Researching Volunteer Legacy at the Olympic and Paralympic Games: Vancouver 2010; London 2012 & Sochi 2014

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AIM
When we started this project back in 2008 there was a significant gap in the literature around mega – multi sport event volunteers who give their time for events such as the Olympics and Paralympic Games.

Purpose of this study was to address that gap.

This research is part of a large study which is around volunteering legacy and the extent to which it becomes part of a nations social/ human capital.

What’s original about this research
This is the first research that:
- enables comparison of winter and summer Olympic and Paralympic Games volunteers;
- has substantial sample sizes in relation to the variables;
- applies higher item loadings to strengthen the analysis and involves the use of the same instrument across events.

Legacy Models

Legacy Cube (Preuss, 2007)

Legacy Radar Framework (Dickson, Benson & Blackman, 2011)

LONDON 2012

- Terry Ryall, Chief Executive of vInspired who in her Blog just after the London 2012 Games stated “Wouldn’t it be great to have a national driver with a simple vision for a volunteering legacy that we can feel part of, and that can co-ordinate our efforts of the voluntary sector so we can all do our bit for the bigger picture? I hope sincerely that someone somewhere has been beavering away and I can’t wait for the big reveal!” (Ryall, 2012: np). vInspired is a charity that helps young people discover the value of volunteering – for themselves and for others.
SOCHI 2014

- Dmitry Chernyshenko, the Sochi 2014 President and CEO, suggested that ‘Our programme to train volunteers will not only deliver skilled and enthusiastic volunteers to welcome the world to Sochi in 2014, but also leave the invaluable legacy of a volunteering culture in Russia which will benefit the nation for years into the future’ (Sochi 2014, 2011).

RIO 2016

- Henrique Gonzalez, Human Resources Director of the Rio 2016 organising committee stated, “The main legacy will be training people to organise sporting events in another level of professionalism and to deliver excellence.... The workforce we will have here will develop according to the best management practices, which contribute to their leadership capacity, to face transformational challenges, planning, management and operation. These professionals will also leave this experience better qualified to face the corporate job market (Rio 2016, 2013:np).

Others....

- Beijing 2008 Olympic and Paralympic Games (Zhuang and Grlginov 2012) (Interviews and documents)
- 2010 FIFA world cup, South Africa (Bang et al, 2014) (New survey instrument)
- FIFA U-17 World Cup-Korea 2007 Kim et al, 2010) (New survey instrument)
Motivation items: means and rankings from London and Vancouver

- Top 20 variables for both games were the same with very similar rankings
- Top ranking was “it was the chance of a lifetime”
- Significantly different from previous research - ranked 8th or lower
- The bottom six variables also had similar rankings across the two events
- BUT – difficult to tell how real are the differences due to rescaling, timings of survey

London 2012
Motivations

Principal Components Analysis

1. Transactional (exchange ..I give, you receive)
2. Altruistic (give..give..give)
3. It’s all about the Games (focus on the event)
4. Traditional (vol alot, family, community)
5. Availability (availability / time free)
6. Application (of skills)
7. Rewards (pressies!!)
8. Variety (desire for change, new)

Table 6 Principal Components Analysis: Pattern Matrix

<table>
<thead>
<tr>
<th>Component, label</th>
<th>London2012</th>
<th>Vancouver 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Transactional</td>
<td>21.78%</td>
<td>12.99%</td>
</tr>
<tr>
<td>2. Altruistic</td>
<td>10.29%</td>
<td>3.61%</td>
</tr>
<tr>
<td>3. It’s all about the Games!</td>
<td>6.18%</td>
<td>26.03%</td>
</tr>
<tr>
<td>4. Tradition</td>
<td>5.01%</td>
<td>3.02%</td>
</tr>
<tr>
<td>5. Availability</td>
<td>3.99%</td>
<td>4.33%</td>
</tr>
<tr>
<td>6. Application</td>
<td>3.42%</td>
<td>5.01%</td>
</tr>
<tr>
<td>7. Rewards</td>
<td>3.20%</td>
<td>2.81%</td>
</tr>
<tr>
<td>8. Variety</td>
<td>1.92%</td>
<td>6.31%</td>
</tr>
</tbody>
</table>

VANCOUVER 2010
Motivations

Principal Components Analysis

1. It’s all about the Games (focus on the event)
2. Transactional (exchange ..I give, you receive)
3. Variety (desire for change, new)
4. Application (of skills)
5. Availability (availability / time free)
6. Altruistic (give..give..give)
7. Traditional (vol alot, family, community)
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Challenges of this research
Accessing OCOGs to undertake research
OCOG requirements - Scaling, and timings differences
Post event surveys to measure legacy
Replication and longitudinal studies is a real problem!
If you then put this across other events (e.g. FIFA world cups, Commonwealth Games) - challenges are even more exacerbated!

Where to next.....or maybe not!
Conferences

Publications

Journal Articles in Review

Journal Articles Published