



GOING BEYOND GREATNESS WITH VOLUNTEERS

Insights from Perth/Boorloo

FIFA Women's World Cup 2023™



- **FWWC2023 - a binational tournament - recognises the unique stories and cultures of First Nations people in Australia, and Māori as Mana Whenua in Aotearoa New Zealand.**
- **In Australia, we acknowledge the Traditional Custodians of the Lands and pay respect to Elders, past, present and future.**
 - **In Aotearoa New Zealand, we acknowledge Māori as Tangata Whenua and**
 - **Te Tiriti o Waitangi Partners.**



Meet the Team



Abid Imam

Host City

Workforce &
Volunteer
Manager

Estibaliz
Manzaneque
Corona

Host City
Workforce &
Volunteer
Coordinator

Jana
Wunderlich

Australia
Senior
Volunteer
Manager

Karen Micieli

Australia
Workforce
Training
Manager

Ilaria
Esposito

FIFA Zurich
Volunteer
Manager

Reality



Reality



Why did we need Volunteers for the World Cup?



- Play a vital role in tournament operations
- Share the smiles, warmth and vibe with everyone involved
- Provide a sense of community, forming new friendships
- Enable people to develop and engage in areas of their passion
- Help build volunteerism and showcase our strong volunteer culture
- People want to help and be part of something bigger



WHY DO YOU VOLUNTEER?

I GOT NOTHING BETTER TO DO BECAUSE FOOTBALL IS THE BEST THING!

For football!

To meet people 

To be part of something bigger than myself

To enjoy myself and have fun! "Really" to get away from... Feels good to give a helping hand.


Connection

Sense of Purpose

Because it's The World Cup - closest I ever got to it.

I LOVE TO BE WITH PEOPLE

BECAUSE I LOVE THE GAME OF FOOTBALL

Because We ARE 

Experiencing female sport AS

To give back

Love sport & love Australia's culture and attitude towards volunteering 

For fun


 Football

To create memories and help people.


To meet people. For uniforms

For the experience.

Support women's sport!

