

# Day Three

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## Introduction To Sport Management

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Dr Jason Harding (PhD)

# Lecturer Jason Harding

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## Details

Name: Jason Harding (PhD)

Location: G27, 2.16A, Gold Coast Campus

Phone: (07) 555 27941

Email: [j.harding@griffith.edu.au](mailto:j.harding@griffith.edu.au)

## Other Interests (Founder , Administrator, Lecturer)

*Hype Media Lab* [www.hypemedialab.com](http://www.hypemedialab.com)

*Anarchist Athlete* [www.anarchistathlete.com](http://www.anarchistathlete.com)

*The Undergrad Project* [www.undergradproject.com](http://www.undergradproject.com)

*7234hsl* [www.7234hsl.com](http://www.7234hsl.com)

*1220hsl* [www.1220hsl.com](http://www.1220hsl.com)



## Lecture Focus

1. Strong Nations
2. The Olympic Movement
3. The Value of Sport – Legitimation
  - 3a Health
  - 3b Socialisation
  - 3c Economic Development
  - 3d Community Development
  - 3e National Identity
4. The Value of Sport – Summary
5. The Value of Sport - Activity

# 1

## **Strong Nations**

## Ideologies of the State – Strong Nations

Government funding on sport can be (and usually is) entirely justifiable for many reasons

However the underlying idea is that sport can be used to build **STRONG NATIONS**

This is something that the State has a strong affinity with as it is responsible for creating the commercial and cultural spaces where people can build strong and healthy families, neighborhoods, communities, and workplaces

Nearly all modern States allocate a special space for sport because sport is believed to be a practice that delivers a multitude of individual and social benefits

# 2

## The Olympic Movement

# Ideologies of the State – The Olympic Movement

*“The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practiced in accordance with Olympism and its values*

Read more on Olympism and in particular, access the Olympic Charter [here](#)

Full Link

[http://www.olympic.org/documents/olympic\\_charter\\_en.pdf](http://www.olympic.org/documents/olympic_charter_en.pdf)

# 3

## **The Value of Sport - Legitimization**



# Ideologies of the State – Strong Nations

There is an inherent and entirely explainable **value of sport**

# Legitimising Sport

Governments throughout the world **devote substantial time and resources to sport**

Any investment in sport must, however, compete with other demands for public resources

The **claim for public investment must be legitimised in terms of the public benefits** that can be claimed to be generated

There are **five worldwide key benefits** that are commonly asserted by those seeking to **justify and legitimise investment in sport**

Lawrence Chalip (2000)

# Legitimising Sport

1. Health
2. Socialisation
3. Economic Development
4. Community Development
5. National Identity

3a

**Health**

## Legitimising Sport - Health

Many forms of physical activity (eg walking, cycling, gardening) can produce positive physical, mental (psychological health) and social (social well being) health outcomes

- Promote enhancements in brain structure of children
- Assist in developing and refining perceptual abilities (vision, balance, tactile sensation)
- Fortify mineralization of the skeleton
- Reduce risks of obesity
- Reduce risks of heart disease and high blood pressure
- Improve cardiac function
- Reduce atherosclerotic disease
- Reduce risk of osteoporosis
- Reduce frailty amongst the aged
- Reduce the risk of diabetes

## Legitimising Sport - Health

The health benefits can be leveraged to lobby for governmental funding and support

The physical and social infrastructures associated with sport clubs and sport programs can be leveraged to encourage and enable ongoing physical activity

## Legitimising Sport - Health

*“What is significant from the standpoint of health as a reason for legitimisation for sport is that sport is but one form of physical activity. Exercise ... can provide health benefits, as well as sport, and can do so without engaging sport bureaucracies. Consequently, public health campaigns designed to promote physical activity have used only a slight reference to the subject of sport.*

*Source: Chalip, L. (2006). Toward Distinctive Sport Management Discipline. Journal of Sport management, 20, 1-21.*

## Legitimising Sport - Health

There are, however, **negative health aspects associated with sport**

- Injuries in sport are frequent
- Not being selected or de-selection can have negative psychological consequences
- Burnout can have negative psychological consequences

A Scandinavian study found 25% of all childhood injuries requiring hospital care are caused by sport

An Australian study found 31% of parents spend over \$100 annually on medical expenses for child athletes and 27% missed work because of their child's involvement in sport (negative economic impact)

**Can the negative health aspects be managed?**



# Legitimising Sport - Health

How do the 3-sectors of sport get involved

## Private

Works in partnership with government to ban alcohol and cigarette sponsorship

## Public

Funds infrastructure development to promote safe sport, provides training and accreditation avenues for coaches and officials, promotes health campaigns (i.e. [measure up campaign](#))

## Non profit

Facilitates positive experiences at all levels (i.e. [eat well, play well, stay well campaign](#))

3b

**Socialisation**

## Legitimising Sport - Socialisation

Sport can contribute to social well-being by building personal values and train life skills

However, it can sometimes impede moral development and can sometimes foster anti-social behavior

The key to whether sport plays a positive or detrimental role in socialization depends on the ways sports programs are designed and implemented

It is not the sport that matters, it is the experiences that particular implementations of sport enable, as well as the learning those experiences offer

The belief that sport provides positive socialisation outcomes has resulted in a number of sport-based interventions intended to prevent or reverse anti-social behavior

*Source: Chalip, L. (2006). Toward Distinctive Sport Management Discipline. Journal of Sport management, 20, 1-21.*

# Legitimising Sport - Socialisation

How do the 3-sectors of sport get involved

## Private

Promote pro-social behavior, and reward athletes working with community groups

## Public

Regulate and monitor sport, introduce policies on fair play, recognise and promote diversity and social inclusion

