



Australia's Sport
Participation Strategy

The Ripple Effect

How Inclusive Volunteer Practices Transform Community Clubs

PLAYWELL
Everyone has a place in sport

Agenda

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01. | Understanding today's volunteer landscape
02. | Why This Matters: The Reality of Representation
03. | The SVEF: Make It Feel Like I Belong
04. | Discussion: belonging in action
05. | Practical tools: how to start inclusive volunteer practices
06. | Call to action: your one inclusive step



“Create clubs where every volunteer belongs.”

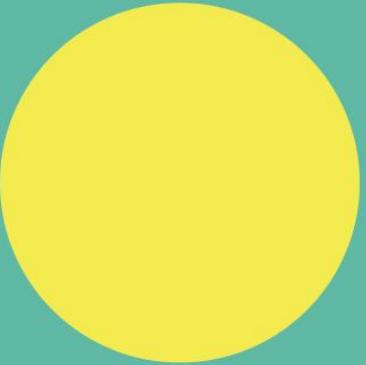


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"A lot of recruitment happens through 'mates' - they all become the same demographic and thought process. It creates a lot of biases."

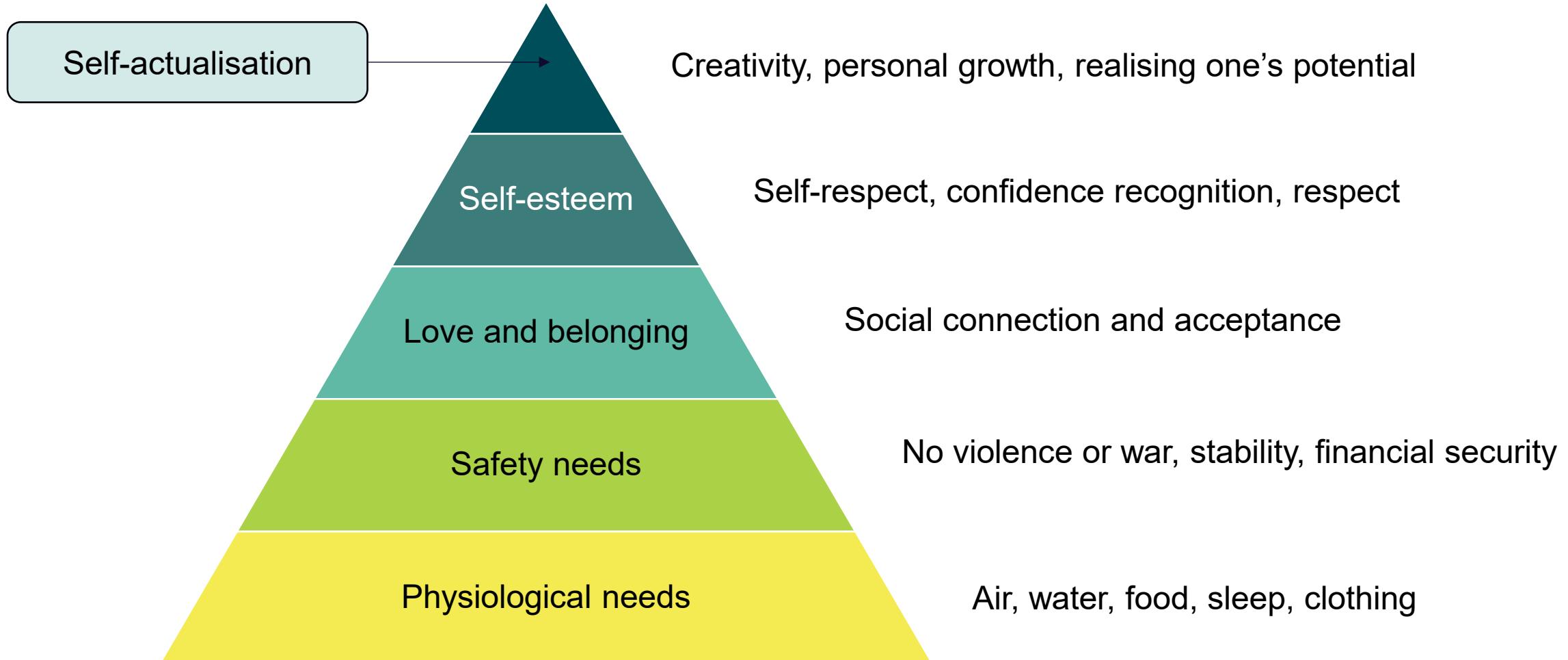
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Everyone has a place in sport



