



MUNSTER GAA RETURN ON COACHING INVESTMENT



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MUNSTER GAA
RETURN ON COACHING INVESTMENT

APRIL 2016



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Table of Contents

1. Introduction and Overview	4
2. Club Survey Summary	10
3. Parents.....	20
4. Players	25
5. Comparison 2011 and 2015	33
6. Return on Investment	37



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SECTION ONE

INTRODUCTION AND OVERVIEW



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Introduction and Overview

Munster Council GAA commissioned W2 Consulting to undertake an analysis on the return on coaching investment across the province. The review of 2015 coaching investment is a follow up study to the research undertaken in 2011.

The methodology that was employed for the 2015 review was consistent with the 2011 approach in order to facilitate comparisons between both studies. The basis for the return on investment study is centred on the creation of a valuation system that values the coaching outputs of Munster GAA and its coaching channels through Games Development structures and the clubs and schools. The research methodology is based on a Social Return on Investment (SROI) methodology that is used to measure intangible and non-market traded services i.e. create a value system around the coaching services provided to underage players across the province. The SROI approach is widely employed to determine the impact of investment into sports provision and the return generated by the governing body based on the value the end user places on the outputs of the coaching investment i.e. value placed by players and parents on one hour of GAA coaching and subsequent value they receive over the course of a GAA season based on the outputs of their club and they price the pay in terms of membership.

In developing the value system to inform the SROI model the following research methodology was employed;

1. Survey of Second level students

- a. Sample Size – 800 completed surveys
 - i. Surveys conducted in second level schools across all six Munster counties
- b. Key Research Objectives
 - i. Determine value system that underage players place on GAA and non GAA sports activity.
 - ii. Assess factors contributing to fall off in Gaelic Games participation among teenagers

2. Survey of parents of underage players

- a. Sample Size – 400 completed surveys
 - i. Survey of parents of underage GAA players across all six Munster counties
- b. Key Research Objectives
 - i. Determine value parents place on the coaching provided to their children at all age grades.
 - ii. Assess the level of uptake of coaching and playing provided by clubs among underage players
 - iii. Establish the outputs of GAA coaching that parents attach the highest values.

3. Survey of Munster GAA clubs

- a. Sample size – 375 completed surveys
 - i. Online survey of all Munster GAA Clubs - % response rate
- b. Key Research Objectives
 - i. Examine current coaching and playing outputs of all clubs with underage structures
 - ii. Identify areas for future coaching development



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4. **Review of Munster GAA Coaching Data**
5. **Review of Munster GAA Player Numbers Data**

Following the primary research data collection, analysis was conducted to assess the following key values that are used in the SROI model to determine the overall coaching outputs across the provincial structures and the associated return on investment generated.

1. Value generation for GAA coaching of underage players
2. Value generation of non GAA sports activity
3. Value generation of non sport activity.

The values determine the market value each cohort places on GAA coaching, non GAA sports and non sports activity. These values are subsequently applied to a financial model to estimate the overall return on investment, life time value of coaching for underage players and the annual return on GAA membership paid by parents.



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Munster GAA Coaching Performance Summary

- There was a total of 10,849 mentors and coaches engaged with GAA clubs across the province in 2015 compared with 10,537 in 2011.
- Every euro invested in coaching by Munster GAA in 2015 yielded a return of €15.27 compared to €12 in 2011.
- The Munster GAA investment of €1.72 million into provincial coaching supports and structures in 2015 has generated a return on investment of €26.3 million.
- The total player time generated by Munster GAA clubs in underage games and training was 2.25 million hours representing the cumulative time spent by all underage players attending training sessions and games in 2015. This represents an increase of 16.5% on 2011 figures highlighting increase levels of provision by clubs and growing rates of participation.
- Parents are receiving a €9.15 return on investment for every euro they spend on their children’s GAA membership based on the health, social and sports benefits they receive for their children. This represents an increase of 17.6% compared to €7.54 in 2011.
- Over 2,854 weekly underage training sessions are held across the province during the playing season generating 3865 hours of G.A.A. coaching time for underage players each week. This represents an increase of 15.9% from 2011 where 2,400 weekly training sessions were hosted by clubs generating 3,183 hours of training per week.
- 46% of clubs in the province have experienced growth in the playing numbers while 33% of clubs have retained the same playing numbers over the past three years. Over 21% of clubs in the province have witnessed a decline in their playing numbers in the past three years.
- 32,544 underage players participated in the 373 Munster GAA Cul Camps hosted in 2015 across the province.
- The 2015 playing numbers per age group are as follows;

Age Grade	No. of Players
Under 8	13,434
Under 10	10,129
Under 12	10,691
Under 14	9,898
Under 16	8,852
Under 18	7,784

- A total of 674,840 player contact hours are generated by Munster GAA coaches through the Go Games coaching programme in primary and secondary schools generating a value of €4.163 million.
- The value of total schools activity between schools Go Games and Blitzes across hurling and football is €9.132 million accounting for 1.48 million hours of Gaelic Games contact in the province.
- The lifetime value an underage player receives from GAA activity is valued at €3,542.96. This is based on a player participating from under 8 to minor. The 2011 lifetime value of a player was estimated at €2713.44 representing an increase of 23.5%. This is a direct consequence of more training and playing opportunities throughout all age grades combined with an increase in the value parents attach to GAA activity. Based on the value parents are willing to pay for Non GAA exercise and physical activity for their child they would have to pay €4,833.56 to the private sector per child over that period of time.
- The health benefits derived from playing Gaelic Games and children’s social skills development were identified by parents as the two most important outcomes of their children’s involvement in the G.A.A
- Parents value a one hour training session delivered by the GAA at €6.17 per hour compared to €5.82 in 2011.



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- Parents place a value of €6.34 per hour of general exercise / physical activity where their child can obtain the range of health and sports from being physically active.
- Parents consider €6.49 a fair amount to pay for one hour of activity for their children in a non sports activity.
- Based on the value parents place on one hours GAA activity the following represents the value received per child in a GAA season i.e. the value of the total seasons playing activity based on parents valuation of one hours training and coaching.

Age Grade	Value of GAA season
Under 8	€199
Under 10	€311
Under 12	€398
Under 14	€363
Under 16	€273
Under 18	€227

- Underage Players value one hours coaching delivered through the GAA at €4.84 per hour.
- Under 14s surveyed valued one hours GAA coaching at €4.20 while under 16's valuation was €4.82 and €5.32 for minor players.
- The overall average value amount underage GAA players are willing to pay for one hour's entertainment in a non-sporting activity is €6.72.
- Under 14s valued one hours non sport entertainment at €6.14, under 16s at €6.19 and minor players at €7.44.
- The overall average amount players are willing to pay for one hour of general exercise or sports activity (non GAA) is €4.97.
- Under 14s surveyed indicated they are willing to pay on average €3.84 for one hour of general exercise or sports activity (non GAA) while under 16s are willing to pay €5.12 with minors are willing to pay €5.47 per hour.
- Munster GAA activity in schools is responsible for the generation of 1.48 million playing hours of GAA activity across primary and secondary schools through Go Games coaching and blitzes.
- There are 588 primary schools with hurling Go Games blitz programmes with 57,277 players. The average number of blitzes played by a player is 5.
- There is a total of 688 primary schools with football Go Games blitz programmes with 62,626 participants. The average number of blitzes played by a player is 4.
- There is a total of 826 primary schools receiving Go Games coaching programmes with 84,355 participants.
- A total of 46% of clubs stated that they have an above average level of difficulty in attracting mentors to get involved in coaching with the club.

Go Games Outputs

- The average number of blitzes played by an underage GAA player is 7
- There is a total of 626 primary school club / school links provided by Munster GAA
- There is a total of 380 Clubs with a U8 Club Go Games Blitz Programme (i.e. 5+ blitzes)
- 384 Clubs have a U10 Club Go Games Blitz Programme (i.e. 5+ blitzes)
- There is a total of 325 Clubs with a U12 Club Go Games Blitz Programme (i.e. 5+ blitzes)
- The number of players in Go Games Blitz Programmes is 26,748

Super Touch Outputs

- The number of clubs with a Super Touch Blitz programme is 229 with 4,636 participants. The average number of blitzes played by a player is 3.



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- The number of school Super Touch Blitz programmes is 125 with 4,851 participants. The average number of blitzes played by a player is 4.
- Over 19,400 hours of secondary level player activity is generated through the schools Super Touch Blitz programme across the province.

Talent Academy Outputs

- A total of eighteen Talent Academy Hurling U.14 Squads exist in the province with 638 participants
- There are eighteen (18) Talent Academy Hurling U.15 Squads with 540 participants
- A total of twenty-seven (27) Talent Academy Hurling U.16 Squads exist with 484 participants
- A further eight (8) Talent Academy Hurling U.17 Squads are in operation with 219 participants
- There are twenty-two (22) Talent Academy Football U.14 Squads with 702 participants
- A total of twenty-one (21) Talent Academy Football U.15 Squads exist with 624 participants
- Nineteen (19) Talent Academy Football U.16 Squads are in operation with 485 participants
- There are six (6) Talent Academy Football U.17 Squads with 201 participants
- Three (3) Youth Camps were hosted with 57 participants

Coach Education Outputs

- There is a total of 22 online foundation courses
- There is total of 5 online workshops and a total of 352 club coaching officers
- A total 79 active coach education tutors with Munster
- There was a total of 116 foundation level courses and 30 award level 1 courses and one award level 2



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SECTION TWO

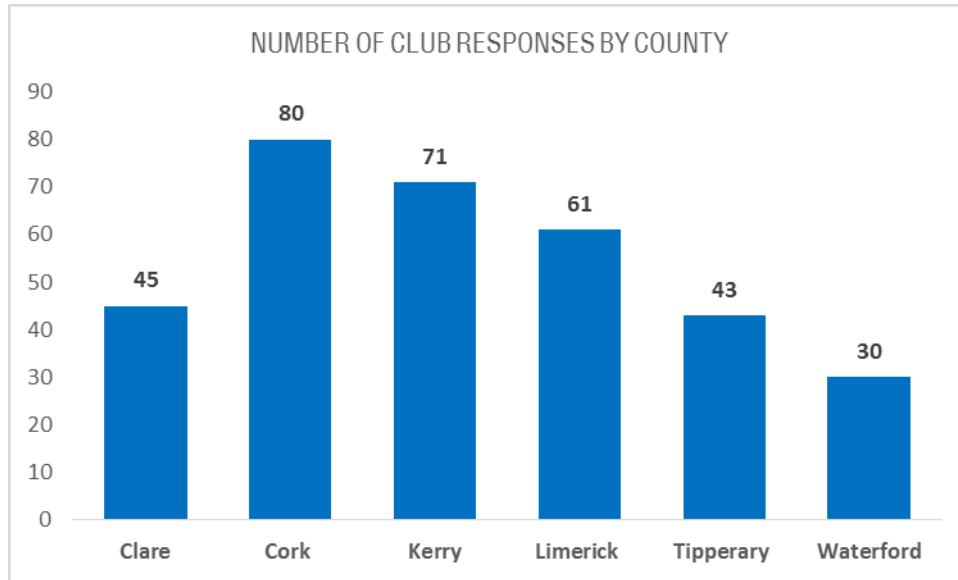
MUNSTER GAA CLUB SURVEY SUMMARY



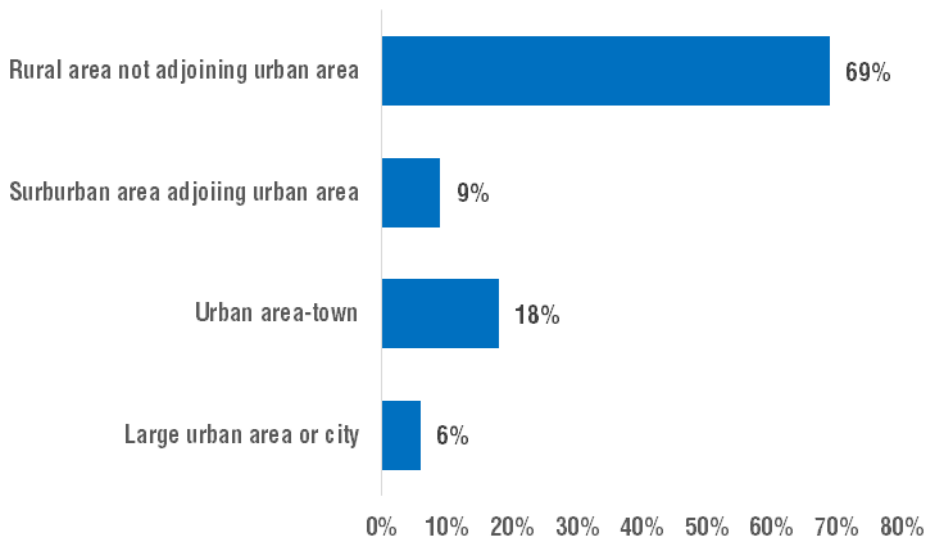
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1. Club Survey Summary

