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*Why Social Responsibility Matters in Community Sport Organizations*

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For the virtual conference this year, we are pleased to showcase an animated video created for knowledge mobilization purposes at SCRI and other venues. The video describes the findings of our first two studies on social responsibility in community sport:

<https://www.youtube.com/watch?v=4wilmqjnChM>

Our research demonstrates that the role of community sport organizations (CSOs) extends beyond sport service provision, as recent research reveals that CSOs are broadening the scope of their efforts to address wider social problems and develop social engagement opportunities in their communities and beyond (e.g., Skille, 2010; Skinner, Zakus, Cowell, 2008). Examples of their efforts include increasing their members' awareness of socio-economic issues such as poverty and privilege by engaging in humanitarian efforts, and engaging in environmental conservation (Misener & Babiak, 2015; Sharpe, 2006). This evidence highlights how CSOs are affecting social change within local communities and for those whom they do not directly serve.

The video also discusses why social responsibility matters in community sport. Particularly, member awareness of their club's socially responsible activities has a direct effect on their willingness to speak positively about their club and their intention to remain a member of the club. In other words, the more members are more aware of their club's socially responsible activities, the more they speak positively about their club, and the more they intend to remain a member of the club. However, these effects are amplified by the club member's affective evaluation towards their club's socially responsible activities. In other words, the more members are aware of their club's socially responsible activities, the more they feel positively about these activities, and the more they speak positively about their club and have stronger intentions to remain a member of the club.

The study is part of a growing body of research related to "off the field" outcomes of community sport (e.g., Misener & Babiak, 2015; Skinner et al., 2008; Tonts, 2005), and provides community sport organizations with a new understanding of how social responsibility is perceived by members and influences member behaviours.

This evidence may help CSOs focus their efforts and more effectively manage their social change agenda moving forward. We can encourage CSOs to take purposeful efforts to increase members' awareness of social responsibility initiatives through social media, regular

communications (e.g., newsletters), and regular face-to-face encounters within the club rather than perhaps taking social action behind the scenes in board or other small group/team meetings.

Based on the findings presented in our video, we have subsequently undertaken further research to uncover the critical dimensions of capacity required for impacting social change through CSOs. Our research is uncovering the unique management domains that facilitate and/or constrain the ability of CSOs to contribute to the overall well-being of their communities.