

# Global Sports Impact Project



Presenting Partners





## HOSTING WORLD CLASS EVENTS

UK Sport's World Class Events Programme currently distributes around £3.5 million of Lottery funding each year to support the bidding and staging of major international sporting events in the UK.

Over 110 international events hosted across 41 Olympic and Paralympic sports will have been supported from 2007 until the London 2012 Olympic and Paralympic Games, attracting around 30,000 athletes and over 27,000 opportunities for officials and volunteers to develop key skills ahead of London 2012.

"Through their effort to proactively benefit from the London 2012 Games in the long term, UK Sport's initiative is the proof that legacies of the Olympic Games do not simply happen by themselves. They require careful planning and a permanent focus. The positive result of UK Sport's plans is now an example other host countries of the Games will be able to follow." *Gilbert Felli, IOC Olympic Games Executive Director.*

Our 2013-19 programme will ensure a major events legacy for the UK by using our new event-hosting assets to establish the UK as one of the world's leading host nations. Major events already secured included; 2017 IAAF World Championships, 2015 World Artistic Gymnastic Championships and the ICF Canoe Slalom World Championships 2015.

For more information visit: [www.uk sport.gov.uk/events](http://www.uk sport.gov.uk/events)



**LOTTERY FUNDED**

# overview

---

The hosting of sports events has become a huge global industry, with billions of dollars spent every year in organising major events around the world. These events also generate billions in tourism, ticketing, merchandising, television rights and sponsorship revenue.

---

But just how big is the sports events industry and what impact does it have on the global economy and on the cities and nations that host these events?

There is currently no internationally recognised method of analysing the benefits of hosting major sporting events. Every country and consultancy uses its own different methodology and there is no accepted international standard that allows the comparison of major sporting events.

Consultancy firms like KPMG, Deloitte and PricewaterhouseCoopers have all developed their own techniques and methodologies for measuring the impact of sports events. Government agencies in countries such as Australia, Canada, South Africa, the United Kingdom and USA have also developed their own measurement techniques for analysing sports events hosted in their own countries.

But the methodology and the techniques used to measure these impacts varies from group to group making it almost impossible to compare differing sets of data. There is no common base for these methodologies, making it impossible to compare one event with another or quantify the full impact

that sport has on the global economy.

It is widely accepted that the Summer Olympic Games and the FIFA World Cup sit at the pinnacle of sport but which one delivers the greatest impact and how does the Winter Olympics compare to the Asian Games or the IAAF World Athletics Championships compare to the FINA World Swimming Championships.

Many academics have undertaken research projects to study the impact of major sports events and to consider the effectiveness of these different methodologies. They all agree that there is very little commonality in the methods used by the different group of experts and that there is a need to create a standard methodology.

With more and more stakeholders competing to host major sports events there is a need for better information and knowledge in this area.

The primary objective of the Global Sports Impact project (GSI) is to create an internationally accepted methodology for measuring the impact of sports events thus enabling events to be compared across a standard set of indicators.



# global sports impact

---

The Global Sports Impact (GSI) project aims to create a standard methodology for measuring the impact of sports events.

---

Once this methodology has been established each event will then be measured against a standard set of indicators. These indicators will then be used to calculate the 'GSI Rating' of each event.

This 'GSI Rating' will then be used to compare similar sets of events and a GSI Events Index created. This index will then, in turn, be used to create the GSI Nations and Cities Index.

Each of these indexes will be developed through a series of questionnaires sent to experts with knowledge and experience in the hosting and delivery of major sporting events.

These experts will represent a diverse range of organisations including:

- International Federations
- Event Organisers
- National Olympic Committees
- Government Agencies
- Sport City Departments
- Broadcasters
- Strategic Consultants
- Facility Architects
- Academic Institutions
- Marketing Agencies
- Sponsors
- Event Service Providers
- Insurance
- Financial Companies

The GSI project is a partnership founded by organisations that recognise the need and importance of establishing an industry-recognised method of analysing the impact of major sporting events.

The partnership currently consists of Singapore Sports Council, Sportcal and UK Sport.

Supporting partners include Sagacity and JTA.

Academic partners include the Centre for Sustainable Management of Tourism Sport and Events (CESMATSE) at the European University in Cyprus, the Institute of Sport, Exercise and Active Living (ISEAL) at Victoria University in Australia and the Institute of Sport Economics and Sport Management at the German Sport University in Cologne.

The project hopes to attract other partners who wish to participate in the development of the Global Sports Index.



# GSI events index

---

The GSI Events Index (GSI-E) aims to identify the key indices that can be used to measure the impact that an event has on a host city, region and nation.

---

This index will compare major events across a range of sports, including 'mega events' such as the Olympic Games and the FIFA World Cup through to major world and continental championships.

