

# Race Officials Volunteer Management

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Singapore Motor Sports Association – Chairperson, Volunteers & Officials Commission



2013 FORMULA 1  
SINGAPORE GRAND PRIX



# Agenda

1. Background of Singapore Grand Prix  
Volunteers & Officials
2. Attracting Officials
3. Retaining Officials
4. Keeping Officials Interested & Involved
5. Engaging of Officials
6. Questions & Answers



# Introduction

Officials are the unsung heroes of motor sports events; without their unselfish commitment, most countries would face difficulties in staging motor sports events successfully. In most cases, Officials are unpaid volunteers who take weekends after weekends away from work, family and friends to stand 8-12 hours trackside ensuring the safety of the competitors, spectators and fellow officials.

There are many ways to attract and retain Officials. No two volunteer management systems can be the same. Cultural differences, geographical difficulties, and age groups are some points to take into consideration when designing a volunteer management system. In the Singapore context, we are blessed with officials that come from across 30 different nationalities, and with an average age of 40 years.

It is extremely important to know your officials.



# Retention Rate

## Senior Officials:

2009: 86%

2010: 95%

2011: 98%

2012: 92%

2013: 96%

## Race Officials:

2009: 79%

2010: 81%

2011: 86%

2012: 92%

2013: 88%

We see a healthy retention rate every year. The Senior Officials retention rate are in the high or mid 90 percentage, while the Race Officials group have held steady in the 80 plus percentage.

It is important to have a large group of officials returning each year, and some new blood because events need experienced officials, but also some new ones in order to generate feedback from a different perspective.



# Retention Rate

## Senior Officials:

Male : 78%

Female : 22%

## Race Officials:

Male : 74%

Female : 26%



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# Volunteers Profiling

## Nationality:

### Senior Officials : 10 different nationalities

- Singaporean : 85.71%
- Others : 14.3%

Other nationalities include Australian, British, Dutch, Greek, Indian, Italian, Malaysian & New Zealander.

### Race Officials: 27 different nationalities

- Singaporean : 76.65%
- Others : 18.77%

Other nationalities include American, Australian, British, Canadian, Chinese, Dutch, Filipino, French, German, Hungarian, Indian, Indonesian, Italian, Japanese, Korean, Malaysian, New Zealander, Pakistani, Vietnamese and more



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# Volunteers Profiling

## Age Group

### Senior Officials:

- 18 – 25 : 2.8%
- 26 – 35 : 31.1%
- **36 – 45 : 45.3%**
- 46 – 55 : 11.4%
- 56 & above : 9.4%

Majority of our Senior Officials' age group falls between the range of 36 to 45 years old while the Race Officials' age group falls between 26 to 35 years old.

Our youngest Official is 18 years old, while the oldest is 72 years old.

### Race Officials:

- 18 – 25 : 15%
- **26 – 35 : 41%**
- 36 – 45 : 30%
- 46 – 55 : 10.5%
- 56 & above : 3.5%



# Volunteers Profiling

## Professional Level:

### Senior Officials:

- Executives & Managerial : 31.1%
- **Directors : 40.6%**
- VPs, CEOs, Business Owners : 20.8%
- Students, Retirees : 3.8%
- Academic Professionals : 3.7%

### Race Officials:

- **Executives : 47%**
- Managerial : 30%
- Directors : 4%
- CEOs : 3.5%
- Students, Retirees : 9.5%
- Professional Level : 6%

It is important to note the professional level of your Race Officials and tailor your training and volunteer management system and engagement program around these statistics.





# Attracting Officials

There are many ways to attract and retain volunteers. Each countries are faced with different challenges when designing your volunteer management system, and it is not possible to get it right from the first year. Changes have to be made to the system to cater to the local culture and context, especially in the first two years, with minor improvements each year thereafter. Some of the things that Singapore does to attract and retain officials include...



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# Attracting Officials

- Media Coverage
- Recruitment through affiliated clubs
- Recruitment through existing officials
- Outreach programs

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## Singapore GP invites volunteers to join the Formula One™ action as a race official

cheryl-tay.com 11 Mar '13, 5pm

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### Public registration for 2013 FORMULA 1 SINGAPORE GRAND PRIX marshal recruitment opens today...

