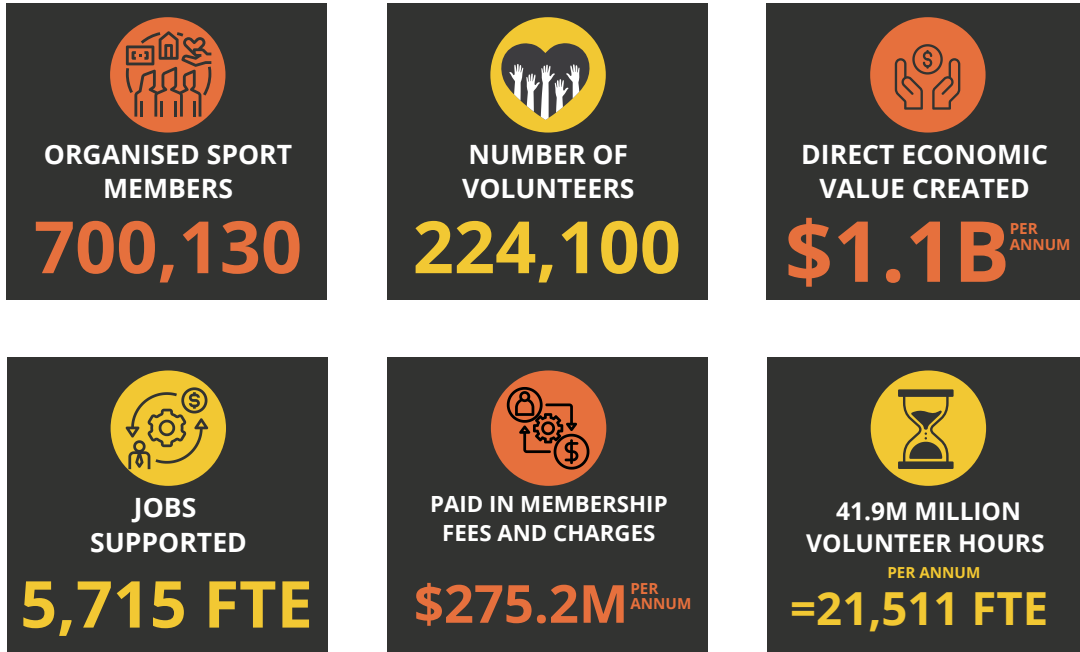


# SPORT WEST SOCIAL RETURN ON INVESTMENT

Sport in Western Australia:

The Social Return on Investment of Organised 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.

