

Sports Policy *factors* Leading to International Sporting Success

Northern Ireland Update

Rank by Gold	Country	▼ Gold	Silver	Bronze	Total
1	 United States of America	46	29	29	104
2	 People's Republic of China	38	27	23	88
3	 Great Britain	29	17	19	65
4	 Russian Federation	24	26	32	82
5	 Republic of Korea	13	8	7	28
6	 Germany	11	19	14	44
7	 France	11	11	12	34
8	 Italy	8	9	11	28
9	 Hungary	8	4	5	17

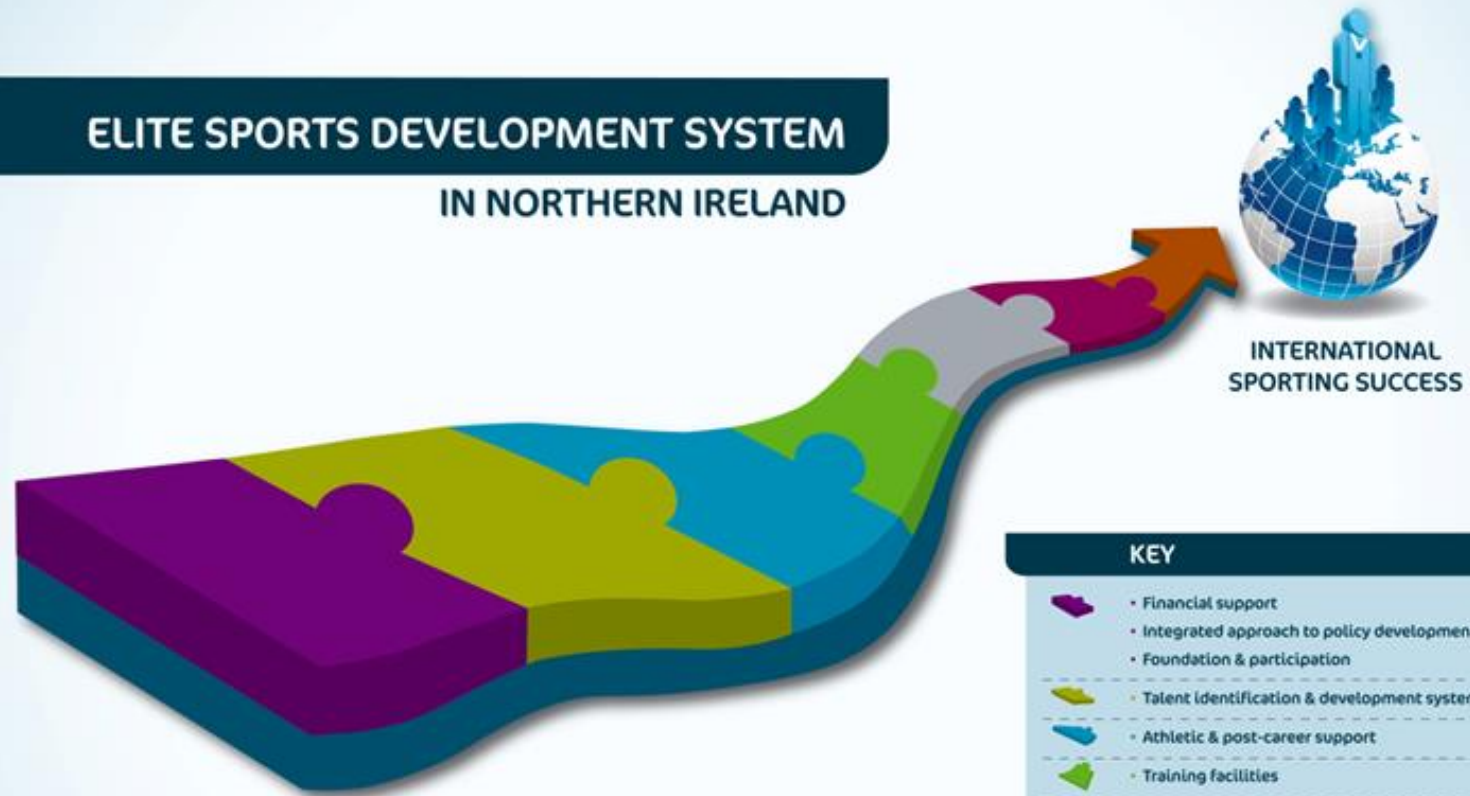
## Presentation Overview

1. The SPLISS project
2. Northern Ireland headlines
3. Early benchmarking data
4. Success in elite sport

The SPLISS Project



## ELITE SPORTS DEVELOPMENT SYSTEM IN NORTHERN IRELAND



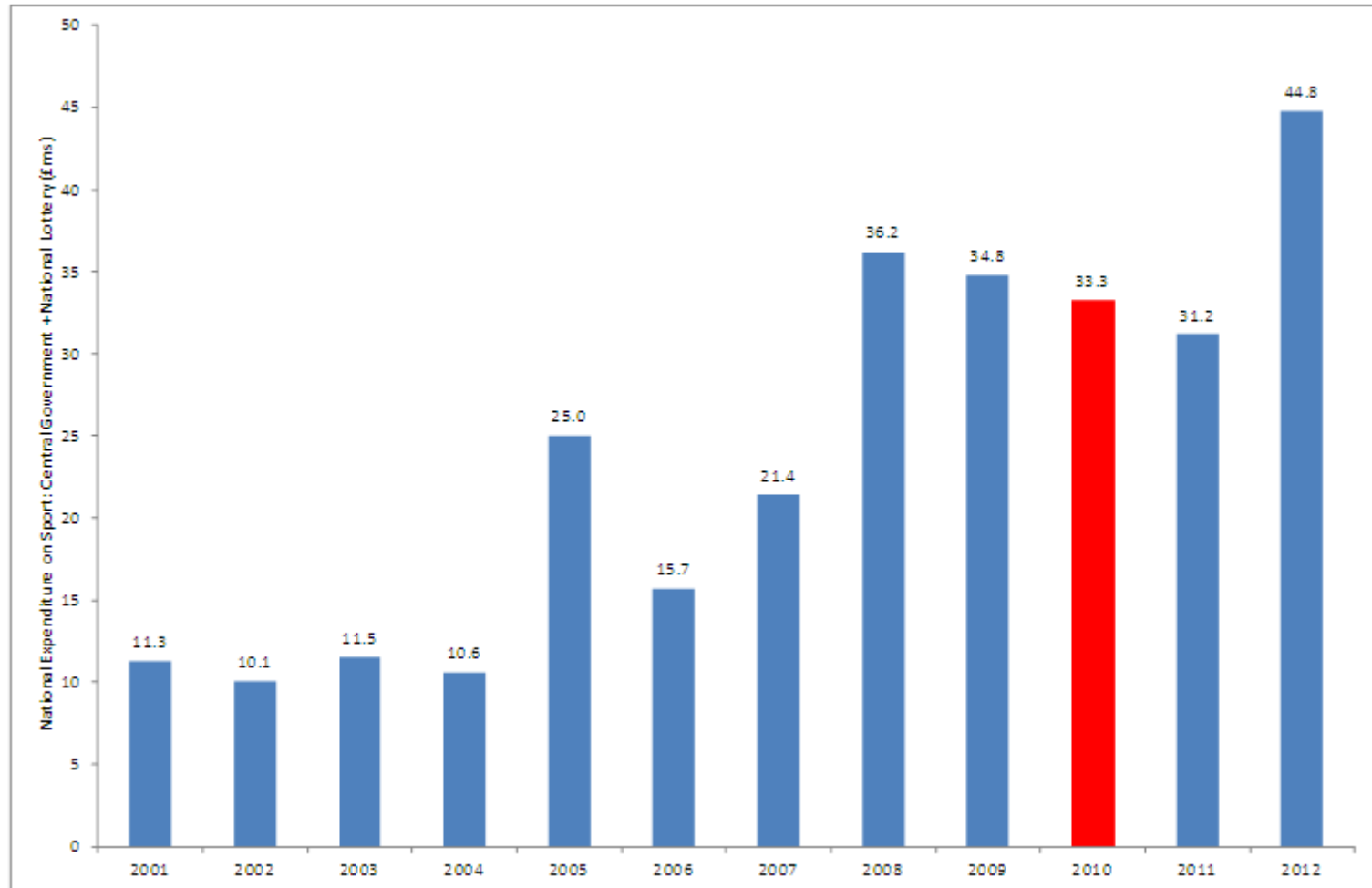
### KEY

- Financial support
- Integrated approach to policy development
- Foundation & participation
- Talent identification & development system
- Athletic & post-career support
- Training facilities
- Coaching provision & coach development
- Scientific research
- (Inter)national competition
- Agency partners