Public registration for 2013 FORMULA 1 SINGAPORE GRAND PRIX marshal recruitment opens today • Two local race officials recognised for their efforts Race promoter Singapore GP is inviting volunteers to sign up as a volunteer race official for the 2013 FORMULA 1 SINGAPORE GRAND PRIX. Public registration for marshal recruitment is open from today, 11 March until 31 March 2013 (11:59). "Since the inaugural night race in 2008, we have trained over 2,500 volunteer marshals," said Mr. Gabriel Tan, Clerk of the Course, Singapore GP Pte Ltd. "With a retention rate of at least 85% – one of the highest in Formula One™ – it is as much a pleasure as it is a challenge

www1.skysports.com/formula-1/news/12433/7577886/Singapore-look-for-volunteers

## Singapore look for volunteers

### Night race looking to take on 150 new officials for 2012 Grand Prix

By William Esler. Last Updated: March 8, 2012 1:15pm

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Singapore Grand Prix: F1's night race looking for volunteer officials

Singapore Grand Prix: F1's night race looking for volunteer officials

### The Singapore Grand Prix have started their recruitment drive for volunteer race officials ahead of the race in September.

Race organisers are looking for 150 marshals who were aged 18 or older to join their team of officials for the night race.

Novices are also invited to apply, as the Singapore organisers take great pride in training new staff having put 1,500 through their paces since the first race was hosted in 2008.

Clerk-of-the course Gabriel Tan feels that the professionalism of the Grand Prix has come a long way since the first race.

"An example is the Michael Schumacher incident at Turn 8 last year,

www.sgcarmart.com/news/article.php?AID=7572

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Volunteer for one of the 150 positions available for 2013 Singapore Grand Prix

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www.channelnewsasia.com/stories/singaporelocalnews/view/1187629/1/html

## SINGAPORE NEWS

### Motor Racing: Singapore GP begins recruitment drive for F1 volunteers

By Patricia Singh & Poonam 08 March 2012 00:24 hrs

Recommend 8 Tweet 19 Share 4

SINGAPORE: Race Promoter Singapore GP is recruiting volunteer race officials for this year's Formula One SingTel Singapore Grand Prix.

It said 150 positions are available.

Those interested can register from March 8 to March 31 at the official recruitment website. Applicants must be 18 years and above as at 1 January 2012.

They must be physically fit and fluent in written and spoken English.

They must also be able to attend all training sessions and be available for all four days of the race from September 20 to 23.

Singapore GP said each marshal can expect to clock a minimum of 32 hours of training.

First-time race officials will attend about seven days of theory and practical training, conducted over weekends.

The first module which covers safety aspects, Formula One protocols and basic track and flag signals, will start in May.

There will be hands-on training, such as performing recovery and extrication exercises on a Formula BMW open-wheeler and a Subaru WRX closed-cockpit car.

Selected senior officials will be given attachment opportunities in Adelaide, Melbourne, and Darwin in Australia as well as in Sepang, Malaysia, to gain practical trackside experience.

Since the inaugural night race in 2008, Singapore GP has trained over 1,500 volunteers in roles such as observers, track marshals, flag marshals and fire marshals.

Mr Gabriel Tan, Clerk-of-the-Course of Singapore GP, said it has come a long way since the first night race.

Photos 1 of 1 ( 1 2 )

Aerial view of a part of the F1 night race track (AFRIDIOLAN RAJHMAN)

### 150 positions available for this year's Singapore Grand Prix.

if you want an upclose experience of the Grand Prix in Singapore, race  
ter race officials for this year's Formula One Singapore Grand Prix.

# Retaining Officials

Retaining Officials are not only about welfare and benefits though this plays a large part of volunteer management. It is important to understand your officials' mindset, and the reason why they are willing to sign up to stand trackside 8-12 hours each day.