## Non-profit

Develop support for and promote pro-social behaviors at all levels of sport (eg ARL Good Guy of the Month campaign”

# 3C

## Economic Development

## Legitimising Sport – Economic Development

No legitimisation for sport's demand for government funding has triggered passionate debate than the claim that **sport is good for economic development**

The **primary focus** of the debate has been on the **degree to which professional sports teams (and their facilities) serve as a stimulus to the local economy**

However the claim that sport is good for the economy is **by no means limited to professional sport** (check out Chalip's article for more)

The **primary issue** (and why the legitimisation claim is so controversial) **is that economic outcomes are quite blunt** (they look for economic changes that can be attributed to a specific entity)

Economic impact analysis is a useful measure of economic outcome, but because it is a measure of outcome, it is **not a measure of process or potential**

**Check out Chalip's fantastic quote on page 7 ...**

*Source: Chalip, L. (2006). Toward Distinctive Sport Management Discipline. Journal of Sport management, 20, 1-21.*

## Legitimising Sport – Economic Development

Sport is a key piece of our economy and is estimated to be worth \$620 billion annually

The economic value of sport and recreation can be realised through:

Major sporting events that generate economic development, regeneration of local communities and community infrastructure, tourist visits and spending

Improved health, fitness and well being which can result in a gross health cost savings of \$1.5 billion p.a. This equates to net savings of \$0.7 billion p.a (ECONTECH, 2007), and a 4% increase in productivity = 1% increase in GDP

Overall the economic value of sport and recreation can be seen in the:

The development of community infrastructure – (even though maintenance of facilities can be very costly – the benefits usually outweigh the costs)

Economic investment made in events and sponsorship of events

Health and fitness and WB of people is worth enormous amounts of \$ economically

Gross health cost savings of \$1.5 billion p.a

Net savings of \$0.7 billion p.a (ECONTECH, 2007)

Productivity increased by 4% by making more people active

# Legitimising Sport – Economic Development

The economic value of sport is also realised through the contributions of volunteers

10% of the adult Australian population (about 1.7 million adult Australians) volunteer in sport or recreation  
The sport sector accounts for 33% of all volunteers & 26% of volunteer hours (187.2 million, 2006)  
Assuming a FT wage rate \$832.6/wk and 40 hour work week = 187.2 million hours of work (worth \$3.9billion)

Externalities (e.g., SLC worth \$14 billion p.a (Allen, 2005)

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Assume FT wage rate \$832.6/wk and 40 hour work week =  
187.2 million hours is worth \$3.9billion to the Australian economy!

Externalities (e.g., Surf lifesaving services worth \$14 billion p.a (Allen, 2005)



## Legitimising Sport – Economic Development

The economic value of sport and recreation is also realised through employment created by sport, sales of sport equipment and services

But does sport always generate economic benefit?

No. Some hallmark sport events lose money and the value of sporting goods sales are questionable given the import/export balance

There is often a lack of “leveraging” of major events so the long term opportunities to capitalise from that event is not realised (eg maximising sport tourism dollar spend and encouraging revisits)

# 3d

## Community Development

## Legitimising Sport – Community Development

Because of the issues in legitimising sport through claiming positive economic impact, legitimisations for government investment in sport **often turn instead to the potential social and psychological benefits**

Even if a community's economic gains from sport are negligible, it could still be argued that **a psychic income resulted from sport in the form of community collective conscience and community self-esteem**

For example, being a fan of a team can **enhance mental health and pro-social behavior** by promoting attachment to the team's community and / or the community of fans

Sharing a common identity with a sport team could **assist the formation of significant social capital**

However ..... Chalip 2006, p8 ....

3e

## National Identity

## Legitimising Sport – National Identity

The pride that is generated by sports teams has been so well demonstrated that sport marketers now formulate means to capitalise on it in order to build sport fan-ship

In a similar context, governments have sought to capitalise on the pride that sport can generate in order to forge a sense of national identity

The objective is straightforward ...

*“If a shared sense of national identity can be forged, then a requisite foundation for nation building will have been established, and a shared sense of national purpose can be formed Chalip (2006)*

Although it is not that simple ... Chalip (2006) p. 9 ...

# 4

## The Value of Sport - Summary

## Why do we Value Sport?

*“Sport plays a major role in shaping Australia’s **identity and culture**. It helps to maintain the **health and wellbeing of individuals and communities** and it builds **personal and national pride**. It contributes to the **economy** through employment and tourism. Sport helps to bind us together. It teaches us important life skills such as **leadership, friendship, teamwork, respect, fairness, responsibility, resilience** and how to engage with people from all walks of life. Through sport, we learn to win—and lose—with grace and dignity*

*Source: Australian Sports Commission statement – Corporate Brochure*

# 5

## Activity – The Value of Sport



## Activity – The Value of Sport

*Located in the Asia-Pacific region, the country of Slaraitua has a population of approximately 20 million people. Its capital city of Branreca holds 8 million people, while the rest of the population is spread fairly evenly throughout. Slaraitua's economy was previously based on agriculture, but it is increasingly trying to modernise and move into the global knowledge economy, in order to supplement its significant mining industry. The people of Slaraitua are reasonably wealthy compared to other developed Western economies, literacy rates are very high, mortality rates are low and the life expectancy of men and women is also high. Slaraituans are known for the enjoyment of sport as participants and spectators, and the country has enjoyed fairly good success in international sport, on the back of a committed, but ad hoc volunteer based club sport system governed by a series of national sport organisations. In recent years, however, Slaraitua's results have been declining and its performance at the Olympic Games in particular has been poor.*

*Should the federal government of Slaraitua establish an elite sport training institute in Branreca? Why or why not?*