The GSI-E will be created from a series of indices analysing a range of economic, financial, sporting, media, social and environmental impacts.

A limited number of indices will be chosen in the first iteration of the GSI-E, with additional indices to be added in subsequent years.

Data will be gathered for the major sports events and measured against the various indices and their weightings and an index value calculated for each event.

Events to be studied initially include the Olympic Games, the FIFA World Cup, various multi-sport games, world

championships, continental championships, world series and other major events from all Olympic and selected non-Olympic sports.

The index will cover events that have taken place in the last 5 to 10 years and will also consider events awarded, but yet to be hosted, in the future.

Events will be broken down into separate tiers so that different weightings can be allocated to different types of sports.

Through a process of consultation with our experts the following tiers have been identified:

- Tier 1 - Mega Events
- Tier 2 - Multi-Sport Games
- Tier 3 - World/Continental and Major Championships
- Tier 4 - Other Major Events and World Series



# GSI cities and nations index

---

## GSI Cities Index

The GSI Cities Index, (GSI-C), aims to develop an index to identify the cities most successful at bidding for, attracting and hosting major sporting events.

Data gathered for each city will identify the number of events of international significance that a city has hosted over the last 5 or 10 years.

The GSI-C will then be calculated for each city, based upon the GSI Events Index weighting for each event hosted.

Cities will then be ranked in a variety of different ways based on the GSI-C and other sets of data.

The GSI-C and supporting data will be stored in an online database and linked to key demographic data for each city.

This database will allow the GSI-C data and rankings to be analysed in a variety of ways based on different criteria.

---

## GSI Nations Index

The GSI Nations Index, (GSI-N), aims to develop an index to identify the nations most successful at bidding for, attracting and hosting major sporting events.

Data gathered for each nation will identify the number of events of international significance that a nation has hosted over the last 5 or 10 years.

The GSI-N will then be calculated for each nation, based

upon the GSI Events Index weighting for each event hosted.

Nations will then be ranked in a variety of different ways based on the GSI-N and other sets of data.

The GSI-N and supporting data will be stored in an online database and linked to key demographic data for each nation.



# GSI service & report

---

The Global Sports Impact project will deliver a series of analytical reports and an online service. The reports will study the impact that major sports have had on the global economy and determine how the impact of these events should be measured. The online service will allow organisations to study the GSI data in a variety of different ways using a range of analytical tools.

---

## Global Sports Impact Report

The Global Sports Impact Report will provide an insight into some of the world's biggest sports events and the impact they have had on the cities and nations that have hosted them.

The report will study four tiers of events across a range of different indicators including economic, financial, sporting, media, social and environmental areas.

It will attempt to identify the key deliverables that each event has produced and how they have performed in comparison with other events.

The report will also contain information on the City and Nation indexes.

---

## Global Sports Impact Online Service

The Global Sports Impact Online Service will provide an in-depth guide to all the major sporting events that have taken place in the last 10 years and those that will take place in the next 10 years.

The service will analyse over 300 major events across 50 sports, providing background information on the host city and

venues, together with data covering a range of economic, financial, sporting, media, social and environmental indicators.

The service will also provide a series of unique analytical tools that will enable organisations to study major sports event data in a variety of different ways including event-by-event or by comparison across different sports and types of events.

---

# GSI experts

---

The Global Sports Impact is being developed through a series of consultations with a number of leading event experts from around the world. Organisations currently involved in the project include...

## Academics

Auburn University  
Curtin University  
Deakin University Australia  
European University Cyprus  
Griffith University  
Idheap  
La Trobe University  
Poznan University  
Serbian Academy of Sciences and Arts  
The University of Limoges  
University of Canberra  
University of Cologne  
University of Florida  
University of Hamburg  
University of Nottingham  
University of Ottawa  
University of Stirling  
University of Westminster  
University Paris 1

## Architects

Aecom  
Foster & Partners  
KSS Architects  
Populous

## Bid Committees

DesignSport/Doha 2020 Olympic Bid Committee  
Madrid 2020  
Olympics for 2028

## Cities

Auckland Tourism, Events and Economic Development  
Goteborg & Co  
London & Partners  
Quebec City  
Sao Paulo Tourism  
Tourism Vancouver  
Wonderful Copenhagen

## Consultants

Deloitte  
Global Media & Sports  
JTA  
KPMG  
MI Associates

pmplegacy  
PWC  
Quantis  
Sagacity MCS  
The Sports Consultancy

## Governing Bodies

ASOIF  
Badminton World Federation  
Commonwealth Games Federation  
International Hockey Federation  
International University Sports Federation  
International Association of Athletics Federations  
International Basketball Federation  
International Ice Hockey Federation  
International Rugby Board  
International Surfing Association  
International Swimming Federation  
International Waterski and Wakeboard Federation  
International Weightlifting Federation  
Union Cycliste Internationale  
UEFA  
World Archery Federation  
World Curling Federation