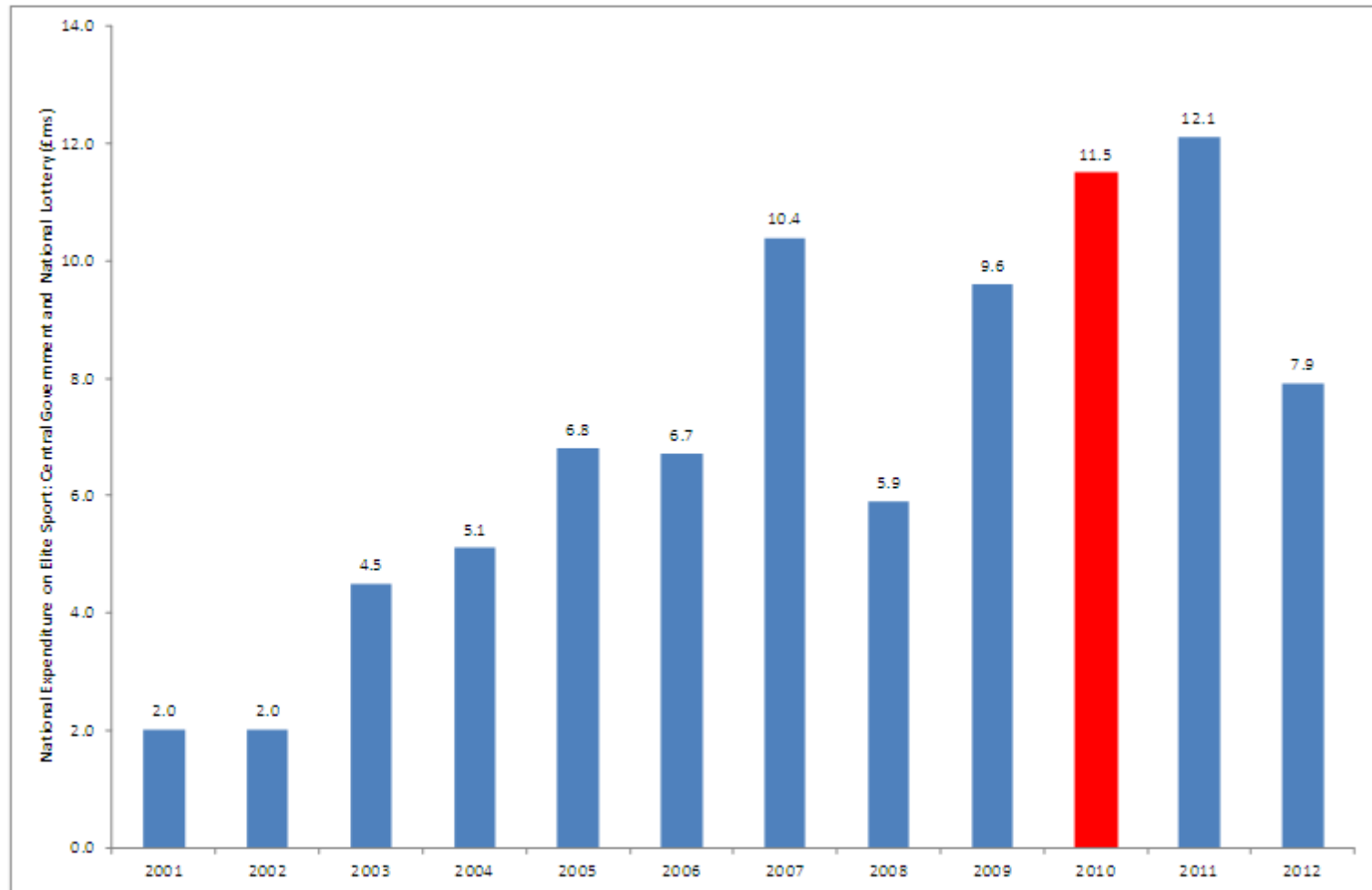
Northern Ireland Headlines



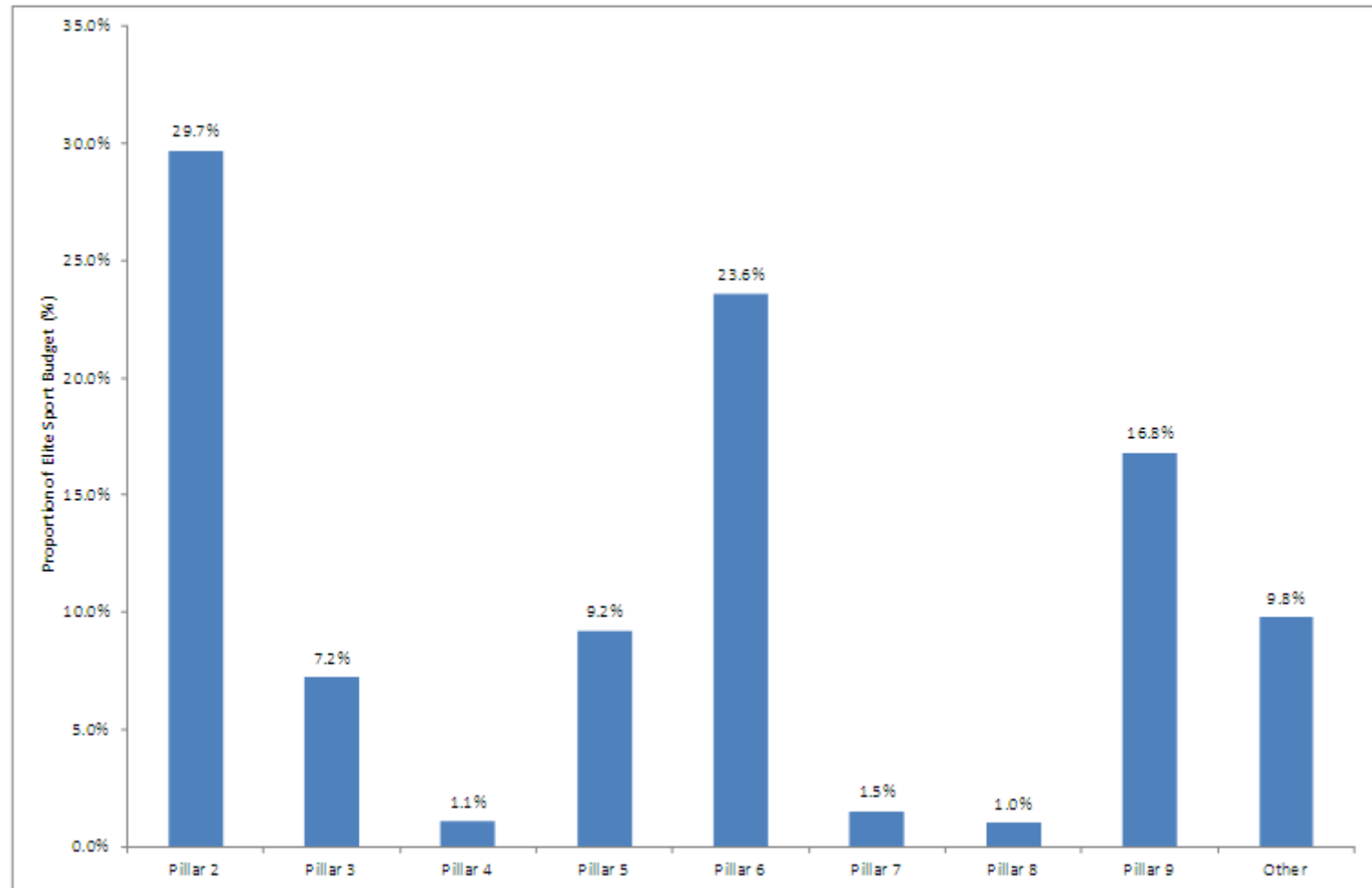
## Financial Support for Sport in NI (General)



## Financial Support for Sport in NI (Elite)



## Investment by Pillar





## | Prioritisation of Funding?

<b>Year</b>	<b>Top 5 (£s)</b>	<b>Top 5 (%)</b>	<b>Top 10 (£s)</b>	<b>Top 10 (%)</b>
2007	£548,044	46%	£846,179	71%
2008	£501,317	41%	£805,753	65%
2009	£890,836	50%	£1,379,617	77%
2010	£1,089,131	45%	£1,762,729	73%

## Pillar 2

- Coordination of financial inputs (4/5)
- Elite sport at local level (3/5)
- Elite sport and sport for all (3/5)
- Politics and sport (3/5)

## | What do Stakeholders Think?

Communication	Club	National Governing Body	Government	Olympic Committee	National Sports Institute
<i>n=</i>	82	92	60	44	82
Poor	4.9%	6.5%	26.7%	13.6%	4.9%
Not good	3.7%	13.0%	18.3%	20.5%	4.9%
Reasonable	18.3%	37.0%	36.7%	34.1%	28.0%
Good	45.1%	32.6%	16.7%	25.0%	47.6%
Excellent	28.0%	10.9%	1.7%	6.8%	14.6%
	100%	100%	100%	100%	100%

## Pillar 4

### *Talent Identification*

No nationally coordinated programme

"We have had an all-Ireland talent transfer programme for track cycling with true elite athletes, we've got two who are in the system and they are still trying to qualify for the Olympics next summer but that was a specific project, it's not an on-going thing".

