



*The voice of Irish sport*

**Submission from Federation of Irish Sport, the representative body for the National Governing Bodies (NGBs) and Local Sports Partnerships (LSPs), the bodies responsible for delivering the thousands of programmes that make Irish Sport happen at every level from grassroots through to our elite international sportsmen and sportswomen.**

The members of the Federation believe that there is a serious omission in "Ireland 2040 Our Plan". And that omission is sport.

Sports plays a major role in so many different ways in Ireland today, a fact that is recognised by the Taoiseach himself who has given his commitment to double spending on sport over the next seven years. Sport makes a major contribution to creating healthier communities; promoting social inclusion; developing our young people (perhaps our greatest resource); attracting tourists; enhancing the economy; and adding to the general well-being and the quality of life in our country.

While sport experienced many drastic cuts during the recent period of austerity it has continued to deliver for our people in so many different ways. The Government has begun to reinstate funding particularly in the capital area and this has been most welcome. Better facilities – along with greater funding – will undoubtedly afford our members the opportunity to deliver more programmes which in turn will undoubtedly lead to a fitter and healthier workforce. We must be committed to eradicating the damaging tagline that Ireland is on course to be the most obese nation in Western Europe.

We would strongly recommend that the authors of the report include a chapter on sport. This would give the government the opportunity to outline their plans for both the infrastructure around sport and also how an increasing emphasis on sport and physical activity is going to be essential as our country develops in so many different ways over the next 20 years.

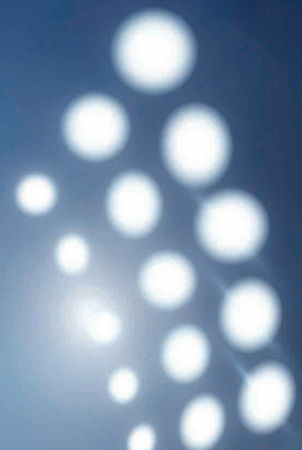
The Federation would be more than happy to provide more detailed material which could be used in the drafting of such a chapter. We would be happy to liaise with the DTTAS and Sport Ireland in any such drafting.

In conclusion we have appended a copy of a paper which we produced in advance of the recent budget which amplifies some of the above thoughts and sets out the background to why we believe that sport must be included in any future plan for Ireland in 2040.

**RODDY GUINEY**  
**Chairman**  
**Federation of Irish Sport**



*The voice of Irish sport*



# IRISH SPORT DOES MATTER

**The Federation of Irish Sport** is the representative body for Ireland's National Sporting Organisations and the country's 28 LocalSports Partnerships (LSP's). The Federation works on behalf of its members to create a greater awareness of the importance of sport across a wide number of areas including health, business, tourism, community, diversity and the economy.

