

Sport Satellite Accounts: The European Project

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Background Information

- SSA project is a European Union project initiated under the Austrian European Presidency in January-June 2006
- EU Working Group on Sport and Economics chaired by the European Commission met for first time in Vienna in September 2006

Background Information

- There was consensus in Vienna that the activities of the Working Group would have three main purposes:
- To measure the sport sector as a percentage of GDP and the effects of sport on employment, value added, and purchasing power in the Member States as well as at EU level using satellite accounts;
 - To measure the dynamics of the sport sector over time;
 - To have reliable data as a basis for future decision-making with a bearing on the sport sector.

Background Information

11th of July 2007 – EU White paper on Sport

"The Commission, in close cooperation with the Member States, will seek to develop a European statistical method for measuring the economic impact of sport as a basis for national statistical accounts for sport, which could lead in time to a European satellite account for sport"

Background Information

Since the Vienna meeting, there have been eight more meetings of the Working Group. The meetings took place in January and May 2007 in Brussels, October 2007 in Vilnius, in May 2008 in Vienna, in February 2009 in Paris, October 2009 in Budapest, June 2010 in Cyprus, and March 2011 in Brussels.

Background Information

As a result of these meetings:

- a common methodology for creating a sport satellite account has been developed;
- seven countries (Austria, Cyprus, Germany, the Netherlands, Hungary, Poland and the UK) have begun the process of producing a sport satellite account.
- At this moment in time four countries (Austria, UK, Cyprus and Poland) have produced a satellite account for sport.

Definition of Sport in Economic Sense (Vilnius Definition of Sport)

Definitions:

- **Statistical** (NACE cat. 92.6 – Sporting Activities)
- **Narrow** (All products and services which are necessary as inputs for doing sports)
- **Broad** (All products which have direct or indirect relation to any sport activity but without being necessary to do sport)

What is a Satellite Account?

A Satellite Account System is specifically aimed at subjects, themes, or sectors of the economy, which are not observable in the traditional System of National Accounts, because they do not correspond to a specific statistically delineated economic activity. In other words, a Satellite Account System is a robust statistical framework for measuring the economic importance of a specific industry, e.g. the sports sector, within the national economy.

Results: UK

	£m,'000s	% of the national economy
Consumer spending	£23,588	3.2%
Gross Value Added	£22,881	2.2%
Employment	568.6	2.0%

Results: Sports Clothing

	£m,'000s	% of the sport total
Consumer spending	£2,263	11.7%
Gross Value Added	£110	0.4%
Employment	4.0	0.7%

Results: Telecommunications (including TV, Cable and Satellite),

	£m,'000s	% of the sport total
Consumer spending	£2,335	9.89%
Gross Value Added	£2,136	9.33%
Employment	33.4	5.87%

Results: Recreational Services

	£m,'000s	% of the sport total
Consumer spending	£8,878	37.63%
Gross Value Added	£14,845	64.9%
Employment	344.2	60.5%

Comparisons: UK,AT,CY

Consumer Expenditure (euros)	AT	CY	UK
Sport related	4.7bn	0.30bn	34.7bn
% of total	3.6%	3.7%	3.2%

Comparisons: UK,AT,CY

Gross value Added (euros)	AT	CY	UK
Sport related	8.4bn	0.31bn	33.7bn
% of total	4.0%	2.4%	2.2%

Comparisons: UK,AT,CY

Employment (‘000s)	AT	CY	UK
Sport related	219	7.6	569
% of total	5.8%	2.2%	2.0%

Next Steps

The UK, Austria, Cyprus and Poland have produced their first sports satellite account estimates. Germany, Hungary and the Netherlands will complete the work in 2011/12. The strength of this initiative is that all of these countries will be using the same definition of sport and the same methodology to construct the sport satellite account making genuine international comparisons possible for the first time.