



Knowledge Exchange Seminar Series (KESS)

...is a forum that encourages debate on a wide range of research findings, with the overall aim of promoting evidence-based policy and law-making within Northern Ireland



Government Policy & the *Business of Sport* in Northern Ireland



'Social Media is where sport consumers live, it is where future consumers will be'

Dr Damian Gallagher (UU)

Dr Ann Pegoraro (Laurentian University, Canada)

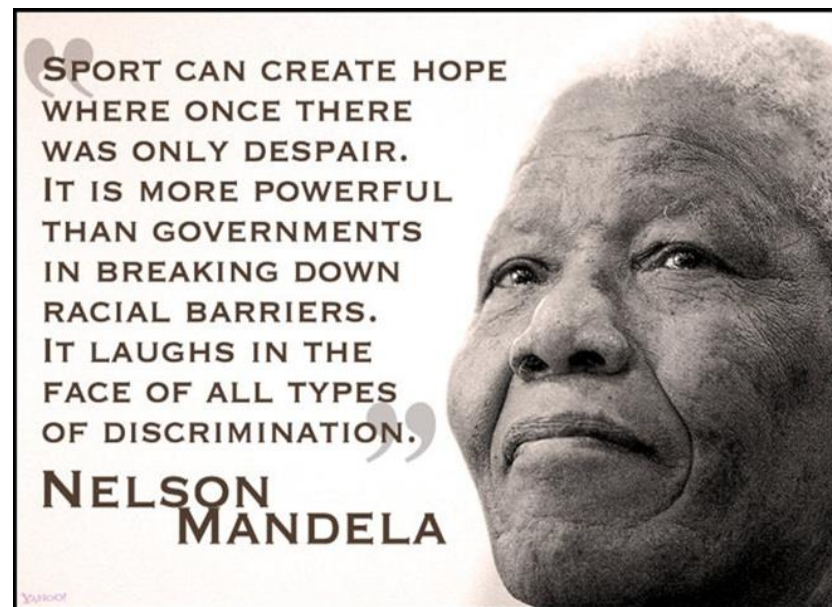
Prof Audrey Gilmore (UU)

Mr. Ryan Bell (UU)



The Power of Sport

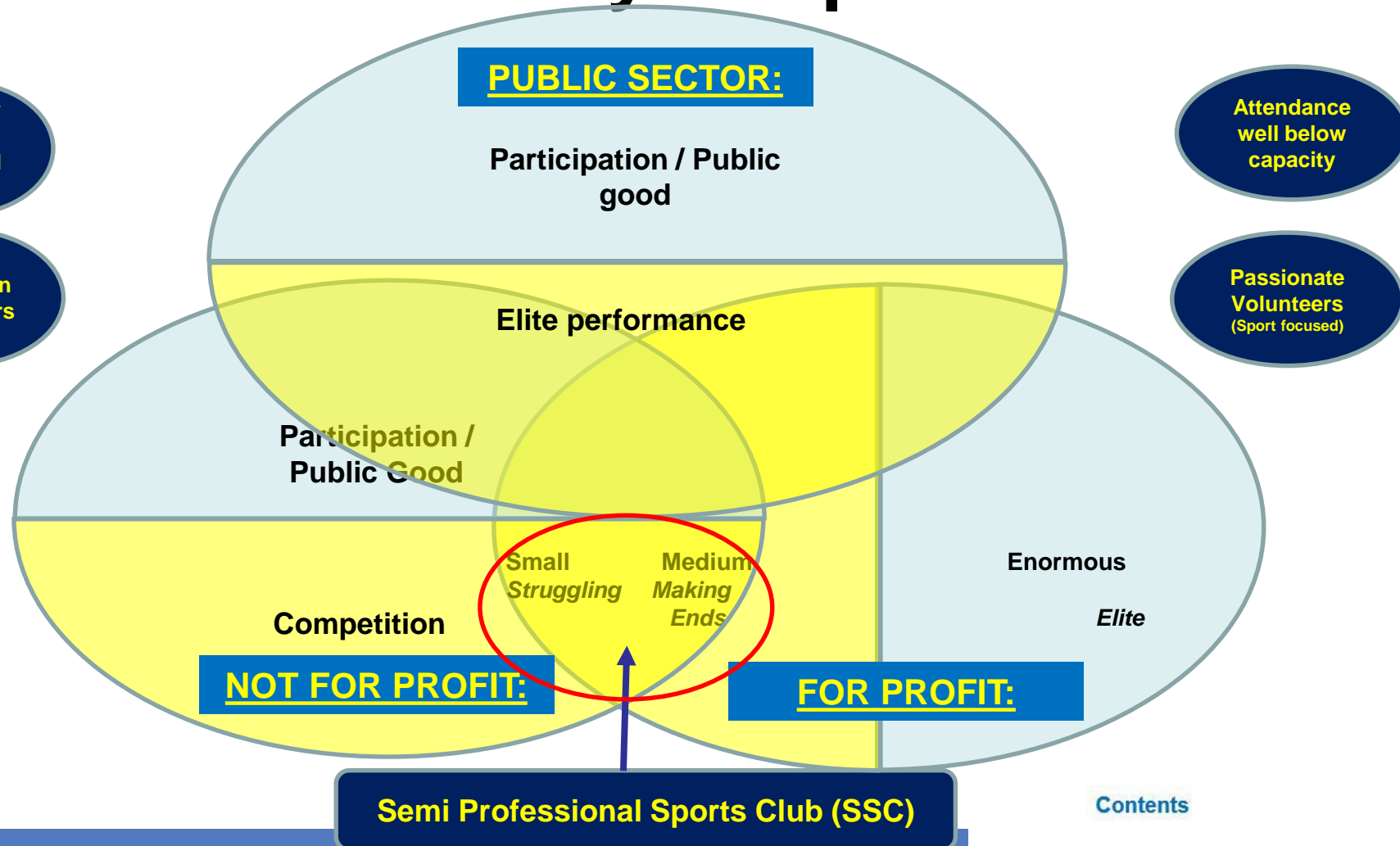
- Sport is divisive by its nature!
- Sport touches every human emotion, memories, feelings, frustrations.....
- It is expected to bring about more 'good' than 'bad' (Ziegler, 2015)
- Needs strategic development to realise its **FULL socio-economic benefits**



