**EVENT VOLUNTEER EVALUATION PROJECT (EVE): COMPARATIVE STUDY OF EVENT VOLUNTEER MOTIVATIONS AND SATISFACIONS ACROSS AUSTRALIA AND NEW ZEALAND**

Kirsten Holmes, Curtin University, Australia  
Leonie Lockstone-Binney, William Angliss Institute, Australia  
Karen Smith, Victoria University of Wellington, New Zealand  
Christine Storer, Curtin University, Australia  
Tom Baum, Strathclyde University, Scotland

**Aim of EVE project**

- To build a database of questionnaires on volunteer motivations across a range of events and festivals to move beyond single case event volunteers research.  
- This paper seeks to cluster volunteers from 4 sports events according to their motivation and compare this with the different volunteer management models in use.

**Status of research on event volunteering**

Event volunteering has grown in popularity as an area of research interest:

- Case studies of individual events dominate
- Mega event research – multi-sport events dominate including a strong Olympic studies movement
- Major event research – single sport events dominate including international and national tournaments
- Fixed rather than roaming events are the focus
- Bulk of research focuses on volunteers themselves
- Data collection typically conducted at a specific point in time
- Most research focuses on volunteers in operational roles
- Quantitative methodologies dominate

**Need for a cross-case approach**

- Prevalence of case study research at single events calls into question the generalisation of findings (Surujlal & Dhurup, 2008)  
- Most English-language research originates in Australia or North America
  - Mega event research has been conducted in the UK, Greece, Norway, South Africa, China, Japan and South Korea  
  - Although widening the cultural contexts of the research conducted, studies still mainly adopt a case-study approach resulting in limited cross-cultural research

**Event volunteer motivations**

- Developing a generic event volunteering motivational scale
  - Special Event Volunteer Motivation Scale (SEVMS) Farrell et al. (1998)

- Four motivational factors:
  - *purposive motivations* concern contributing to the community and the event and are related to altruism;  
  - *solidary motivations* relate to social interaction and personal development;  
  - *external obligations* are linked to extrinsic motivations; and  
  - *commitment* concerns fulfilling obligations to the event or community (these latter two were combined as *material motives* in Johnston et al., 1999/2000)

**Factors affecting volunteer motivation**

- Relating volunteer motivations to:
  - socio-demographic profile of volunteers (Kemp, 2002),  
  - the roles they undertake (Saleh & Wood, 1998),  
  - whether someone is a first time or repeat volunteer (Coyne & Coyne, 2001)  
  - The training they receive (Costa et al, 2006)
Segmenting volunteers

- Efforts to segment volunteers for recruitment
  - Number of hours volunteered (Randle & Dolnicar, 2009)
  - Type of organisation volunteered for (Dolnicar & Randle, 2007)
  - Motivations for volunteering (Dolnicar & Randle, 2007)
  - Attitudes and volunteer motivations (Hustinx & Lammertyn, 2004)
  - Segmenting event volunteers

- Segmenting event volunteers
  - Treuren’s 2014 study

Event volunteer management models

- Different models of volunteer management at events (Smith and Lockstone, 2009), for example:
  - Programme management model
  - Outsourcing
  - Bring Your Own
  - Alternative approaches

Event Volunteering Evaluation (EVE) project

**Aim:**
- Build a core data set to test the relationships between volunteer motivation and satisfaction and:
  - different events (event type, scale, location, frequency, and location);
  - by the personal characteristics of volunteers (gender, age, employment status, resident/non-resident, local/domestic/international; culture/nationality); and
  - volunteering roles (new/repeat volunteer, volunteer position)

**Method:**
- Quantitative, a standard questionnaire developed using reliable and valid scale items - Special Event Volunteer Motivation Scale (SEVMS) (Farrell et al. 1998);
- Exploratory Factor Analysis was used to reduce the number of motivational factors and a two-step cluster analysis run using these factors.

ISAF Sailing World Championships 2011

Programme: Typical programme management approach, with a volunteer coordinator recruiting and managing all the volunteers

IRB Rugby Sevens, Wellington 2012

Programme: Typical programme management approach, with a volunteer coordinator recruiting and managing all the volunteers

Equine WA 3 Day Event, 2011

RYO: each competitor must supply a volunteer (a family member, member of their support team or even themselves)

Annual two-day event

Regularly occurring around the state
Avon Descent 2012

Outsourced: The different activities are outsourced to groups who take responsibility for that function.