#### Membership is comprised of :

NGB's		LSP's
<ul style="list-style-type: none"> <li>• Angling Council of Ireland</li> <li>• Archery Ireland</li> <li>• Athletics Ireland</li> <li>• Australian Rules Football League of Ireland</li> <li>• Badminton Ireland</li> <li>• Basketball Ireland</li> <li>• Baton Twirling Association of Ireland</li> <li>• Bol Chumann na hÉireann</li> <li>• Bowling League of Ireland</li> <li>• Canoeing Ireland</li> <li>• Comhairle Liathróid Láimhe na hÉireann</li> <li>• Cricket Ireland</li> <li>• Croquet Association of Ireland</li> <li>• Cycling Ireland</li> <li>• Deaf Sports Ireland</li> <li>• Dublin Institute of Technology</li> <li>• Fencing Ireland</li> <li>• Football Association of Ireland</li> <li>• Gaelic Athletic Association</li> <li>• Golfing Union of Ireland</li> <li>• Gymnastics Ireland</li> <li>• Hockey Ireland</li> <li>• Horse Shoe Pitchers Association of Ireland</li> <li>• Horse Sport Ireland</li> <li>• Ice Skating Association of Ireland</li> <li>• Inline Hockey Ireland</li> <li>• Ireland Lacrosse</li> <li>• Ireland Olympic Handball Association</li> <li>• Irish Amateur Wrestling Association</li> <li>• Irish American Football Association</li> <li>• Irish Athletic Boxing Association</li> <li>• Irish Cheer Sport Association</li> <li>• Irish Clay Pigeon Shooting Association</li> <li>• Irish Ice Hockey Association</li> <li>• Irish Indoor Bowling Association</li> <li>• Irish Judo Association</li> <li>• Irish Kidney Association</li> <li>• Irish Ladies Golf Union</li> <li>• Irish Martial Arts Commission</li> <li>• Irish Orienteering Association</li> </ul>	<ul style="list-style-type: none"> <li>• Irish Rugby Football Union</li> <li>• Irish Sailing Association</li> <li>• Irish Squash</li> <li>• Irish Surfing</li> <li>• Irish Taekwondo Union</li> <li>• Irish Ten Pin Bowling Association</li> <li>• Irish Tug of War Association</li> <li>• Irish Underwater Council</li> <li>• Irish Water Safety</li> <li>• Irish Waterski and Wakeboard Federation</li> <li>• Irish Wheelchair Association</li> <li>• Ladies Gaelic Football Association</li> <li>• Motor Cycling Ireland</li> <li>• Motorsport Ireland</li> <li>• Mountaineering Ireland</li> <li>• Paralympics Ireland</li> <li>• Pentathlon Ireland</li> <li>• Pitch and Putt Union of Ireland</li> <li>• Racquetball Association of Ireland</li> <li>• Rowing Ireland</li> <li>• Snowsports Association of Ireland</li> <li>• Softball Ireland</li> <li>• Special Olympics Ireland</li> <li>• Student Sport Ireland</li> <li>• Swim Ireland</li> <li>• Table Tennis Ireland</li> <li>• Target Shooting Ireland</li> <li>• Tennis Ireland</li> <li>• The Camogie Association</li> <li>• The Irish Flying Disc Association</li> <li>• Triathlon Ireland</li> <li>• Vision Sports Ireland</li> <li>• Volleyball Association of Ireland</li> <li>• Weightlifting Ireland</li> </ul>	<ul style="list-style-type: none"> <li>• Carlow Sports Partnership</li> <li>• Cavan Sports Partnership</li> <li>• Clare Sports Partnership</li> <li>• Cork Sports Partnership</li> <li>• Donegal Sports Partnership</li> <li>• Dublin City Sport and Wellbeing Partnership</li> <li>• Dun Laoghaire-Rathdown Sports Partnership</li> <li>• Fingal Sports Partnership</li> <li>• Kerry Recreation and Sports Partnership</li> <li>• Kildare Sports Partnership</li> <li>• Kilkenny Recreation and Sports Partnership</li> <li>• Laois Sports Partnership</li> <li>• Leitrim Sports Partnership</li> <li>• Limerick Sports Partnership</li> <li>• Louth Local Sports Partnership</li> <li>• Mayo Sports Partnership</li> <li>• Meath Local Sports Partnership</li> <li>• Monaghan Sports Partnership</li> <li>• Offaly Sports Partnership</li> <li>• Sligo Sport and Recreation Partnership</li> <li>• South Dublin County Sports Partnership</li> <li>• Sports Active Wexford</li> <li>• Tipperary Sports Partnership</li> <li>• Waterford Sports Partnership</li> <li>• Westmeath Sports Partnership</li> <li>• Wicklow Local Sports Partnership</li> </ul>

The Federation is a not for profit company limited by guarantee. It is chaired by Roddy Guiney.

The Board of Directors is comprised of Tom O'Mahony, Maeve Buckley, Hamish Adams, Noel Mooney, Harry Hermon, Fergal Carruth, Rea Walshe, Mary McMorrow, Shauna McIntyre and John Holian.



