

**Pre Budget Submission
on Behalf of Irish Sport**

IF JOBS ARE A
PRIORITY THEN
INVEST IN SPORT

The Federation of Irish Sport is the independent voice for sport in Ireland representing **71 National Governing Bodies of Sport** and **28 Local Sports Partnerships**

SPORT MATTERS

In recent years Irish sport has asked Government to look at a range of different issues which we believe to be vital to the development of sport in Ireland. We did this against the background of government funding for sport being cut.

The initiatives listed below are as important as ever and we would intend continuing to work with Government to keep them on the agenda. However, given the continuing difficult economic picture in Ireland we have decided to put our total focus this year on one area namely creating employment. We believe sport above all else can provide a much needed job activation programme now.

- National Strategy for Sport across all Government Departments
- Identification of additional sustainable funding streams for sport such as dedicated Lottery funding, a portion of the Betting Tax, VAT Compensation Scheme
- Charitable Status or Tax Relief for Donations to Sporting Bodies for Non-Capital Projects
- Completion of the National Sports Campus at Blanchardstown
- Establishment of a specialist Sports Event Bidding Entity
- Dedicated time for physical education, activity and sport in all of Ireland's schools from Junior Infants to Leaving Cert
- Multi-Annual Funding for Sport
- Strategic use of monies available through the Sports Capital Programme
- Effective social marketing to ensure increased awareness of the need to meet the minimum recommended physical activity levels
- Regular top quality quantitative and qualitative research

A SINGLE FOCUS FOR **2014**

USE SPORT TO CREATE JOBS

IF JOBS ARE A PRIORITY THEN INVEST IN SPORT

After five years of cuts that has seen Government support for Irish sport reduced by 33% the Federation of Irish Sport, on behalf of everyone involved in Irish sport, is calling on the Government to stop making cuts and more importantly to begin to invest more in sport.

Why?

Because there is strong evidence to show that such investment can create jobs and grow the economy.

We are confident that a relatively modest investment in sport will result in up to 150 jobs almost immediately.

The Programme for Government & the 2011 Jobs Programme prioritise job creation and talk about sectoral initiatives to boost job creation. Sport can help.

There are jobs available in Irish sport at the moment. Irish sport know where those jobs are.

And the even better news is that there are people out there to fill them, well qualified people that this country will lose if we are not to provide employment for them here at home.

We have said for many years that while sport already makes a major contribution to the Irish economy that it can do even more. We are now calling on the Government to give us the opportunity to prove that by making what would be a relatively modest additional investment in sport.

Lessons can be learned from the Finnish government who have issued guidelines to local authorities stating that "making cuts in sport services in the current challenging municipal economy will rebound – the bill for increased inactivity will fall due, with interest, some years later."

The Lithuanian Presidency of the EU is also prioritising sport stating that it "intends to put forward proposals for adoption relating to sport as an impetus for economic growth and employment".

Government investment in sport has decreased by 33% since 2008. Current spending on sport, which is so vital to the National Governing Bodies (NGBs) & Local Sports Partnerships (LSPs) is down 25% and now amounts to a spend per citizen of just €9.41 per year. NGBs and LSPs have also been hit by other realities of the recession including for example, pressure on membership fees, falling ticket sales, scarcity of sponsorship, absence of a culture of philanthropic or corporate social responsibility for sport, and an increase in demand for support and assistance from clubs and grassroots sport nationwide.

We are calling on the Government to invest €1 per head of population in a fund to create sports jobs and increase participation.

Irish Sport is UNITED in asking government to reverse this trend. An investment of an extra €1.00 per citizen would raise an additional €4.58 million for sport... money which, will be used to create indigenous and sustainable jobs immediately. An investment that will support a labour intensive growth industry which has the ability to positively impact on the growth of other sectors of the economy whilst simultaneously delivering a number of benefits to Irish Society not least in terms of public health, community building, voluntary activity, tourism, education, Ireland's reputation at home and abroad, the list goes on...

This is our ask, do it now.