Engagement by schools is patchy

## Pillar 5

- 19% of athletes receive a contribution to living costs
- 63% receive other reimbursements
  
- Average financial support £5,227
- Average reimbursements £6,690;
- Average sponsorship: £2,500
- Average prize money: £791.

## Pillars 6,7,8,and 9

- Limited dedicated facilities for elite sport
- Big variations in coaches' pay
- Coaches subsidise their own activities
- Events programme remote from elite sport
- No specialist unit for research and innovation

Early Benchmarking Data

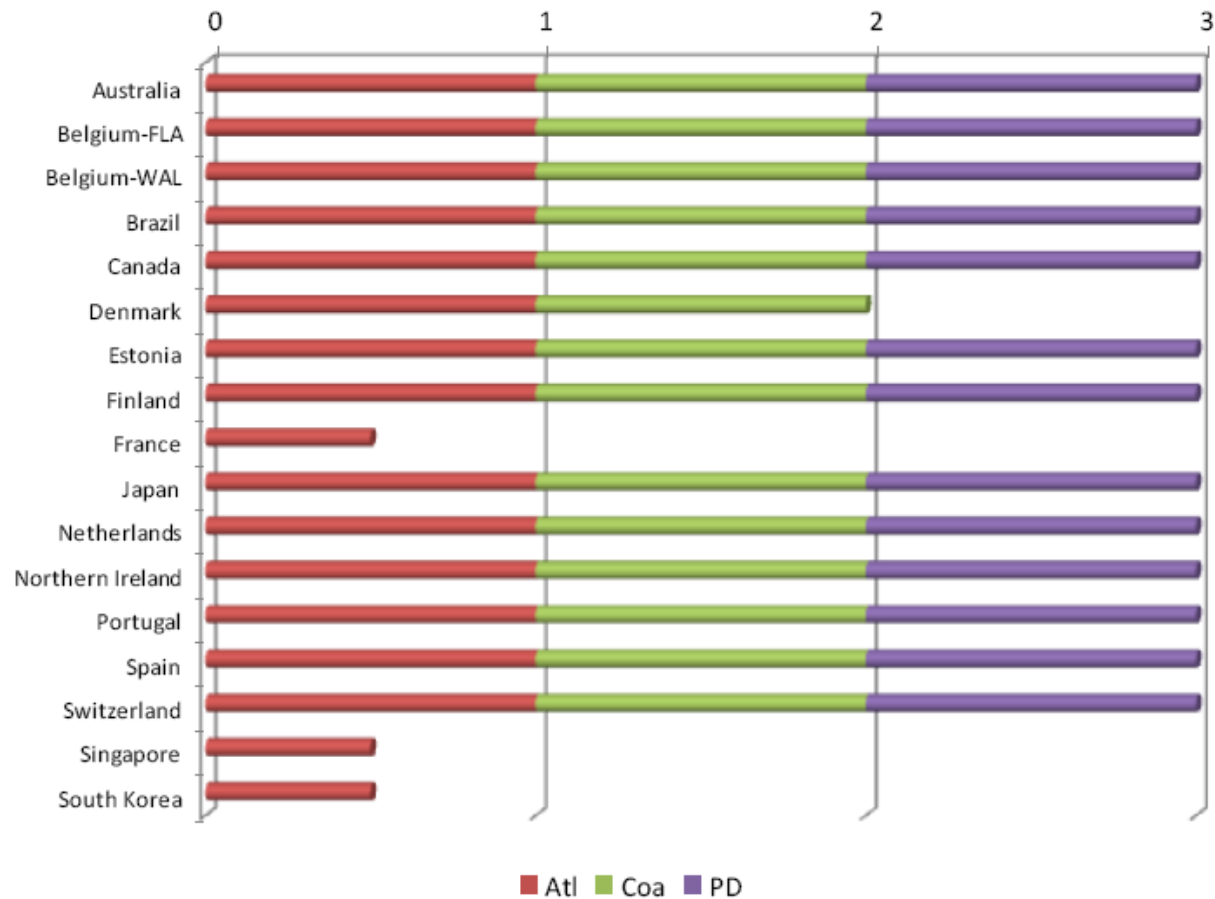






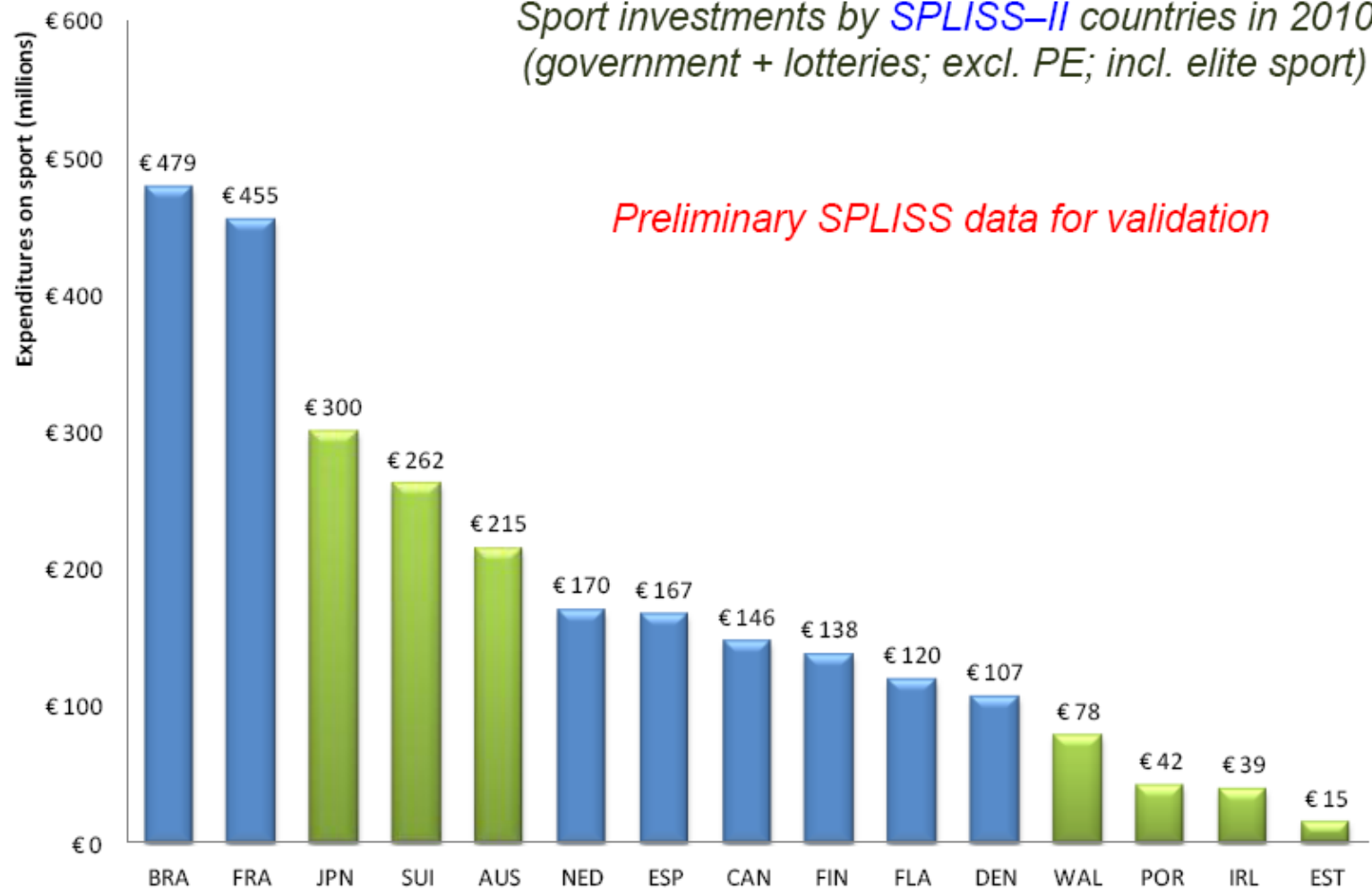
## | SPLISS 2: Progress (2)