# THE IMPORTANCE OF SPORT TO IRELAND

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Sport is so important in the life of Ireland.

At its most basic it entertains the country.

It makes us proud. But in truth it is so much more.

Sporting activity is a serious component of the health of the nation. If we are ever to seriously tackle the obesity problem or the public health challenges created by our increasingly sedentary lifestyle, exercise will be a vital component.

In Australia with its focus on physical activity it is estimated that their healthy lifestyle saves over \$1.5 billion a year from the health budget. Finland remain the one European country that has transformed itself from the world record holders for instances of heart disease to the continent's fittest nation.

Rates of heart disease decreased by 65% in men simultaneously increasing life expectancy by 6 years in the process. Prevention not cure is undoubtedly the best way forward to a healthier Ireland.

Today in Ireland sport also provides significant commercial opportunity. 40,000 people are employed by sport and sports related business. Sporting events are major contributors of the economy.





If we win the bid to host the 2023 Rugby World Cup the estimate is it will contribute some €800m to the economy. The Aer Lingus Football Classic in 2016 generated indirect economic benefit of €85m whilst the Dublin Chamber of Commerce has found that on average match attendees to the city spend €764 thousand per game in the capital.

Our success internationally is undoubtedly a major factor in the excellent reputation Ireland enjoys abroad. Sport enhances our global profile. Top of mind has to be the recent success of wonderful rowers. And then there are our world class golfers who have flown the flag so successfully for the last number of years.

Or our soccer teams and their fans at Euro 2016. Our rugby players beating the All Blacks in Chicago. The Irish cricketers being selected to join the games Test Nations on the back of ten years of world class performances which saw defeats of both Pakistan and England at World Cups. Not to mention the more than 400 GAA clubs outside Ireland that are bringing Gaelic Games to the World.

Sport brings people together whether as fans or participants. It builds communities; it fosters diversity; creates lifelong friendships; and gives us skills that help guide us in life and business. 96% of women in senior leadership positions in the US say they played team sports growing up.

Sport has also been identified as having untapped potential as an integration tool. Sporting participants and audiences are by their very nature diverse. Sport is played and watched by people of all social backgrounds and as recognised by the Council of Europe in their White Paper on the issue, has an educational and socialising effect making it an ideal vehicle for intercultural dialogue and social integration. This has been recognised by Germany which has allocated €5.4m each year to sports integration programmes with 30.5% of all sports clubs members there now having a migration background.



“Sport lifts the spirit in a way that no other sector can. It also makes a significant contribution to the economy, as shown by a recent EU study on the contribution of sport to economic growth. The report highlighted sport’s ability to develop other sectors of the economy including, tourism, fitness, the media, and education.”

An Taoiseach, Leo Varadkar T.D.





In 2009 the Federation of Irish Sport created its first "Irish Sport Matters" campaign. The campaign backed by all of Ireland's National Sporting Organisations sought to create greater awareness of the importance of sport to life in Ireland and to remind our public representatives in particular that sport does not just happen.

Sport has to be managed, delivered and financed. Volunteers have been the bedrock of Irish Sport and yet just as in every other country around the world, full time staff are necessary to sustain, maintain and support that volunteer effort. Sport requires significant human capital just to happen never mind be delivered to the required standard.

**"The work of volunteers is the foundation on which sport in Ireland is built – without volunteers there would be no sport in Ireland. These awards allow us to honour some of the real heroes of Irish sport working behind the scenes. Volunteers are a vital part of every club and sporting organisation around the country and are doing wonderful work for sport in their communities."**