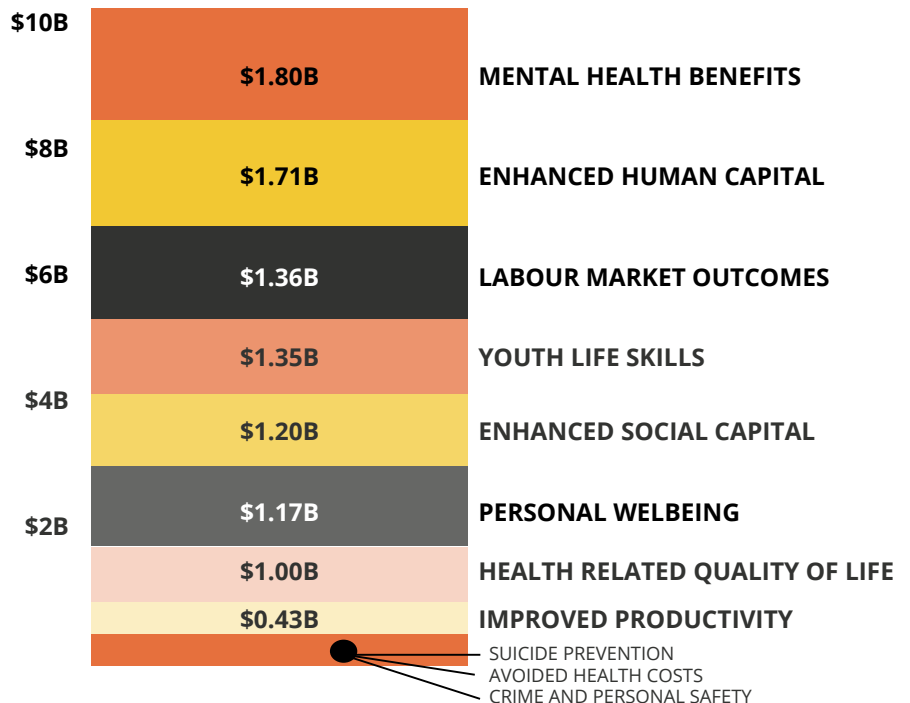


FOR EVERY \$1 OF ECONOMIC AND SOCIAL COSTS \$7.10 OF ECONOMIC AND SOCIAL BENEFITS ARE FOSTERED.



EACH PARTICIPANT REALISES A RETURN OF **\$10,178** IN TODAY'S DOLLARS FROM THEIR PARTICIPATION.

THE GROSS BENEFIT OF ORGANISED SPORT IN WA EACH YEAR IS **\$10.3B** PER ANNUM



# THE SOCIAL RETURN ON INVESTMENT APPROACH AND METHODOLOGY

Social Return on Investment ('SROI') is a form of benefit cost assessment but one that takes the approach to quantify the social change created by a program, a policy, investment or entity. It is a useful form of analysis for not for profit or mission based organisations, which seek to foster positive social change but have benefits which are difficult to measure in traditional financial means.

In this study ACIL Allen worked with SportWest and 13 participating State Sporting Associations ('SSA') to build a data set which allowed for the estimation of a range of benefits and costs associated with organised sport in WA. These are outlined in the table below. ACIL Allen developed a comprehensive database of benefits and costs using these inputs and assumptions, and past studies and research which quantified these impacts. This flyer presents results for the whole of organised sport in WA, underpinned by a comprehensive report.

| Benefits & Costs               | Brief description                          |
|--------------------------------|--|
| Enhanced human capital         | Sport teaches resilience and life skills   |
| Health-related quality of life | Sport fosters improved physical health     |
| Avoided health costs           | Improved health lowers disease burden      |
| Improved productivity          | Improved health reduces absenteeism        |
| Labour market outcomes         | Clubs are sources of job matching          |
| Personal wellbeing             | Individuals feel good when playing sport   |
| Crime and personal safety      | Sport reduces individual risk of crime     |
| Suicide prevention             | Improved mental health reduces suicides    |
| Mental health benefits         | Sport provides significant mental benefits |
| Enhanced social capital        | Sport and clubs builds social capital      |
| Youth life skills              | Youth sport prepares kids for life         |
| Volunteering hours spent       | The opportunity cost of volunteering       |
| Sports injuries                | Financial cost of sports injuries          |
| Fees and charges               | The financial cost borne by participants   |
| Other SSA spending             | Additional spending required to run sport  |



## ABOUT ORGANISED SPORT IN WESTERN AUSTRALIA





Over 130 member organisations and 700,000 active West Australians contribute to the organised sporting community in Western Australia as a player, administrator or volunteer. Sport plays a significant role in forming the identity of all West Australians and is inclusive by way of providing opportunities for participants of all demographics. The benefits of organised sport push well beyond physical and mental health into social cohesion, life skills development, personal wellbeing and improved economic and jobs outcomes for participants.

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.



**ACIL ALLEN**



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SportWest is the peak industry body for sport in Western Australia. SportWest exists to promote, strengthen and advocate for the sports community of WA.

We represent more than 130 members and over 5,000 sporting clubs involved in the conduct, administration, promotion and development of sport and related activities.

For more information about SportWest, visit [www.sportwest.com.au](http://www.sportwest.com.au)