Number of Club Responses by county

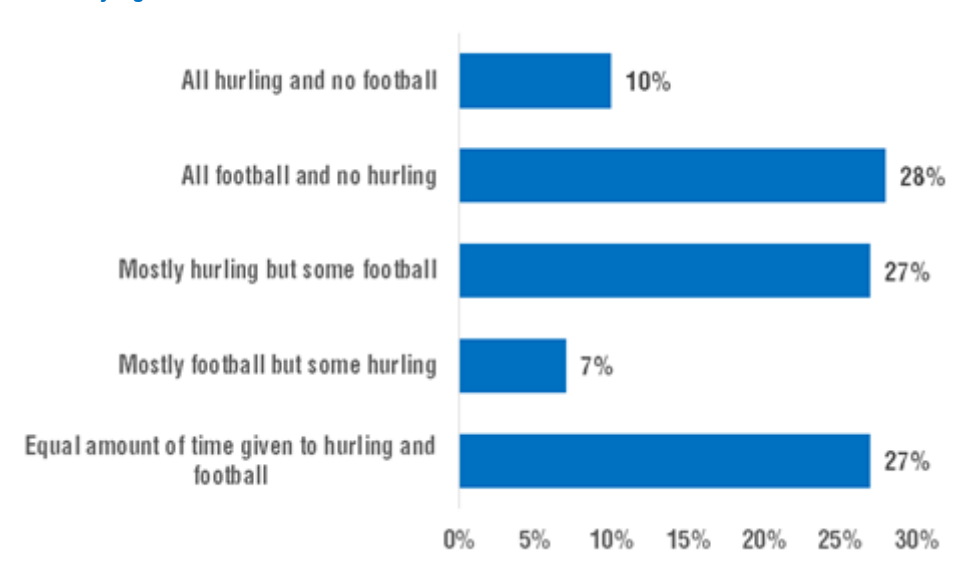


Club Location

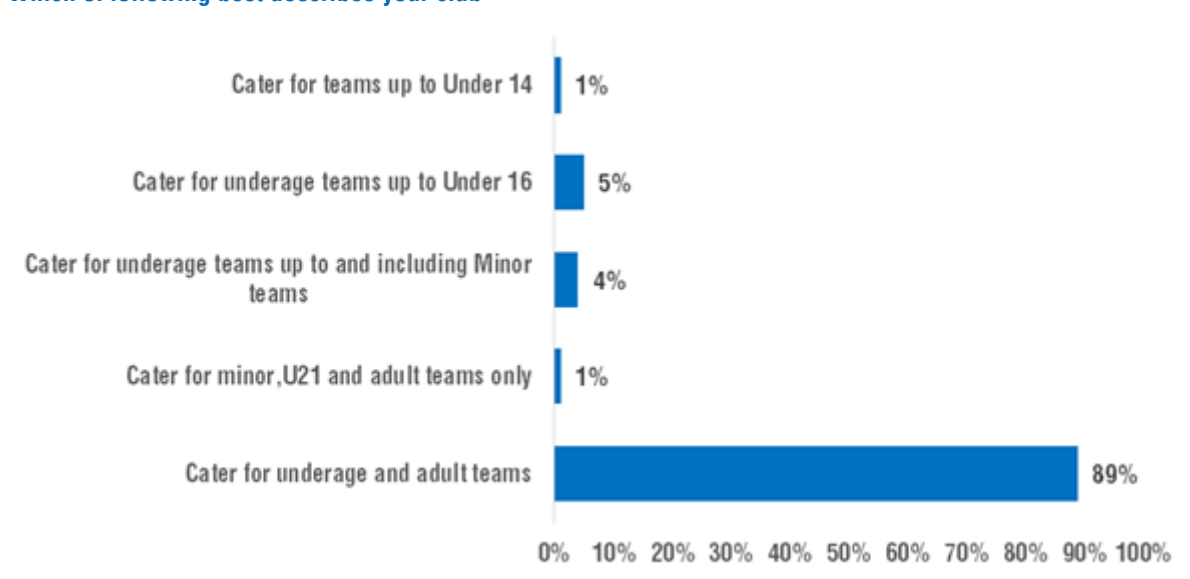


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Club Playing Activities

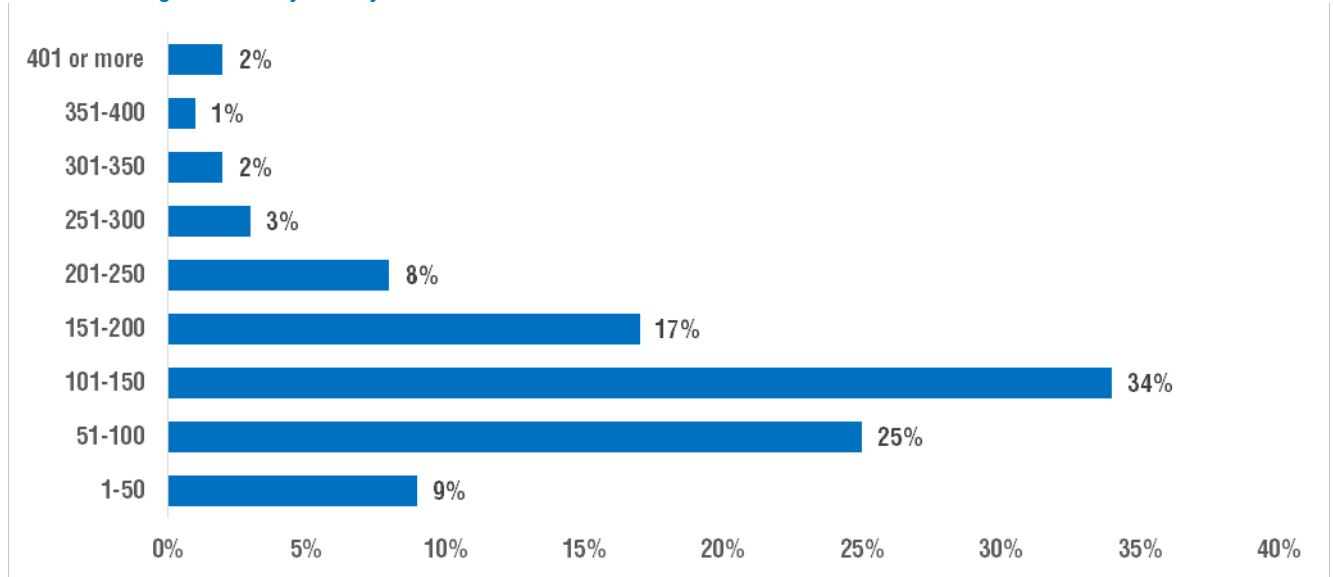


Which of following best describes your club



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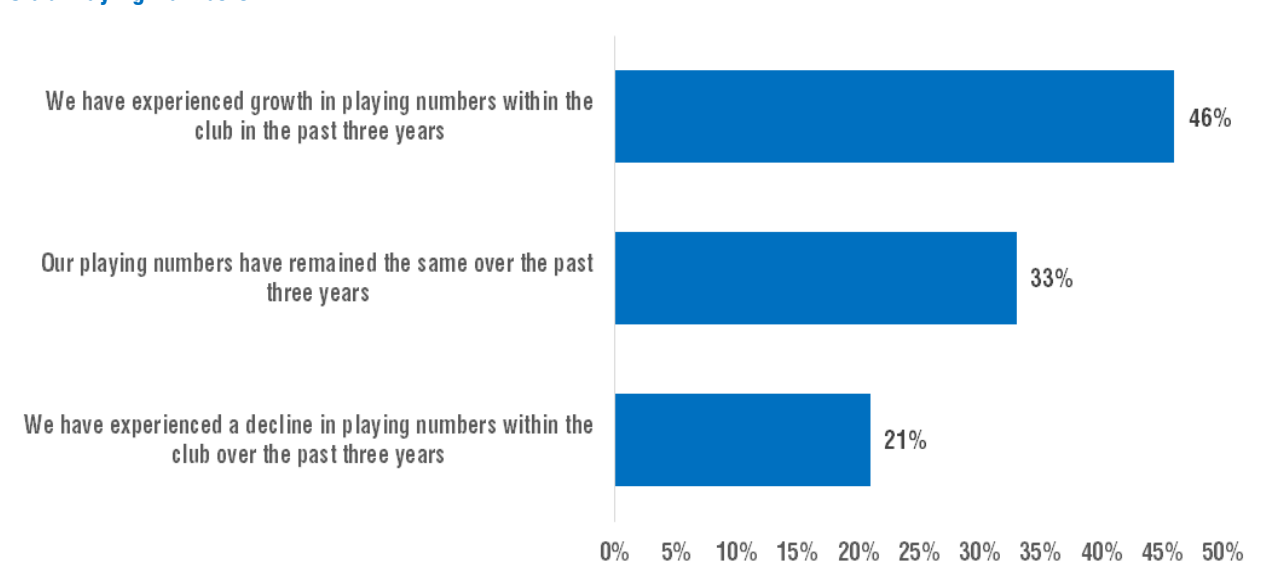
Number of Registered Players in your club



Indicative GAA Underage Season

Usual Start Month	%	Usual End Month	%
January	10%	September	17%
February	47%	October	57%
March	35%	November	20%

Club Playing Numbers



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Clubs were asked to state whether they had experienced growth or decline in playing numbers over the past 3 years. A total of 46% of clubs had experienced a growth in their playing numbers with 33% of clubs indicating that their playing numbers remained the same over the past 3 years while 21% had witnessed a decline in playing numbers with the club over the past three years.

Breakdown of growth among age groups

	Strong Growth	Moderate Growth	Small Growth	No age growth	No team
U6	64%	21%	10%	3%	2%
U8	63%	23%	11%	3%	0%
U10	36%	28%	22%	14%	0%
U12	21%	25%	29%	25%	1%
U14	8%	16%	23%	52%	1%
U16	5%	9%	25%	59%	4%
Minor	4%	6%	20%	65%	4%

The most significant levels of growth were evident in Under 6 (64%) and Under 8 (63%) age categories with considerably smaller or more moderate growth in playing numbers as players progress through the older age grades.

Breakdown of age groups that experienced reduced numbers

	Large decrease	Moderate decrease	Small decrease	No decrease	No team
U6	7%	8%	25%	38%	22%
U8	12%	13%	25%	48%	2%
U10	20%	13%	32%	33%	2%
U12	11%	24%	31%	29%	5%
U14	24%	36%	26%	11%	3%
U16	33%	23%	28%	9%	6%
Minor	2%	21%	32%	38%	8%

Breakdown of growth or decline in player numbers in the past three years based on geographic location of club

	Growth	Decline	Static
Large Urban Area	47%	26%	26%
Rural area not adjoining urban area	41%	22%	36%
Suburban area adjoining urban area	64%	7%	28%
Urban Area-Town	56%	17%	26%

The highest level of growth was evident among suburban areas with 64% growth while clubs based in 'large urban areas also displayed significant levels of growth in the past three years. Equally, rural clubs not adjoining urban areas also recorded the small levels of growth while over 55% of towns experienced growth.