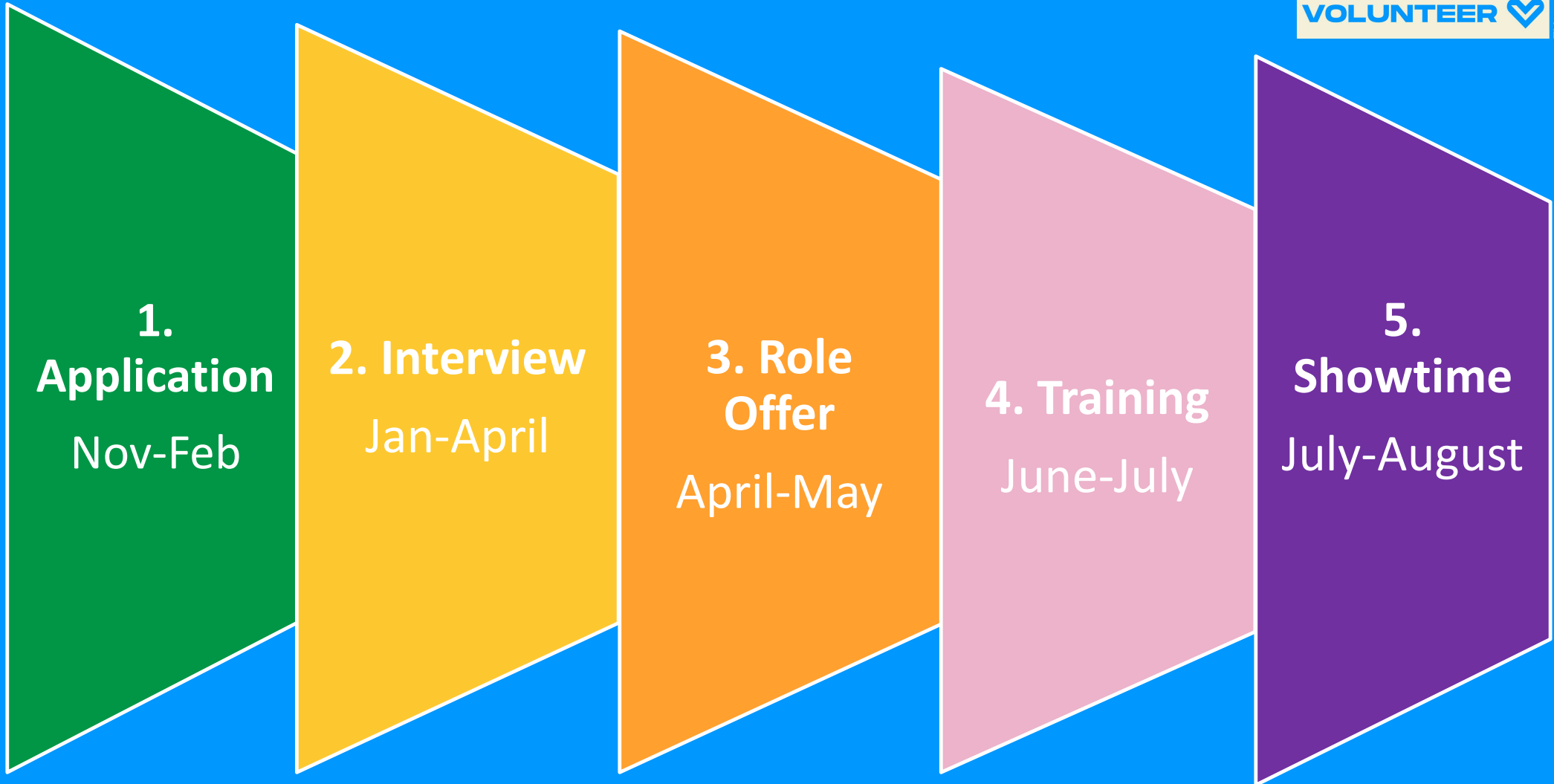
The experience + meeting so many awesome people! 

I love football and people - especially people from other countries \times

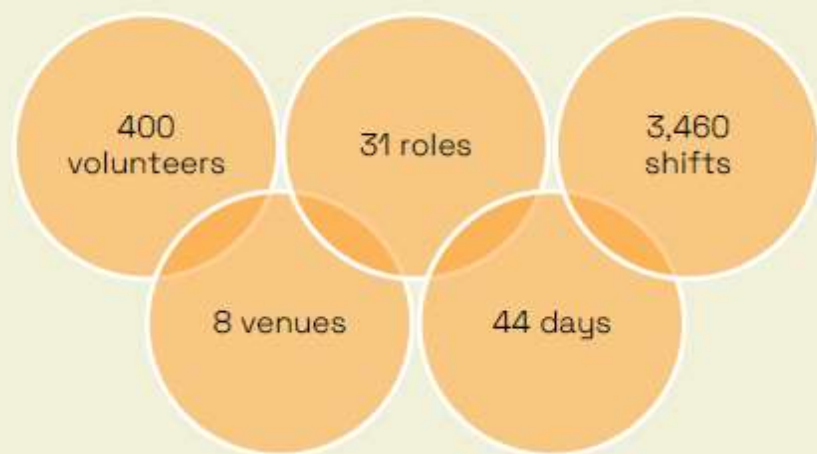
 Awesome People Awesome Atmosphere

Football is our passion! (and for the incredible experience, of course!) AGUMBE MOSSI ★★★





Perth/Boorloo Volunteers



Volunteer Platform



- Rosterfy – Australian company working with FIFA
- Creating a consistent and connected globalised community of volunteers at FIFA
- A global volunteer passport
- Streamlining processes for administrators
- Maximising engagement



Volunteer Platform – Sneak Peak



My ID

- Dashboard
- Notifications
- My Profile
- News
- Role offers
- Rewards
- Help
- Event History
- Back to FIFA Community
- Log out

My Journey



Download your certificate by selecting the button below.