**Elite Sport climate survey**



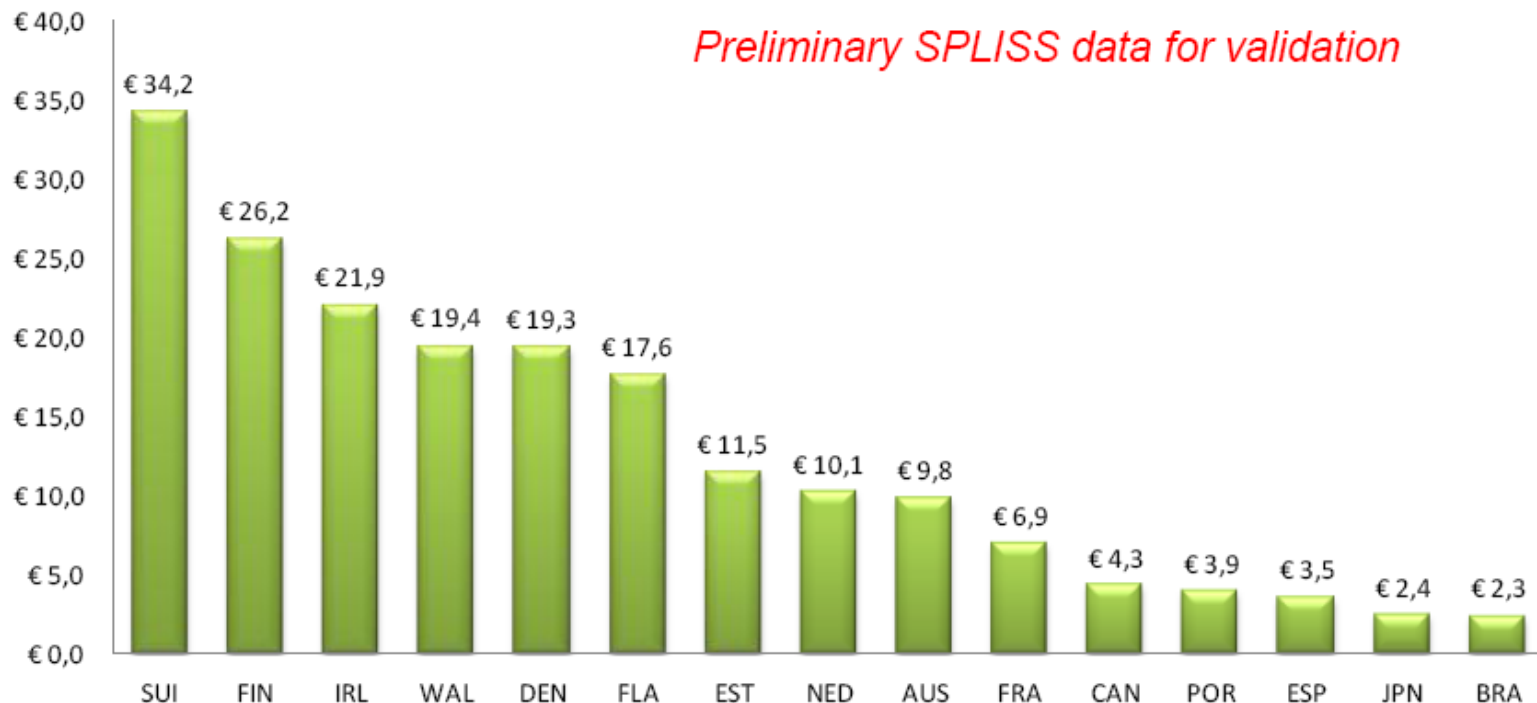


## How much do countries spend on sport?

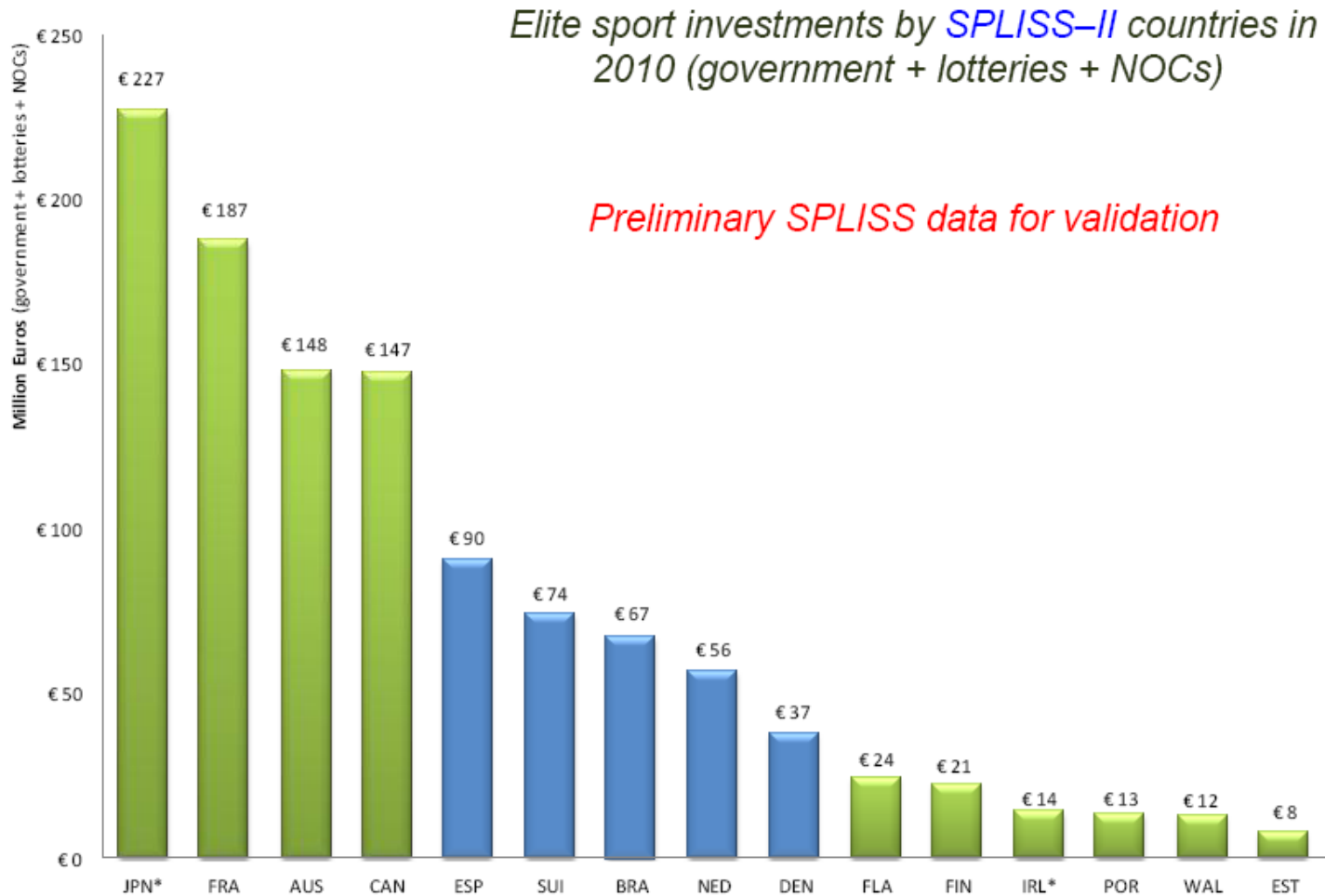


## How much do countries spend on sport per inhabitant?

*Sport investments per inhabitant by **SPLISS-II** countries in 2010 (government + lotteries; excl. PE; incl. elite sport)*