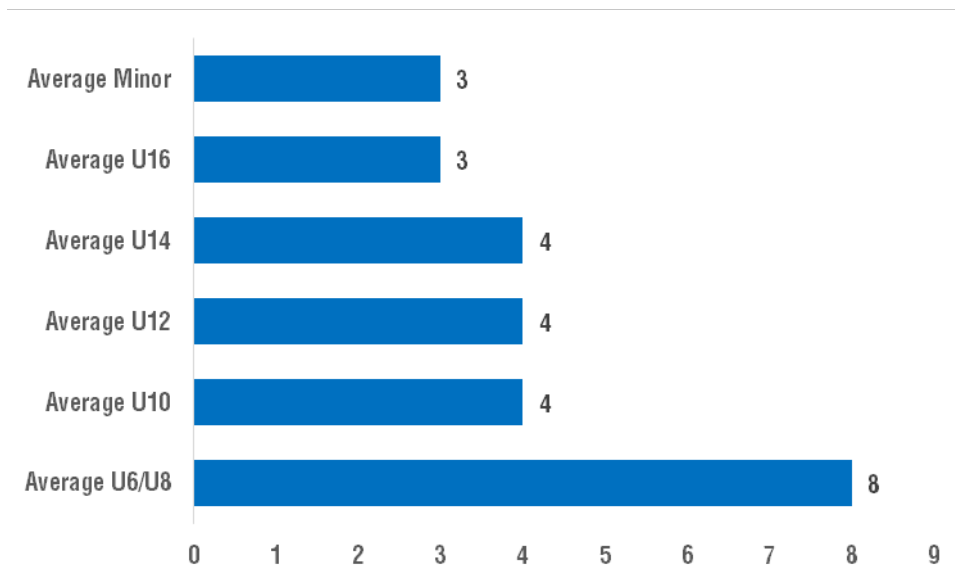
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Levels of growth or decline in player numbers in the past three years based on county.

	Replies	Experienced Growth	Experienced Decline	Static
Clare	44	39%	29%	31%
Cork	80	63%	16%	21%
Kerry	70	37%	21%	41%
Limerick	61	45%	15%	40%
Tipperary	42	45%	26%	28%
Waterford	30	36%	20%	43%

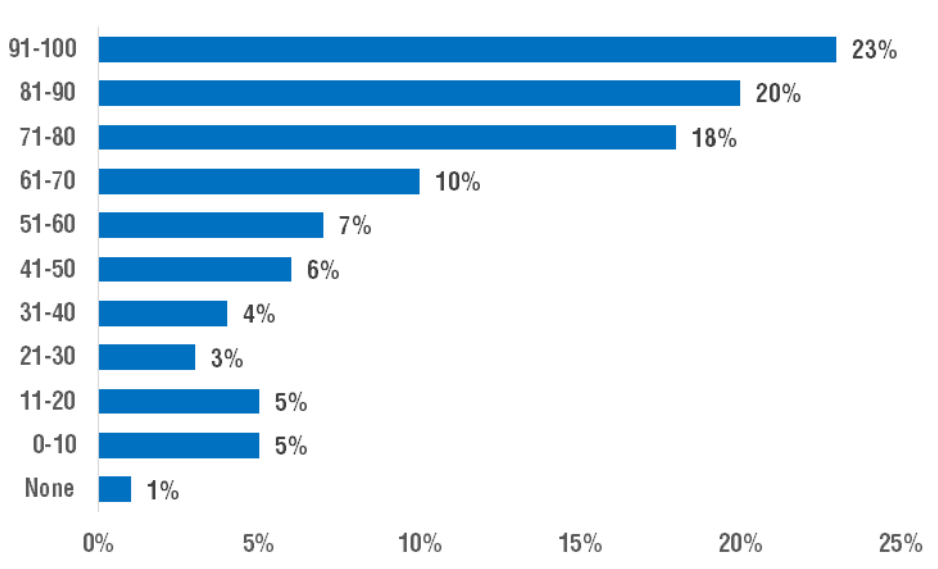
Clubs in Cork experienced the highest levels of growth (63%). Clubs in Clare recorded highest levels of decline in underage playing numbers (29%). Limerick clubs experienced the lowest levels of decline in playing numbers following by Waterford who also recorded the highest level of stability in numbers playing with 43% of clubs retaining the same numbers playing Gaelic Games.

Average Number of mentors/coaches involved in underage teams per club

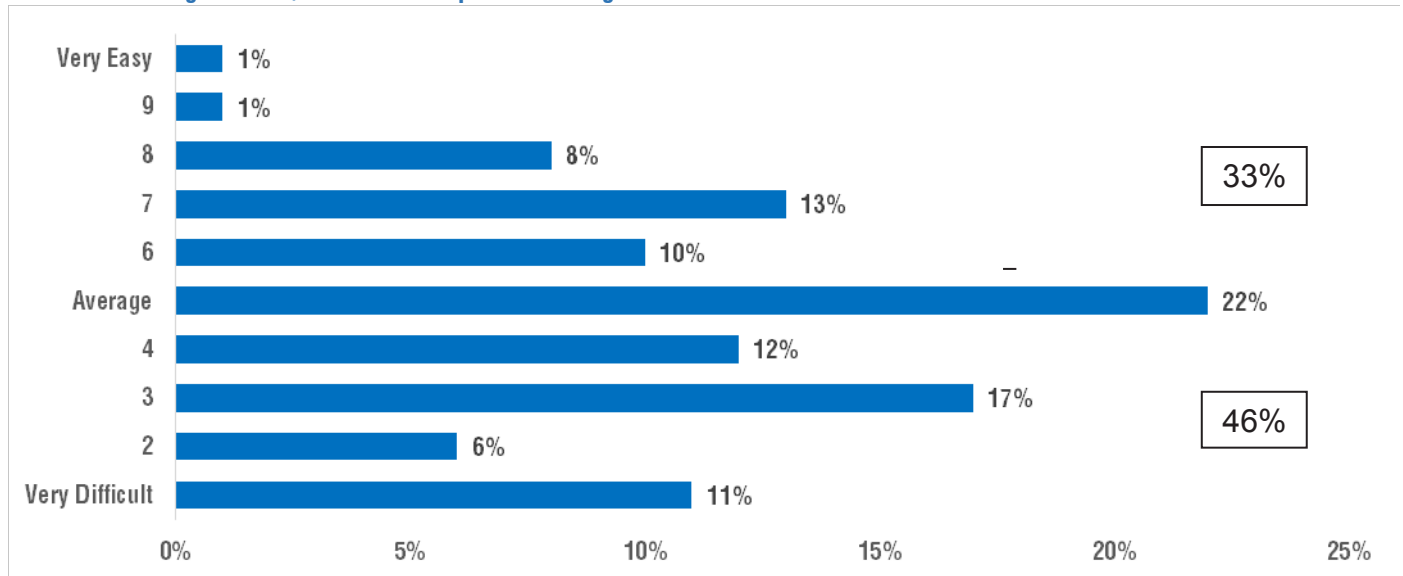


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Percentage of club mentor/coaches have undertaken the GAA Foundation Course or higher



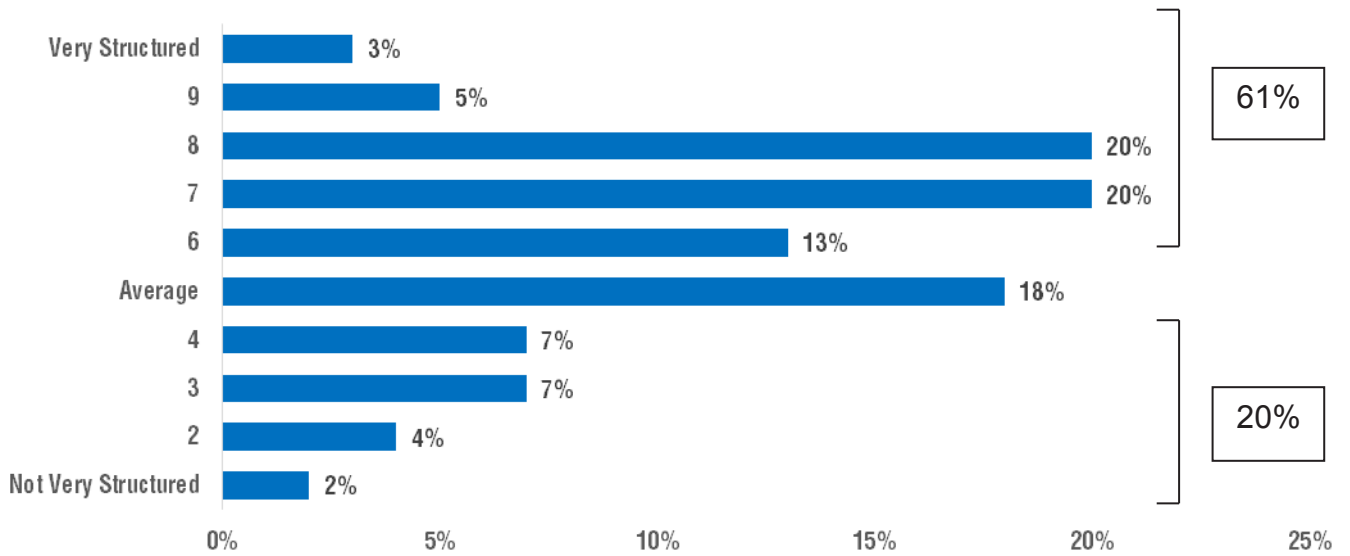
Ease of attracting mentors/coaches to help with training



A total of 46% of clubs stated that they have a below average ease of attracting in attracting mentors and coaches to become involved in coaching with the club. This contrasts with 33% of clubs who find it of above average ease in attracting mentors to get involved in club activity.



Rating of clubs approach to coach education for mentors and coaches



One in five clubs suggested that their approach to coach education is below average in terms of structure. Encouragingly, almost two thirds of club would rate their approach to coaching as above average.

Rating of clubs approach to coach education for mentors and coaches in the following age groups

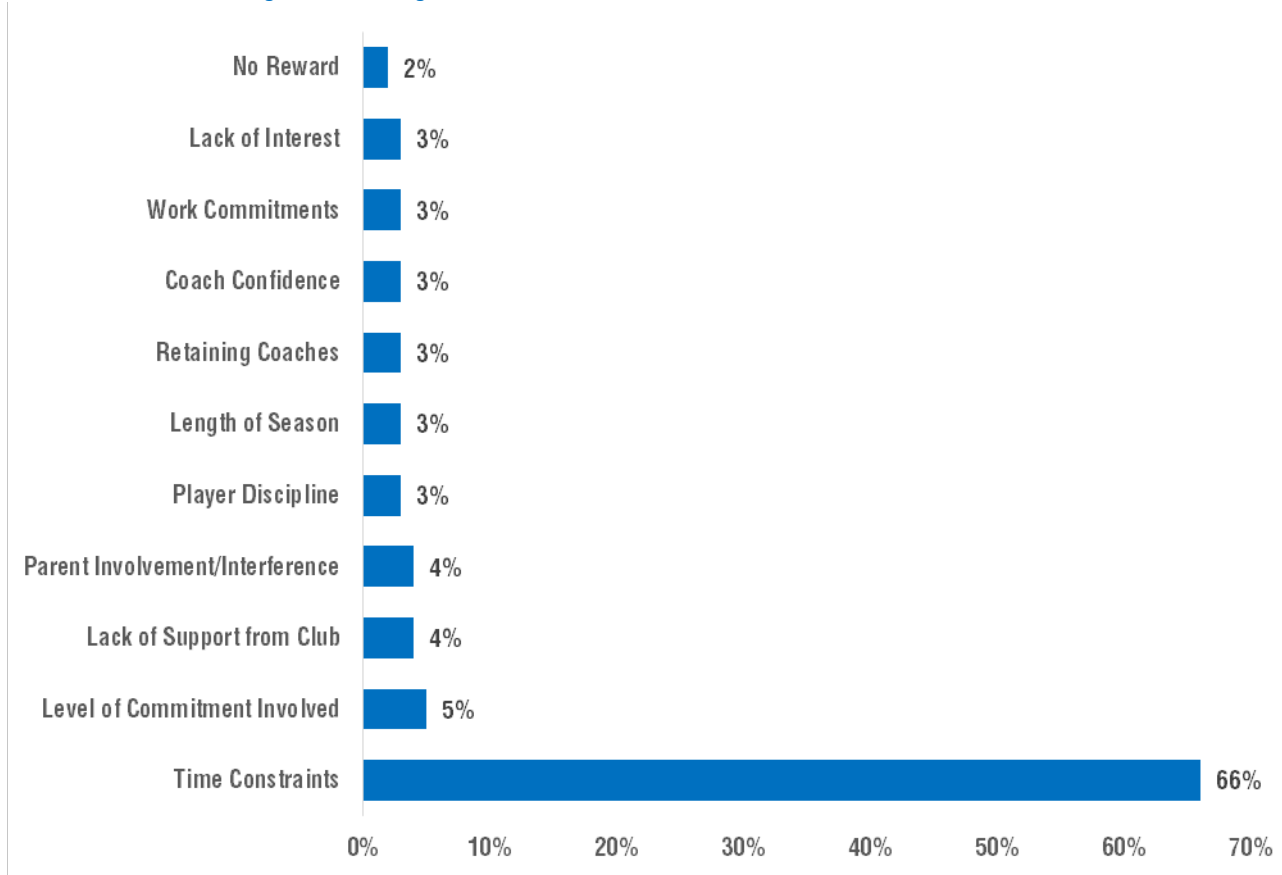
	Not Very Structured	2	3	Average	5	6	Very Structured
U6	3%	7%	14%	15%	22%	30%	11%
U8	3%	5%	13%	15%	25%	30%	11%
U10	2%	5%	12%	15%	26%	29%	11%
U12	2%	5%	10%	18%	28%	27%	11%
U14	3%	6%	11%	19%	28%	25%	9%
U16	4%	6%	14%	17%	27%	24%	9%
Minor	4%	9%	13%	17%	26%	22%	9%