Maslow's Hierarchy of Needs

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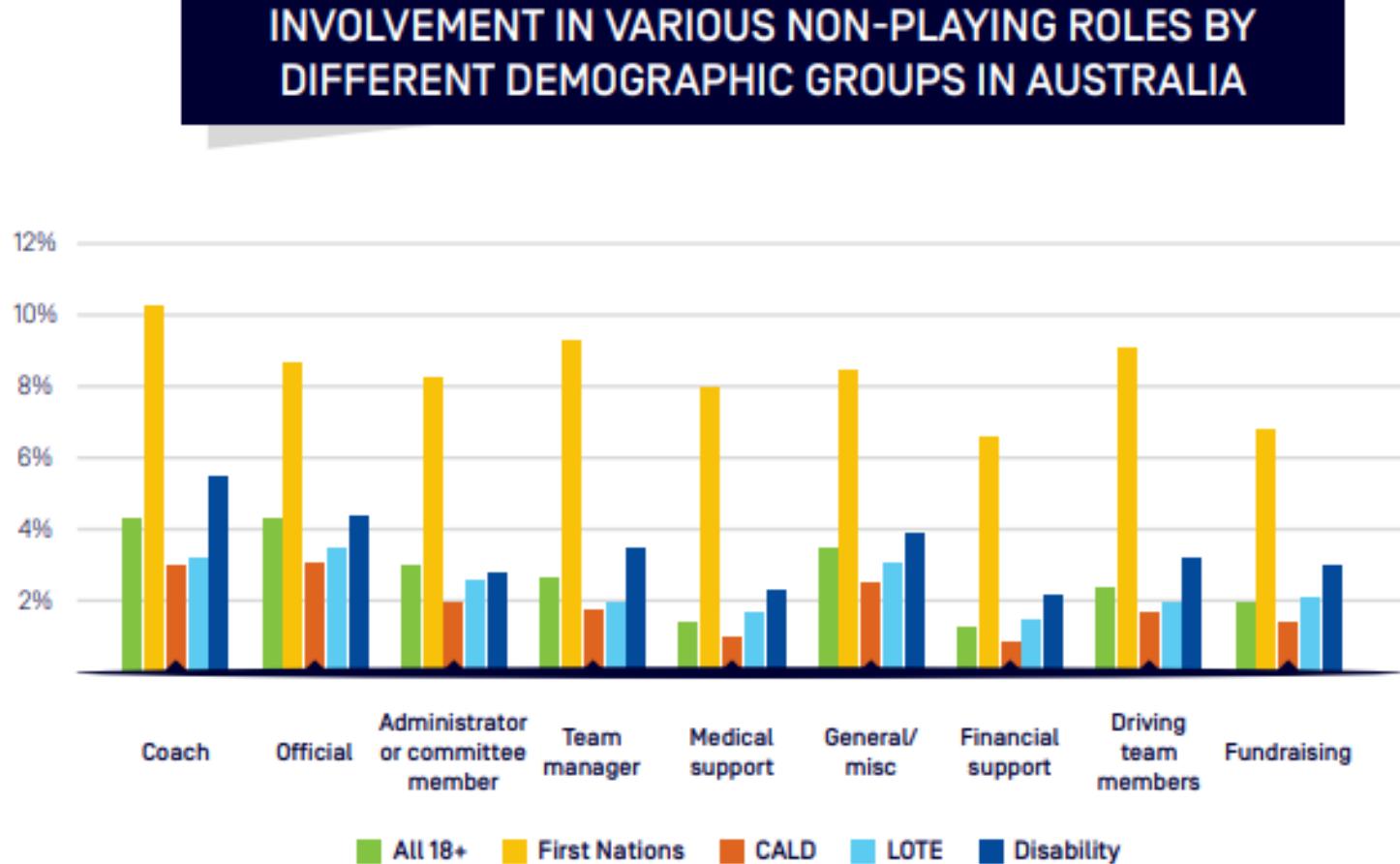
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The Reality of Representation