Annual 2 day event

Comparing the profile of event volunteers

<table>
<thead>
<tr>
<th>Volunteer Management Model</th>
<th>Programme</th>
<th>Outsourced</th>
<th>BYO</th>
<th>Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responses</td>
<td>207</td>
<td>70</td>
<td>60</td>
<td>102</td>
</tr>
<tr>
<td>Survey Administration</td>
<td>Interviewer</td>
<td>Mail</td>
<td>Interviewer</td>
<td>Self-completion</td>
</tr>
<tr>
<td>Gender</td>
<td>Male (63%)</td>
<td>Male (71%)</td>
<td>Female (83%)</td>
<td>Male (60%)</td>
</tr>
<tr>
<td>Age</td>
<td>50+ (67%)</td>
<td>50+ (58%)</td>
<td>40-59 (53%)</td>
<td>Under 18-49 (68%)</td>
</tr>
<tr>
<td>Employment status</td>
<td>Retired (40%)</td>
<td>Employed full-time (49%)</td>
<td>Self employed (41%)</td>
<td>Employed full-time (55%)</td>
</tr>
<tr>
<td>Current or past work role relates to volunteer role</td>
<td>19%</td>
<td>13%</td>
<td>44%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Cluster Means on Standardised Motivation Factors & Tukey HSD for Homogenous Subsets

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cluster 1 (n = 74)</th>
<th>Cluster 2 (n = 118)</th>
<th>Cluster 3 (n = 143)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solidary</td>
<td>-0.95</td>
<td>-0.35</td>
<td>0.14</td>
</tr>
<tr>
<td>Purposive</td>
<td>0.40</td>
<td>0.00</td>
<td>0.34</td>
</tr>
<tr>
<td>External traditions/Commitments</td>
<td>-0.11</td>
<td>0.09</td>
<td>0.05</td>
</tr>
<tr>
<td>Spare time</td>
<td>-0.30</td>
<td>-0.53</td>
<td>0.26</td>
</tr>
</tbody>
</table>

Cluster profile

<table>
<thead>
<tr>
<th>Variable</th>
<th>Altruists (n = 74)</th>
<th>Indifferents (n = 118)</th>
<th>Socials (n = 143)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>74 (100)</td>
<td>118 (100)</td>
<td>143 (100)</td>
</tr>
<tr>
<td>Gender</td>
<td>Male (63%)</td>
<td>Slightly female (51%)</td>
<td>Male (60%)</td>
</tr>
<tr>
<td>Age</td>
<td>50+ (58%)</td>
<td>Under 18-49 (54%)</td>
<td>50+ (52%)</td>
</tr>
<tr>
<td>Employment status</td>
<td>Employed full-time (46%)</td>
<td>Employed full-time (52%)</td>
<td>Self employed (41%)</td>
</tr>
<tr>
<td>Volunteered on an ongoing basis in the last 12 months</td>
<td>56%</td>
<td>33%</td>
<td>45%</td>
</tr>
<tr>
<td>Current or past work role relates to volunteer role</td>
<td>16%</td>
<td>3%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Clusters by event type

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Altruists</th>
<th>Indifferents</th>
<th>Socials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rugby Sevens</td>
<td>16.7%</td>
<td>23.3%</td>
<td>59.8%</td>
</tr>
<tr>
<td>ISAF Sailing</td>
<td>18.6%</td>
<td>24.5%</td>
<td>56.9%</td>
</tr>
<tr>
<td>Equine WA</td>
<td>8.3%</td>
<td>83.3%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Avon Descent</td>
<td>46.5%</td>
<td>26.8%</td>
<td>26.8%</td>
</tr>
</tbody>
</table>

Conclusions

- The data suggests there is a relationship between the management model at the event and the dominant motivations;
- This is likely to be linked to the recruitment method:
  - The BYO model recruits uninterested volunteers and the Outsourcing model recruits volunteers with no specific interest in the event theme.
  - The BYO model may work well for these events but does not appear to promote wider volunteer participation.
  - The Programme Management and Outsourcing models are most likely to lead to future volunteering.
Future research

• As the EVE dataset grows:
  ▪ More confirmatory knowledge about what these differences in motivations mean
  ▪ Other factors (e.g. nature of event, volunteer profile etc.)?
  ▪ Cross-case, and potentially longitudinal analysis

Publications to date


Questions

• Kirsten Holmes  K.Holmes@cbs.curtin.edu.au
• Leonie Lockstone-Binney  LeonieL@angliss.edu.au
• Karen Smith  karen.smith@vuw.ac.nz