Clubs were invited to rate the overall approach to coach education for mentors and coaches based on the age groups they cater for within the clubs. The highest levels of satisfaction towards their own coach education structures appears to be among the younger age categories up to under 12. The highest levels of below average ratings for clubs approach to coach education was for Minor teams.



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Main issues in attracting and retaining mentors/coaches within the club

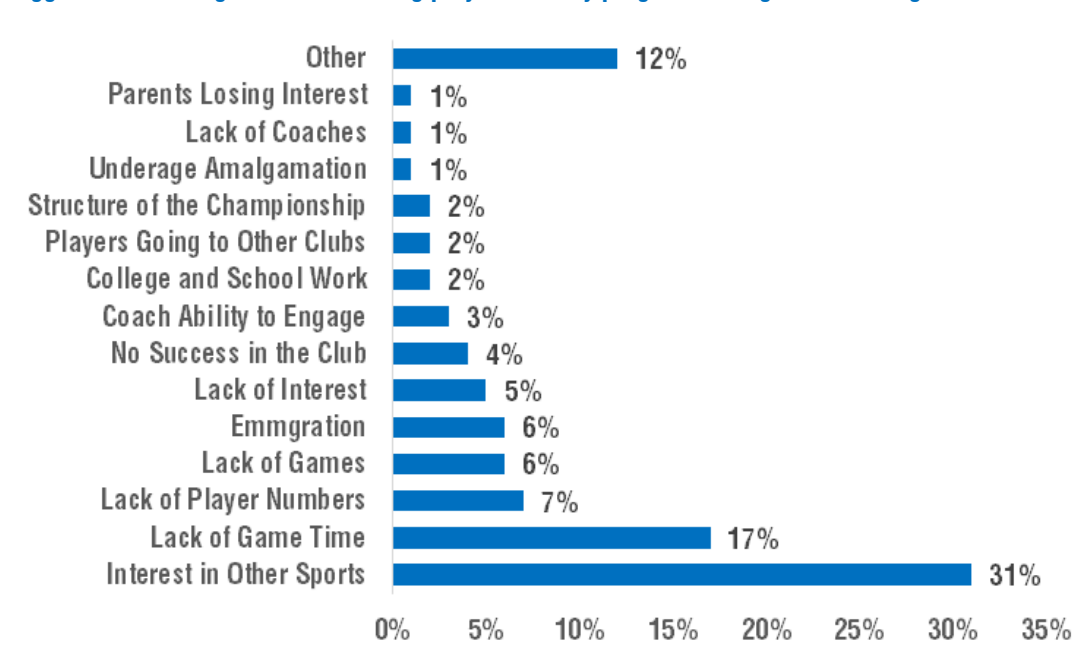


The biggest issue in attracting and retaining mentors/coaches was time constraints (66%) coaches were under. The level of commitment required (5%) and lack of support from the club (4%) were further issues highlighted by clubs. Parent involvement / interference, player discipline, length of season, coach confidence and no reward were other issues highlighted in the club feedback.



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Biggest issue facing clubs in retaining players as they progress through the underage structure in the club



Clubs: On the Ground Activity/Players

Number of training sessions provided by clubs per age group

	Once a week	Twice a week	Three times a week
U6	72%	22%	1%
U8	58%	40%	1%
U10	42%	55%	3%
U12	31%	62%	5%
U14	26%	64%	9%
U16	28%	59%	10%
Minor	30%	54%	12%

Total Number of players involved in the following teams/age groups

	Ten or less	10-20	21-40	41-60	61 or more
U6	18%	50%	26%	6%	1%
U8	11%	47%	37%	3%	1%
U10	13%	52%	33%	2%	1%
U12	13%	54%	30%	3%	0%
U14	20%	56%	21%	3%	0%
U16	22%	61%	16%	1%	0%
Minor	25%	57%	17%	1%	0%



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SECTION THREE

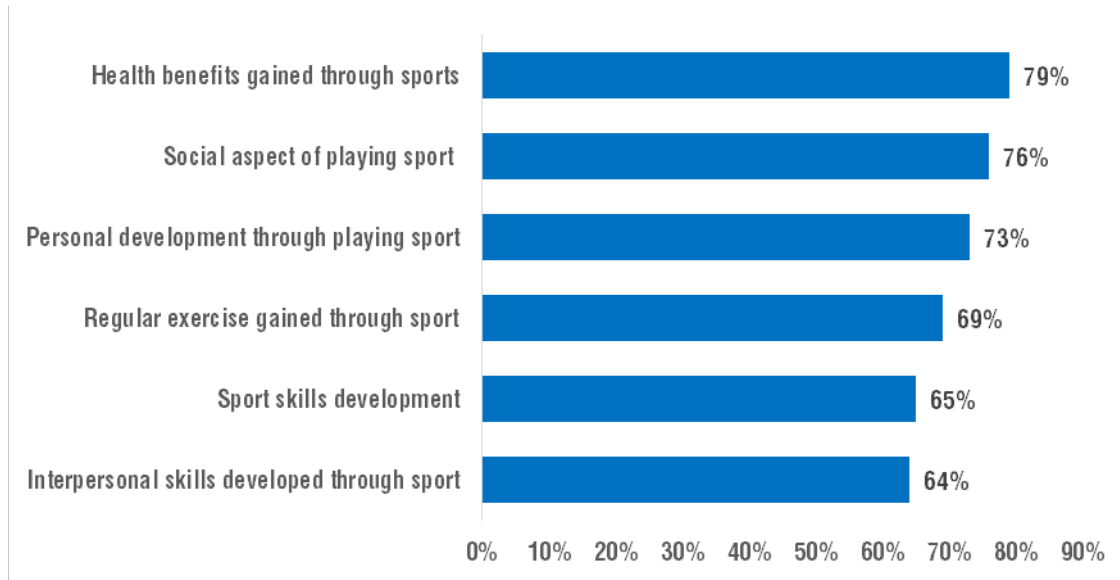
GAA PLAYERS PARENTAL SURVEY



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3. Parents

Importance and rating of the benefits their child receives through GAA Activity



Parents were invited to rank the benefits they associate with their children engaging in regular GAA activity. The top rated considerations for parents were the ‘health benefits’ gained through sport with the ‘social aspect’ of engaging in sporting activity ranked number two in order of importance.

Children’s ‘personal development’ through playing sport was ranked at number three while the ability to ‘access regular exercise’ was the fourth highest rated consideration. The ‘Sport Skills Development’ developed through sport was ranked number five, while the lowest ranked of all areas examined was the ‘Interpersonal skills’ developed by their children as a direct output of taking part in regular GAA activity.



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2015 Parental Valuation of Coaching

Parents Ratings of Values Associated with G.A.A. and non G.A.A. Activity	2015
Average cost per hour parents currently pay per child for one hour of non sports activities	€8.11
Average cost 2011	€7.90
Amount considered fair by parents to pay for an hours exercise / coaching where their child gains the desired health & sport benefits	
Go Games-Under 8 - Under 12 (value based on age profile of respondents children)	€6.25
Competitive non Go Games-Under 14 - Minor (value based on age profile of respondents children)	€6.48
Overall Average Value 2015	
Overall average value 2011	€6.27
Amount considered fair to pay for one hours activity in a Non-Sports activity	
Go Games-Under 8 - Under 12 (value based on age profile of respondents children)	€6.41
Competitive Non Go Games Under 14 – Minor (value based on age profile of respondents children)	€6.88
Overall Average Value	
Overall average value 2011	€6.13
Value placed by parents on one hours coaching delivered by a G.A.A. club	
Go Games-Under 8 - Under 12 (value based on age profile of respondents children)	€6.22
Competitive Non Go Games- Under 14 - Minor (value based on age profile of respondents children)	€5.68
Overall Average Value	
Overall average value 2011	€5.82

The baseline data for calculating the social return on coaching investment is derived by the value system placed by parents on their children’s activity, GAA and non GAA. A number of scenarios were posed to parents to establish the value they associate with their child’s participation in sport and non sport activities. This methodology is also consistent with the approach used in the 2011 study.

The research established what parents currently pay for activity for their children. The average cost per hour parents currently pay for non sports related activity for their children is €8.11 per hour compared to €7.90 in 2011.

Parents were asked to rate what was considered a reasonable amount to pay for one hour of exercise / activity that generated a range of health, social and sports benefits. The overall average was €6.34. Parents of older children indicated that they are willing to pay €6.48 for an hours exercise in contrast to parents of children from Under 8 to Under 12 who indicated a willingness to pay €6.25 for an hour.

Parents were invited to place a value on the coaching delivered by their G.A.A. club. Parents of children aged Under 8 to Under 12 placed a value of €6.22 on one hours coaching delivered by their GAA club while parents of older children up to minor level placed a value of €5.68 on underage GAA coaching. The average value placed among parents was €6.17 for

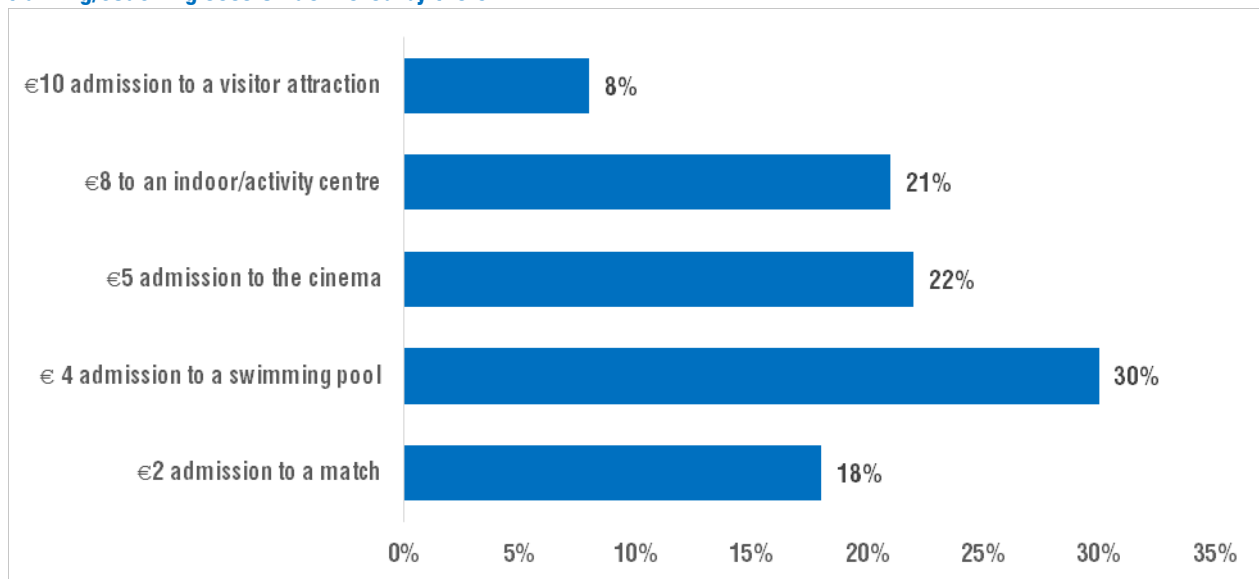


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one hours G.A.A. coaching and playing activity. This represents an increase of €0.35 per hour from the average figure of €5.82 in 2011.