SPORT IS A CATALYST FOR ECONOMIC GROWTH

Sport is made up of many elements; activity, competition, recreation, performance, friendship, fun, colour, drama, magic, passion but it is also a **serious business** and a labour intensive one at that. A 2012 EU Study on the Contribution of Sport to Economic Growth & Employment found that sport contributed **€2.4 billion** to the Irish economy whilst supporting **40,532 jobs** which, is **2.08%** of Ireland’s total workforce. The same study found that sport also develops **specific niche sectors of the economy** with tourism, professional sport, betting and education being just some of the examples outlined. The Irish experience would back this up.

IRISH SPORT...

Creates Jobs

- Voluntary sport supports the employment of **8,826 persons** including approximately **1,500 people** within the NGB & LSP sector alone
- **27% increase** in those employed as professional athletes or sports officials since 2006 compared to 15% in computer related activities during the same period
- **313 people** employed in Games Development by the GAA compared to 20 in 1991
- **938 jobs** supported for every €1 million invested by government, compared to 443 in the Arts and 381 in Horse & Greyhound Racing
- Estimated that 1 job could be created by NGBs for every €25,000 invested

Adds Value

- **€1 out of every €60** generated and earned in the European Union is sports-related
- **€818 million** is spent annually by Ireland’s 12,000 voluntary sports clubs, leagues and branches in the Irish economy on goods & services
- **€200 million** is the approximate turnover by Irish NGBs each year with an estimated **€40 million** of this going directly back to government in PAYE, PRSI & VAT
- **€12** the return generated for every **€1** spent by the GAA on coaching – in 2012 the total return on investment was **€54 million**
- **€350 - €550 million** – the economic value of Irish sport’s volunteer workforce
- Sport adds as much value to the European economy **as agriculture, fishery and forestry combined**

Grows Tourism

- **254,000** Irish residents travelled domestically to sporting events in 2012 – up 11% on 2010 –with an average overnight stay of 2 nights and total expenditure of **€49.2 million**
- **19%** of all the Gathering Events in 2013 are sports related
- **€202 million** the amount generated for the Irish economy by overseas golf visitors – with only 21% of the spend being on “golf-related” activities
- **776,000** tourists went hiking or walking in Ireland in 2011
- **22,000 overseas visitors** attended the Heineken Cup Final in Dublin in May 2013
- **€755 million generated by Recreational Angling** each year, with 150,000 visitors supporting 10,000 jobs

AN INVESTMENT OF AN EXTRA **€1.00** PER CITIZEN WOULD RAISE AN ADDITIONAL

€4.58m FOR SPORT

IRISH SPORT SUPPORTS **2.08%** OF THE WORKFORCE OR

40,532 JOBS

Develops Education

- **2,000 graduates** with sport specific qualifications now emerging from approximately 50 degree level courses each year
- **46,000 hours** of physical activity delivered by the GAA in Munster Schools – the equivalent as would be delivered by the employment of **62 PE Teachers** generating a value of €2.2 million per year
- **€6,787 more earned** per graduate who took part in sport at university in the UK per year than their non-sporting counterparts
- **500 schools** took part in 8 week Play Rugby Programme supported by IRFU's Development Officers
- **250 primary teachers** trained in mini basketball by Basketball Ireland
- **49% growth** in schools Volleyball programme since 2008 with 473 schools now participating in Spikeball
- **2,636 primary school** coaching sessions delivered by the FAI impacting over 130,000 children
- **15,120 students** have participated in the Aviva Schools Mile Challenge, in 112 secondary schools

Reduces Costs

- **€1.68 billion** the estimated cost of physical inactivity per year – 1 Sports Development Officer with the right programme support can attract an estimated 5,000 new participants a year
- **€278,000** the cost of detaining 1 young person in Oberstown per year - 49% the reduction in Garda call out rates during FAI Late Night Leagues costing €15,000 to reach 1,250 young people
- **€150-€300** the cost of physical inactivity per citizen each year - 10% of the population becoming physically active could deliver savings of between €67.5 – €135 million per year
- **15% increase** in work output/productivity by those who are physically active
- **27 to 33 less sick days** from work by those who are physically active
- **€4,668 saving** per young person where sport used as an intervention tool to minimise young people's risk from certain anti-social behaviours

