

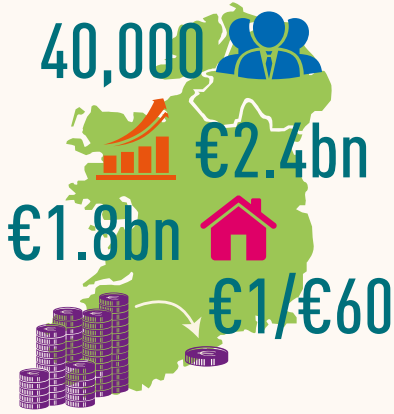
# THE ROAD TO RIO & BEYOND...

## Future Funding of Irish Sport

FEDERATION OF  
IRISH  
SPORT

The voice of Irish sport

Sport is a niche sector that makes a significant contribution to Irish Society. Sport is a passion but also an industry. In Ireland sport supports up to **40,000 jobs**, contributes **€2.4 billion to GDP** and stimulates **€1.8 billion of household spending**. In the EU **€1 out of every €60** either earned or spent is sports related.



**Sport has a key role to play in Ireland's health & wellbeing.** This is recognised by the Government's Healthy Ireland framework. The truth is that an active population is a much healthier one – **89%** of highly active people report their weight and eating habits as healthy – and a much less expensive one. Physical inactivity costs our health system an estimated **€1.3 billion** each year.

Sport builds social cohesion. It unites our communities – sport is the biggest single driver of volunteerism in Ireland with **13.3%** of Irish people volunteering for sport. Sport is also for everyone – **83%** of children play their sport outside school, there has been a **3.7%** increase in the number of women partaking in sport since 2011 and the numbers of those over 65 participating are also up by **3.3%** in the same period.

Rio 2016 is now right around the corner. 2015 is qualification year in most sports. In truth it is not just Rio on the horizon but Tokyo and even future games whose locations have yet to be determined. Developing sport both at grassroots and high performance levels is a continuous process and consistent investment is crucial. It is for this reason **we have 2 asks for Government**.

"It is the Framework which will bring together people and organisations from the length and breadth of the country into a national movement with one aim: supporting all of us to enjoy the best possible health and well-being. It is designed to include Government Departments, local authorities and public bodies, business and employers, sports and voluntary groups, communities and families." **An Taoiseach, Enda Kenny T.D., speaking on the Healthy Ireland Framework**

### Ask 1: Return current funding levels for sport to 2011 levels by 2016 = €4.4 million over 2 years or €2.2 million a year

We feel that this is a modest, prudent and realistic increase given not just the **27%** decrease in current funding for sport over the last 6 years but the role sport plays in the economic and social life of our country.

An increase in funding for sport can benefit all of Ireland's people. The additional monies will allow sport continue to target the **12.6%** of our population that remain inactive and support the **2.5 million** that do participate. The monies will also go to preparing not just our established athletes as they seek to qualify for Rio but ensure those already in development squads eyeing up 2020 & 2024 with the coaching, training and support they require to be the best they can be flying the flag for Ireland right around the world as they do it....

#### Give sport a chance. It won't let you down.

"First and most importantly it is to help increase participation and more people involved in sport and physical activity because of all the benefits that come from it, whether it is physical health or mental health or developing communities, integration, reducing crime, all those social and economic benefits that derive from sport which nobody disputes. Secondly is to support our high performance athletes because of the enormous pride when they do well in their chosen fields. This helps to showcase Ireland overseas."

**Minister Leo Varadkar T.D. at the Federation of Irish Sport Annual Conference**

### Ask 2: Extend the tax relief currently in place for capital projects to current spend

**Why?** Irish Sport also wants to help itself. With this in mind we are looking for Government to help develop a culture of private sector investment in sport. Irish Sport is the only contributor to the not for profit sector not to benefit from a tax relief on "current spend".