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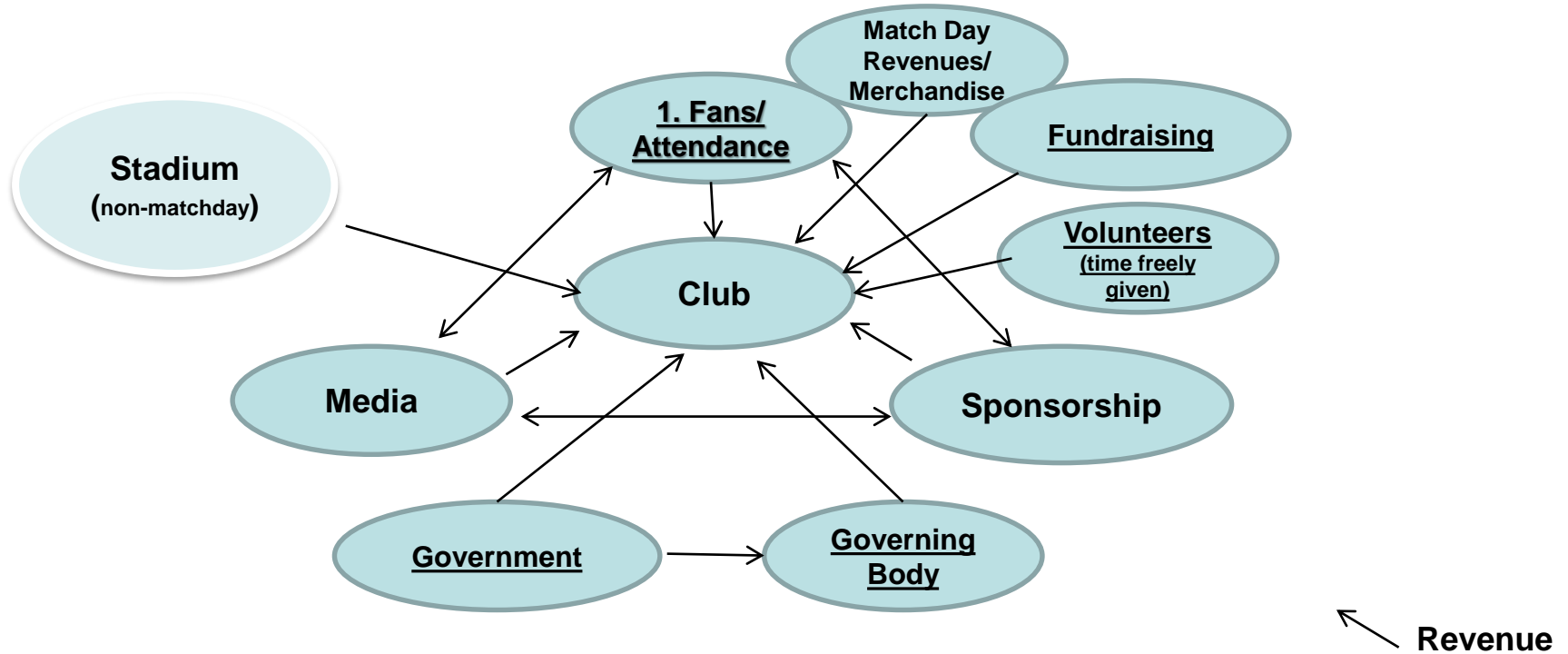
The Delivery of Sport