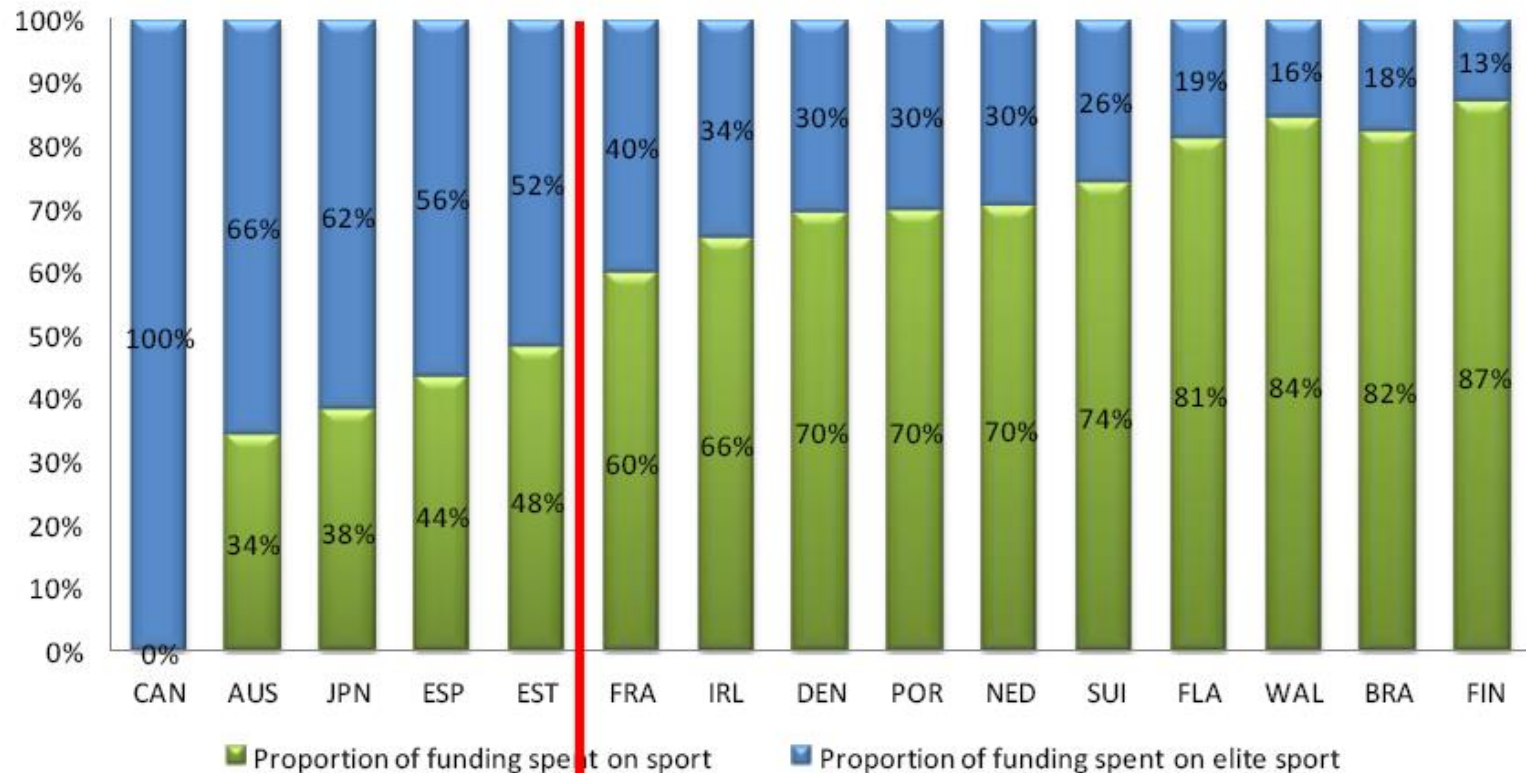


## How much do countries spend on elite sport?



## Proportion of sport compared to elite sport

*SPLISS-II countries in 2010 (government + lotteries)*

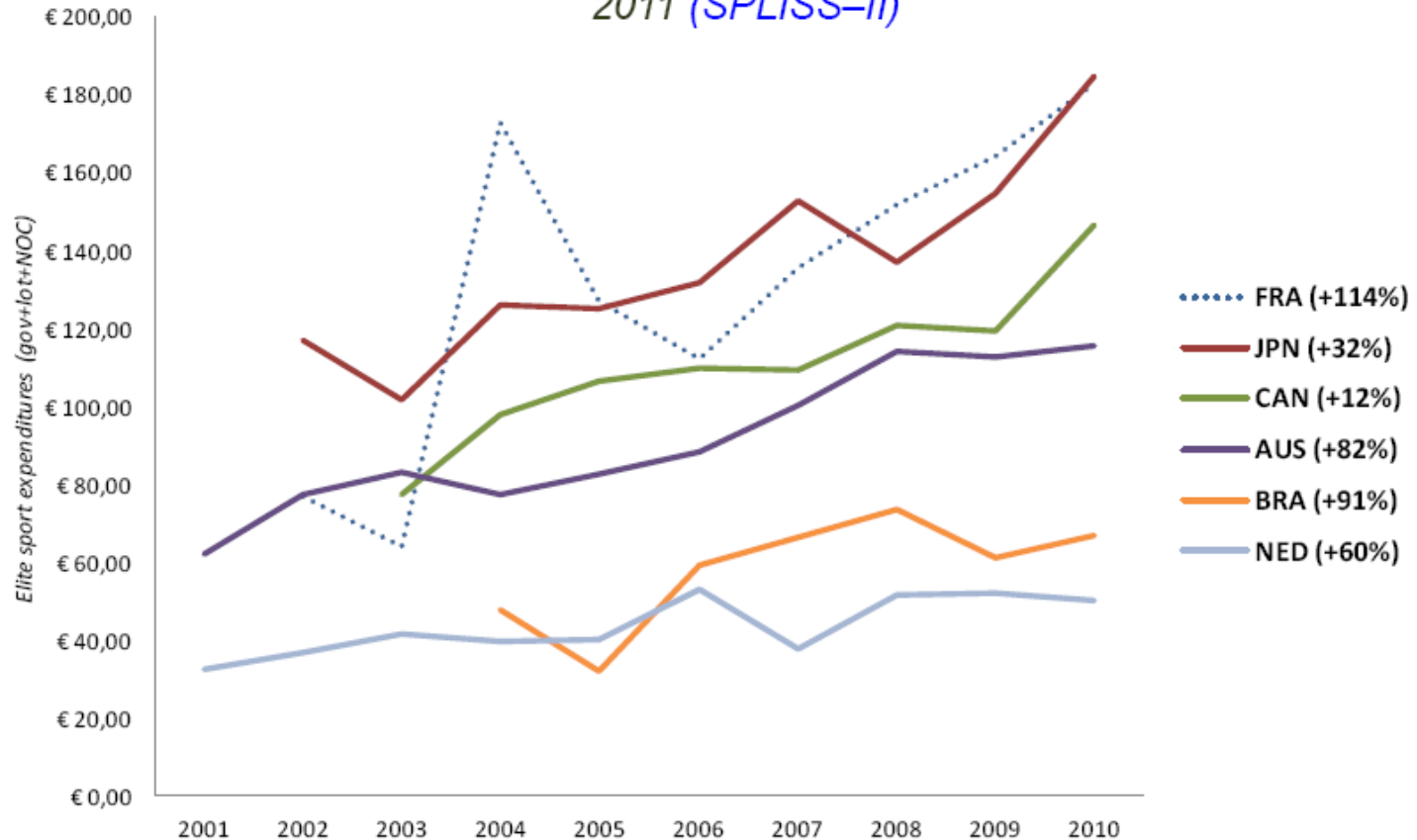


*Preliminary SPLISS data for validation*

## Do countries continue to allocate more money to elite sport?

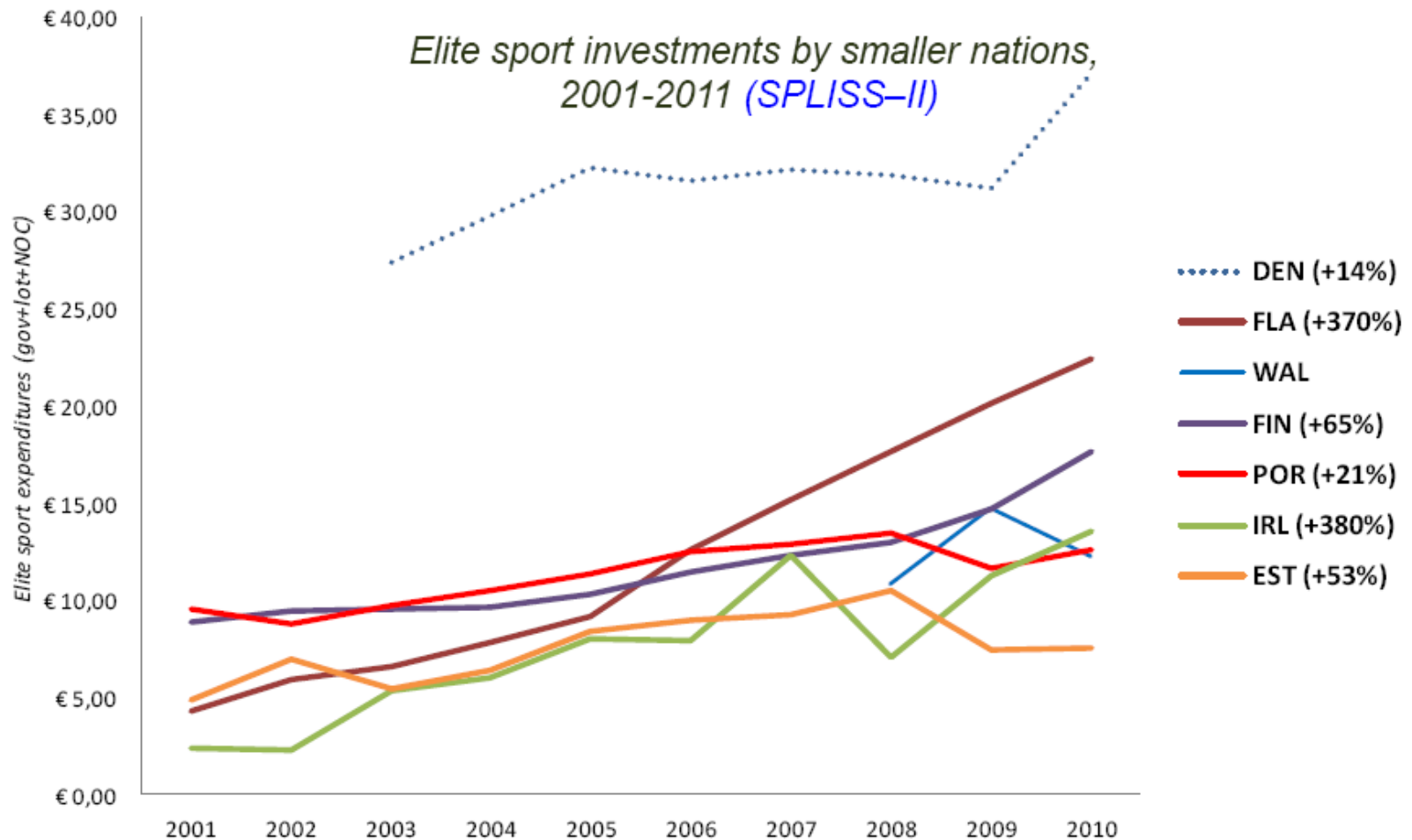
*Preliminary SPLISS data for validation*