Parents were subsequently asked to state what they considered a fair amount to pay for one hour of activity in a non-sports related pursuit. The overall average amount considered fair by parents was €6.49 while parents of children aged between 14 and 18 indicated they would be willing to pay €6.88 for one hour of activity. Parents of children aged Under 8 to Under 12 valued one hours non sport activity at €6.41.

Activities or values that matches a similar value that parents place on their child's participation in a one hour training/coaching session delivered by the GAA



A range of activities that included sport and non-sport options were provided for parents to attach a rating to a price they perceived match the value derived from one hours GAA training for their children. A €4 admission to a swimming pool recorded the highest levels of ratings (30%) while 22% associated a €5 admission to the cinema as the value they rated closet to receiving one hours GAA training. Less than a quarter of parents surveyed attached a €2 'Admission to match' value to one hours training while 21% felt that €8 admission to an indoor play activity centre was an equivalent price rating. A further 8% associated the €10 admission to a visitor attraction as a price that matched the value derived from one hours training for their children.



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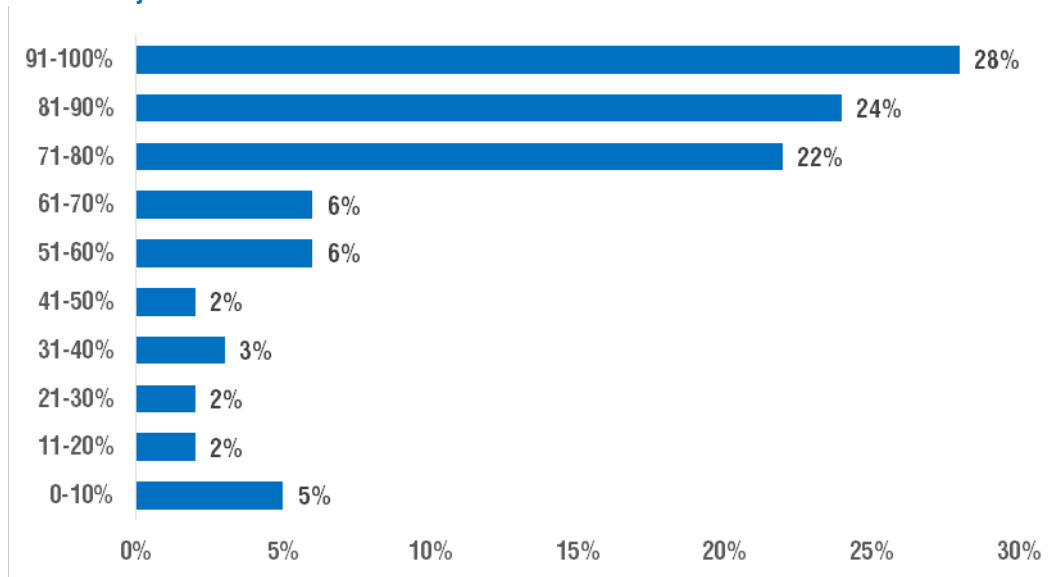
Value parents associate with a season of coaching and games from GAA

		€
2015	Go Games Player - U8-U12	€263.31
	Competitive Non Go Games - U14-Minor	€285.89
2011	Go Games Player - U8-U12	€171.12
	Competitive - U14-Minor	€269.28

Based on the values placed by parents on the coaching and training delivered by the GAA combined with the level of training / games provided the average value for a season of GAA activity is €274.60. This represents the overall value parents place on GAA activity based on their valuation of coaching and games and their child’s level of participation.

Based on these values and the average annual cost of underage GAA membership parents are receiving a return on investment of €9.15 for every euro they pay for their child’s membership of the GAA. This represents a considerable increase in value generated by the GAA from the 2011 figure of €7.54. The largest increase in value is evident among parents of children aged between 8 and 12 who play in the Go Games programmes.

Children’s attendance at available GAA training sessions/matches/blitzes organised by respondents clubs over the course of a year



Almost three quarters of GAA underage players attend at least 70% of available training sessions and games. This high level of participation is further reinforced by the fact that parents estimate that only 14% of players attend less than half of all available playing and training opportunities during the season.



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SECTION FOUR

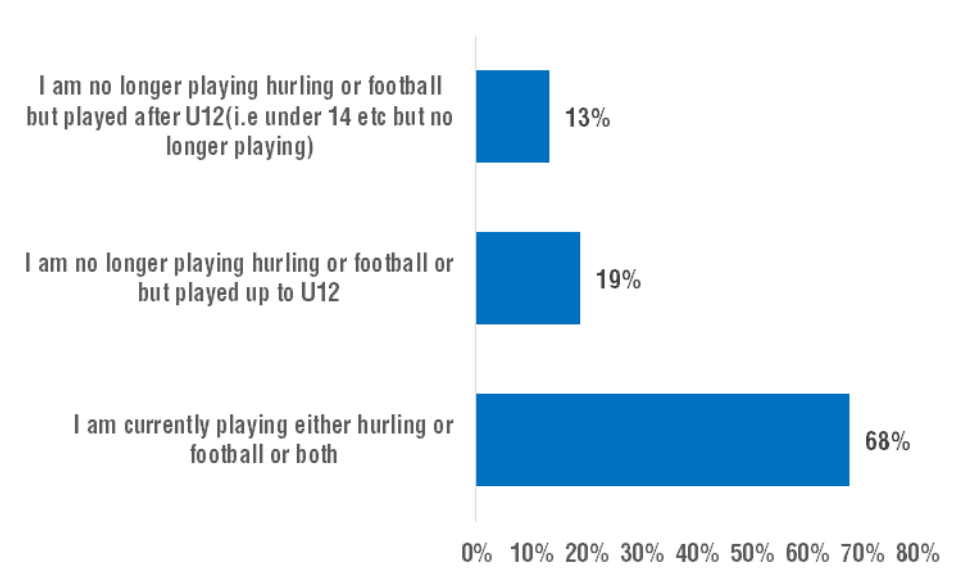
SECOND LEVEL STUDENTS SURVEY SUMMARY



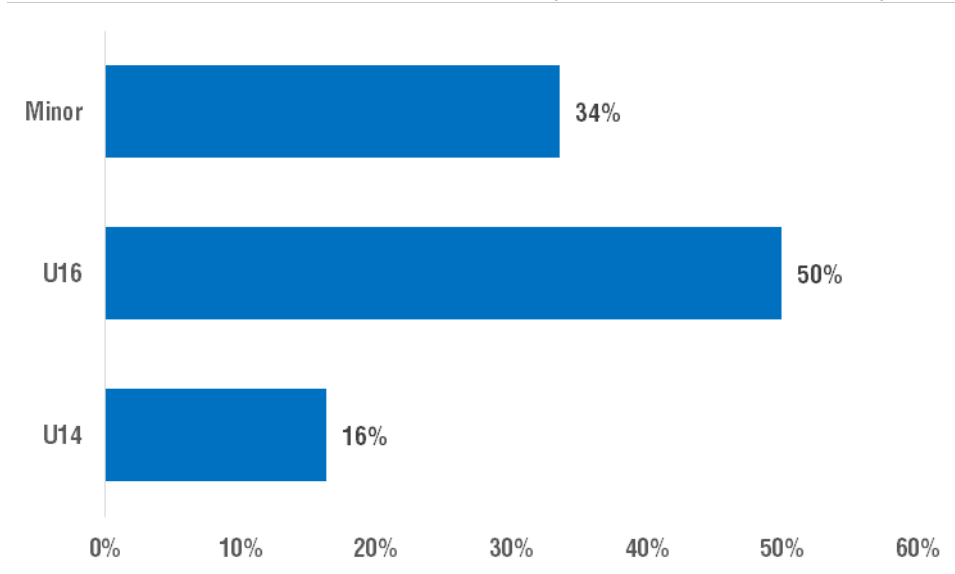
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4. Second level students survey

Current playing status

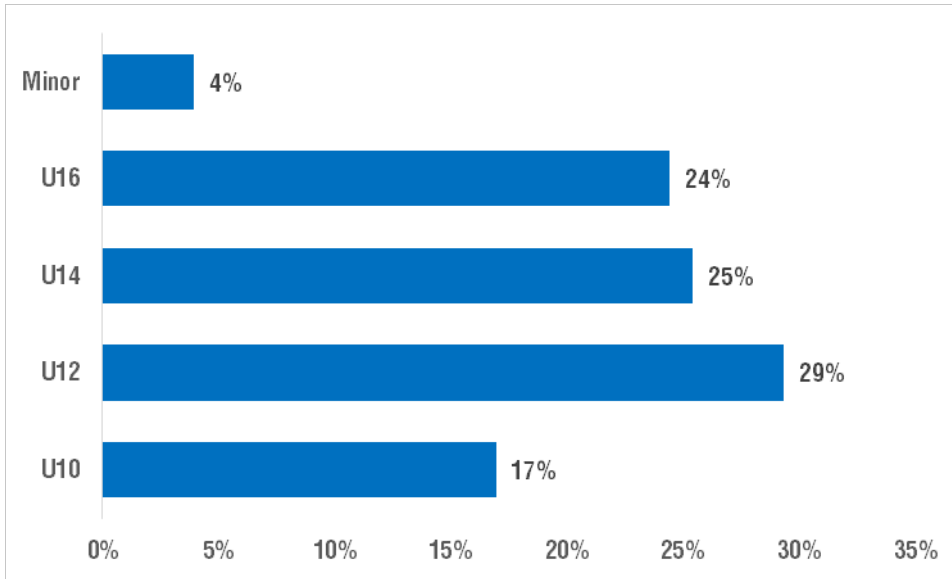


Age grade respondents are currently playing with (if still active in Gaelic Games)

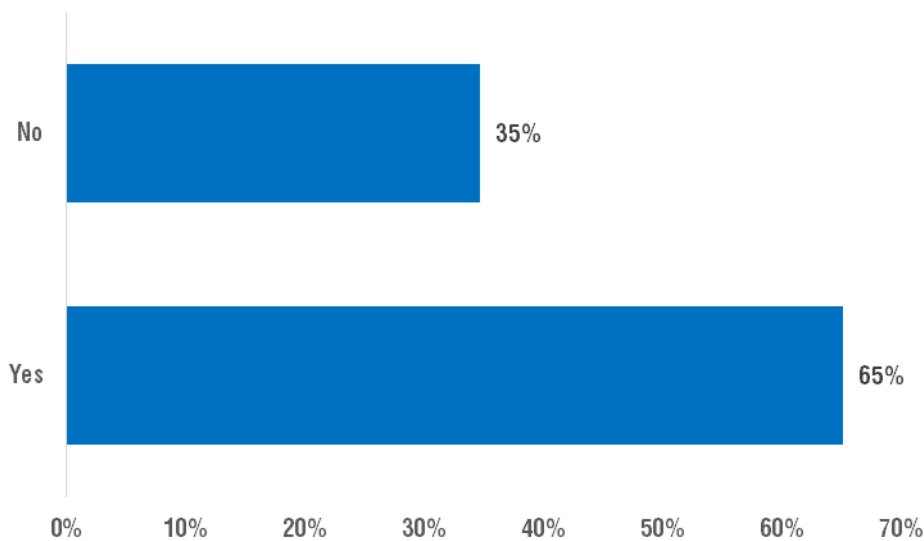


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Last underage team respondents played with if no longer playing Gaelic Games