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SSC Revenue Streams.....*in theory*



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Context: 'Semi Professional' Sport Clubs

CHALLENGED:


'Myopic'

Resources:


Scarcity of Resources



Sport Matters: The Northern Ireland Strategy for Sport and Physical Recreation, 2009 to 2019



FEMALE
SPORTS FORUM

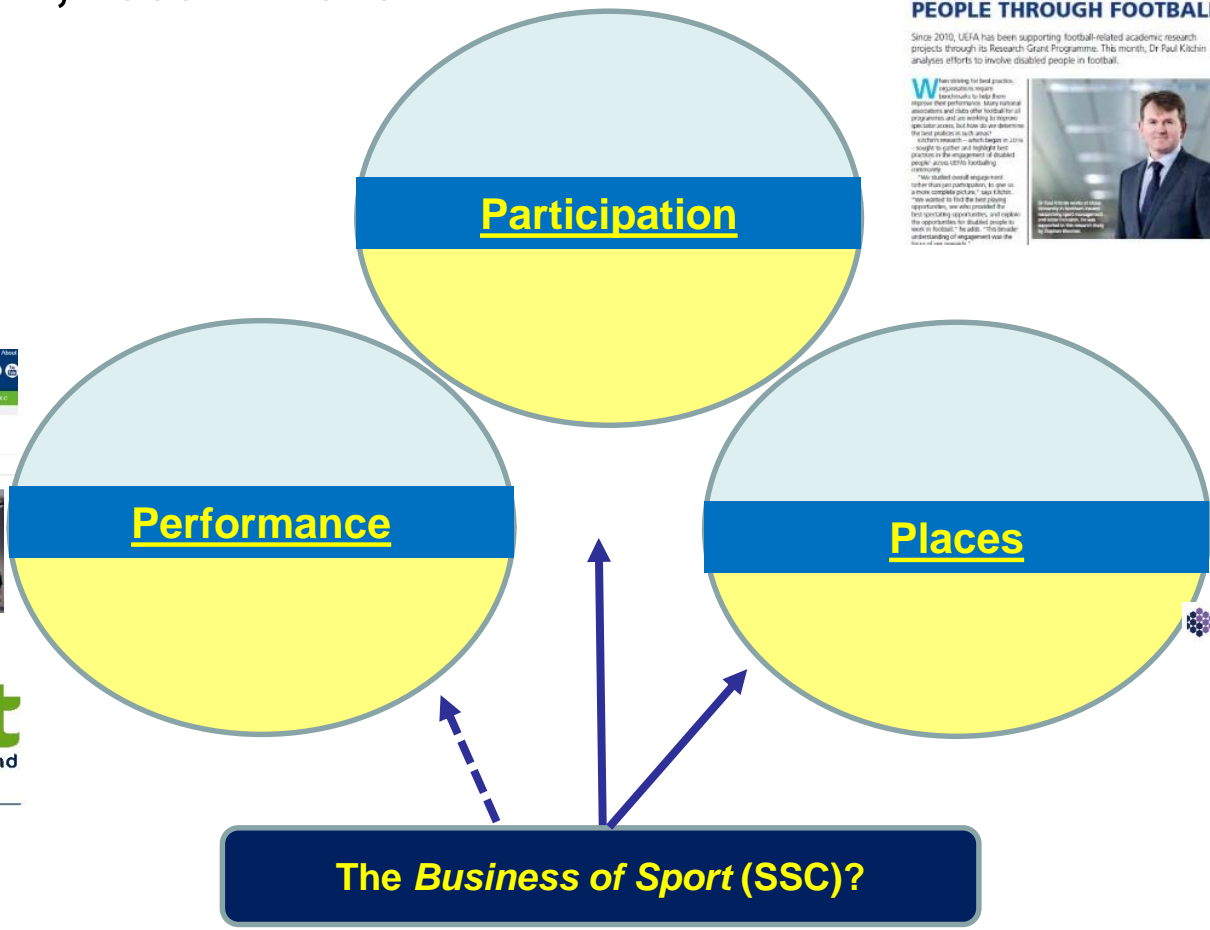


sport
Northern Ireland

Upcoming Events

North West Club Support Programme

This programme is designed to support sports clubs to build capacity and develop their current infrastructure. Support will be provided in the form of a club development package, which will include a range of services to help clubs improve their performance and ensure they are sustainable in the long term.



