



Sport Participation in Canada

Sport Volunteering

Canadians donate billions of hours of unpaid work each year through volunteering, which is roughly equivalent to one million full-time jobs.¹ Canadians are most likely to volunteer with sport and recreation, and the most common activities are organizing, supervising, coordinating activities or events, and fundraising.¹

The 2006-2007 Sport Monitor explored volunteerism in Canada in a general sense (for example, helping a charity, a sport organization, a school, a church, and so on), and more specifically volunteerism supporting sport. Data from this survey reveal that 51% of Canadians aged 15 and older have participated in some type of volunteer activity in the 12 months prior to the survey period. This figure is generally similar to that found in other surveys (e.g., 45% in Statistics Canada's Caring Canadians, Involved Canadians survey). Among these individuals, the average number of hours spent in all types of volunteer activity over the year is 89 hours.

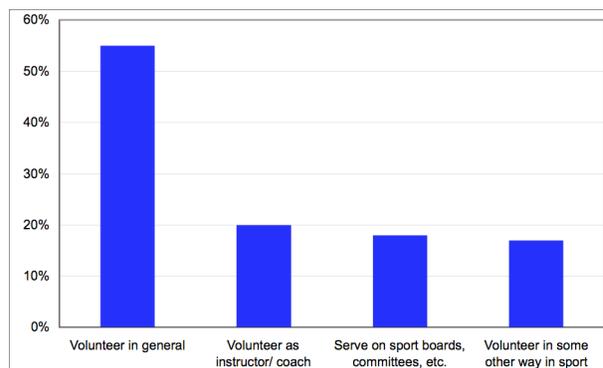
Generally speaking, about one in five Canadian adults have volunteered in some manner related specifically to sport. In the year prior to the survey, roughly equal proportions have:

- * Volunteered as a sport instructor or coach (20%),
- * Served on sport management boards or committees, or helped to organize sports on a volunteer basis (18%)

- * Volunteered in some other capacity related to sport (17%)

Among these individuals, an average of 42 hours per year is spent volunteering in these sport related activities.

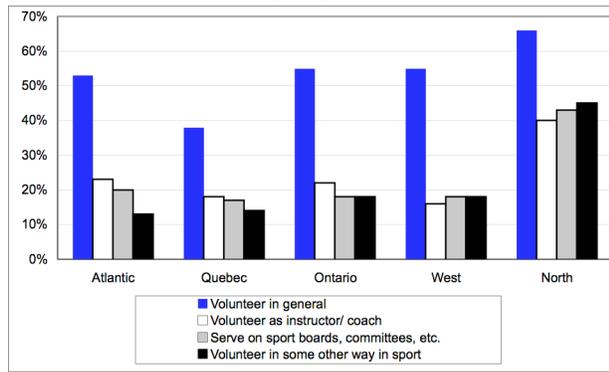
FIGURE 1: PROPORTION VOLUNTEERING IN PAST YEAR overall



2006-07 Sport Monitor, CFLRI

Region Canadians residing in the North and in Newfoundland are more likely to report that they volunteer in general compared to the average Canadian, whereas those in Quebec are less likely to indicate this. Residents of the North are also more likely than the average Canadian to have volunteered as a sport instructor or coach, served on a sport management board or committee, helped organize a sporting activity, or volunteered in some other capacity related to sport. There are no significant differences in time spent volunteering in general or volunteering in sport related activities with province and territory.

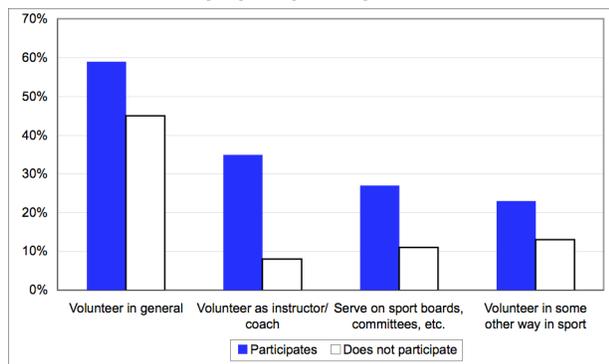
FIGURE 2: PROPORTION VOLUNTEERING by region



2006-07 Sport Monitor, CFLRI

Sport participation Sport participants are more likely than non-participants to indicate that they volunteer in general, though they spend a similar amount of time volunteering. Although there are no significant differences in time spent volunteering in general between sport participants and non-participants, sport participants do spend more than twice as much time volunteering in activities specifically related to sport.

FIGURE 3: PROPORTION VOLUNTEERING by sport participation



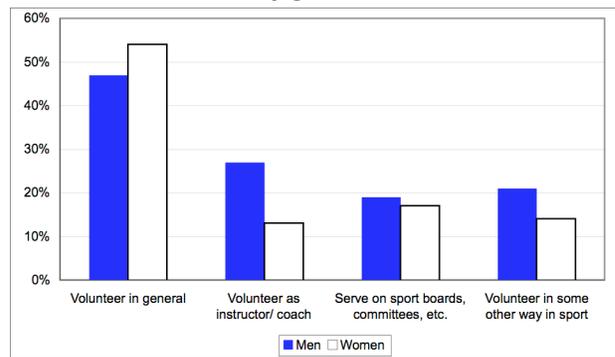
2006-07 Sport Monitor, CFLRI

Age and sex A higher proportion of women volunteer in general compared to men. Overall, men and women spend an equal amount of time volunteering in general. There are no overall age-related differences in the proportion who volunteer in general; however, women aged 45 to 64 are more likely than men of the same age to volunteer. Older adults are more likely than

those aged 25 to 44 to cite a higher amount of time spent volunteering in all types of activities.