Access your certificate


Volunteer Group Photos by Host City

Adelaide



Volunteer Platform – Sneak Peak





Admin / Schedules / Schedules / Sessions / Session Candidates

Search

- Dashboard
- Schedules**
 - Schedules
 - Sessions
 - Session Candidates
 - Session Candidate Status
 - Session Patterns
- Candidates
- Headcount
- Communications
- Reports
- Workflows
- Payroll
- Forms

Schedules

Schedules Types Templates Candidate Status

Tournament Volunteer 1-1 interviews - 1-1 Interview (add candidate to session, then check-in to ask full interview questions)

Session Candidates

1 Jan 2023 14:00 to 1 Jan 2023 14:30 50

Search You have 1 filter applied [Clear current filters](#) | [Advanced Filters](#)

Actions 0 Records selected [Select all](#)

Candidate Name	Candidate Email	Status	Check in Date/Time	Check out Date/Time
[Redacted]	[Redacted]	Confirmed	Check In	[Redacted]
[Redacted]	[Redacted]	Confirmed	Check In	[Redacted]

Showing 1 to 2 of 2 results Per Page 50

Candidate Search

[+ Add Filter](#)

Interviews



- From January-April 2023
- 67,000+ applications for 5,000 places
- Group interviews
- Long-Term Volunteers helped immensely in scaling the process





International Volunteers

- Global Interest
- Added layer of complexity and compliance
- Communication focus
- 25 joined Perth/Boorloo

Volunteer Training

- Training journey influenced by your specific role and venue
- Started in June with General Online Training
- Additional content and quizzes on volunteer platform
- Venue Specific Training one week prior to first shift
- Provisions made for Just-in-Time Training



Staff Training

- Important guidance for functional area supervisors
- Ensuring the volunteer experience is front of mind for the rest of the organisation team members
- Ample opportunities and resources for staff
- Key volunteer management policies implemented by FWWC2023



Uniform!!!!



The West Australian ^{for 190 years}

Sport | Soccer | World Cup Soccer

FIFA Women's World Cup: Volunteers' love of the game mirrors the players they admire ahead of global event



Ben Smith | The West Australian
Thu, 18 May 2023 3:26PM

Ben Smith



The FIFA Women's World Cup volunteer uniform has been revealed ahead of National Volunteer Week next week. Credit: Justin Benson-Cooper/The West Australian

Tournament Time!



How we approached it

- Prioritise the Volunteer Experience
- Lead with kindness, be flexible/agile
- Have FUN, smile
- Gratitude is the attitude