ENGAGING WITH DISABLED PEOPLE THROUGH FOOTBALL

Since 2010, UEFA has been supporting football-related academic research projects through its Research Grant Programme. This month, Dr Paul Kilchian analyses efforts to involve disabled people in football.

When thinking for local practice, organisations engage with disabled people to improve their performance. Many national associations and clubs offer football to all players and are working to improve opportunities for disabled people. But how do we ensure that disabled people are not just seen as a 'special' group, but as a core part of the football community – which begins in clubs, through to other and highlights best practice in the engagement of disabled people across UEFA football community.

“We studied overall engagement, rather than just participation, as per an ‘access for all’ policy,” says Kilchian. “We wanted to find the best playing opportunities, we also provided the best sporting opportunities, and explore the opportunities for disabled people to be in football with us.”

Understanding of engagement over the years of the research.





Ulster University | Insight

News for the staff community

Last updated: 19th October 2017

Performance and Participation: Sport at Ulster



Nigel Dobson - Head of Sports Services

Ulster University's well deserved reputation for sport enables talented athletes to rise to the top and to stay there. In a region known for so many inspirational sporting heroes, sports study and performance sport are central to our impact locally and on the world stage. Participation in sport is also an important part of university life, for both students and staff.



Communities NI @CommunitiesNI - Oct 17

Sports Minister announces funding of £124,000 towards improved safety measures for the @northwest200

[ow.ly/Cacq305ftsM](https://www.ow.ly/Cacq305ftsM)

by Steve Plater, John McGuinness, Leeann Collaboration and 4 others



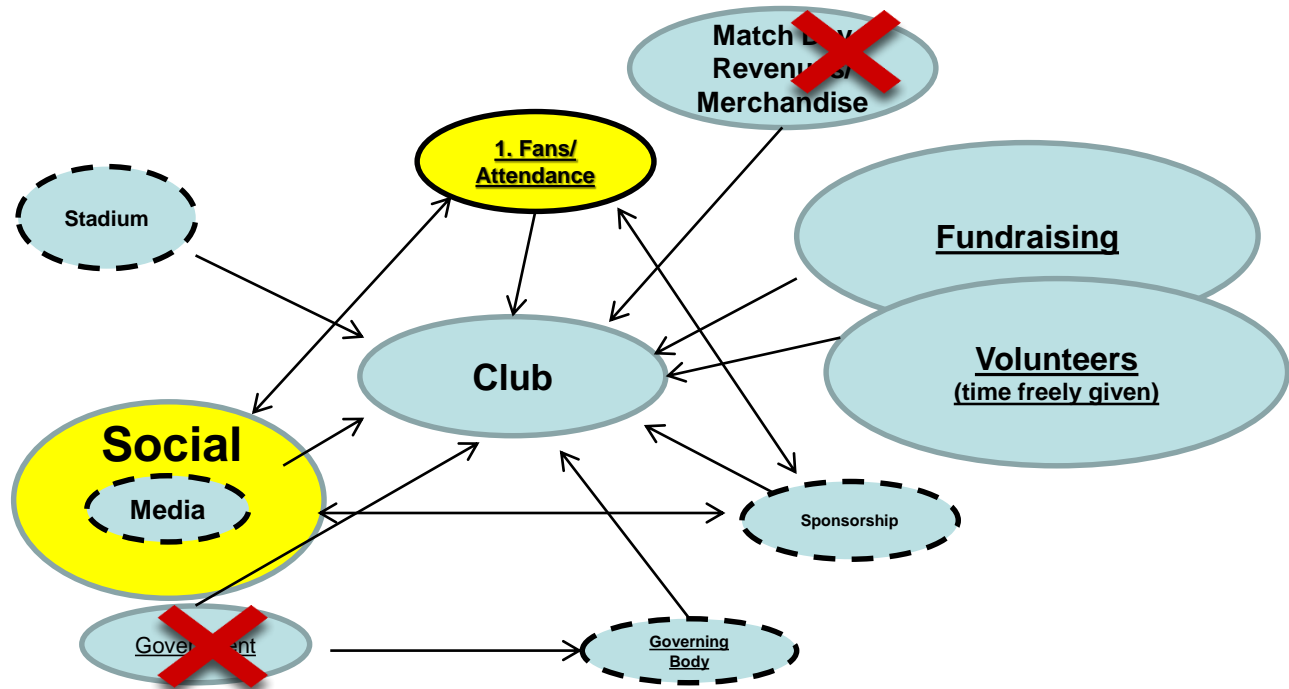
£36m football grounds investment could 'revolutionise the sport' in the region