The Reality of Representation

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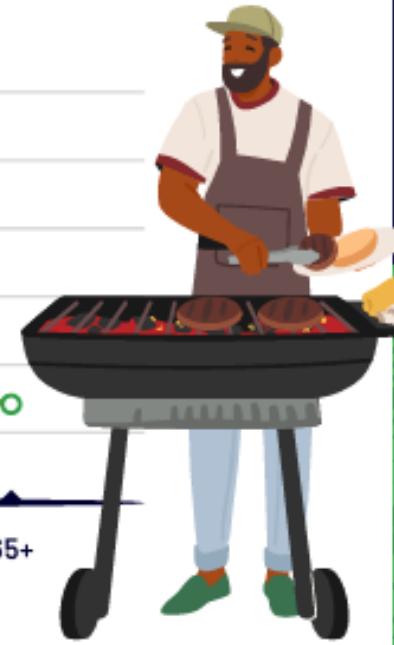
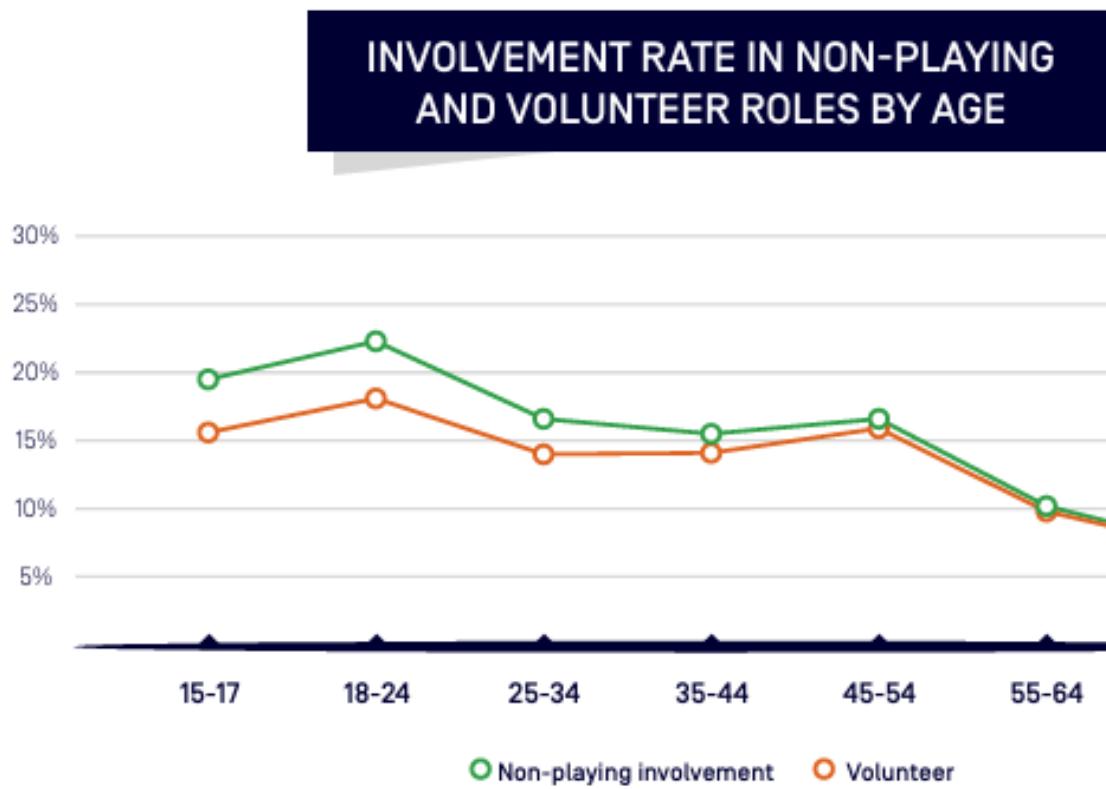


AusPlay, October 2025, Lifelong involvement in Sport

The Reality of Representation

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Non-playing involvement in sport through the life stages



