

# Sporting Legacies Symbols, Memory and History

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# Outline of Session

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- Sporting Legacies
- Symbols, Memory and History KT
  - What is psychic income? CA
  - The role of 'psychic income' CA
- **OUTPUT**: Milestones/finances

# Before, during & after

- Archives
- Statues
- Names of roads, suburbs
- Memorabilia
- Museum
- Interactive exhibits
- Websites
- Social media
- Books
- Films
- Volunteers
- Future celebrations
- Education
- Other?



# Psychic Income

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- Impact/legacy studies should concentrate on psychic income
  - ‘emotional and psychological benefit residents perceive they receive, even if don’t attend events or not involved in organising them’ (Crompton, 2004)
  - sport has ‘emotional’ hold on public
  - potential for high ‘non-use’ values
- Unclear how widespread such benefits are
  - civic pride effect mainly confined to spectators, suggesting potential for less support from those with lower levels of sporting engagement  
(Swindell & Rosentraub, 1998)

# Evidence

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- Number of studies suggest that holding major events may increase host country's residents' happiness
  - temporary feelgood factor may arise from the enjoyment of attending sporting or associated cultural events, volunteering, proximity of the events, or national pride
  
- Evidence on whether feelgood factor from hosting major events impacts consumer confidence and spending is mixed

# Evidence

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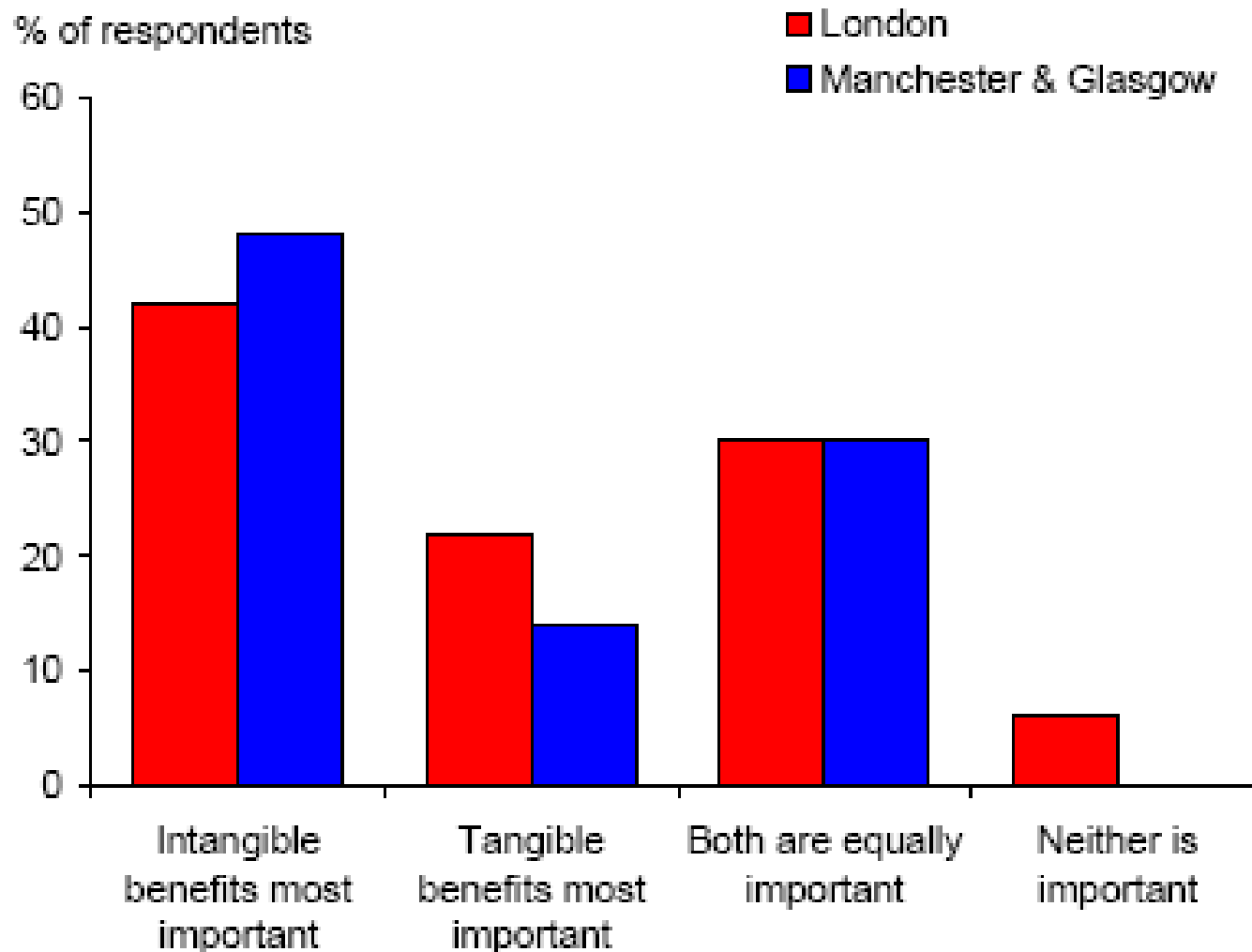
- Kavetos and Szymanski (2008) reported evidence of 'feelgood' effects
  - major sporting events over a 24-year period
  - statistically significant and positive impact on happiness in host country.
  - true for wide sections of society (over 50, under 50, employed, no higher education, earning high or low incomes)
- Results do not suggest any systematically significant legacy effects on happiness - concluded that hosting creates short term feelgood factor
  - this is not however to suggest that it is not sizeable
  - happiness gain from hosting Euro 96 was equivalent to a monetary gift of £165 for every person

# Evidence

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- Department of Culture, Media and Sport (2005) study asked people about importance of various intangible benefits of hosting the 2012 Games. The most important benefits included:
  - Uniting people;
  - Feelgood factor;
  - National pride;
  - Motivating/inspiring children;
  - Legacy of sports facilities; and,
  - Improving awareness of disability.
- Willingness to pay to host the Games was around £22 per household per year in London and £12 per household in Manchester and Glasgow (over a period of 10 years)
- Of those surveyed, a higher proportion felt that intangible benefits were more important than tangible effects (e.g. increased tourism spending).

# Chart 5.1: People's perceptions of the relative importance of tangible versus intangible benefits of hosting the 2012 Games



Source : Eftec (2005)



# LEGACY PROJECT ACTION PLAN

Name

Organisation

Project Title

Legacy Objectives	Actions	KPIs and Target Date	Who (Internal/ External)	Resources Required	Legacy Evaluation Method
1					
2					
3					
4					
5					

# QUESTIONS/DISCUSSION