PUBLISHED 30/11/2015

COMMENTS SHARE



SSC Revenue Streams...*in reality*



← Revenue

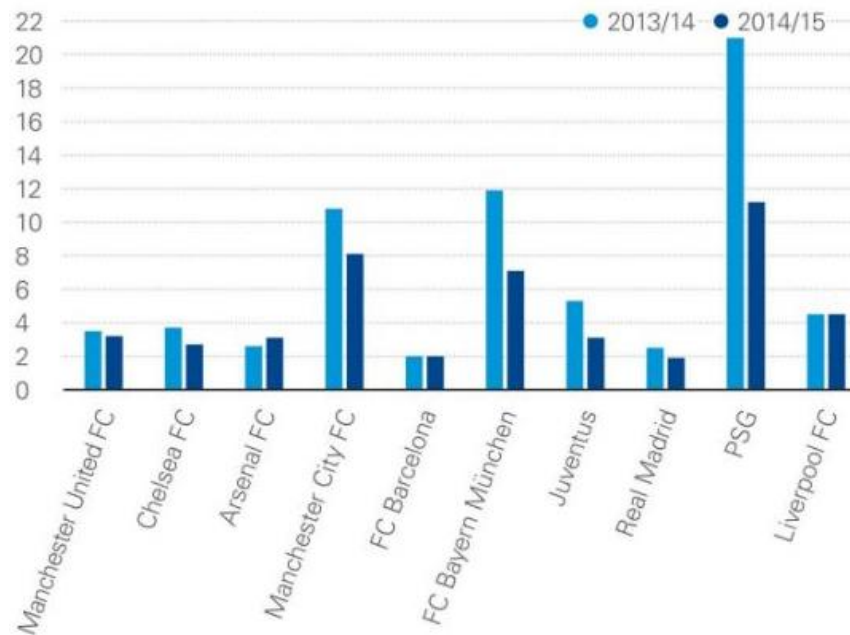
Can Football Clubs Monetise Their Social Media Following?

Commercial revenue vs social media following (2014/15)



Source: KPMG Football Benchmark, KPMG Research, Facebook, Instagram, Twitter
 Notes: Social media following includes followers on Facebook, Instagram and Twitter.

Commercial revenue per social media follower (EUR)