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# Retaining Officials

- Exclusive sales of merchandise
- Generating unique merchandise for Officials
- Provision of Personal Protection Equipment
- Fair assessment & recognition
- Suitable training syllabus
- Succession planning
- International volunteering
- Consolidating feedback and acting on them
- Promoting Loyalty



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# Keeping Officials Involved & Interested


- Cross training & rotation of roles
- Allowing Officials to indicate interest in different roles
- Year-long engagement
- Involvement in training
- Seeking feedback for improvement
- Organising events to promote team bonding
- Disseminating information to Officials



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# Engagement of Race Officials



*"It is good to have an end to journey toward; but it is the journey that matters, in the end."*

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**Ambat Ramesh Menon**  
Happy Birthday Ernest Kong.  
Like · Comment · Unfollow Post · Wednesday at 08:31 near Opera Estate  
Jia Ming Ang likes this. Seen by 52  
View 17 more comments

**Lian Choan Kiat** Happy Birthday Bro!  
Wednesday at 22:48 · Like

**Aron G H Ang** happy belated bird-day...  
Yesterday at 10:15 · Like



SINGAPORE SUPPORT RACE OFFICIALS  
THANK YOU

2013 F1 SGP Race Officials | About | Events | Photos | Files

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Write something...

220 members (219)

+ Add people to Group

RECENT POSTS

**Dusty Alive**  
Cool shot.. looked like racing on the moon :)  
Timeline Photos  
Kimi Raikkonen: "It's nice to be fastest but you never know what the others are ..."  
See more  
by: Jensen Button  
Like · Comment · Follow Post · 37 minutes ago  
Seen by 13  
Write a comment



2012 F1 SGP Sector 6.8L/7R | About | Events | Photos | Files

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Requests (3)

**Frederick Alv**  
18 friends in group

**Ahmed Salleh**  
5 friends in group

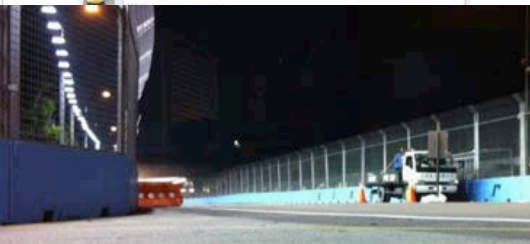
**Hardi Richard**

Suggested Member:

**Russell Chan**

RECENT POSTS

**Kelvin Tong**  
Anyone going on Sun? Hope to catch some of you :)



2013 SGP Track Marshalling Team | About | Events | Photos | Files

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John See, Einda Nyunt, Joey Cowpunk Navera and 3 others like this. Seen by 40

**Joey Cowpunk Navera** Yeah baby! Rock on trackies!!!  
Yesterday at 15:59 via mobile · Like · 1

**Stephen Hock-Ing** Welcome....chief Jonathan!  
Yesterday at 16:40 via mobile · Like · 1

**Hisham Karim** Yes chief .....

**Goh Hian Jin** Hello everyone!  
Yesterday at 18:26 via mobile · Like



2012 Singapore GP Feature Paddock | About | Events | Photos | Files

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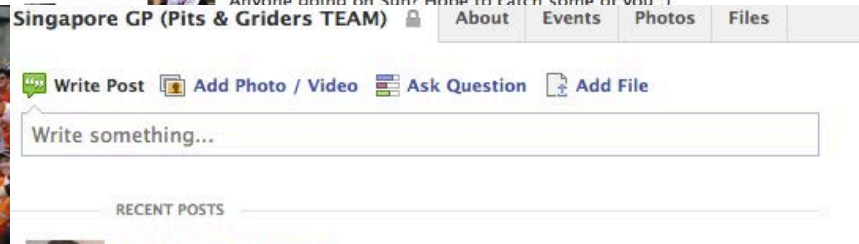
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**Ah Law**  
received the email from the organising committee and accepted the invitation to return as an official for this year's race.  
have you?  
Unlike · Comment · Follow Post · Wednesday at 11:20 near Singapore  
You, Julio La Monica, Sonny Andalis, Lewis Wee Hong Leong and 7 others like this. Seen by 24

**Lewis Wee Hong Leong** Yes  
Wednesday at 12:34 · Like · 1

**Dean Lim yip**  
Yesterday at 08:47 · Like · 1

**Daniel Yow** yeah, me too



Singapore GP (Pits & Griders TEAM) | About | Events | Photos | Files

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RECENT POSTS

**Manikayal Rao Kaza**  
Hi Everyone, I am attending 2013 Returning Officials' Workshop on 2nd June/Sunday on afternoon slot, one else on same slot?  
Like · Comment · Follow Post · 18 May at 16:54 near Singapore  
Seen by 28  
View 3 more comments

**Elska Edna Me** PM slot  
19 May at 19:01 via mobile · Like · 1

**Alan Swan Huey Tsong** Sunday afternoon also...  
20 May at 10:07 · Like · 1

Write a comment...

