



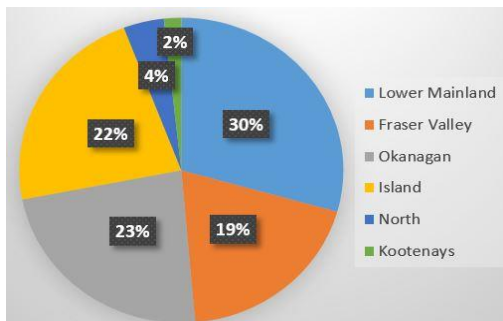
MEMBER PROFILE: REFEREE

NUMBER & GENDER BREAKDOWN

395 (2019)

Level	Male	Female
1	85	134
2	59	27
3	27	8
4	17	3
5	2	0
Total	190	172

GEOGRAPHIC BREAKDOWN (2021)



PARTICIPATION IN VBC PROGRAMS

- Indoor club volleyball tournaments.
- Provincial championships.
- Referee development programs.
- Some participation in beach volleyball tournaments.

TOP 3 AGE CATEGORIES

- 18 and under- 36%
- 46-60- 20%
- 30-45- 16%

MY MOTIVATION TO REFEREE VOLLEYBALL

1. Stay involved and give back
2. Fun
3. It is a part-time job. It is my career.

MY TOP 3 THINGS FOR VBC TO DELIVER

1. Referee education and development.
2. Club competitions.
3. Safety standards.
4. Increased female leadership

MY PERSONALITY

I am sociable and committed to supporting volleyball. I enjoy having enough work to make refereeing viable and part of my life.

MY GOALS IN VOLLEYBALL

- To referee recreationally with the badge level I have: 58%
- To continue on high performance pathway: 44%
- To get involved in mentoring: 8%

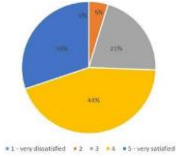
MY COMMUNICATION WITH VBC

I get most of my info from the VBC website, email, or by e-newsletter. I am most likely to email VBC with questions rather than to telephone. I do not often use social media for VBC information. I would be interested in podcasts.

I want to receive content on Refereeing, volleyball news, and volleyball tips & tricks. VBC can improve communication by improving the website and being more proactive / timely with information.



MY SATISFACTION WITH VBC

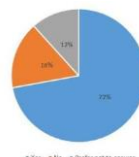


70% are “highly likely” or “likely” to refer VBC to friends and family. This was the lowest score of all member groups.

To improve, VBC could....

- Increase involvement and consultation with referees.
- Transparency about decisions.
- Ensure that standards are enforced across the sport

DO I FEEL PART OF VBC?



To provide more value, VBC could....

- Ensure referees feel a valued part of the volleyball community.
- Increase the profile of refereeing.
- Improve communication and information to referees

OPPORTUNITIES TO IMPROVE

- Dedicated referee info on website.
- Improved access to certification.
- More year-round communication.
- More face to face interaction.
- Higher profile for referees.
- Virtual formats for education.
- More feedback mechanisms.
- Better support for outside Lower Mainland.

OUR VALUE PROPOSITION

We value you as an essential part of our volleyball system. We make it as easy as possible for you to start, continue, and develop as a referee. We offer you paid opportunities to put your refereeing into practice. We connect you with other referees as part of a wider community to support your growth and share best practice whatever your goals.

PRIORITIES FOR ACTION

COMMUNICATION & CONSULTATION	CONNECTION & COMMUNITY
<ul style="list-style-type: none"> ✓ Create a Referee hub on the new volleyballbc.org ✓ Increase recognition and profiling of referees, including building a social media presence. ✓ Provide clear and timely information about job opportunities at VBC events and competitions. ✓ Implement Annual Referee Survey and other opportunities for feedback. ✓ Create a dedicated referee newsletter and other communication channels with tailored content. ✓ Explore use of new tools (eg. podcasts, apps) etc to support referee engagement. 	<ul style="list-style-type: none"> ✓ Create and promote a clear referee pathway across various formats. ✓ Place Level 1 referee course online to ensure that it is available across BC. ✓ Establish regular opportunities to bring referees together in virtual and physical forums (eg. webinars, community of practice). ✓ Develop a robust calendar of referee education and development opportunities. ✓ Enhance the provision of facilities and support for referees at VBC competitions and events (eg. referee rooms etc). ✓ Increase opportunities for referees to wear the VBC brand.

READ OUR MEMBER ENGAGEMENT & COMMUNICATION PLAN AND FIND OUT MORE AT VOLLEYBALLBC.ORG