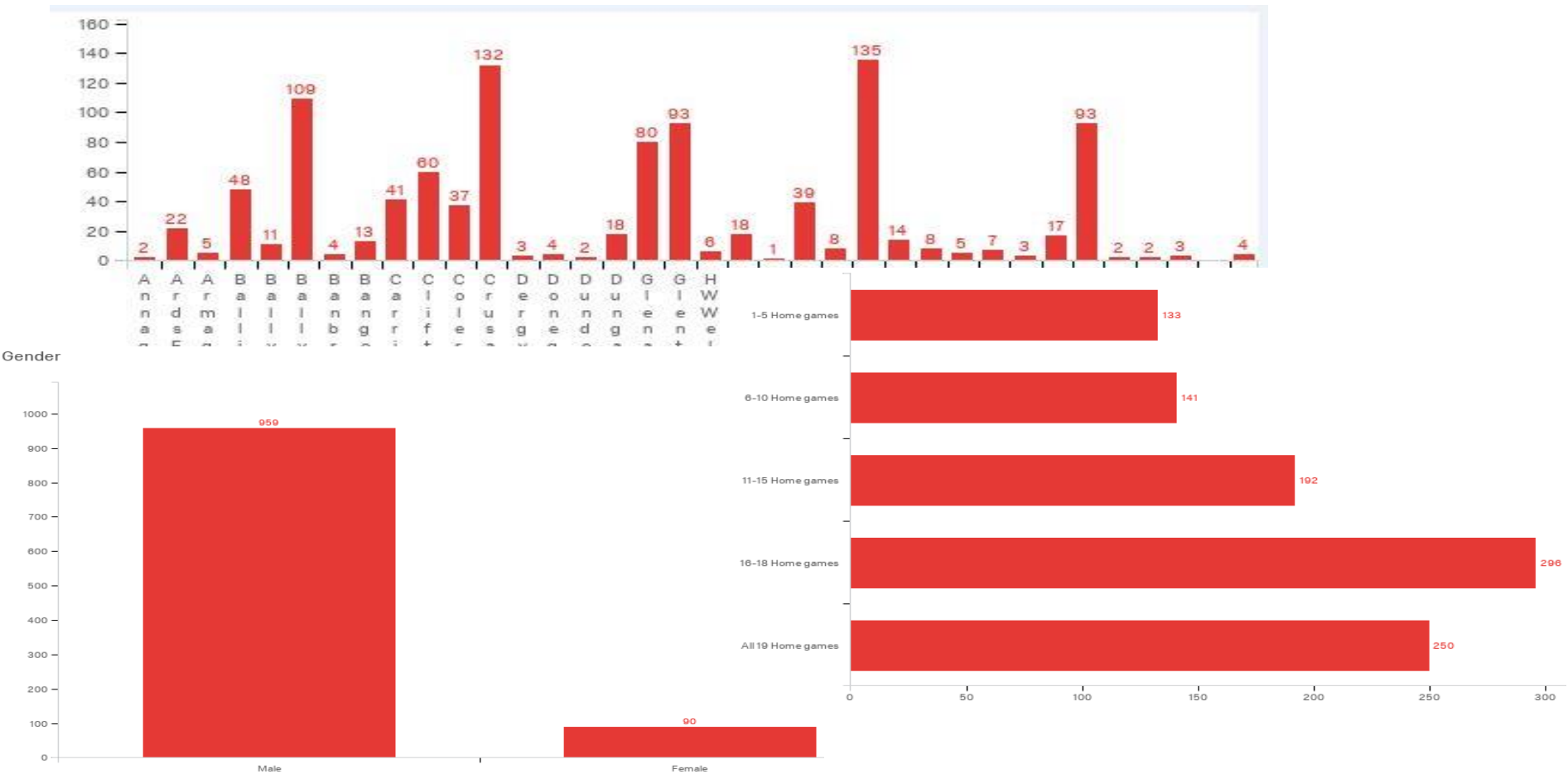
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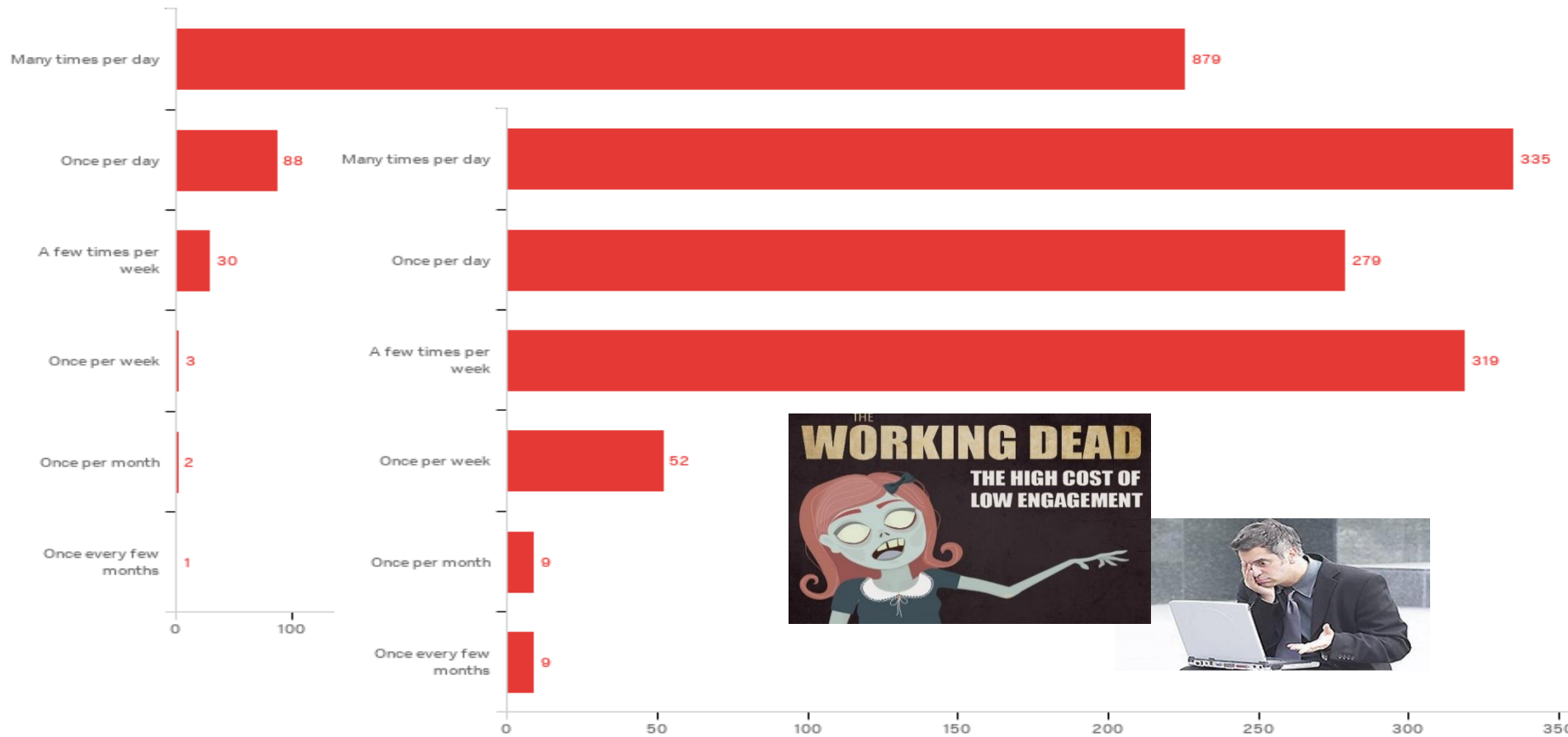
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Respondents (n=1049)