AusPlay, October 2025, Lifelong involvement in Sport

The Reality of Representation

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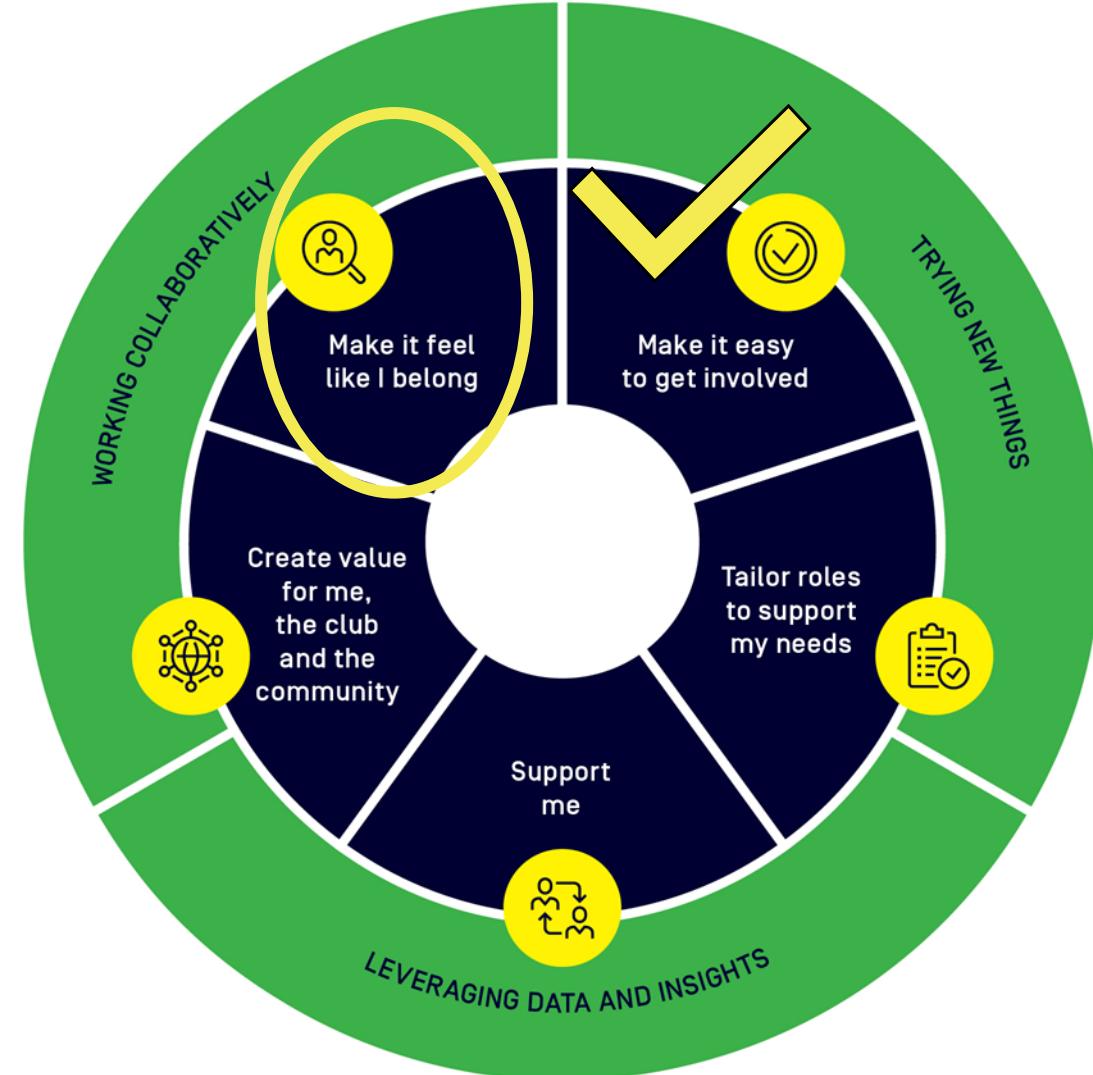
How often you see people like yourself volunteering in sport roles (% all the time or sometimes)						
i Sport Role	Male (n=1,258)	Female (n=1,360)	Under 35+ years (n=802)	35+ years (n=1,816)	Speak language other than English (n=290)	English only (n=2,246)
Administrators	34	27	38	27	27	31
Club committee members	35	29	38	30	29	33
Coaches	34	23	40	24	27	29
Officials	33	22	34	25	23	28
Sport media	25	17	36	15	21	21
Volunteers	43	36	43	38	37	40

The Sport Volunteer Experience

A Framework for Change

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- A framework against which you can review and think about the volunteer experience at your club.
- Five elements that should underpin all sport volunteer experiences.
- Three key 'ways of working' to drive change in the way we engage and support volunteers.



Sport Volunteer Experience Framework

Make It Feel Like I Belong

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Discussion

- What does belonging look like in a volunteer context at your club?
- Have you ever experienced someone going above and beyond to make you feel that you belonged? What was the impact on you?

Practical Tools

How to Start Inclusive Volunteer Practices



Tool 1: Redesign Roles

- Smaller tasks
- Short, one-off roles
- Clear role description
- Learn as you go

Why it matters: Lowers time and confidence barriers.



Tool 2: Build a Relatable Volunteer Brand

- Real volunteer photos
- Short pathway stories
- Inclusive language
- Wider promotion

Why it matters: Helps people see themselves involved.



Practical Tools

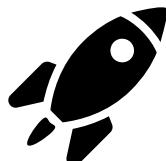
How to Start Inclusive Volunteer Practices



Tool 3: Pathways for youth

- Offer roles teens want
- Recognition & references
- Buddies or mentor support
- Co-design opportunities

Why it matters: Brings energy and re-engages peers



Tool 4: New Volunteer Pools

- Partner beyond sport
- “Try it once” entry points
- Match roles to motivations
- Warm, simple onboarding

Why it matters: Unlocks people who don't see themselves in sport.



Practical Tools

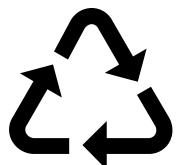
How to Start Inclusive Volunteer Practices



Tool 5: Sustainable Volunteer Culture

- Share responsibilities
- Regular check-ins and appreciation
- Lead inclusively
- Celebrate all contributions

Why it matters: Prevents burnout and strengthens culture.



Resources:

[Sport Volunteer Resource Hub | ASC](#)



“

Start small.

Act now.

Stay
consistent.





Questions?