the friendship and communication skills. When there is a big sport events, this requires the large amount of volunteers. The prestigious volunteer organisation which has the huge sponsorship will contribute the quality products for the events. People participating the sports events experience the well logical and structural volunteer management, they will receive more energy and cheering when they are playing.

Furthermore, thanks to the professional management systems and structures, Community Sport Organisation has been successfully controlled the volunteer members especially for the systematic volunteers. The systematic volunteers are the permanent or temporary volunteers operating at the community level of sports. The systematic volunteers have altruistic value, personal development, community concerns and social adjustment and they do not have the ego enhancement. There is a study found that some volunteers possessing primarily altruistic motives have a propensity to remain volunteering in the club for permanent rather than volunteers who have ego enhancement (Hoye et al, 2015). The stability of the systematic volunteer will help the organisation address the problem of declining volunteer quantity. The organisation ought to apply some strategies to remain the quantity of systematic volunteer like sending gifts to volunteers who contribute the most efforts, listening to the volunteers who encounter the difficulty in life. Generally, the organisations need to meet volunteer’s requirements and motivations so as to retain them (Hoye et al, 2008).

### Personal perspective in sport volunteer:

In my opinion, sport volunteer is the meaningful and valuable activities to take part in. For the meaningful areas, I suppose that whenever I give the players cheering, I also transmit the energy for the players to fulfil their objectives. For the valuable aspects, I have recognised how the enthusiasm from the players are and how the pride from the winners are. I also widen my knowledge about how the sports are played, how efforts are contributed. To become a winner in sport events, I feel that the players has spent a lot of time and efforts to train. I also find that the players containing the unique characteristics is the consistency. The consistency will lead to the success. The players never give up the training when they encounter the difficulty, sorrow and especially for the disabled. When people encounter the challenge, they tend to become lazy. However, when I see the disabled take part in the tournament, I also feel ashamed and find that the problem which I face constitutes a minor. Whenever the sport events finish, I become stronger and be able to face the scare which I have tolerated and hidden for the long period of time. When I watch sport competition, I also discover that human contains unprecedented instinct. For example, Johanna Nordblad who plays 164ft Freediver horizontally under ice by wearing only a swimsuit broke the Guinness World Records on Saturday 14th March at lake Päijänne, Finland (Whelan, 2015). When my life reaches the deadlock, I like to watch the Guinness World Record programme where a variety of sports competition takes place and the special human’s instincts are explored. Through this programme, it makes me deep impressions about the efforts and the enthusiasm from the players. Johanna Nordblad plays Freediver after she experienced a mountain biking accident which makes her leg broken (Water Activities, 2016).

However, to participate the sport volunteer, I still encounter some challenges. In my life, I participated volunteering activities for 3 times. Firstly, I took part in volunteering when I was a student in secondary school and my school celebrated the sport competition between classes. Secondly, I took part in volunteering in Marathon events when I was freshman at the university. Thirdly, I took part in volunteering though my friend invitation. Now the problem that I encounter is the time issues. Because most of time I will spend on studying like reviewing the lecture content, reading the book for seeking more information, submitting the assignment before deadline. I also do household, cook meal and go out with my friends. If I want to volunteer sport events, I will find the event where there is the international sport event like Marathon Championship. The big sport event employs huge quantity of volunteers, contains various activities do it. From my point of view, I won’t take part in the volunteer activity regularly because I suppose that when I volunteer regularly, it becomes the burden. Moreover, when I have free time, I also go shopping, eating meals with my friends. To balance the time to participate the sport volunteer and other entertainment activities, I must plan and create the schedule before hands. I also do some research about the sport volunteer carefully before I participate in it.

#### Conclusion:

From an overall perspective, volunteer plays important role in sport events. If the players are considered as the front line, volunteering is seen as the rear. When the sport event is celebrated, the lack of volunteer is the major problem. The volunteer transmits the energy, spirit for the players to help them fulfil their purposes when the players participate the sports event. In fact, there are some motivations for sport volunteer like community concern, altruistic value, social adjustment, gain recognition and status in the community, ego enhancement, the diversion and the career advancement. However, the number of volunteer engaging the sports events has decreased due to the time management, shifting priorities and intentions for future volunteer. In order to address the issue of declining the number of volunteer, there must have the care of the manager, the volunteer’s behaviour and perspective and the organisation establishment called Community Sport Organisation. In my opinion, the value and benefit of volunteer impact to some extent in my life in terms of characteristics and attitude when I cope with the adversity.

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