



The Clammy Hand of the Third Sector? Engaging the Voluntary Sector in Olympic Games Volunteering Legacies

Associate Professor Leonie Lockstone-Binney

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School of Marketing Boardroom, Room 2024, Level 2, Building 408



Volunteers are lauded as the “unsung heroes” of the Olympic Games, and countries are increasingly looking for a volunteering legacy from hosting this, and other, mega events. Yet research has largely focused on the Games-time volunteering, without acknowledging the role of voluntary sector (including peak volunteering bodies, volunteer resource centres, and community organisations), and their involvement – or not – in supporting the event’s volunteering objectives.

This comparative study of the Sydney 2000 and London 2012 Olympic and Paralympic Games draws on secondary documentation and interviews with key informants.

The findings reveal contrasting approaches of the Organising Committees to working with the voluntary sector on legacy planning. In Sydney, SOCOG had no specific remit for legacy planning and the voluntary sector led legacy efforts. In London, there was Government-led legacy planning but the failure to engage with the voluntary sector hampered implementation. Stemming from the findings, recommendations are provided for how the voluntary sector should be better engaged in mega event planning to facilitate a stronger volunteering legacy.

Leonie Lockstone-Binney is Associate Professor and Associate Dean (Research) at William Angliss Institute and Honorary Professor of Victoria University. Prior to joining William Angliss in June 2015, Leonie was employed at Victoria University as Associate Professor of Event Management and Discipline Head of Tourism, Hospitality and Events. Building on her PhD study of the management of volunteers and paid staff in the cultural tourism sector, Leonie’s main area of research expertise since 2000 relates to volunteering, specifically in event and tourism settings.

Consolidating on her reputation in the field, Leonie has published her work in several top-tier journals including the Journal of Travel Research, Leisure Sciences, Tourism Analysis, International Journal of Hospitality Management, International Journal of Tourism Research and Leisure Studies. In pursuit of her research agenda, Leonie has received funding from the Australian Research Council’s Linkage Projects scheme and the International Olympic Committee’s Advanced Olympic Research Grants programme. Leonie continues to collaborate on projects with leading researchers from Australia, the United Kingdom and New Zealand.

Please RSVP to trc@curtin.edu.au