



WELCOME

Volunteer Recruitment and Retention

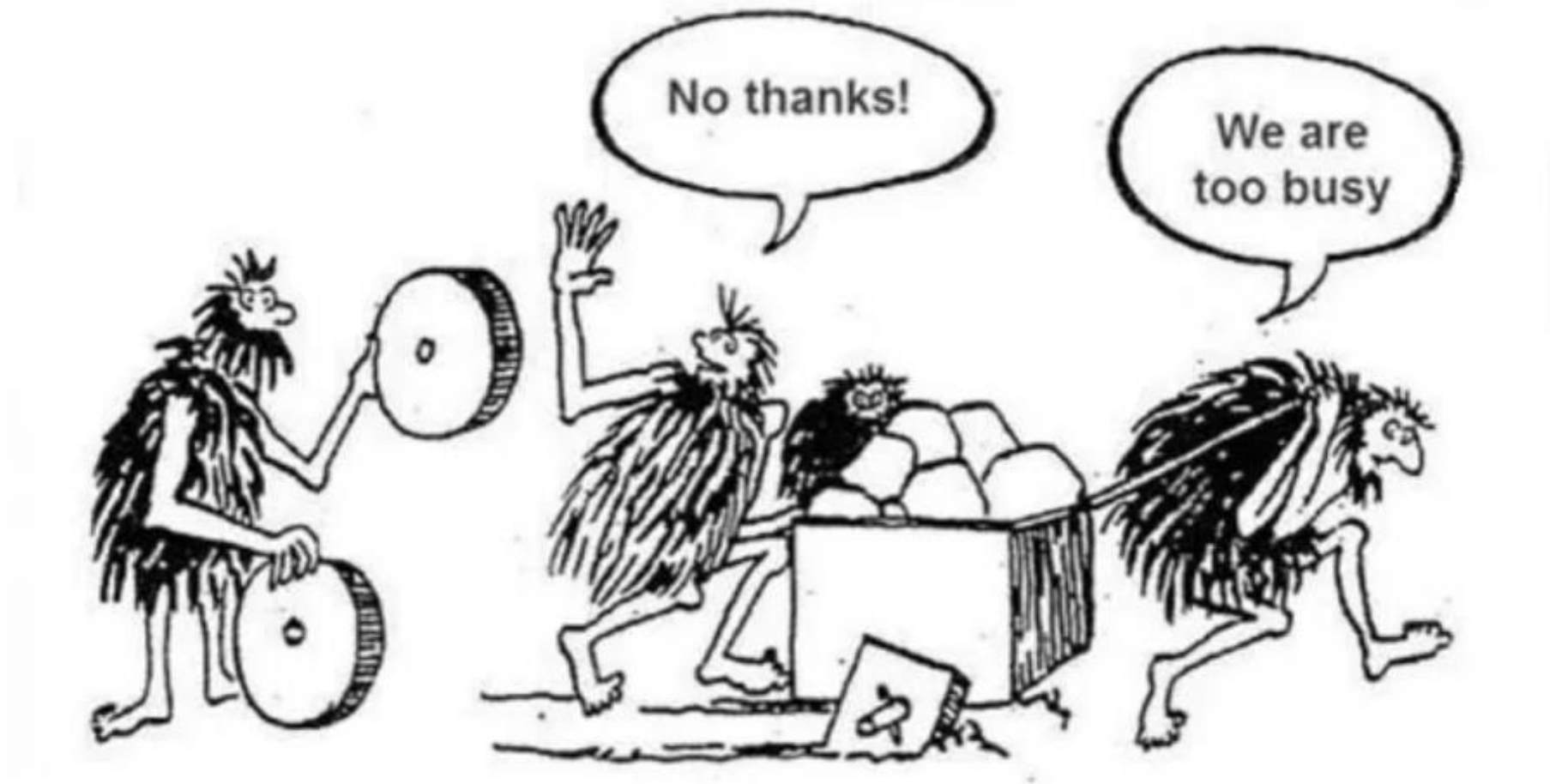
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Outline

- Leadership & Culture = Success
- The facts around volunteering
- Barriers to volunteering
- Why set goals?
- The importance of understanding the operational tasks at your club



Making it easier involves making changes



What's the definition of leadership?

Leadership in simple terms:

“Understanding the vision and direction and enabling others to cooperate in achieving it”.

Sport NZ



Te Tēnehi o Aotearoa

What is a successful club?

“A club who achieves their goals, over a sustained period, while maximising their value to the community.”

Sports community Australia



Club Culture

Cultures are the sum of everyone's beliefs, behaviours, attitudes and skills.

This means that no single person is responsible for culture, it belongs to the team.



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Breaking success down

- Sound Governance structure
- Knowledge and relationship management
- Leadership and culture
- Pathways and development



Volunteering New Zealand



- Developing skills and connecting with community are key reasons
- 82.3% intent to continue volunteering
- Word of mouth most popular way of recruiting 46.6%
- European & Maori most likely to volunteer
- Age 45+ make up 71% of volunteers
- 95% cited community as the key reason they volunteered
- Preference for short & flexible opportunities



Why did you choose to volunteer for the organisation?



How does your club induct volunteers?

Diving in the deep end?



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BBQ
SAUSAGES - FREE
\$2.00

This can often have an adverse effect



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Steps towards attracting and retaining volunteers



Step 1

Define the goals of
your club



Step 2

Define all the
operational tasks
undertaken by your
club



Step 3

Create an effective
club structure



Step 4

Establishing a
culture of
volunteering at your
club



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Do we need to challenge the volunteer role?

How do we approach
volunteers?

Are there more ways to
volunteer than simply being
on the committee?