Builds Ireland's Brand

- Irish athletes and teams compete in over **70** countries around the world each year
- There are **302 GAA clubs** outside Ireland
- **2 Irish athletes** included in the Sportspro top 50 most marketable athletes in the world in 2013
- **89% of people** feel sport has a positive effect on the country's reputation
- **Sport is the largest** driver of volunteerism and community engagement in Ireland
- The Heineken Cup Final in 2012 featuring Leinster & Ulster was broadcast in **125 countries** around the world
- **35% of people** believe that the London Olympics has made the UK a more attractive place to do business, with 44% believing it now has a greater influence on world affairs
- **59% of people** agree strongly that success for Irish Rugby improves the image of Ireland internationally

JOBS – HOW AND WHAT THEY WILL MEAN

Our proposal is that the €1 per citizen in additional funding be channelled into a specific fund to be used exclusively to create employment and fund participation programmes. €3 million being directed to job creation with the remaining €1.5 million being used to fund relevant and targeted programmes to get more people physically active. It is likely that a minimum of €1.5 million of this overall investment will go directly back to the Revenue in PRSI, PAYE, USC & VAT.

It is well established internationally that it is people and relevant programmes that are the key drivers behind increases in participation. Ireland’s NGB’s & LSP’s have this expertise and at an entry cost of €25,000 per job can put in place Sports Development Officers. It is intended that with support for relevant programmes these jobs would become self-sustaining over a 2 year period.

Sport Development Officers provide opportunities for participation in sport for all sections of the community. They distribute information and organise sport-related projects, classes, programmes, coaching, support club development and provide training for those who want to participate no matter the level. Not only do Sport Development Officers increase participation in sport of all kinds, but in the course of their work also address issues of health, crime and social inclusion.

The programmes to be supported through the dedicated fund would be initiatives designed to increase participation in sport but also assist in the creation of funding streams to ensure the newly created jobs became self-sustaining. There are many examples of how development officers in a wide diversity of sports are already doing this successfully – the reality is there are not enough of them.

A specific fund to be used exclusively to create employment and fund participation programmes.

Another good news element of our proposal is that these jobs are likely to help one of the sectors hardest hit by the recession: young people.

85,000 unemployed young people are on training courses costing the state €1 billion each year. A recent UK study has shown that the Sport and Leisure industry **employs 21% of all 16-25 year olds** generating **twice as much revenue for the Treasury** as its share of the economy. The EU has a €8bn fund to tackle youth unemployment which the Irish government can access from January 2014. We would call on the government to look to access this fund to create even more jobs in Irish Sport.

INVEST IN SPORT TO:

**CREATE JOBS,
IMPROVE HEALTH,
GROW THE ECONOMY.**

Success Stories to Date

Set out below are examples of the successes facilitated by Development Officers currently working within National Governing Bodies & Local Sports Partnerships:

