

# The Monetary Valuation of Volunteer Coaches' Work: A Macro-Viewpoint Study

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## Aim

According to Jones Hopkins Comparative Nonprofit Organization Sector Project, which has involved 37 countries, 140 million people engage in volunteer activities each year. This is approximately 12 % of the adult population of these countries (International Labour Organization (ILO), 2011). It shows that the economic value of volunteer work cannot be ignored, therefore, many researchers in various fields struggle to measure the value that volunteer work creates. This is also true for the sports industry. Since there are many fields in sports volunteering, this study focuses on volunteer coaches. One reason for this might be that, despite the fact that understanding volunteer coaches seems to be crucial from the view of policy and human resource management, it is claimed that voluntary coaching is one of the fields that has attracted less research in sports volunteering (Wicker, 2017). Still, there are several studies dealing with the economic value of volunteers that includes coaches (e.g. Vos et al, 2012; Orłowski & Wicker, 2015). But few studies focus on only volunteer coaches (e.g. Orłowski & Wicker, 2016). Another problem is the insufficiency of macro-viewpoint study. Previous studies tended to focus on volunteer coaches of specific clubs. Although these are valuable literature to understand individual situations in detail, it can be pointed out that the literature is unsuitable for macro estimation. Considering the increasing need for measures of the economic scale of the sports industry (e.g. European Commission, 2013), it should be also essential to estimate the monetary value of volunteer coaches' work from a macro perspective. Therefore, the purpose of this study is to estimate the monetary value of volunteer coaches' work from the macro-viewpoint.

## Theoretical Background

Since the 1990s, there have been plenty of studies that have tried to evaluate volunteer work, the majority of the most recent studies based on Salamon et al. (2011) since they provide a typology of valuation approaches; the replacement cost approach (RCA), the opportunity cost approach (OCA), and the societal benefits approach (SBA). The RCA and the OCA are common approaches in that they both focus on inputs. However, the RCA is recommended as compared with the OCA by ILO (2011).

In sports industry, there are also several studies targeting volunteer work as well. Orłowski and Wicker (2015) suggested two new approaches in addition to those of Salamon et al. (2011) presented by using data on volunteers in German non-profit sports clubs. As a result of comparing four approaches (the alternative-employment wage approach, the replacement cost approach, the leisure-adjusted approach, the volunteer judgment replacement wage approach), they argued that the volunteer judgment RWA looks promising because the monetary value of is not overestimated and the focus is on the value of the task and not on the individuals who perform the task.

On the other hand, regarding macro surveys on coaches, the survey of UK Coaching (2016) seems to be one of the largest surveys to the authors' knowledge. The survey included examining coaching not only in formal sports clubs but also in informal community settings.

It revealed the outline of coaching in the UK. Meanwhile surveys similar to that conducted in the UK are not carried out in Japan at present.

### **Research Design and Methodology**

This research is divided into two phases. The First phase is to clarify how many people engage in coaching as volunteers across Japan. An online survey was conducted because it might be only the way to get information from not only volunteer coaches who may belong to any kind of clubs and schools but also those who don't have any affiliations. In total, approximately 40,000 individuals (over 18 years old) participated in the survey. At first, respondents were asked, "Have you coached in the past 12 months?" Respondents who answered yes were asked about their coaching domain, hours they spent coaching, and appropriate wage for their coaching.

In the second phase, the estimation of the monetary value of volunteer coaches' work, the RCA and the volunteer judgment RWA were used with respect to the reason explained in the previous section. Throughout the RCA analysis, the wage data released by the government and organizations will be adopted for estimation.

### **Results**

Data collection has already been done but is being analyzed now, the specific results will be announced at the conference. Some results are as follows. Approximately 6 % were engaged in coaching in the past 12 months. Comparing with the result of the UK survey (6%), it can be said that the percentage of voluntary coaches is relatively close. And about 70% of coaches were volunteers. This reveals that the workforce of coaching in Japan owes a lot to volunteer coaches.

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