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Barriers to volunteering

- High frequency and regular activity
- Level of commitment required is too high
- Assumed level of knowledge compared to actual
- Poor communication



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Barriers can also be emotional

- Fear, shy, uncertainty of role
- Perception of an impenetrable inner circle
- Fear of being rejected, criticised



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Why set goals?

- Provide clear direction
- Provides a focus for volunteers
- Assists with delegation
- Helps to allocate resources
- Engages wider club stakeholders
- Helps create productive meetings
- Lends itself to a review process



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Step 1

Define the goals of
your club

3 components of a goal

DEFINE GOAL

- Define the goal / objective
- What exactly do you want to achieve?

MEASURE

- How will you measure success?
- What is the metric for success?

TIMEFRAME

- By when do you want to achieve the goal or objective?



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3 Components of a goals

Define the goal

- ❖ To increase the number of juniors at our club

Measure (how to measure success)

- ❖ From 25 to 50

Timeframe (when do you want to achieve the goal by?)

- ❖ To increase the number of juniors by the July 2025



Defining operational tasks

- Roles at your club/job descriptions
- Strategic clarity
- Aligning to goals
- Ensuring valuable volunteer time is spent effectively



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Step 2

Define all the
operational tasks
undertaken by your
club

Create an effective club structure

- Who how many on your committee?
- Do you have sub committees?
- Roles that aren't on committee
- How do volunteers report?
- How do you keep volunteers working towards goals?
- How do you give volunteers the freedom to get the job done?



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Establishing a culture of volunteering

- Define expectations and behaviours your club desires
- Document desired outcomes and expectations
- Create club buy in through communication and training
- Re-enforce positive behaviours and address negative



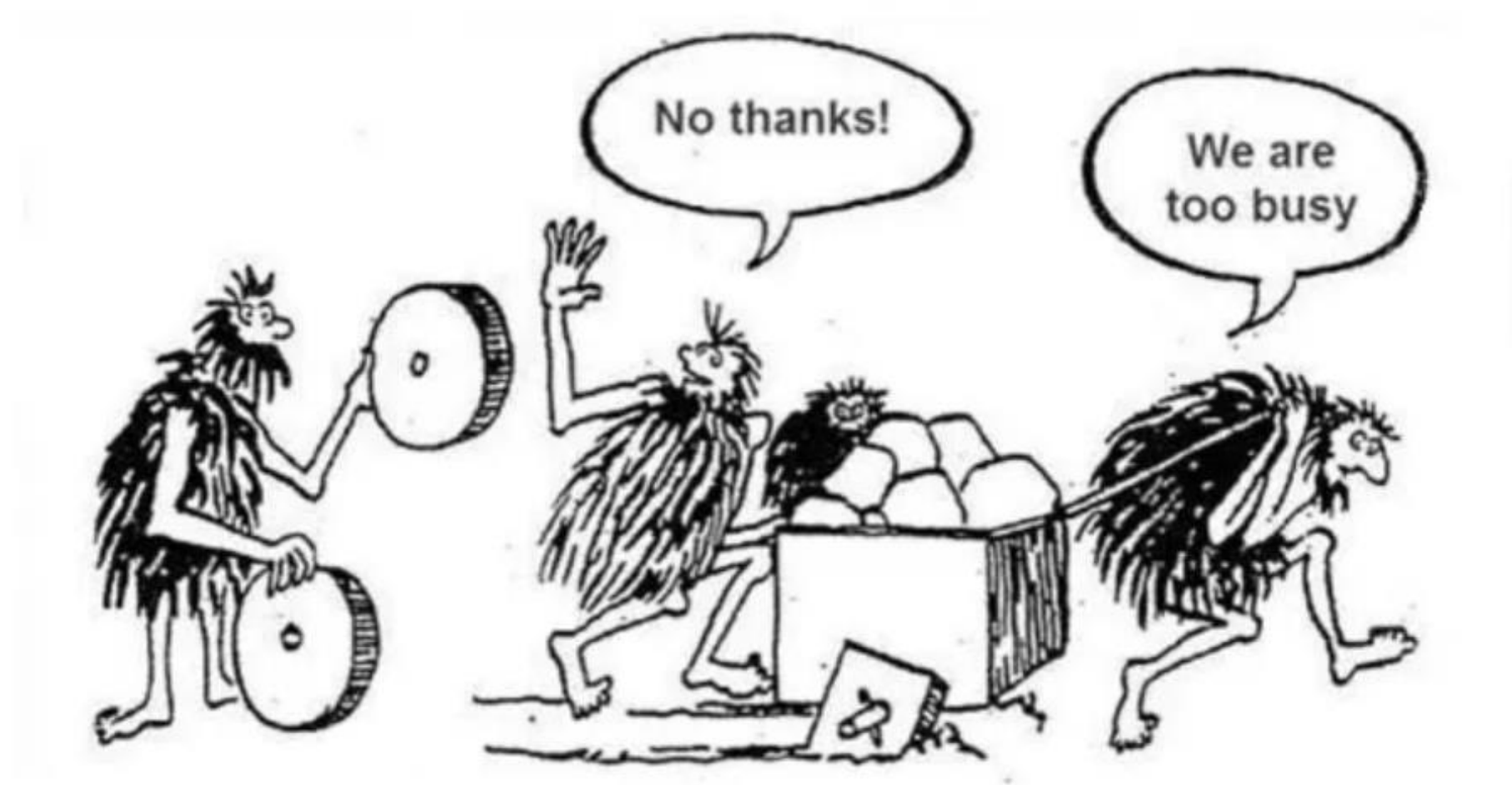
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Step 4

Establishing a
culture of
volunteering at your
club

To recap and summarise.....



THANK YOU

Volunteer Toolkit <https://tennis.kiwi/clubs/club-toolkit/>

Club Culture Programme

Next Webinar – giving youth a voice at your club