- **15,000 increase** in participation of people playing cricket in 1 year by up-grading 2 part-time development officers to full-time with simultaneous investment by Leinster Cricket in a further 2 development officers.
- 2 Development Officers have facilitated the participation of **50,000 children** in the Irish Sailing Association's Schools Programme
- **3,300 people** in 36 clubs and 60 schools took part in Cycling Ireland's Sprocket Rocket Programme which teaches core cycling skills to kids aged 7-11. Participation rates in 2011 & 2012 declined due to reduction of funding following withdrawal of programme sponsor
- **90% of primary schools** avail of the GAA Coaching Programme which delivers coaching in schools in 6 to 10 week blocks
- **13 schools** now play in the Ulster Development Schools League as a direct result of the Donegal Community Rugby Project – there were none beforehand
- Over **100% increase** in junior membership of Triathlon Ireland in 2013
- **1,262 girls** took part in 'Tricks 4 Sticks' Hockey programme in 14 geographical areas in the past year over 6-10 weeks
- **12,000 primary school children** took part in Basketball Ireland's mini-basketball in its first year of operation
- **600 plus teams** have competed in 'SpikeBall' competitions and blitzes in the last year run by Volleyball Ireland
- **4,746 participants** in Waterford LSP programmes last year across a broad spectrum including disability, older adults, schools and women in sport groups to name but a few
- 52 Table Tennis development projects delivered in 2012, with **3,250 new children** exposed to a new sport
- **5,000 children** are active in Little Athletics, with 225 clubs having been trained and received equipment to run the programme
- **800 children** took part in the 'Tata Kids of Steel' Triathlon programme in 2012
- **22,000 "Learn to swim" Certificates** issued to children by Swim Ireland
- 13 new 'cross sport' GymEDGE courses run nationally with over **200 attendees**, developed by Gymnastics Ireland
- 3,522 social inclusion programmes run by the FAI, impacting **85,128 participants**
- **3,000 women** participated in the 3rd annual West of Ireland Women's Mini Marathon in Castlebar, organised by Mayo Sports Partnership
- **Over 1,000 children** took part in Canoeing Ireland Junior events across the country this summer
- With **51% of Mountaineering Ireland's membership being female**, hillwalking & climbing provide a lifetime of participation for women in sport. **The Women with Altitude & Girls Outside** projects are not sustainable without continued support and continued growth in participation will only occur with appropriate investment.

POTENTIAL IN NUMBERS

€200

5 week programme of Muay Thai Fitness reaching 35 young people at risk of substance abuse

€600

21 transition year students completing an 8 hour FAI coaching course allowing them to deliver 4 week coaching programme to 6th class pupils

€1,000

Coaching for a 3 month, 2 hours a week introductory programme, aimed at 11 - 15yrs children, introducing 50 children to Squash

€2,400

to run a National Boccia League, involving 64 participants over four months in 12 venues

€3,300

3 extra 'Mum and Me' 6 week Camogie courses

€4,500

15 schools given bike training and maintenance facilitating cycling to school

€5,000

Mini Basketball programme delivered in schools in an additional 20 counties

€10,000

460 Badminton Clubs provided with support to roll out "Clubmark" Programme

€13,000

1,000 more school pupils taking part in Volleyball's Spike Ball Programme supporting 1 part-time job

€15,000

21 disadvantaged areas throughout the Greater Dublin Area holding FAI Late Night Leagues, catering for approximately 1,250 participants

€20,000

300 schools provided with access to Schools Tennis Programme reaching 6,000 children

€25,000

10,000 young people and 200 teachers and youth group leaders participating in 'Street Handball' seminars nationwide

€1.5 million of the €4.58 million investment likely to go straight back to the Exchequer in PRSI, PAYE & VAT



The voice of Irish sport

Figures used in this pre-budget submission have been sourced from:

- Central Statistics Office, Census 2011, Profile 3: At Work, 2012;
- Central Statistics Office, Household Travel Survey, 2013;
- Failte Ireland, Value and profile of overseas Golf visitors to Ireland, 2013;
- Indecon/Irish Sports Council Report: Assessment of Economic Impact of Sport in Ireland, 2010;
- Inland Fisheries Ireland, Socio-Economic Study of Recreational Angling in Ireland, 2013;
- Irish Sports Monitor, 2011;
- Jobs Programme, 2011;
- Lithuania EU Presidency Proposal, 2013;
- Nutrition and Health Foundation, 2010;
- Physical Education and Sport at School in Europe: Eurodyce Report, 2013;
- Programme for Government, 2011;
- Resourcing GAA Games Development: Funding for 2014, 2013;
- State of the UK Leisure Industry: A driver for economic growth, 2012;
- Study on the Contribution of Sport to Economic Growth and Employment in the EU, 2012;
- Sportspro, 2013;
- Sportworks, 2013.

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