*Elite sport investments by top 15 medal table countries, 2001-2011 (SPLISS-II)*



**Do countries continue to allocate more money to elite sport?**

*Preliminary SPLISS data for validation*



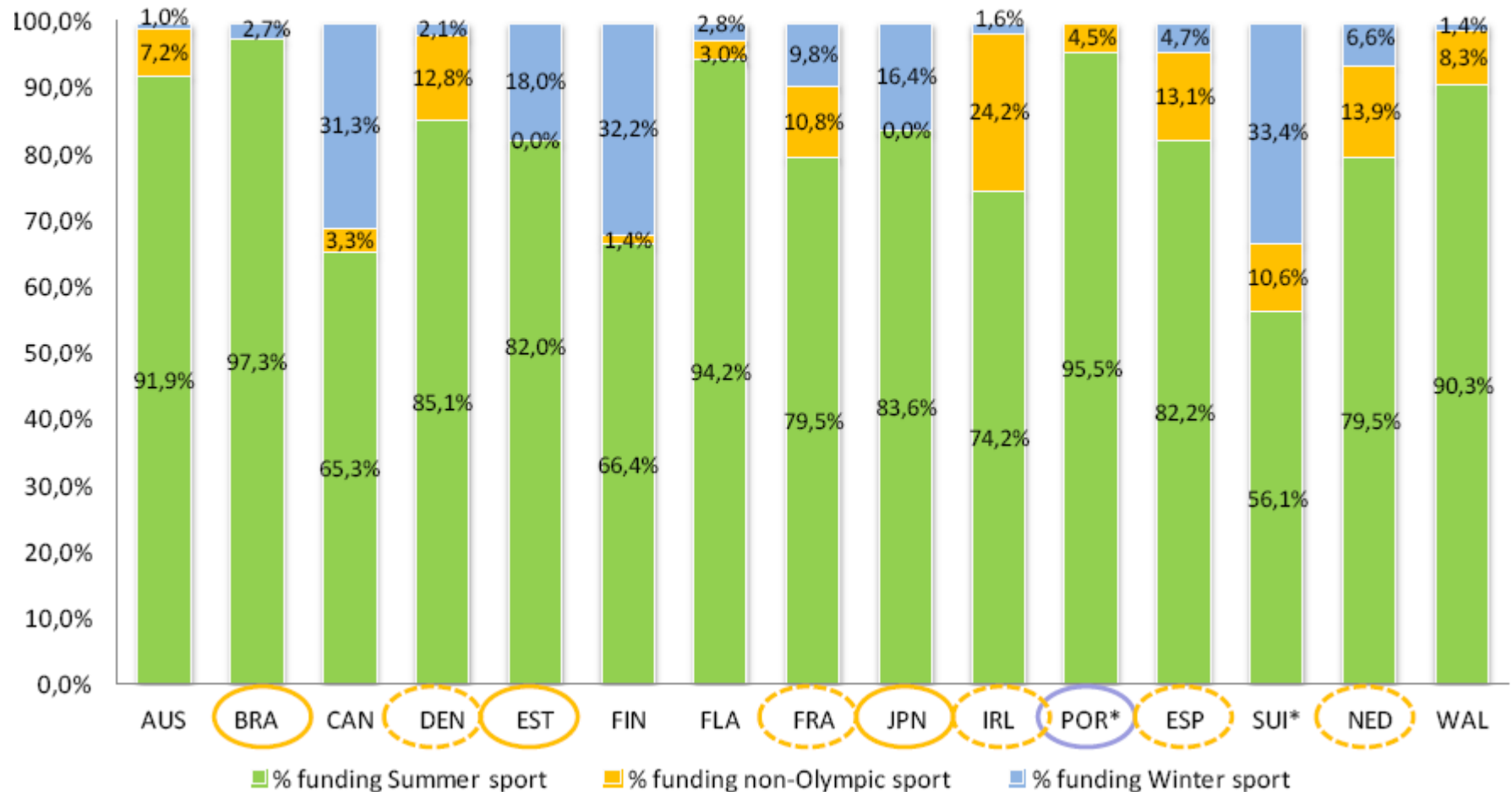


## Input-Output: more money in equals more medals out?

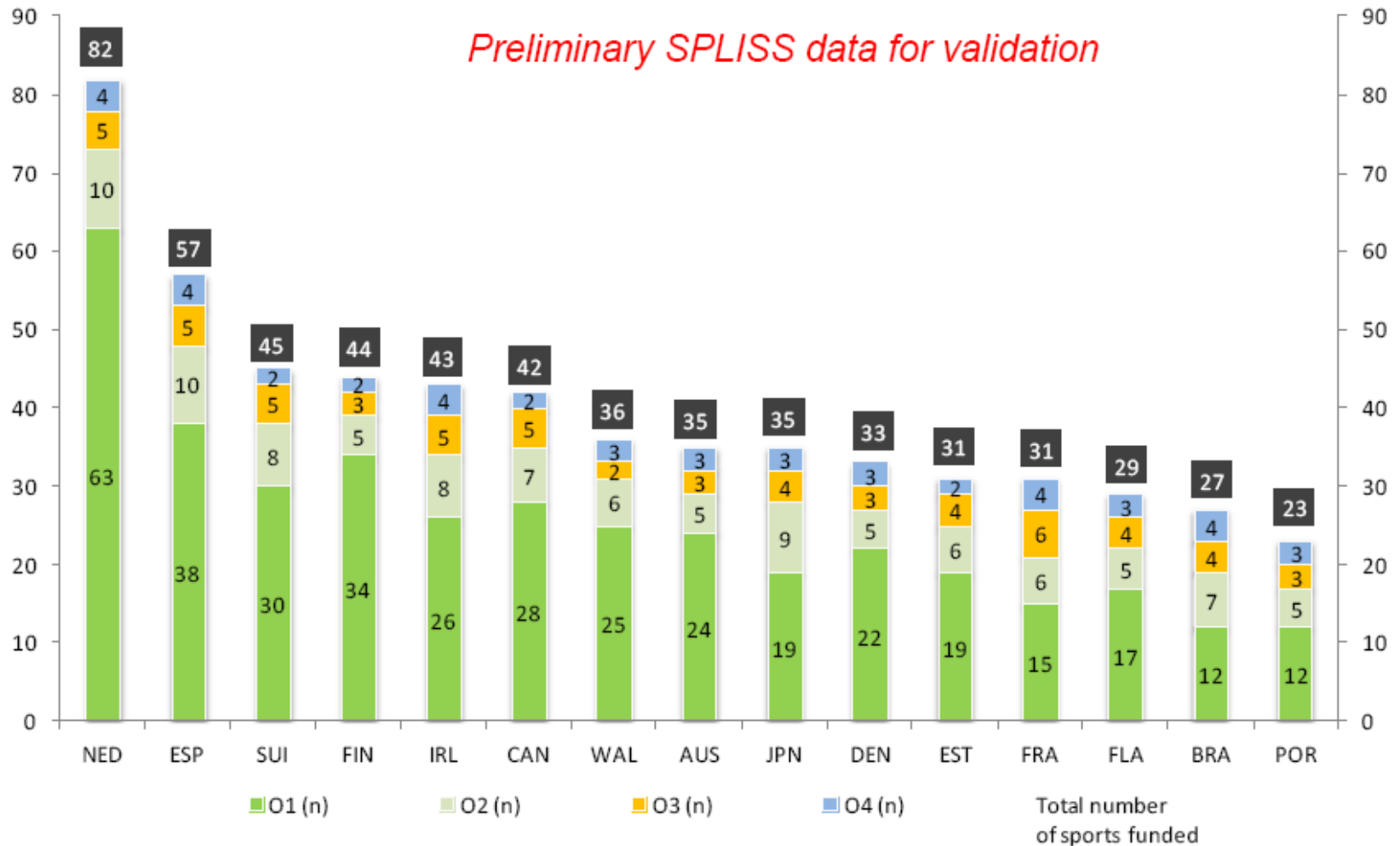
### *Olympics*

Success (market share) London 2012	r (Spearman's rho)	r (Pearson) (n=15)
Expenditures elite sport 2010	0,864**	0,889**
Expenditures elite sport 2005-2008	0,899**	0,868**

## Do countries prioritize sports?



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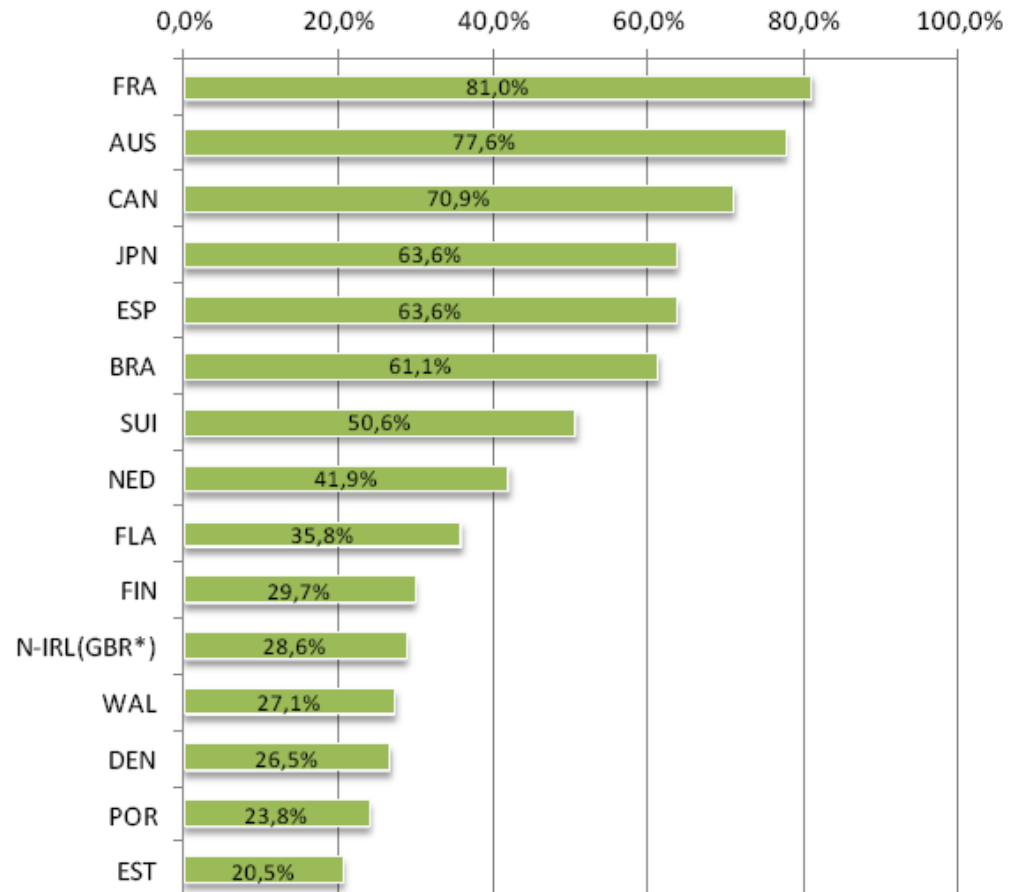


## Score for Pillar 1

*Preliminary SPLISS data for validation*

Correlation with success  
(market share in London)