## Government Agencies

Canadian Sport Tourism Alliance  
EventScotland  
Singapore Sports Council  
Sport and Recreation NZ  
Sport and Recreation South Africa  
Sport Event Denmark  
UK Sport

## Olympic Committees

Dutch Olympic Committee & Sports Federation  
Finnish Olympic Committee  
Olympic Council of Malaysia  
Slovak Olympic Committee  
Spanish Olympic Committee

## Organising Committees

2014 FIFA World Cup Organising Committee Brazil  
2018 FIFA World Cup Organising Committee Russia  
Glasgow 2014  
Rio 2016  
Sochi 2014

*We would like to thank the individuals concerned for all their support of the GSI project.*



# presenting partners

---

## Sportcal



Sportcal is the leading provider of sports market news and intelligence and provides the most comprehensive guide to all the latest developments in the global sports events industry.

Sportcal's 'Events' service provides an in-depth guide to all the latest bidding opportunities for major world sporting events,

together with analysis of the bid process and details of who is currently bidding for the event.

Sportcal also produces a quarterly magazine and a number of publications, each providing essential information and analysis for organisations involved in all sectors of the sports events industry.

## Singapore Sports Council



The Singapore Sports Council aims to transform the nation through sport, by inspiring people and uniting communities. As the national sports agency, we work with a vast network of public-private-and people sector partners to create access, opportunities and capabilities for individuals to live better through sports. As detailed in the Vision 2030 Live Better

Through Sport recommendations, our mandate goes beyond driving participation and winning medals. At SSC, we use sport to create resilient, tenacious people, an appreciation for teamwork, a commitment to purpose, strong united communities and national pride.

## UK Sport



UK Sport is the nation's high-performance sports agency. Its mission is to work in partnership to lead sport in the UK to world class success.

UK Sport's World Class Events Programme currently distributes around £3.5 million of Lottery funding each year to support the bidding and staging of major international sporting events on home soil. Over 110 international events will have been

supported from 2007 until the London 2012 Olympic and Paralympic Games, attracting around 30,000 athletes and over 27,000 opportunities for officials and volunteers to develop key skills ahead of London 2012. The success of this programme has led to the development of an ambitious event hosting strategy for the post London 2012 period, which will see National Lottery investment increase to £5 million per year. [www.ukspor.gov.uk/events](http://www.ukspor.gov.uk/events)



# summary

---

The primary objective of the Global Sports Impact (GSI) is to create an internationally accepted methodology for measuring the impact of sports events thus enabling events to be compared across a standard set of indicators and to establish a series of indexes.

---

There is currently no internationally recognised method of analysing the benefits of hosting major sporting events. Every country and consultancy uses its own different methodology and there is no accepted international standard that allows the comparison of major events.

There is also a lack of good standardised data and information on major sports events, making it difficult to identify the key benefits that these events bring to cities and nations.

The Global Sports Impact (GSI) project aims to create a standard methodology for measuring the impact of sports events through a series of consultations with the key stakeholders in the global sports events industry.

The project has attracted over 200 leading industry experts to participate in the project.

These experts represent a diverse range of organisations including:

- International Federations
- Event Organisers
- National Olympic Committees
- Government Agencies
- Sport City Departments
- Broadcasters
- Strategic Consultants
- Facility Architects
- Academic Institutions
- Marketing Agencies
- Sponsors
- Event Service Providers
- Insurance
- Financial Companies

The GSI project is a partnership founded by organisations that recognise the need and importance of establishing an industry-recognised method of analysing the impact of major sporting events.

The current partners, Singapore Sports Council, Sportcal and UK Sport, are seeking additional partners to help support and develop the project over the next year and establish an internationally recognised method of measuring the impact of major sporting events on the global economy and the cities and nations that have hosted them.



# Sporting Singapore

## Your City. Your Sports.

Think of Sporting Singapore as your city in Asia. For sports, for business, for champions, for you. We can host your event, test your brand and provide a training haven for your athletes. Singapore has world-class transportation and telecommunication systems, a business-friendly government, an unparalleled network of sports venues and facilities and an excellent record in events hosting. Think diverse capabilities, innovative ideas, service excellence and vast experience — all in Singapore. Your City. Your Sports.

For more information, please visit [www.ssc.gov.sg](http://www.ssc.gov.sg) or email [sportsbusiness@ssc.gov.sg](mailto:sportsbusiness@ssc.gov.sg)



Second Overall

Partners in Sports



Giving Hope. Improving Lives.

## Presenting Partners

---



## Supporting Partners

---



## Academic Partners

---