**Minister for Rural & Community Affairs, Michael Ring TD**

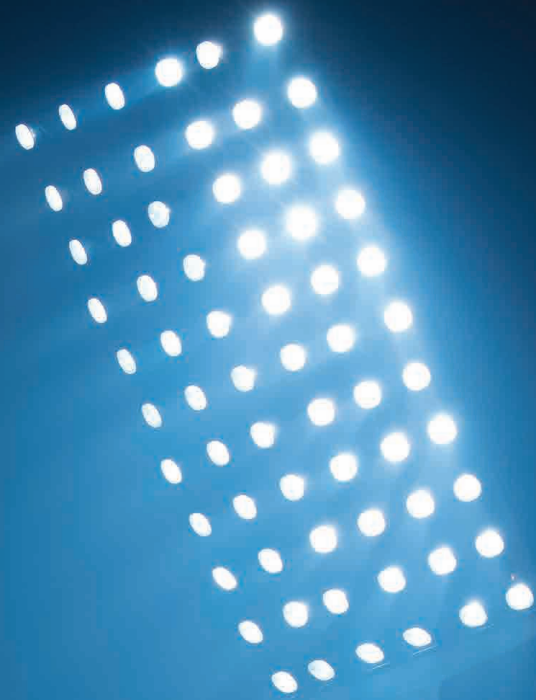
Understandably during difficult times the government had to make many difficult decisions and needed to prioritise the areas that had to be protected for the good of the nation. Sport understood this and while it might have questioned the extent of the cuts, these questions were founded on a knowledge that exists within Irish Sport that **sport can play a key role in helping solve many of the challenges facing us as a nation.**

That conviction remains. Irish Sport believes that now is the time to significantly increase the current funding for our National Sporting Organisations and Local Sports Partnerships to allow us build the capacity of those organisations to increase the sporting opportunity for all of Ireland's people. Delivering the necessary programmes at grassroots and elite level as well as employing essential personnel is important to improve efficiency and reach.

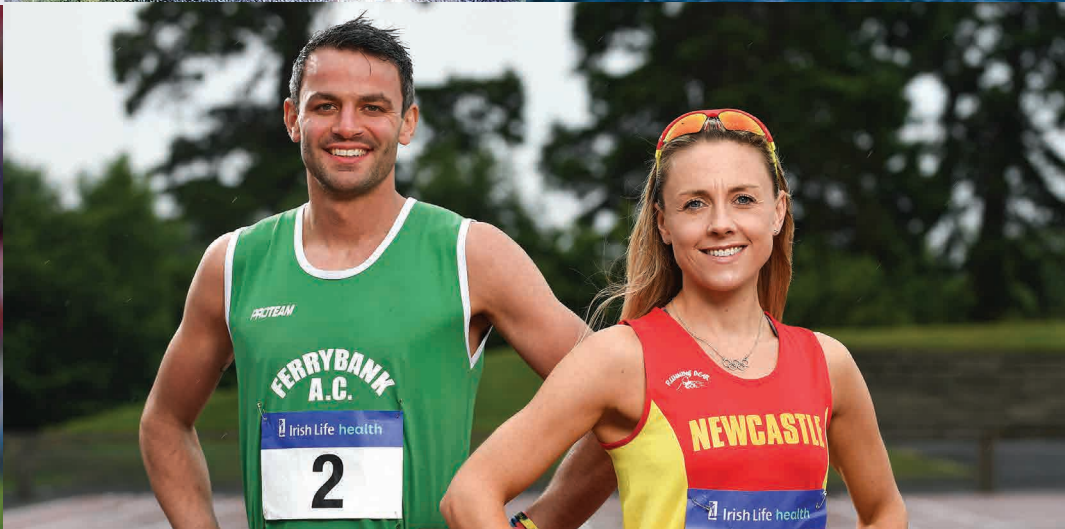
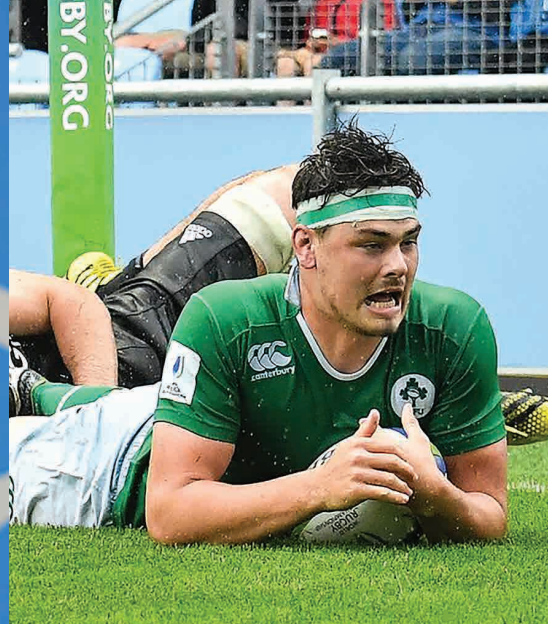
Further reduction in funding over the last 10 years has coincided with a time of increasing regulatory pressure on sports administration.