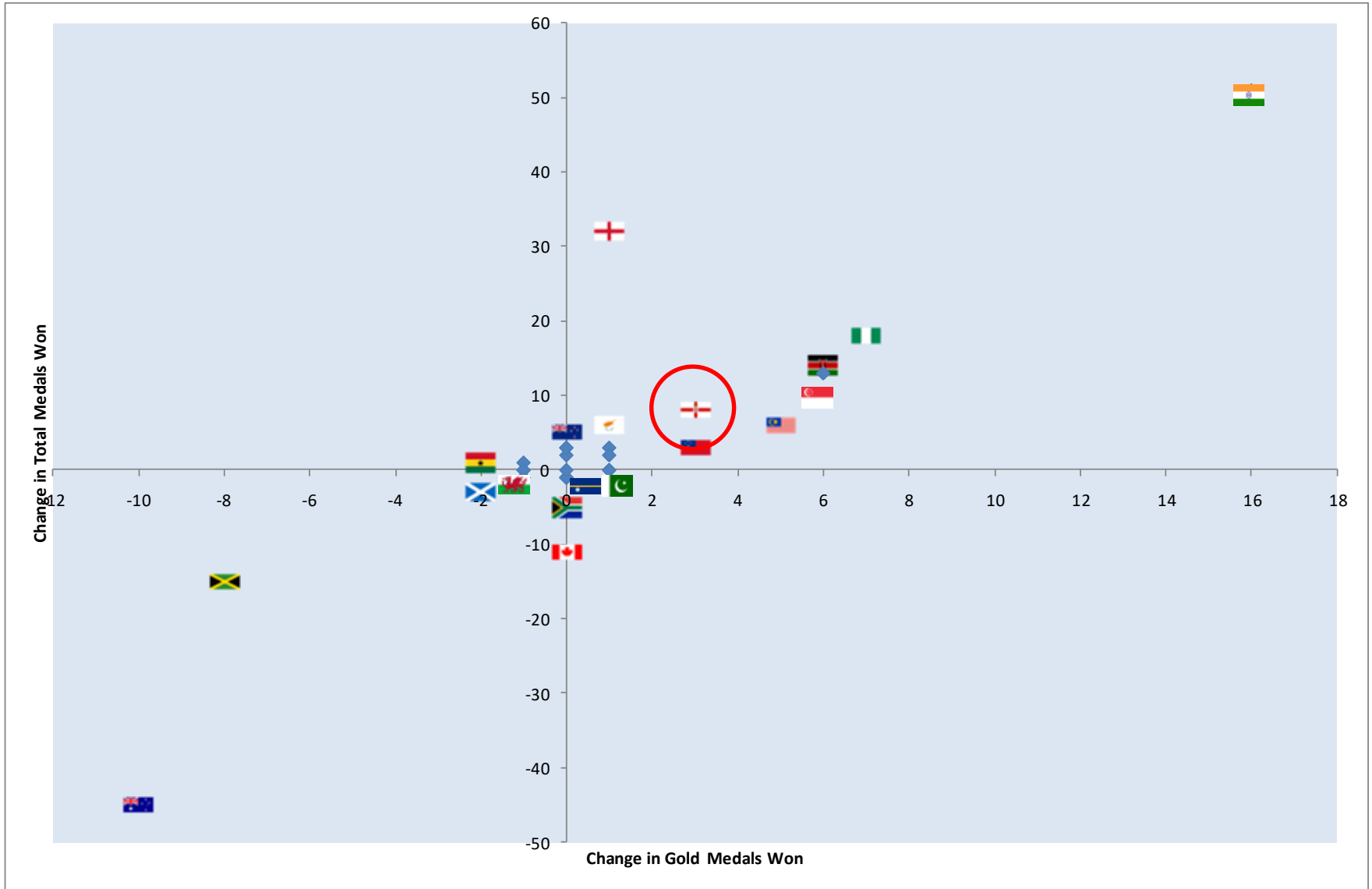
$r = 0,83$

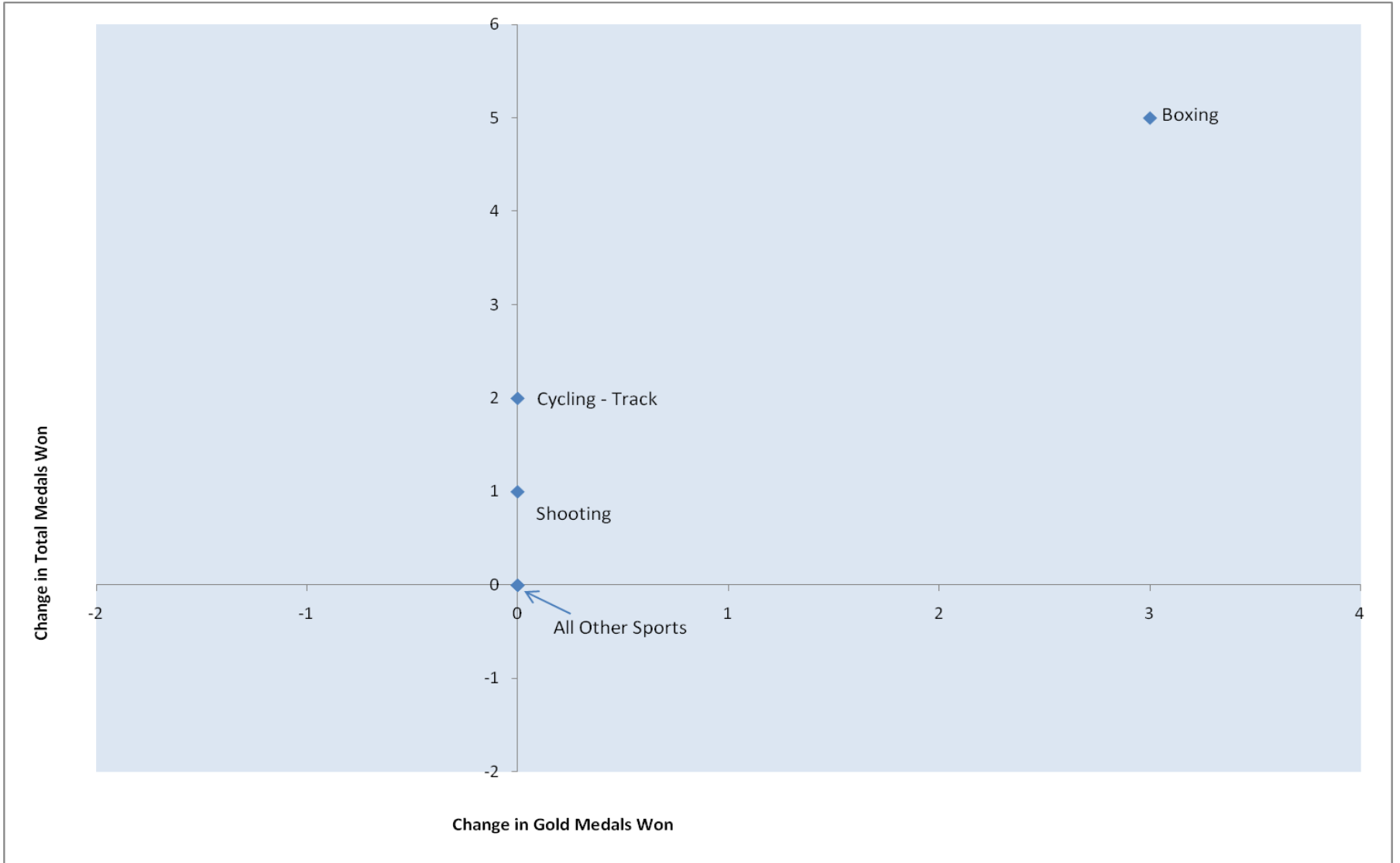


Success in Elite Sport





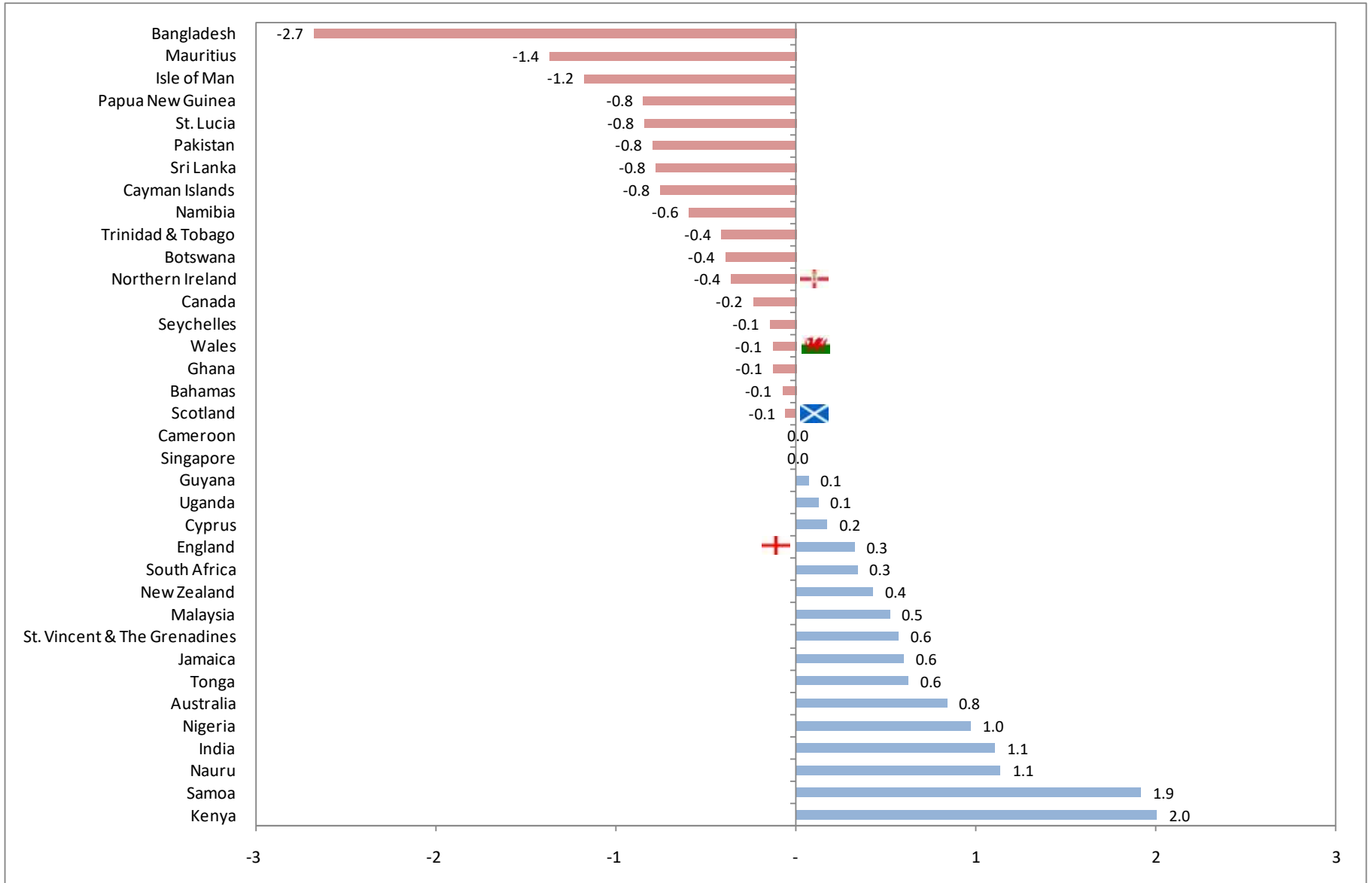






## Market Concentration

	<b>Most Successful</b>	<b>2<sup>nd</sup> Most Successful</b>	<b>3rd Most Successful</b>	<b>Total</b>
<b>Northern Ireland</b>	<b>43% Boxing</b>	<b>18% Athletics</b>	<b>18% Lawn Bowls</b>	<b>79%</b>
India	28% Shooting	27% Weightlifting	20% Wrestling	75%
Malaysia	33% Badminton	19% Weightlifting	15% Shooting	67%
South Africa	26% Swimming	25% Athletics	10% Shooting	61%
Australia	30% Swimming	21% Athletics	9% Cycling	60%
Wales	23% Weightlifting	21% Athletics	12% Boxing	56%
England	27% Athletics	18% Swimming	9% Shooting	54%
Scotland	17% Swimming	17% Athletics	16% Boxing	51%
Canada	24% Swimming	18% Athletics	9% Gymnastics	51%
New Zealand	21% Athletics	15% Cycling	14% Swimming	50%



## | 2014 Performance Goal

- “Expected’ market share in 2014 = 1.6%
- Events in Glasgow = 244
- Medal points available = 1,488
- Market share of 1.6% in 2014 = 24 points
- Par score = 3-4 Gold, 3-4 Silver, and 6 Bronze

**Sheffield  
Hallam  
University**

Thanks for listening.....  
Any questions?

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