Social Media Usage



Access Fav Team vs Fan Commitment:

How would you rate your commitment to being a fan of \${q://QID2/ChoiceGroup/SelectedChoices}?								
	Strongly Uncommitted	Uncommitted	Somewhat uncommitted	Neither	Somewhat committed	Committed	Strongly committed	Total
Many times per day	1	4	1	4	33	73	219	335
Once per day	1	2	3	7	41	86	139	279
A few times per week	2	11	5	26	66	103	106	319
Once per week	1	6	11	2	11	9	12	52
Once per month	1	1	2	1	3	0	1	9
Once every few months	1	4	0	2	1	0	1	9
Total	7	28	22	42	155	271	478	1003

...likelihood of greater their levels of commitment to the team!

Access Fav Team vs Attendance:

How many NIFL HOME games (19) did you attend last season?						
	1-5 Home games	6-10 Home games	11-15 Home games	16-18 Home games	All 19 Home games	Total
Many times per day	14	29	56	109	121	329
Once per day	35	32	52	96	61	276
A few times per week	58	62	65	69	52	306
Once per week	14	12	9	5	5	45
Once per month	5	0	1	1	0	7
Once every few months	2	1	2	0	0	5
Total	128	136	185	280	239	968

...likelihood of greater their levels of attendance at games!

Access Fav Team vs Season Ticket Holder:

	Are you a Season Ticket holder of \${q://QID2/ChoiceGroup/SelectedChoices}?		Total
	Yes	No	
Many times per day	195	140	335
Once per day	123	156	279
A few times per week	96	223	319
Once per week	11	41	52
Once per month	1	8	9
Once every few months	0	9	9
Total	426	577	1003

...higher likelihood they'll purchase season ticket!

Access Fav Team vs Merchandise:

I wear clothing / merchandise related to \${q://QID2/ChoiceGroup/SelectedChoices} on non-match day...			
	Yes	No	Total
Many times per day	587	281	868
Once per day	45	40	85
A few times per week	16	14	30
Once per week	2	1	3
Once per month	0	2	2
Once every few months	0	1	1
Total	650	339	989

...high likelihood they'll purchase team merchandise!