Be it compliance with best practice in corporate governance, health & safety, safeguarding of children, vetting of volunteers or data protection. These are all important activities but they too require investment and take more money away from the activities that make sport happen.

And yes we do realise that under a succession of Ministers for Sport, including the current Taoiseach the government has made major investments particularly in sporting infrastructure such as the redevelopment of Croke Park and Lansdowne Road; our superb National Sports Campus; and a series of local facilities all over the country enabled by successive Sports Capital Grant schemes. However, much remains to be done and the single biggest need is to provide more finance for our National Governing Bodies. They are the organisations that make sport happen at all levels in Ireland to create the programmes and pathways that enable children of all abilities to have a sporting – and a healthier life.









# Sport in Numbers



**1** hour of regular exercise results in 2 hours of additional life.



**9** of the Top 10 most watched programmes on Irish TV in 2016 were sports programmes.



**12** biggest mass participation events in Ireland have an economic impact of more than €46 million generating more than 91,000 bed nights for the Irish economy.



**18** the number of medals won by New Zealand at Rio 2016, four medals per 1 million of the population, and the number of medals identified by Government that Ireland should be attaining.



**21%** of all tourists in Ireland engage in some form of activity with sports tourism valued at between €350 & €800 million to Ireland each year.



**45%** of the Irish population regularly participate in sport.



**62%** of Irish adults believe their kids are getting less exercise than in the past.



**68%** of girls who play sport say they feel happy compared to only **41%** of those who don't.



**74%** of parents who partake in sport with their children each week.



**80%** of bids won by Sport Event Denmark - Denmark's dedicated sports event body.



**84%** of Irish adults are interested in sport & exercise  
- 2.6 million people.



**100 million** spend on sport sponsorship in Ireland each year more than 3 times the Government investment into National Sports Organisations and Local Sports Partnerships.



**108 minutes** the average TV viewer spends watching sport each week.



**150 minutes** the amount of moderate to vigorous physical activity adults need to do each week to maintain health & well-being.



**200 million** spent by fans each year on jerseys and memorabilia.



**255 million** the combined amount spend on club membership every year.



**2,500** the number of people who will take part in the Quest Killarney Adventure Race making it the biggest in Europe.



**12,000** the estimated number of sports clubs in Ireland.



**20,000** runners who will take part in the SSE Airtricity Dublin City Marathon making it amongst the five biggest marathons in Europe.



**40,000** jobs supported by sport in Ireland.



**46,286** the number of people who attended the All-Ireland Ladies Gaelic Football Final making it the most popular women's sport event in Europe.



**550,000** Irish adults volunteer in sport each year.



**1.6 million** people who regularly participate in sport.





It would be our contention that the work and contribution of our NGBs and indeed our LSPs is not fully recognised. If it were it would be better financed.

By way of example, take our most recent success – two gold medals at the World Championships in Florida;

Rowing Ireland is the national governing body for rowing in Ireland. It supports all of the 74 rowing clubs affiliated to it; works with them to promote the sport and attract new participants; generates programmes for the clubs allowing people to learn the sport, creates competitions for all ages and skill levels; selects international teams; sends rowers to European, World and Olympic Games events. There would be no organised rowing without them; no Olympic medals, no World Champions.



