



SPORT **WEST**

Sport in Western Australia:
SOCIAL RETURN ON INVESTMENT





#SPIETH

FORWARD

For a long time, WA sport has been recognised as providing a range of economic, health, social and community benefits however, as an industry, we have struggled to quantify and articulate this value.

Over the past 12 months, SportWest has partnered with ACIL Allen and a range of sports to develop an actual value of WA community sport.

SportWest believes the findings will allow the industry to produce the kind of metrics which can be used at all levels of government to illustrate the true value of community sport. A value we have all known for many years but now a value we can quantify into dollars and cents.

The extraordinary headline findings are:

1. Organised sport in WA delivers an estimated gross benefit of \$10.3 billion per year.
2. For every dollar of economic and social investment into sport, more than \$7 of economic and social benefit are fostered.
3. Each participant in organised sport in WA realises a return of \$10,178 from their participation.

The data this project has delivered will now allow sport to provide a compelling case to both government and the commercial sector as to why investment in sport is a good investment.

Greater investment and an increased understanding of the value of sport across the entire community is required for sport to continue to deliver these quality outcomes for the community in the areas of economic, health, social and community benefits.

The investment also needs to support grassroots volunteers who make WA community sport tick. Investment should be directed to reduce the burdens on existing volunteers with the goal of attracting more volunteers knowing they will be supported and it is important that we support those on the frontline of community sport.

Finally, I want to thank the State Sporting Associations who took part in this study and trusted SportWest and ACIL Allen with their data. Their commitment to this project has been rewarded with some truly amazing statistics which will change the way WA sport advocates from this day forward.

The importance of this data cannot be understated, it's a game changer for WA sport and SportWest looks forward to advocating for increased investment in sport from the grassroots up.

Matt Fulton
Chief Executive Officer
SportWest



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SOCIAL BENEFITS OF WA SPORT

The Social Return on Investment of Structured Sports Participation in Western Australia seeks to measure the economic and social benefits realised from organised, club-based sports across the State.

The study is based on an established “SROI” methodology, which links verifiable benefits and costs associated with club-based sport to individuals, clubs and State Sporting Associations. This does not include unstructured play, participation programs, or general health & fitness activities.

Independent consultants ACIL Allen have found that organised sport in WA delivers an estimated gross benefit of \$10.3 billion per year.

The benefits delivered by sport include: youth life skills, mental health benefits, enhanced human capital, labour market outcomes, enhanced social capital, personal wellbeing, health-related quality of life, improved productivity, suicide prevention, avoided health costs and crime and personal safety.

An important part of the study shows that investing in sport not only delivered health and social benefits but for every dollar of economic and social investment more than \$7 of economic and social benefit are fostered.

Each participant in organised sport in WA realises a return of **\$10,178** from their participation.

As an industry, WA sport also provides **5,715 full time equivalent jobs** underlining the important role sport plays in employing West Australians.



KEY STATS



**THE GROSS BENEFIT OF ORGANISED
SPORT IN WA EACH YEAR IS**

\$10.3B PER ANNUM



**DIRECT ECONOMIC
VALUE CREATED**

\$1.1B PER ANNUM



**JOBS
SUPPORTED**

5,715 FTE

**FOR EVERY \$1 OF ECONOMIC
AND SOCIAL COSTS**

\$7.10 OF ECONOMIC AND

SOCIAL BENEFITS ARE FOSTERED.



KEY STATS



EACH PARTICIPANT
REALISES A RETURN OF

\$10,178

IN TODAY'S DOLLARS FROM
THEIR PARTICIPATION.