Irish Sport is asking Government to extend the relief in place for capital projects to current projects, such as development programmes, that can bring different sports to new places; that can support our existing and developing athletes; for programmes that can target hard to reach members of our communities, develop our coaches and look after our athletes.

This works for sport overseas. In the US, on average **25%** of a university athletic programme is funded by private donations. The Australian Sports Foundation has raised AUS **\$230m** since 1986 whilst BC Sport raised CAN **\$1.2m** in 2013.

A developed culture of giving to sport has the potential to make a real and lasting positive impact on the development on sport in this country. It will also ensure that sport can be an effective tool in developing our society. It has been estimated that up to **€100 million** per year across all sports at all levels could be generated within 10 years. So why not try it with a review in 3 years..... ..?

"There are some signs of the private sector becoming interested in providing funding. It's not just big organisations that stand to gain from that." **Minister Leo Varadkar T.D.**

# WHY IRISH SPORT MATTERS

It's more than just sport...

FEDERATION OF  
IRISH  
SPORT

The voice of Irish sport

## IRISH PEOPLE LOVE SPORT

2.5m

Irish people participate in sport every year

83%

of Irish children are involved in sport outside of school



5 of the top 20 most watched programmes on RTE last year were sports events

€1.36bn

the value of sport related volunteering carried out by the **500,000** adults who give up their time willingly each week



Irish athletes now win 11 times as many medals at World and European events as they did in 2000



12,000

sports clubs in Ireland. Clubs are at the heart of Irish sport providing opportunities for participation, fun, camaraderie and competition

## SPORT CONTRIBUTES TO THE IRISH ECONOMY

€2.38bn

the value added to the Irish economy, 1.4% of GDP

€755m

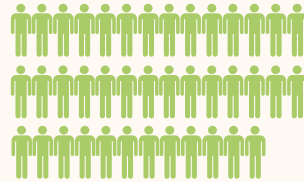
is generated each year by recreational angling, with **150,000** visitors supporting **10,000** jobs.

€1,200

average amount spent by each of the **163,000** golf visitors to Ireland.

40,000+

jobs are supported by sport in Ireland, 2.08% of all jobs.



€97m

the value to the economy of the **99,000** overseas visitors engaged in Equestrian activities each year



€375m

IRFU's estimated worth of rugby to the tourism economy, with some **50%** of that income coming from overseas visitors

for every one euro invested in coaching by the GAA this generates 12 euros, returning

€54m

to the economy

## SPORT IS GOOD FOR US

"Physical inactivity is estimated to cost the state €150-€300 per citizen. 10% of the population becoming physically active could deliver savings of €67.5-€135million per year."

47.2%

of Irish adults participate in sport, compared to only **30.8% in 2008**



84%

of highly active people report feeling in a good mood most of the time compared with **75%** of sedentary people. Sport makes us happy.



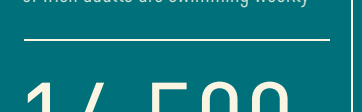
300,000

adults are running each week



9.4%

of Irish adults are swimming weekly



89%

of highly active people report their weight as healthy compared to **71%** of sedentary people



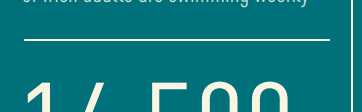
50,000

plus people participate in triathlons each year



16,500

people take part in the An Post Cycle Series



15yrs

people who partake in physical activity are 15 years younger in health terms than those who do nothing



## SPORT CHANGES LIVES

Join a sports club and you will make friends for life.

1.3m

adults are members of sports clubs



59%

of players socialise regularly with fellow participants



70%

of participants say meeting people is a reason for playing sport



85,000

people participated in FAI Social inclusion programmes last year



53%

of volunteers socialise regularly with fellow participants



89%

of people believe that sport has a positive effect on the country's reputation



61%

of females aged 65+ participate in sport to spend time with friends and family



sport brings people together



[www.irishsport.ie](http://www.irishsport.ie)