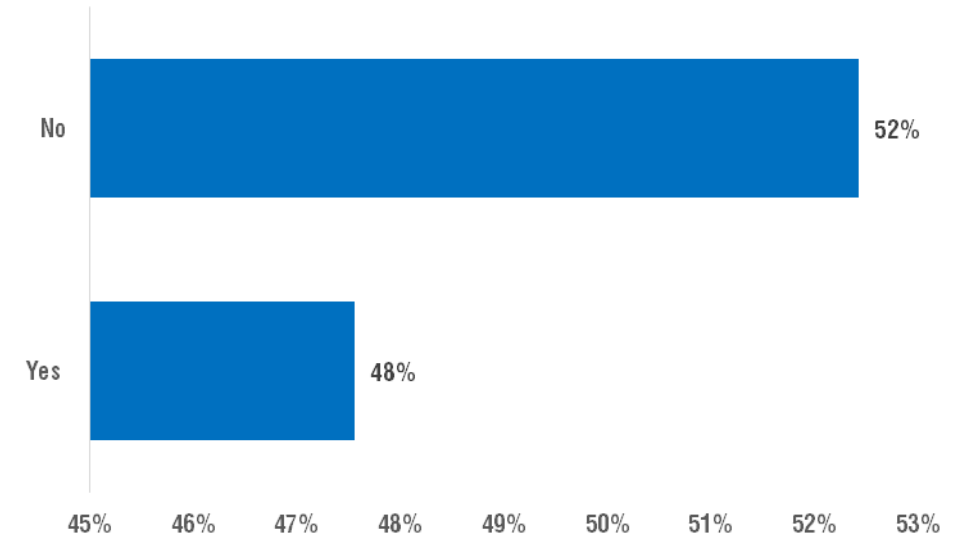


Do respondents currently play other sports?

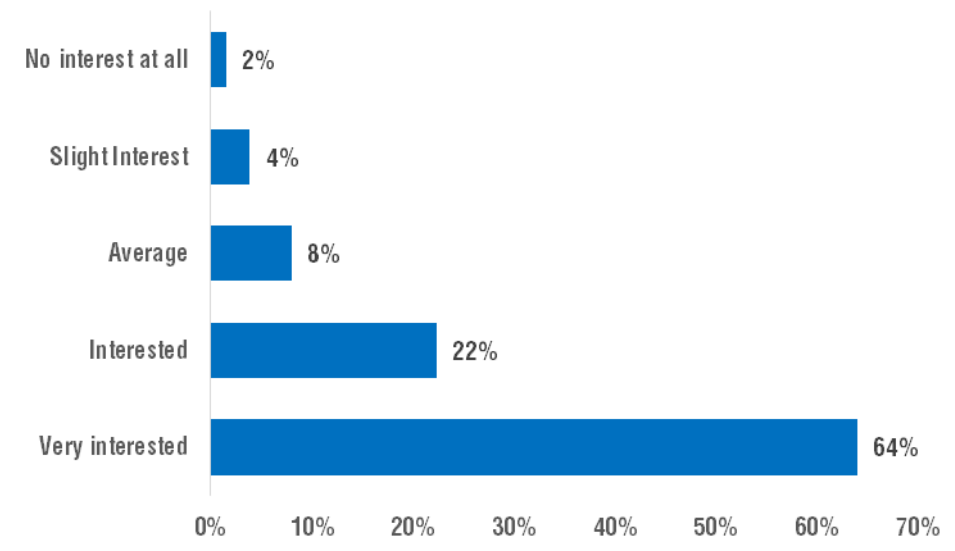


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Do respondents play individual sports?

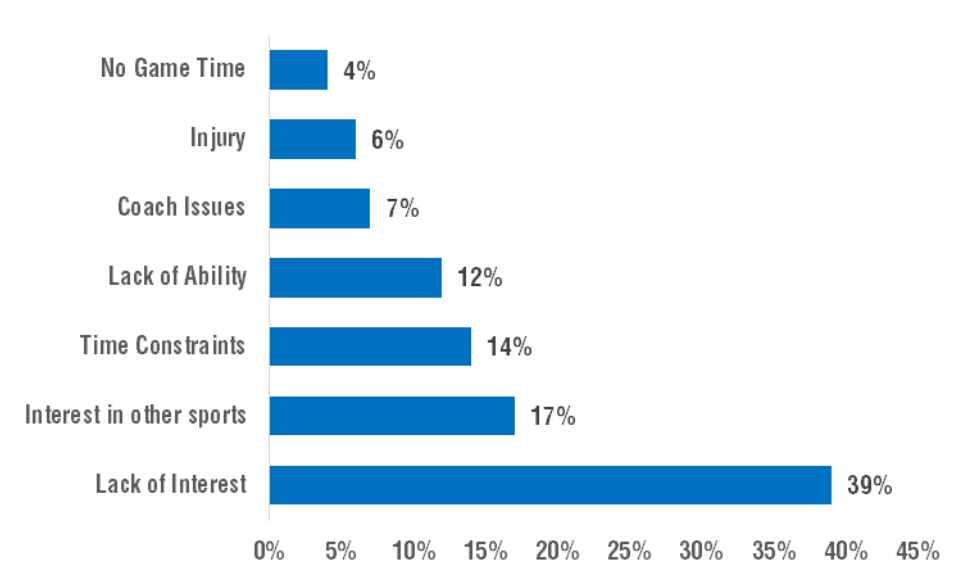


Respondents rating of their level of interest in sport

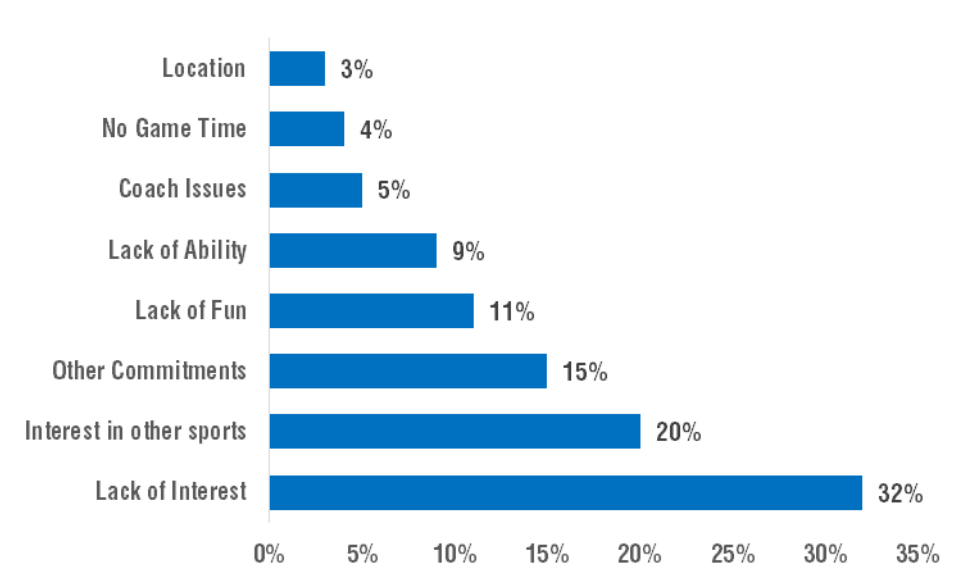


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If no longer playing Gaelic games, main reason why respondents stopped

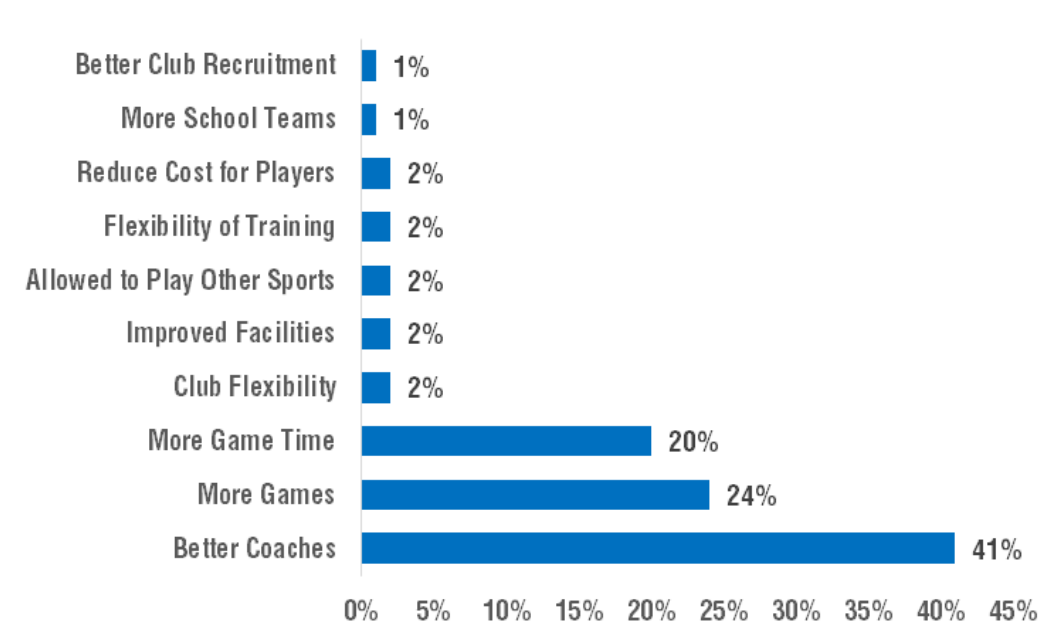


Respondents who stopped playing at u10 and u12 - Main reason for stopping

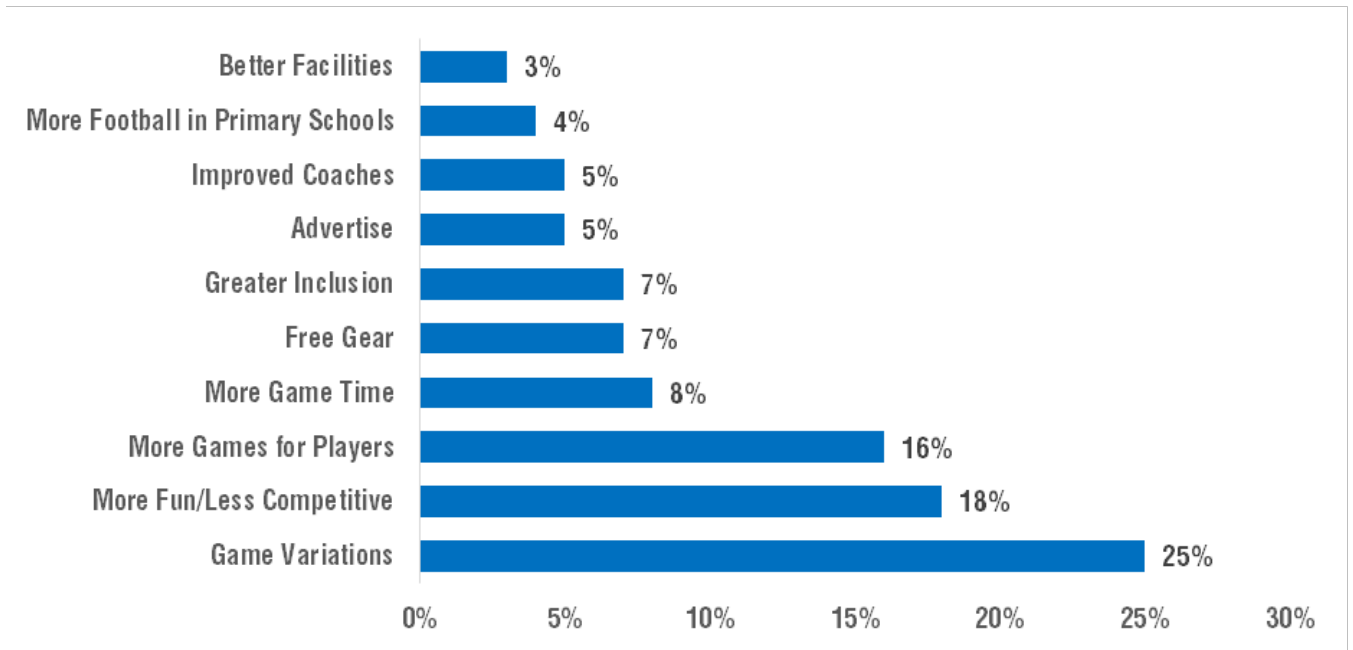


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One change to keep respondents interested in playing GAA