Access Fav Team vs Saying Positive Things About Attending:

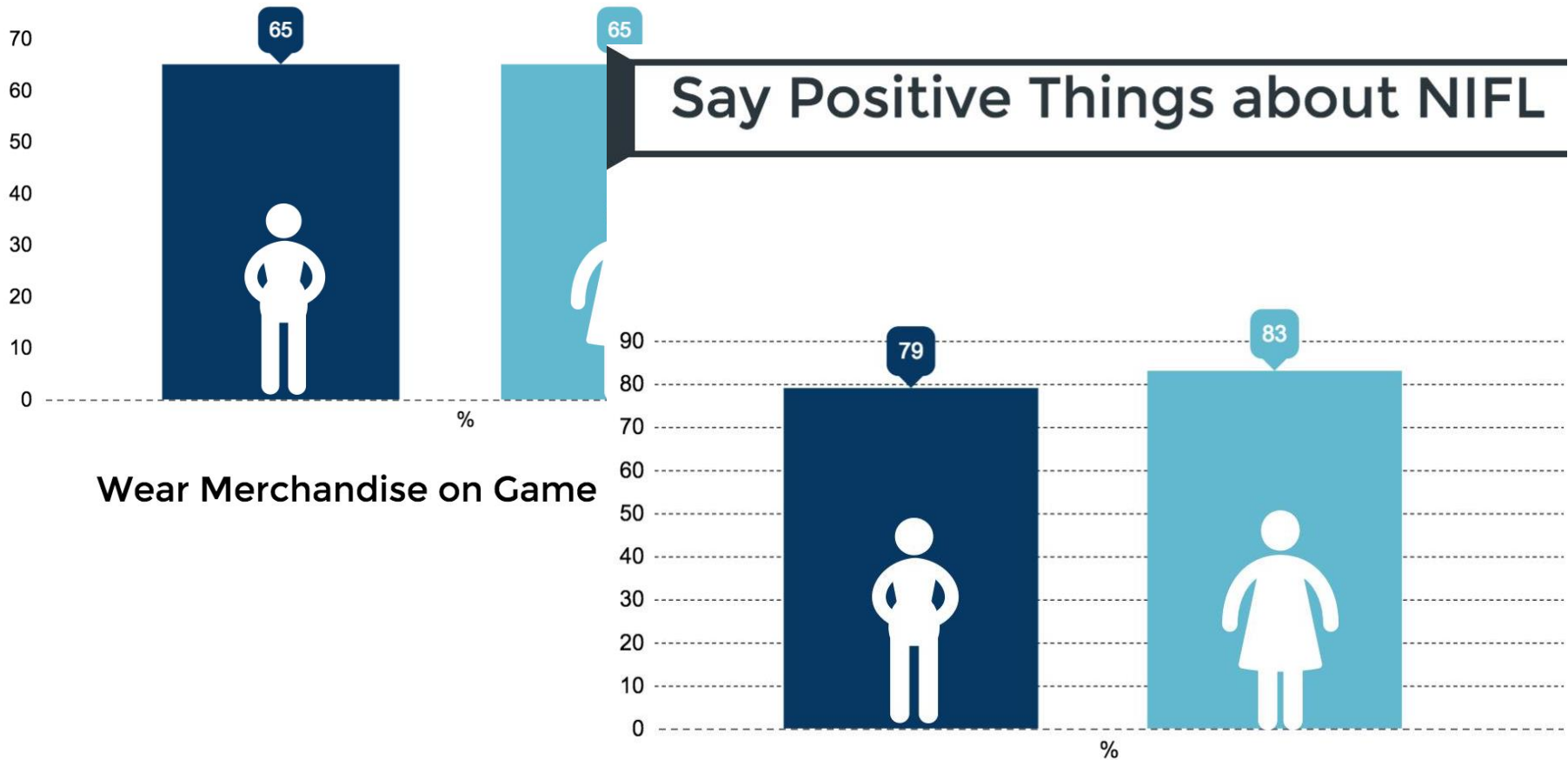
	I say positive things about attending NIFL games to other people							Total
	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree	
Many times per day	1	2	1	8	25	101	197	335
Once per day	1	3	4	14	29	99	129	279
A few times per week	2	5	4	26	40	144	98	319
Once per week	1	2	0	8	16	14	11	52
Once per month	0	2	0	0	4	3	0	9
Once every few months	1	0	0	0	2	3	3	9
Total	6	14	9	56	116	364	438	1003

...high likelihood they'll say positive things about attending!

Female Consumption



Female Consumption (2)



Recommendations



‘The will must be stronger than the skill’

– Muhammad Ali #TheGreatest

- Greater Consideration for the *business of sport* in government policy
- Facilitate the development of a *business of sport* education program within SSCs
- Pilot programme of intervention
- Facilitate the development of FEMALE SPECTATORSHIP!

• Commissioner for Sport

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Thank You!

Questions, Suggestions & Discussion

The most
dangerous
phrase in the
language is,
"We've always
done it this
way."
- Admiral Grace
Hopper



Northern Ireland
Assembly



**QUEEN'S
UNIVERSITY
BELFAST**



**The Open
University**



**Ulster
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