VOLUNTEER HOURS

41.9 MILLION HOURS COST OF
VOLUNTEER HOURS

EQUIVALENT **21,511**

FTE EMPLOYEES

\$852.8 MILLION



KEY STATS

GROSS BENEFIT OF ORGANISED SPORT IN WA - **\$10.3 BILLION**

ECONOMIC & EMPLOYMENT

\$4.85 BILLION

PHYSICAL & MENTAL HEALTH

\$3.02 BILLION



PERSONAL WELLBEING &
BROADER SOCIAL BENEFITS

\$2.39 BILLION



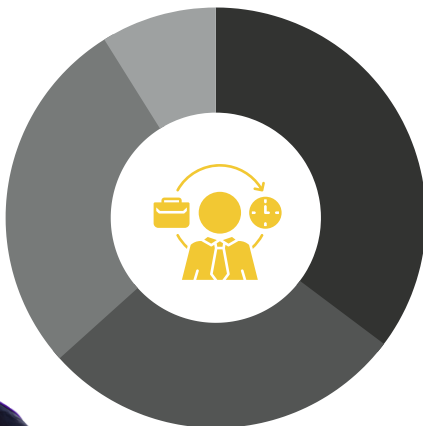
ECONOMIC & EMPLOYMENT

\$4.85 BILLION

Improved Productivity Benefits
\$432 MILLION

Youth Life Skills
\$1.35 BILLION

Enhanced Human Capital
\$1.71 BILLION



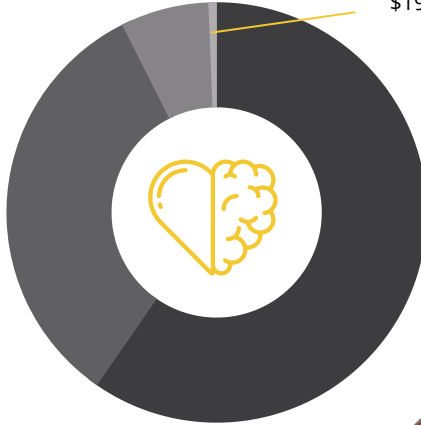
Labour Market Outcomes
\$1.36 BILLION



PHYSICAL & MENTAL HEALTH \$3.02 BILLION

Suicide Prevention
\$205.5 MILLION

Avoided Health Costs
\$19.2 MILLION



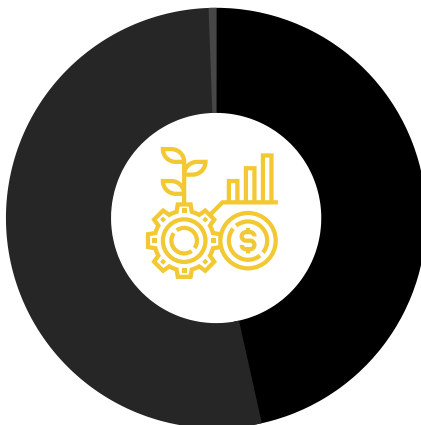
Health- Related Quality Of Life
\$1 BILLION

Mental Health Benefits
\$1.80 BILLION



PERSONAL WELLBEING & BROADER SOCIAL BENEFITS \$2.39 BILLION

Crime & Personal Safety Benefits
\$14.8 MILLION



Enhanced Personal Wellbeing
\$1.17 BILLION

Enhanced Social Capital
\$1.20 BILLION



APPROACH & METHODOLOGY

ACIL Allen was engaged by SportWest to undertake a Social Return on Investment ('SROI') study of structured sports participation in Western Australia. SROI is an emerging area of economic analysis, centred on the quantification of the benefits and costs of activities which are typically outside of the bounds of typical economic and financial analysis frameworks.

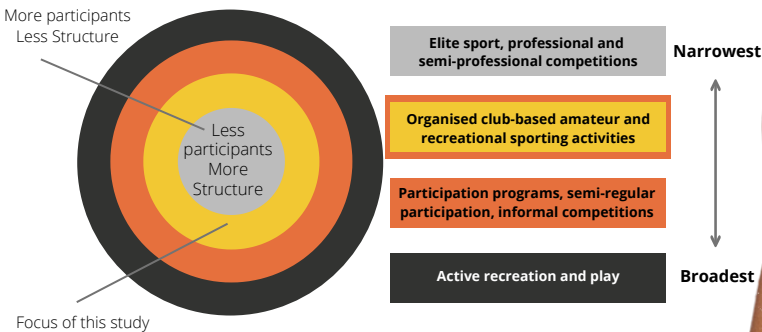
The proposal to develop a SROI study for structured sports participation was a product of SportWest's strategic plan Strategic Priorities for WA Sport 2020-2024, released in July 2020. In this strategy, SportWest and its stakeholders identified 11 priority areas, one of which was to establish an agreed index to measure and promote the value of community sport.

To complete the study, ACIL Allen developed and implemented a SROI framework for structured sports participation, which included:

- Desktop review and framework development
- Stakeholder identification and consultation
- Stakeholder data requests and analysis
- SROI modelling and analysis

Three layers of analysis are conducted in the SROI model, being:

1. Participant analysis: Characterising the benefits and costs of participation in club-based sport.
2. Financial analysis: Charting the flow of funds from participants through to their club, respective SSA, and National Sporting Organisation, through an analysis of the fees and charges levied for participation.
3. Economic analysis: Using the flow of funds to estimate the overall "traditional" economic impact of club-based sport, using ACIL Allen's in-house Input-Output modelling framework.



SportWest would like to acknowledge the work of ACIL Allen who assisted in preparing the data for this project and the Department of Local Government, Sport and Cultural Industries for its support.



Department of
Local Government, Sport
and Cultural Industries

ACIL ALLEN

ACIL Allen is a leading independent economics, policy and strategy advisory firm, dedicated to helping clients solve complex issues.

Its purpose is to help clients make informed decisions about complex economic and public policy issues.

Its vision is to be Australia's most trusted economics, policy and strategy advisory firm. They are committed and passionate about providing rigorous independent advice that contributes to a better world.

SportWest would also like to thank our Member Organisations who took part in this project for the broader benefit of the WA sport industry.



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