Constant calibration

- Rotation
- Redeployments
- Reserves
- Team Leaders
- Flexibility for changes



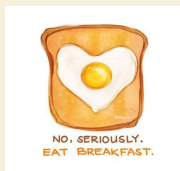


Health, Safety & Wellbeing

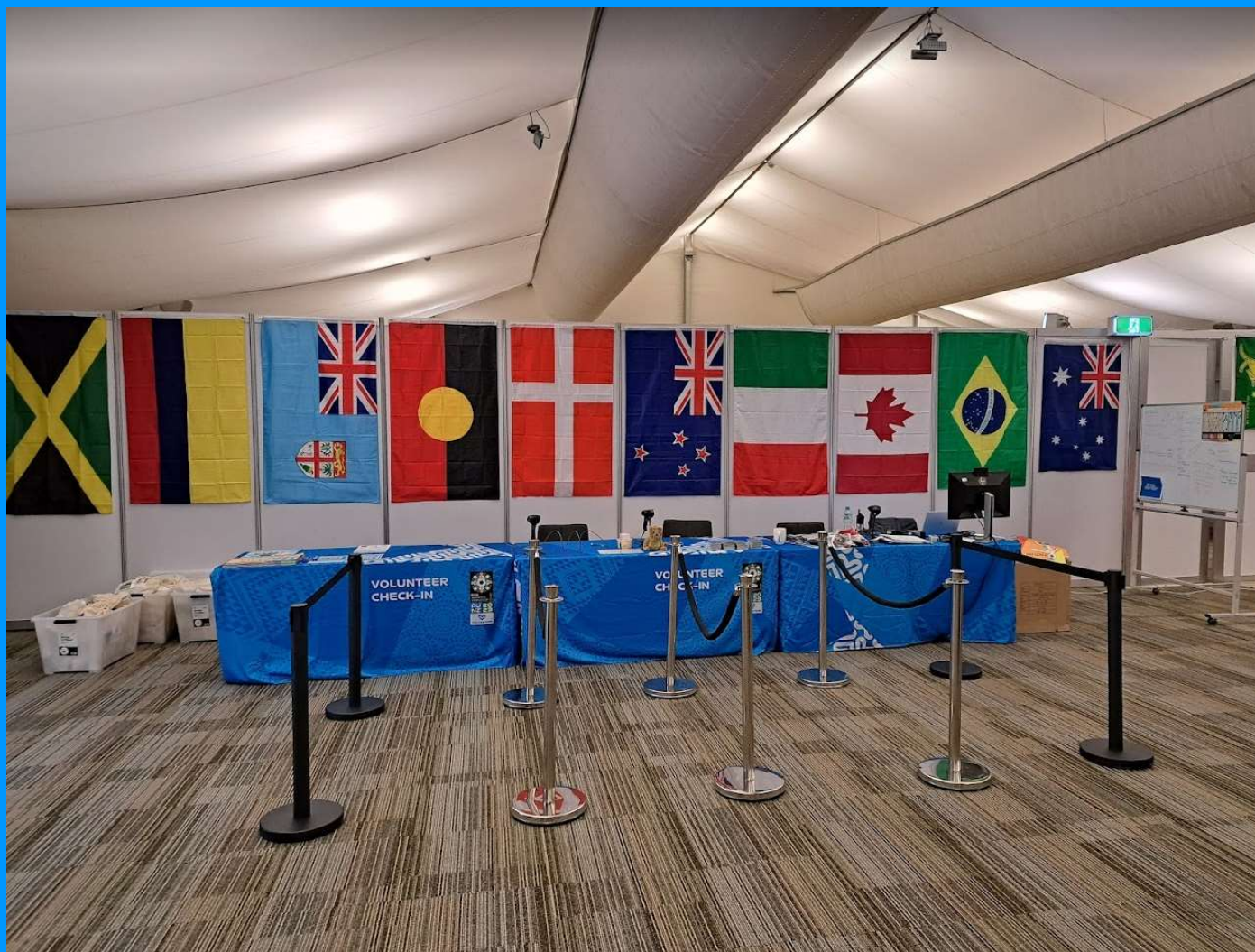
- Free public transport
- Ride share/fleet transport options for late finishes
- Always checking in
- Free Calm App subscription

Your Health & Safety

- Stay hydrated, apply sunscreen, wear a hat and PPE if required
- Take breaks – as advised by your Supervisor
- Fuel up – eat breakfast, lunch & dinner
- Stretch and get fresh some air
- Know your limits and get appropriate rest
- Smile, laugh and enjoy yourself



The Vibe Centre



A place to relax



and meet celebrities



Volunteer Management VOLS

- Human Resources for VOLS
- There for Check-ins
- Welfare checks with their fellow volunteers