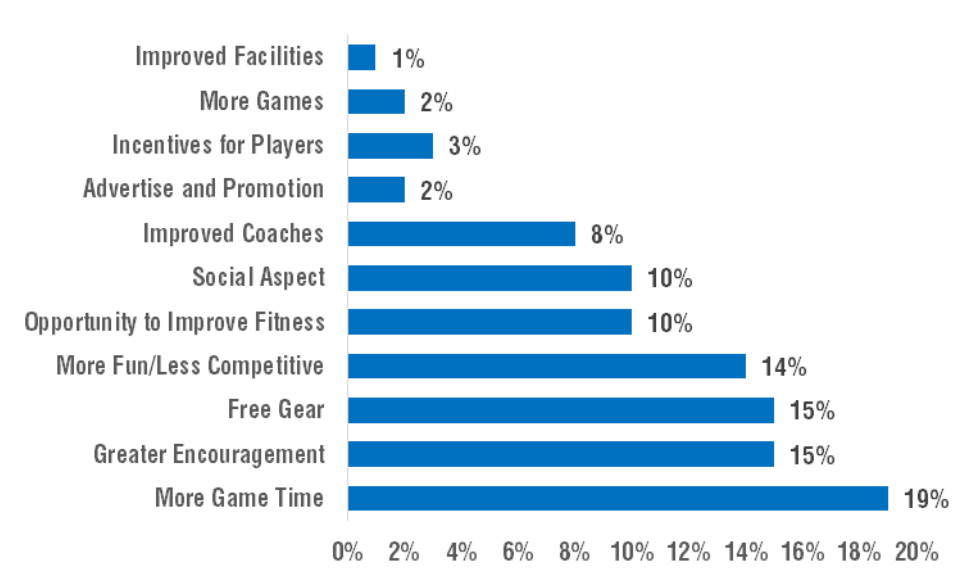


What could the GAA do to encourage more young people to play hurling or football?



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What would encourage friends to start playing Gaelic games again?



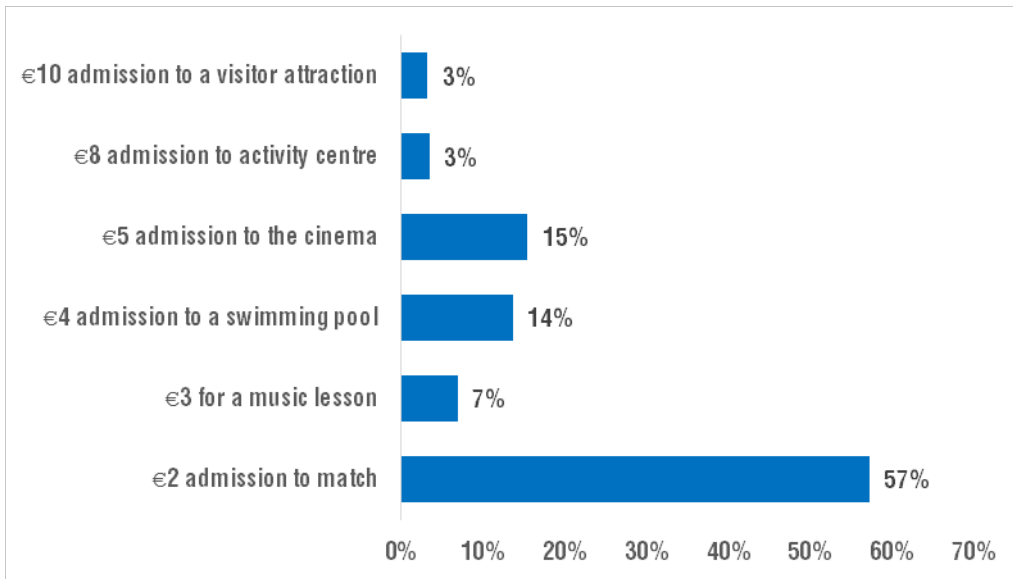
Teenagers Value of GAA & Activity

Teenagers	2015
Average amount teenagers are willing to pay for one hours exercise or sports activity	
U14	€3.84
U16	€5.12
Minor	€5.47
Overall Average	€4.97
Average amount teenagers are willing to pay for one hours entertainment for a non-sporting activity	
U14	€6.14
U16	€6.19
Minor	€7.44
Overall Average	€6.72
How much do you value one hours coaching delivered through your GAA club	
U14	€4.20
U16	€4.82
Minor	€5.32
Overall Average	€4.84

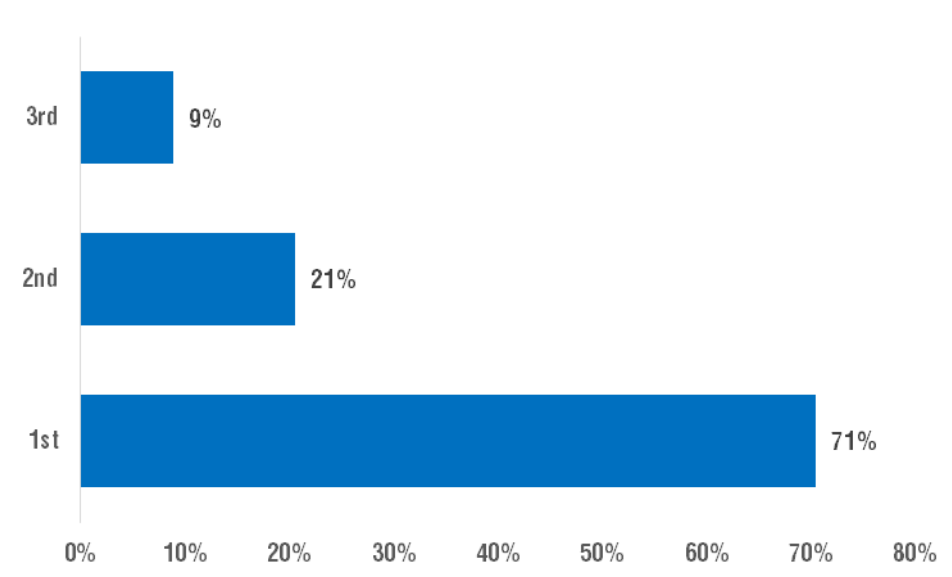


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Activities or values that match similar value that respondents would place on taking part in a weekly GAA training or coaching session



Is GAA currently you 1st, 2nd or 3rd choice sport



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SECTION FIVE

COMPARISON OF 2011 AND 2015 RESULTS



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5. Comparison 2011 and 2015

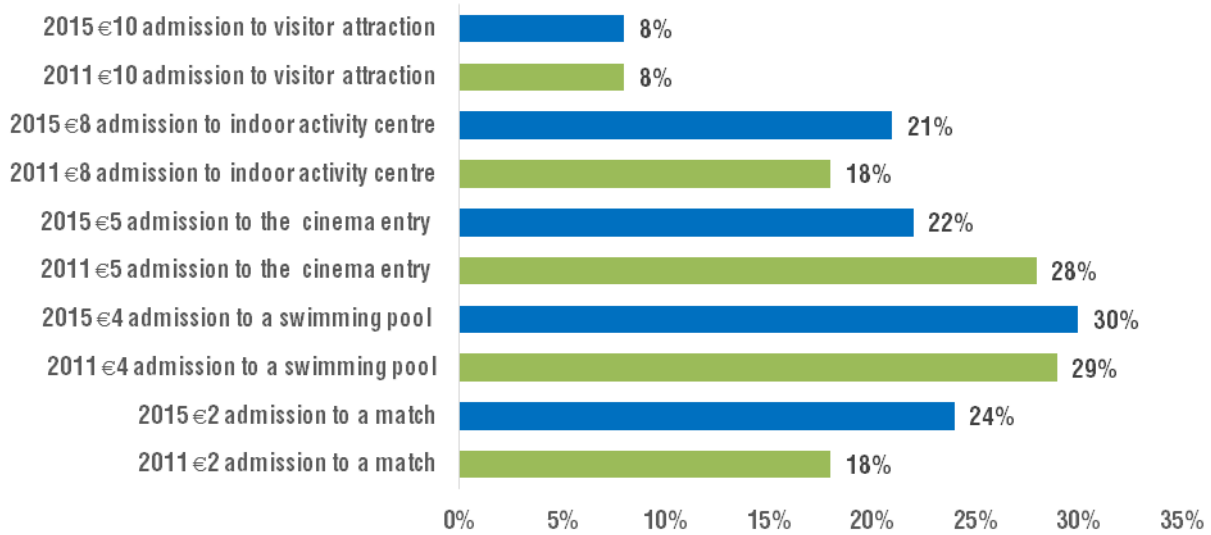
The following represent the key valuation metrics that were gathered in the 2011 and 2015 Parents Survey. The figures represent the key values that parents of underage players place on GAA coaching and playing provision based on the social (coaching) return on investment valuation system.

Parents	2011	2015	% Change
Overall Average Average cost of activities that parents currently pay for one hour of children's activities	€7.90	€8.11	2.6%
Overall Average Amount considered fair by parents to pay for an hours exercise to gain desired benefits	€6.27	€6.34	1.1%
Go Games -Under 8 - Under 12 (value based on age profile of respondents children)	€5.90	€6.25	5.9%
Non Go Games-Under 14 – Minor (value based on age profile of respondents children)	€6.60	€6.48	-1.8%
Amount considered fair to pay for one hours activity in a non-sports activity	€5.76	€6.41	11.2%
Go Games-Under 8 - Under 12 (value based on age profile of respondents children)	€6.50	€6.88	5.8%
Non Go Games-Under 14-Minor (value based on age profile of respondents children)	€6.13	€6.49	4.2%
Overall Average Value placed by parents on one hours coaching delivered by a G.A.A. club	€5.82	€6.17	6%
Go Games-Under 8 - Under 12 (value based on age profile of respondents children)	€5.52	€6.22	12.6%
Non Go Games-Under 14 -Minor (value based on age profile of respondents children)	€6.12	€5.68	-7.1%



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Parents rating of a suggested prices that matches the value derived from one hours underage G.A.A. training 2011-2015



Growth and Decline in Player Numbers: Past 3 Years 2011-2015

Clubs	2011	2015
We have experienced growth in playing numbers within the club in the past three years	30.6%	46%
We have experienced a decline in playing numbers within the club over the past three years	33.9%	21%
Our playing numbers have remained the same over the past three years	35.5%	33%