- **1** World Class National Training Centre based in Farran Wood, Cork.
- **12** full time staff.
- **1000** (number of) Garda Vetted Volunteers.
- **6th** overall in the World rankings at World Rowing Championships 2017.
- **25** (number of) coaching courses delivered each year.
- **60** competitions administered by *Rowing Ireland* each year.
- **74** affiliated clubs.
- **3,500** registered competitive members.
- Worked with **4** LSPs in 2017.
- **500** (number of) *Rowing Ireland* trained coaches.
- **50** athletes in the National Training Squads.
- **20,000** participants in the *Get Going Get Rowing* Secondary Schools indoor rowing programme.
- **20** (number of) *Learn to Row* Summer Camps held in 2017.





And for rowing you can take any and every NGB and see that pattern replicated. Sport does not just happen. It happens because the government provides finance; because we have a Sport Ireland but above all because of our NGBs and that is exactly how it happens in countries all over the world. The difference is, however, that most countries that win medals are better financed.

So, what does Irish sport want? Our NGBs are best placed to know the answer and we their Federation have asked them. We have a ten point programme that we want government to consider. Some of our asks require small finance – none are big asks. And yes our members are realists. They realise that not everything can be accomplished immediately but we would like to see progress.



**“I am very keen that all of us involved in Irish sport continue to work together and engage productively on matters that are important to sport in Ireland. We have a mutual interest in seeing sport develop to its full potential”**

**Minister for Finance and Public  
Expenditure & Reform,  
Paschal Donohoe T.D**





# What Irish sport needs

## 1. IMMEDIATE INCREASE IN FUNDING FOR NATIONAL SPORTING ORGANISATIONS & LSPs

A significant uplift in current funding to support our National Sporting Organisations and Local Sports Partnerships. The Government have spoken about doubling of funding. Irish Sport would like to see this happen by 2020.

## 2. MORE CERTAINTY IN FUTURE FUNDING

The Federation would like to see the New Zealand funding model for sport where there is a commitment as to what funding will look like over a four year period. This is also the model used in the UK. Even if a percentage of annual funding was guaranteed for future funding it would represent a significant step forward and allow for better operational planning. While one off funding (e.g. Healthy Ireland Fund of €5m announced October 2nd) is welcome, certainty on annual funding ensures sustainability of programmes and assists with operational planning.

## 3. ALLOW STRATEGIC INPUT OF NATIONAL SPORTS ORGANISATIONS & LSPs INTO FUNDING FOR FACILITIES

The decision making criteria for applications for funding under the Sports Capital Programme should take account of the need to address deficits in particular types of facilities which are important in meeting the Government's objectives for sport, including growing participation and supporting high performance. The National Governing Bodies and Local Sports Partnerships are well-placed to identify priorities in this area and their Strategic input should be availed of.

## 4. MULTI-SPORT DEVELOPMENT OFFICERS

Replicate the successful annual field-sport initiative which sees Government investment into the development programmes of the FAI, GAA & IRFU allowing each of those sports hire development officers by creating a fund to allow for the hiring of Multi-Sport Development officers to work in local and rural communities to create additional sporting opportunity for all.

## 5. TAX RELIEF FOR DONATIONS TO SPORTING BODIES

Recognise the immense societal benefit delivered by sport by allowing tax relief on donations to sporting bodies to increase available funding opportunities. The cost to the Exchequer can be limited by limiting the types of programmes that would qualify for relief depending on overall Government policy objectives.

## 6. LOOK AFTER IRELAND'S ATHLETES BETTER

We have a tax relief in place for Ireland's professional sportspeople. However, Olympic athletes who have been supported with grant funding finish their careers without any social welfare credits thereby, meaning they have no entitlement to support for example, maternity pay. Athletes who qualify for grant support should receive social welfare credits in line with the grant funding awarded to them.