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20 May at 10:07 · Like · 1

Write a comment...

# Engagement of Race Officials



**WELCOME TO THE 2013 FORMULA 1 SINGAPORE GRAND PRIX** – Gabriel J. Tan  
88% RETURNING RACE OFFICIALS; 97% RETURNING SENIORS; YOUNGEST AT 18 AND MOST SENIOR AT 72, 27 DIFFERENT COUNTRIES; 6 CONTINENTS

**T**hey say time flies when we are enjoying ourselves. And I would like to think that it is chiefly one of the reasons that we are now quickly moving into the 6th edition of the Formula 1 Singapore Grand Prix, the most atmospheric race on the planet and the acknowledged jewel in the F1 crown. The volunteers have evolved into a family away from their families. Some even bring in family members and close friends throughout the years, which further enhances the bond between all 1200 volunteers. The cars and racing action are definitely a bonus, but what keep us coming back are the people that we work with, a common purpose for a



# Engagement of Senior Officials





# Engagement of Women Officials

## Ex-sprinter Nurulaini to officiate at Aussie GP

Chan U-Genie

Speed is a concept that Nurulaini Ariffin is familiar with, given her track record of sprinting for Singapore.

Now retired from athletics, the 1997 SEA Games 4x100m relay bronze medalist is pursuing an adrenaline rush of a different kind – on street circuits.

A fortnight ago, she beat more than 20 applicants to a place – as an official – at next weekend's Formula One Australian Grand Prix in Melbourne.

She was chosen as Singapore's candidate for the inaugural Women in Motor Sport Officials Exchange Programme, a collaboration between the Singapore Motor Sports Association (SMSA) and the Confederation of Australian Motor Sport.

The scheme aims to promote the education and participation of more women in motor sports.



PHOTO: BERITA HARIAN  
Nurulaini Ariffin was picked because of her dedication. She has helped out at the Singapore GP since 2009.

Said the 34-year-old, who will leave for Melbourne on Tuesday for one week: "I am very excited because it's the first race of the season and the first time I am officiating at

### PAVING THE WAY FOR WOMEN

The inaugural Women in Motor Sport Officials Exchange Programme is a joint initiative between the Singapore Motor Sports Association (SMSA) and the Confederation of Australian Motor Sport, which is the national authority for the sport in Australia.

Both countries will select one female volunteer track official for an exchange to experience working in a different environment and country.

The partnership, which aims

to promote the sport to women, hopes to boost education and build camaraderie among women officials.

Said SMSA chief Tan Teng Lip: "It's important because it helps us to gain more training and knowledge for officials. We get exposure."

"The Australians are definitely more experienced as they have a much longer (motor sports) history than Singapore."

Chan U-Genie

to share with my team."

SMSA president Tan Teng Lip said Nurulaini was chosen as the exhibited commitment and leadership. She has been volunteering at

every edition of the since 2009.

The lecturer at IT worked her way up ranks.

She began as an official for the track marshal

responsible for removing loose parts on the track. In 2011 and 2012, deputy sector chief teams of more than

shals.

Though she now ground role as a volunteer to her days as a on the track, Nurula she gets a greater kick

She explained: "I smell of rubber, oil and of the ground."

"Millions of people and you need to think and react to any poss

UNSUNG SINGAPORE HEROINES (The Straits Times, 19 September 2012, Pg B17)

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19 Sep 2012



By: CHAN U-GENIE

IN THE testosterone-filled world of Formula One, young women are often seen in the arms of dashing drivers – hair billowing in the wind and sporting a short skirt.

But there are a growing number of women on the track who know the nuts and bolts of the racing business well. Like Sauber's chief executive Monisha Kaltenborn and Williams' development driver Susie Wolff.