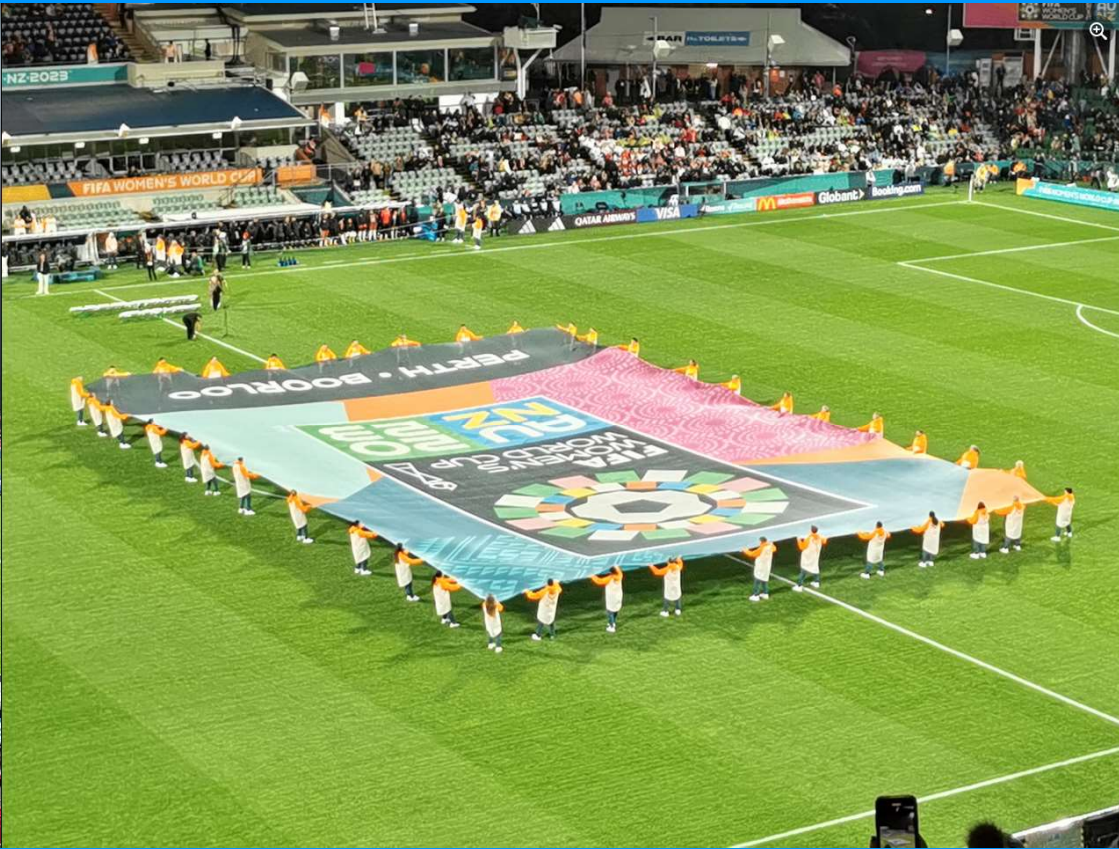
Reward & Recognition

- Items provided at the beginning of shifts
- Tracked via volunteer platform
- Included a mini trophy, pen and Unilever care pack

What about Non-Stadium roles?



We brought them in for pre-match ceremonies



Accessibility and Sustainability

- Supporting people by removing barriers
- Asking upfront how we could support someone's volunteer experience
- AUSLAN Interpreters
- Happy People & Healthy Planet = Football Love Forever



Storytelling: Diverse Volunteer Voices



Josh Perry: The FIFA Women's World Cup has given me more confidence

Published
1 Aug 2023



Josh Perry, one of the 300 volunteers who have been supporting the matches for the FIFA Women's World Cup in Dunedin/Ōtepoti, has a special story to tell.



What did this all add up to?

- 90% Retention, very few no-shows
- 60% female
- 220,000 hours across the tournament
- Diverse team of 68 nationalities. Many languages spoken
- Lifelong friendships
- Job opportunities
- Queuing up for the next event



Coming back for more