## 7. ATHLETE ACCOMMODATION AT THE NATIONAL SPORTS CAMPUS

Provide affordable and comfortable accommodation for Ireland's High Performance athletes who use the National Sports Campus is key to allowing those athletes be the best they can be.

## 8. GREATER INVESTMENT IN HIGH PERFORMANCE SPORT

Irish Sport is working towards the target of matching the number of Olympic Medals won by New Zealand at the Rio Games (18 in total) by the 2024 Games. It is estimated that an additional €11m in High Performance funding is required to make this happen.

The target for New Zealand was to win 14 medals at Rio – they won 18, placing them 19th on the overall medal table, and with 71 top 16 finishes. Their GDP is €142bn, vs €236bn in Ireland – they invest 0.025% of that in HP, vs 0.006% in Ireland.

Denmark, with a population similar to Ireland, came 28th on the medal table, with 15 medals. Denmark invests about 1.5 times what we do in HP - €75m over the cycle.

## 9. BUILD THE CAPACITY OF OUR NATIONAL SPORTS ORGANISATIONS & LSPs

Improved organisations means better sport for all of Ireland's people. We need to look at improving the capacity of these organisations not just in terms of corporate governance but also in terms of fundraising, revenue generation, marketing & communications and optimising the opportunities offered by digital and advancements in technology. To date capacity building opportunities have focused on the "what" as opposed to the "how". This needs to change.

## 10. A "WILD ATLANTIC WAY" FOR SPORT

The Wild Atlantic Way was credited by increasing overseas visitors to Ireland by 10.6% in 2016. Tourists are also visiting the West coast in record numbers since the launch of the Wild Atlantic Way. A strategic communications plan would highlight the significant sporting opportunity available in Ireland and play a key role in increasing physical activity. The Sport England funded campaign "This Girl Can" has resulted in €1.6m additional women becoming involved in sport in the UK.







"It is clear from speaking to representatives of your organisations, however, that the level of funding needs to be substantially increased in the coming years, so that we move from simply sustaining the current standards in the sporting sector to making significant improvements to programme and facility provision. It is a priority of the Government and my Department in particular to ensure the delivery of the joint goals of increasing participation levels across the country and enhancing the performance of our elite athletes on the world stage, and we all know that in order to achieve these goals, investment is needed"

Patrick O'Donovan T.D. Minister of State at the Department of Finance and the Department of Public Expenditure and Reform

"We will double the Government budget for arts, culture and sport over seven years. These areas enrich our lives, keep us healthy physically and mentally and help define us and make us proud as a nation. We will create more sporting and artists bursaries to financially support emerging sportspersons and artists. Ireland should aim to match New Zealand's haul of Olympic medals per capita through development of the National Sport Campus and High Performance programme. We will pursue with vigour our Rugby World Cup bid for 2023."


Excerpt from Leo Varadkar, "Taking Ireland Forward", Policy Ideas Paper











2.6 million Irish adults are interested in sport & exercise.  
Two thirds of Irish adults believe funding to sport should be increased.  
Irish Sport wants to do more for Ireland and its people.

## This is what we need

1. IMMEDIATE INCREASE IN FUNDING FOR NATIONAL SPORTING ORGANISATIONS & LSPs
2. MORE CERTAINTY IN FUTURE FUNDING
3. ALLOW STRATEGIC INPUT OF NATIONAL SPORTS ORGANISATIONS & LSPs INTO FUNDING FOR FACILITIES
4. MULTI-SPORT DEVELOPMENT OFFICERS
5. TAX RELIEF FOR DONATIONS TO SPORTING BODIES
6. LOOK AFTER IRELAND'S ATHLETES BETTER
7. ATHLETE ACCOMODATION AT THE NATIONAL SPORTS CAMPUS
8. GREATER INVESTMENT IN HIGH PERFORMANCE SPORT
9. BUILD THE CAPACITY OF OUR NATIONAL SPORTS ORGANISATIONS & LSPs
10. A "WILD ATLANTIC WAY" FOR SPORT

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