



A CLUB'S GUIDE TO

VOLUNTEER MANAGEMENT

Updated March, 2021

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VOLUNTEER COORDINATOR

WHAT IS A VOLUNTEER COORDINATOR?

A volunteer coordinator is responsible for the recruitment, management, and retention of volunteers within the club.

The volunteer coordinator is positive and enthusiastic, well organised and can communicate effectively and build relationship quickly.

WHAT DO VOLUNTEER COORDINATORS DO?

A volunteer coordinator is responsible for volunteer management including:

- Recruiting new volunteers
- Developing job descriptions.
- Ensuring all volunteer jobs are filled by the right people.
- Inducting new volunteers to the club
- Rostering of volunteers
- Communication with volunteers
- Recognition initiatives

WHY SHOULD THE CLUB HAVE A VOLUNTEER COORDINATOR?

Without volunteers, many clubs would fold. Volunteers are the most important asset within your club, but volunteer management can be very time consuming.

A volunteer coordinator will look after all things volunteers and ensure the club's volunteer base feels supported and continues to grow. This will free up time for the club committee to focus on other important club operational requirements



VOLUNTEER RECRUITMENT

Volunteers are the lifeblood of any club, but it can be hard to recruit new volunteers. The [Market Segmentation Study for Volunteers](#) found nearly one in four people said they were likely or extremely likely to volunteer in a sports club, with three-quarters coming from those who currently are not volunteering in club sport. This shows there is plenty of willing people out there wanting to volunteer.

It is important the recruitment process is efficient, or the club may lose valuable volunteers.

THE RECRUITMENT PROCESS

Step one: create a database of your current volunteers and their skills, interests areas and other relevant information like qualifications and licenses.

Step two: create a list of current and future volunteer roles within your club. This may include table workers for events, first-aiders, coaches, general helpers, and club committee roles.

Step three: review the volunteer database and the volunteer roles list to identify any gaps and help target your recruitment process.

Step four: create position descriptions and work instructions (where relevant). This will help the recruitment as volunteers have a clear understanding of what they will be committing to.

Step five: find and appoint volunteers. Start your search within your club. Parents and guardians are a great start. Friends and extended family of your current members, local retirement villages and club sponsors may also be open to volunteering opportunities.



VOLUNTEER RETENTION

It is much easier to keep volunteers than it is to recruit new volunteers. When looking at volunteer retention, it is important to understand why someone might volunteer for your club to ensure volunteering is attractive and fulfilling as possible. It is also important to look at some of the barriers to volunteering to make it as easy as possible for people to volunteer.

The Market Segmentation Study for Volunteers helps identify segments in the Australian community with the greatest potential for recruitment of new sport volunteers, and practices and strategies for the retention of current sport volunteers.

The study shows the greatest threat to retention of volunteers is the perception that their time is not being used productively and that they are not valued and needed. One highlighted threat to retention is how people are recruited and their preparation for the role they take on.

The best way to retain volunteers is by ensuring clarity of volunteer role with adequate training and support, followed by appropriate recognition initiatives.

VOLUNTEER INDUCTIONS

Volunteer inductions are an important step to ensuring your new volunteers feel welcome and comfortable. It also helps the volunteer understand what they need to do and who to turn to if they need help.

An induction can take place over several sessions and it does not all have to be completed on the first day. Clubs can also consider a buddy system for new or less experienced volunteers as part of an induction.

While inductions can be done informally, it is best if covers:

- Club policies and procedures e.g. where to find them, what they cover etc
- Information about the club and its activities
- A position description and any work instructions for the role
- Introduction to club people plus contact details for anyone they may need to contact
- Tour of the facilities

After the induction process is completed, check in regularly with the new volunteer to ensure they feel comfortable in their new role.

VOLUNTEER RETENTION

VOLUNTEER RECOGNITION

Recognising the efforts of volunteers plays an important part in volunteer retention. Recognition will help volunteers feel both valued and valuable.

Recognition can be done informally or formally within the club. Here are some ideas.

- Saying hello and talking to the club volunteers
- Personal thank you after a training session or big event
- Praise while the volunteer is "on the job"
- Fund volunteer training and education e.g. officiating courses, coaching courses
- List active volunteers on the club notice board or website
- Feature volunteer profile on social media, website and club newsletter
- Acknowledge volunteer efforts at the AGM, presentation evenings
- Certificates and/or awards for volunteers e.g. Life Membership
- Enter outstanding volunteers into community-based recognition awards
- Organise a function for all volunteers throughout the year
- Offer reductions in fees or entry to events for volunteers
- Give volunteers club merchandise e.g. caps, t-shirts
- Recognise your volunteers during National Volunteer Week

[Volunteering Resource Hub](#) have great resources to help with volunteer recognition.

VOLUNTEER DISMISSAL

A bad volunteer could be creating a negative culture for the club and deter others from volunteering or members from registering or re-registering with the club. It is important to evaluate volunteer performance and manage underperformance.

However, volunteers do have the same rights as employees which need to be considered when dealing with volunteer performance management and dismissal.

[Volunteering Australia](#) has developed The [National Standards for Volunteer Involvement](#) which provides a best practice in volunteer management and will help manage the risk and safety of volunteers.