When looking at volunteerism in sport related activities, there are no gender differences associated with serving on sport management boards or committees, nor with helping to organize sports on a volunteer basis. Men are, however, much more likely to have instructed or coached sport on a volunteer basis and to have volunteered in sport in some other capacity. Men also spend significantly more time volunteering in sport related activities compared to women. Although there are no overall age-related differences among the proportions volunteering in sport specific activities, when looking at age and gender combined, men aged 25 to 64 are more likely than women of the same age to have volunteered as a sport instructor or coach. The youngest respondents (aged 15 to 17) generally spend less time volunteering for sport related activities compared to 25 to 64 year olds.

FIGURE 4: PROPORTION VOLUNTEERING by gender

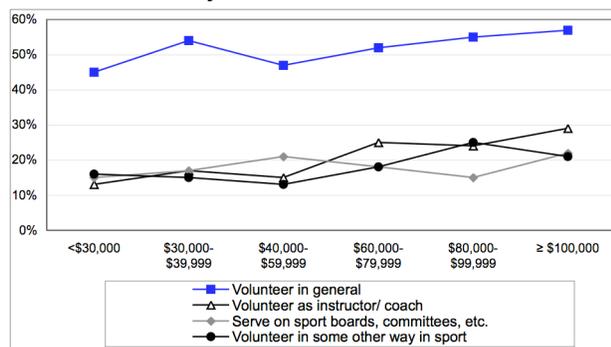


2006-07 Sport Monitor, CFLRI

Socio-economic and demographic characteristics University educated adults are more likely than those with a secondary or lesser level of education to volunteer generally, and also to spend more time doing this compared to those with less than a secondary education. There are no education related differences for sport specific activities.

Residents from the smallest communities (with fewer than 1,000 residents) are more likely to volunteer compared to those living in the largest communities (with 1,000,000 residents or more). Several key relationships appear with household income, namely: those with the highest annual household incomes (\$100,000 or more) are more likely to state that they volunteer in general compared to those from the lowest income households (with annual incomes under \$30,000), those with the highest household incomes are more likely than those with incomes between \$40,000 and \$59,999 to have volunteered as a sport instructor or coach, and those with the highest household incomes also spend more time volunteering in sport related activities compared to those with household incomes between \$20,000 and \$29,999.

FIGURE 5: PROPORTION VOLUNTEERING by household income



2006-07 Sport Monitor, CFLRI

Activity level Active individuals are more likely than those who are inactive to volunteer in general.

Recommendations for action Volunteers are a critical resource for sport in Canada. Results from the 2006-2007 Sport Monitor reveal that Canadians volunteer in various capacities related to sport. Given the civic contribution of volunteerism, policies and programming that ensure appropriate support and training are important, in addition to understanding motivators for why individuals volunteer, as this

can potentially help to increase the base of involvement. For example, sport organizations can:

- * Ensure awareness of the potential for volunteering among its membership. Providing mentoring, as well as clear communication about expectations of time and commitment for various roles through job descriptions, is important. It may help to involve family members (including parents, grandparents, aunts, uncles, and siblings), and to extend the volunteer network by working with community groups to promote opportunities for involvement. These can include school groups, retirees, new immigrants, and other residents of the community not directly involved as part of the membership.
- * Ensure appropriate training when required. Although some sports organizations and clubs provide their own specific training, the Coaching Association of Canada also has a tool available to help individuals identify which coaching context is appropriate for training or certification in a particular sport (AMANDA). The Coaching Association's National Coaching Certification Program (NCCP) is a training and certification program for coaches at all levels.² This association has specific training and mentorship for women and also training for aboriginal sport leaders.
- * Examine motivators for volunteering (i.e., intrinsic versus extrinsic reasons) as this knowledge can help in understanding why certain groups volunteer more than others. Organizations can identify potential barriers among these groups, so when recruiting volunteers, suggestions for overcoming these barriers can be promoted.
- * Offer incentives for volunteering, including reduced fee memberships for activities, hosting award nights or other social events

and providing youth equipment or free playing time in exchange for volunteer hours.

- ✧ Work with community organizations to ensure that residents outside of the sport organizations are aware of opportunities for civic engagement within the organizations. In addition, incorporation of mandatory civic engagement as course curriculum among school children can increase awareness and volunteerism rates.
- ✧ Educate financial supporters on the role and benefits of volunteerism in sport. Volunteers are essential for fiscal capacity when expanding the sport system in Canada. For example, the total time spent volunteering in sport related activities amounts to an equivalent of about 186,000 full time jobs in Canada, so leveraging this capacity can help in reducing the costs that would otherwise come with paid positions.
- ✧ Demonstrate that sport is for all, through the use of volunteers as role models. This bulletin reveals that there is currently equitable representation in volunteerism on management boards and committees and in organizing sporting activities; however, this is not the case for coaching and instruction. Understanding the motivators and barriers associated with these discrepancies is important.² In addition, understanding the association of multiculturalism and income equity in order to portray inclusiveness and to celebrate diversity is essential.

References

- 1 Statistics Canada, Caring Canadians, Involved Canadians, Catalogue no 71-542-XIE
- 2 Coaching Association of Canada. (n.d.) What is the NCCP? [On-line]. Available: http://www.coach.ca/eng/certification/nccp_for_coaches/what_is_nccp.cfm and NCCP Context Tool [On-line]. Available: http://coach.ca/eng/certification/nccp_for_coaches/context_tool/index.cfm

—a CFLRI project initiated in partnership with—

Sport Canada, Canadian Heritage, and
the Interprovincial Sport and Recreation Council