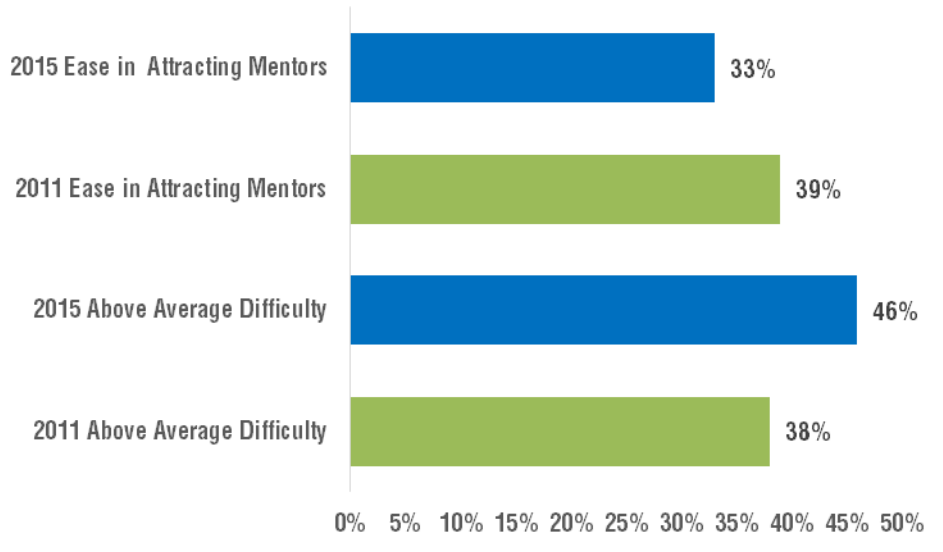


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Clubs level of ease or difficulty in attracting new mentors / coaches into club 2011-2015

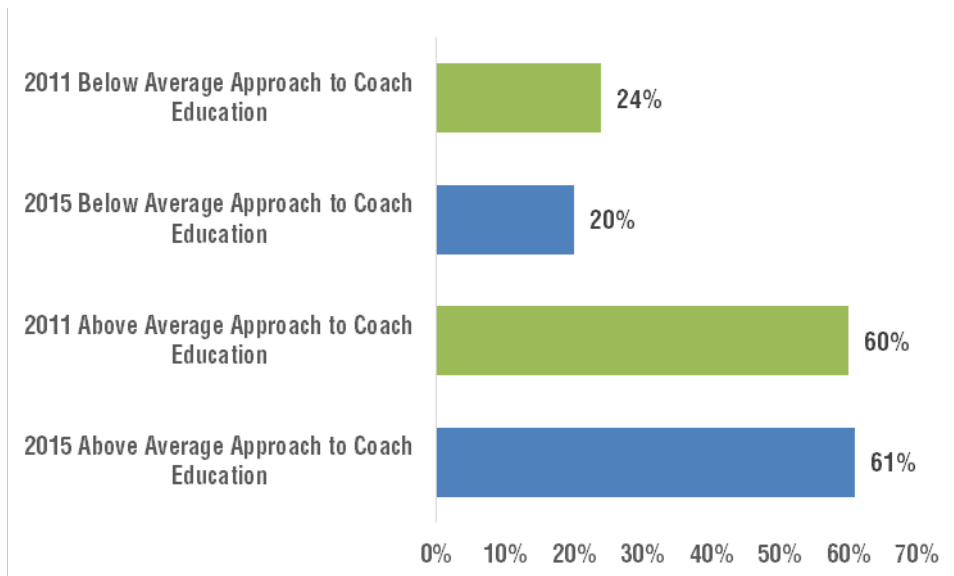
Clubs appear to find it more difficult to attract mentors. In 2011, 39% of clubs stated they found it easy to attract mentors. This has decreased to 33% in 2015.

In 2015, 46% of clubs stated that they have an above average level of difficulty in attracting people to become involved in assisting with the club. This has increased by 8% from the 2011 figures of 38%.



Clubs approach to Coach Education 2011-2015

In 2011, 60% of clubs would rate their coach education as above average while 24% stated that their approach to coach education was below average. In 2015, 61% of clubs would rate their coach education as above average while 20% stated that their approach to coach education was below average.



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SECTION SIX

RETURN ON INVESTMENT



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6. Return on Investment

The assessment of the value generated by coaching and games development by Munster Council GAA is based on a Social Return on Investment (SROI) and the creation of a value system around the coaching services provided to underage players across the province.

In calculating the overall return on coaching investment a set of data was created to define the market’s value of underage GAA activity (i.e. parents who pay for their children’s GAA participation). The outputs of Munster GAA is determined by the level of overall activity generated across clubs and schools in the province i.e. coaching sessions and games.

The determination of ‘consumption’ of GAA activity is based on a combination of the percentage of training / playing opportunities underage players avail of which are provided by the clubs and schools. The research methodology focused on assessing the profile of participation among underage players in addition to the level of training / playing opportunities that have been created by the clubs and schools structures (to include regular club training, matches and Go Games activity promoted by the Games Development team.

In developing the SROI model for Munster Council GAA the following key values and data were derived to inform the overall estimates the 2015 return on coaching and games development investment.

Playing Time

Over 2,854 weekly underage training sessions are held across the province during the playing season generating 3,865 hours of G.A.A. coaching time for underage players each week. This represents an increase of 15.9%

Munster GAA activity in schools is responsible for the generation of 1.48 million playing hours of activity across primary and secondary schools through Go Games coaching and blitzes

The total number of training session hours generated by the Munster Council GAA in 2015 was 2,247,835. This is estimated by the percentage of available training sessions attended by underage players. This is broken down per age group as follows;

Age Group	No. of Players	No. of Sessions
U8	13,434	305,650
U10	10,129	403,196
U12	10,691	595,969
U14	9,898	563,790
U16	8,862	371,369
U18	7,784	251,579



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The high levels of participation among underage players in available training sessions is illustrated below with 74% of players taking part in 70% or more of all training and coaching sessions hosted by clubs.

Players attendance of available training sessions organised by their club

% of sessions attended	2015
0-10%	5%
11-20%	2%
21-30%	2%
31-40%	3%
41-50%	2%
51-60%	6%
61-70%	6%
71-80%	22%
81-90%	24%
91-100%	28%

The number of available training opportunities for players is illustrated below through the volume of weekly training sessions scheduled by clubs. The number of sessions per week has increased per week with U10, U12 and U14 recording the highest percentage of increase in number of scheduled training sessions available.

Number of Training Sessions hosted by clubs by age

	Once a week	Twice a week	Three times a week	Four times a week	N/A
U8 (2011)	60%	34%	2%	0%	5%
U8 (2015)	65%	31%	1%	0%	3%
U10 (2011)	53%	40%	2%	0%	5%
U10 (2015)	42%	55%	3%	0%	0%
U12 (2011)	31%	58%	5%	0%	5%
U12 (2015)	31%	62%	5%	1%	1%
U14 (2011)	18%	61%	11%	1%	8%
U14 (2015)	26%	64%	9%	0%	1%
U16 (2011)	19%	59%	13%	1%	8%
U16 (2015)	28%	59%	10%	0%	3%
U18 (2011)	23%	55%	14%	0%	8%
U18 (2015)	30%	54%	12%	0%	4%

Parents of Underage Players (2015 figures)

Parents value one hours GAA coaching and playing activity at €6.17 per hour. Parents of Go Games U8 - U12 players placed an average value of €6.22 while U14s to minor placed an average value of €5.68 per hour.

Based on average club membership fees for underage players, parents are receiving €9.15 value (return on investment) for every euro of GAA membership they pay.



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The life time value provided to parents by the GAA based on 2015 valuation figures is €3,295.24 per player (under 8 to minor). If parents had to pay for the same level of activity based on what they currently pay for non GAA and sports activity they would pay €4,534.88 for this same period of time.

The value parent's associate with a season of coaching and games from a Go Games player U8-U12 is €263.31 while parents of players U14 to minor value a season at €287.79 per player.

Parents Ratings of Values Associated with G.A.A. and non G.A.A. Activity	2015
Average cost per hour parents pay for non sports activities	€8.11
Average cost 2011	€7.90
Amount considered fair by parents to pay for an hours exercise / coaching where their child gains the desired health & sport benefits	
Go Games-Under 8 - Under 12 (value based on age profile of respondents children)	€6.25
Competitive non Go Games-Under 14 - Minor (value based on age profile of respondents children)	€6.48
Overall Average Value 2015	€6.34
Overall average value 2011	€6.27
Amount considered fair to pay for one hours activity in a Non-Sports activity	
Go Games-Under 8 - Under 12 (value based on age profile of respondents children)	€6.41
Competitive Non Go Games Under 14 – Minor (value based on age profile of respondents children)	€6.88
Overall Average Value	€6.49
Overall average value 2011	€6.13
Value placed by parents on one hours coaching delivered by a G.A.A. club	
Go Games-Under 8 - Under 12 (value based on age profile of respondents children)	€6.22
Competitive Non Go Games- Under 14 - Minor (value based on age profile of respondents children)	€5.68
Overall Average Value	€6.17
Overall average value 2011	€5.82

Underage Players value one hours coaching delivered through the GAA at €4.84 per hour. Under 14s value one hours GAA coaching at €4.20 while players under 16 attach a value of was €4.82 per hour and €5.32 for minor players.

A total of 674,840 player contact hours are generated by Munster GAA coaches through the Go Games coaching programme in primary and secondary schools generating a value of €4.163 million. This is the equivalent of employing 93 PE teachers to deliver the GAA schools coaching and games programmes across the province.

Munster GAA activity in schools is responsible for the generation of 1.48 million playing hours of GAA activity across primary and secondary schools through Go Games coaching and blitzes.



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There are 588 schools with hurling Go Games blitz programmes with 57,277 players. The average number of blitzes played by a player is 5. There is a total of 688 primary and secondary schools with football Go Games blitz programmes with 62,626 participants. The average number of blitzes played by a player is 4.

There is a total of 826 primary and secondary schools receiving Go Games coaching programmes with 84,355 participants.

The value of total schools activity between schools Go Games and Blitzes across hurling and football is €9.132 million accounting for 1.48 million hours of Gaelic Games contact in the province.

Coaching Return on Investment

	€
Clubs	€14,791,380
Schools - Coaching Programmes	€4,968,908
Schools – Go Games	€4,163,763
Munster Games Development Programmes (Go Games & Club Coaching)	€1,986,686
Development Squads	€353,796
Total Value Generated	€26,264,533
Total Games Development Investment	€1,720,000
Return on Coaching Investment	€15.27

The return on coaching investment is estimated based on the calculation of the total games and coaching outputs through the various provincial structures combined with the value derived by underage players participating in Munster Council GAA games development activity. The operational structure through clubs, schools and Games Development personnel across the six counties is reflected the total value of €26.2 million generated in 2015. This is calculated based on the coaching and playing hours ‘consumed’ by underage players and the associated value placed on participating in Gaelic Games. The primary research among clubs and parents identified the growing volume of participation opportunities provided in clubs combined with the level of uptake of training and games by underage players. As illustrated above, the overall value generated is composed of club activity, coaching programmes undertaken in the schools by the Games Development team and local GAA club supports to clubs. The growth of playing opportunities in schools is reflected in the volume of Go Games activity in primary and secondary schools while the Games Development Go Games activity hosted in clubs across each county is now generating €1.98 million in value.

The figures detailed above outline the value generated across the province based on how much parents value GAA activity for their children. Significantly, it also highlights the coaching return on investment across the province. Each euro invested in coaching and games development is now returning €15.27 compared to a return on investment of €12 in 2011. The rise in the return on investment figures are based on the increased provision of coaching and playing activity across the six Munster counties and increasing playing numbers combined with an increased value placed on the GAA ‘product’ by parents. Parents themselves have also experienced a significant increased return on their investment (underage club membership) of €9.15 for every euro they pay for their child’s participation in GAA.

In conclusion, the evidence from the research has revealed an increased value placed on Munster Council GAA activity and more significantly, growing levels of return on investment for every euro of expenditure in coaching and games development structures. The evidence from the clubs highlights an increased level of participation opportunities across all



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age grades while the numbers at the younger age groups are continuing to grow. The ability to manage this growth will be dependent on the success of clubs dealing with the issue of attracting volunteers while also working to retain players as they progress through the older player age categories. The increased level of difficulty in attracting mentors to work with teams represents a key issue to address from the research undertaken. The key growth metrics identified in the study from growing participation, more training and playing opportunities to the increased valuation of GAA activity among parents contribute to the rising return on investment levels. However, the medium to longer term strategy to address the volunteer / mentor issue is fundamental to supporting this continued growth pattern.



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MUNSTER GAA RETURN ON COACHING INVESTMENT



Full survey available at www.munster.gaa.ie