Not to be outdone, more local women are also making their presence felt in a more substantial way. When the Singapore leg of the 20-race championship kicks off this weekend, the unsung local heroines will emerge to take their place under the glaring lights of the Marina Bay Street Circuit.

Meet June Tan, the security and logistics operations manager of the Singapore Grand Prix. This 34-year-old former police officer oversees a 1,000-strong security team and more than 200 transportation staff, including traffic marshals and bus operators.

Her job is to ensure the safety of the estimated 80,000 spectators who will storm the perimeters of the 5km street circuit this weekend.

Said the former senior staff sergeant, who spent 11 years with the Singapore Police Force: "It's pretty cool. I would like to see more women be involved. So far, I think I am the only one in my position. It's still a male-dominated role."

Not surprisingly, some male security officers feel awkward receiving instructions from her. She admitted: "I just have to persuade them, be firm, be rational."

The most challenging part of her duties comes after the night race when spectators traditionally "invade the track".

She explained: "That's the hardest part of the job, with the crowd running onto the track. Some have even tried climbing the fences. It's a tradition.

"We have to control the crowd and tell them to use the respective gates. We

need to be firm in engaging them, yet be polite and customer-oriented."

## My 2013 F1 Rolex Australian Grand Prix Experience

22 Feb

I was informed that my entry had earned me the place to be the first Female Official to go on an Exchange Program courtesy of Singapore GP, SMSA & CAMS. I was blown away!

12 Mar

The AGP entourage left Singapore for Melbourne.

13 Mar

0900h: Arrived in Melbourne.  
1100h: Accreditation collection.  
Afternoon: Seniors Meeting. Was informed that I was allocated to Turn 3 as Dy, Sector Marshal. In my mind, like anyone else, Turn 3, WOOHOO!!! Action time!

15 Mar

Sporting Car incidents, Celebrity Challenge incidents. Debris runs, fuel leaks etc. Business as per normal at Turn 3. Ask the Crank Crew! Speed Comparison Races were very exciting!

16 Mar

1000h: I was hosted by Samantha Reid, Test driver for the Kelly Racing Team at the V8 Village for a tour of the NISSAN Motorsports Garage featuring a 4-car team in the V8 Supercars Category.

1130h: I met with Sam at the Mazda6 paddock, to meet Aussie celebrities, Holly Candy (she was Holly Valance before), Vanessa Amarossi & Miss Universe/Australia'12, Rynae



With Belinda Tan @ Wanda Luchessa



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# Charity Events

As a way of giving back to the society, and in an effort to promote motorsports to grassroots levels in Singapore, the Race Officials group get together on a yearly basis to “give back to Singapore”.

## 2011

Invitation extended to Singapore’s Special Olympics Team for Marshals’ Pit Lane Walk.

## 2012

Two separate charity fund-raisers were organised by the Senior Officials group for our Chief Marshal who was diagnosed with leukemia and a Sector Chief who was diagnosed with acute kidney failure. We raised a total of more than \$45,000.00 exceeding our initial target of \$15,000.00

## 2013

Plans are in place to donate our family passes for the 2013 Singapore Grand Prix to the Children Cancer Society.



# Conclusions

We often hear the phrase: “If there are no drivers, there will be no motor racing.”

But if there are no officials, there wouldn't be any race. Volunteers & Officials are a special breed of people coming together from all walks of life with a single mission.

And that is to ensure the safety of competitors, spectators and fellow volunteers.

They are not paid, and often, they don't asked to be. They sacrifice time away from family and friends in order to stand trackside for 12 hours just so drivers and spectators can go home safely to their families.

Appreciation should be shown to this group of unsung heroes, for without them, multi-million dollar events wouldn't be successful and countries wouldn't be placed on world maps.



track marshals flag marshals observers fire marshals track medical

recovery boundary riders scrutineers pit and grid support paddock

race administration marshaling team stewards race control starters

# 2008 - 2012



# THANK YOU

to the SGP Race Officials  
for **FIVE GREAT YEARS** of  
the Singapore Grand Prix!

**Thank you!**



**2013 FORMULA 1  
SINGAPORE GRAND PRIX**

