



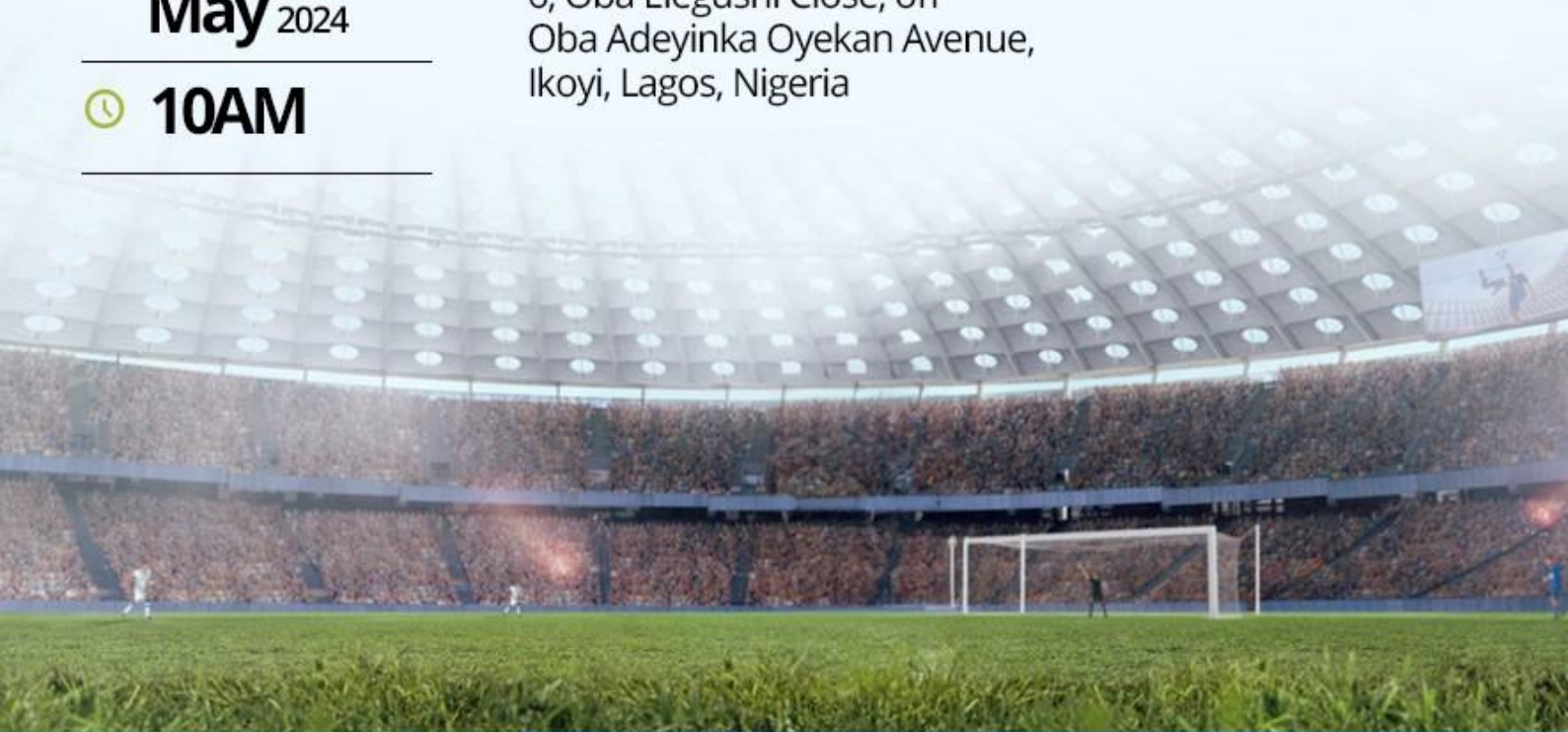
Sports Industry Thematic Group General Assembly

HYBRID EVENT

 Thursday **9th**
May 2024

 **10AM**

 **The Summit House**
6, Oba Elegushi Close, off
Oba Adeyinka Oyekan Avenue,
Ikoyi, Lagos, Nigeria



<p>Date: Thursday, May 9th, 2024</p> <p>Time: 10:00 am</p> <p>Duration: 2 hours</p> <p>Venue: The Summit House, 6 Oba Elegushi Street, off Oba Adeyinka Avenue, Ikoyi, Lagos.</p>	<p style="text-align: center;"><u>SESSION REPORT</u></p> <p>Session Title: SPORTS INDUSTRY THEMATIC GROUP GENERAL ASSEMBLY</p> <p><u>Details of Discussants:</u></p> <ul style="list-style-type: none"> • Mr Frank Aigbogun, Vice Chair, Tourism, Hospitality, Entertainment, Creative, Cultural, and Sport Industries (THECCS) Policy Commission Steering Committee • Dr Ikenna Nwosu, Facilitator, THECCS Policy Commission • Mrs Tinuke Watti, Permanent Secretary, Federal Ministry of Sports Development (FMSD) • Ms Nkechi Obi, Thematic Lead, Sports Industry Thematic Group (SITG) <p><u>Moderated by:</u></p> <ul style="list-style-type: none"> • Mr Ewomazino Omomadia, Anchor, THECCS Policy Commission (THECCSPC)
<p>Background</p>	<p>The overarching objective of the Tourism, Hospitality, Entertainment, Creative, Cultural, and Sport Industries (THECCS) Policy Commission is to facilitate the adoption of various NES recommendations to fast-track the growth and development of the economy. The leadership of the Policy Commission engages the Strategic Policy Analysis Unit of the National Planning Commission in quarterly meetings to follow through on implementing the various NES-recommended reforms. The Policy Commission is designed to engage in policy advocacy efforts before, during and after summits.</p>
<p>Context</p>	<p>In recognition of the need for support from sector experts, the Sports Industry Thematic Group (SITG) hosted a General Assembly (GA) to engage experts on the proposed policy advocacy plans of the Thematic Group from 2024 to 2025. The General Assembly provided an opportunity for members of the Thematic Group and external stakeholders to learn about the SITG's activities, the agenda for the year, and how to support the Thematic Group's policy advocacy efforts. It served as a platform for agenda-setting for the year.</p>
<p>Opening Remarks</p> <p>Mr Frank Aigbogun, Vice Chair, THECCS Policy Commission Steering Committee</p>	<p>In his opening remarks, Mr Frank Aigbogun warmly welcomed the audience and noted the following:</p> <p>The sports industry has significantly grown in countries where the government and the players in the sector have come together to chart a path of prosperity. For the sports industry in Nigeria, there is a lot that the government can do regarding policy and regulation. Whilst there is a lot that the sports industry itself can do, we can only do a little if industry players come together to share ideas and work out</p>

strategies to create sustainability in the sports industry. The Sports Industry Thematic Group expects to have two general assemblies every year. Undoubtedly, the lofty goals and objectives set for the sports industry in Nigeria can be achieved, especially with the support that the SITG is getting from the current Minister of Sports.

He appreciated the participants once again and encouraged them to participate actively.

Presentation by Think Tank Operations

**Mr Ewomazino Omomadia,
Anchor, THECCS Policy
Commission (THECCSPC)**

Mr Ewomazino Omomadia started his presentation with Kingdon's (1984) quote, "Policy change and impact comes about when three streams—problems, politics, and policies—connect. Each stream has its forces acting upon it and ultimately influencing it. The streams converge not only by chance but also from consistent and sustained action by advocates". He noted that policy change does not happen by chance but occurs when problems, politics and policies converge, and advocates need sustained efforts to achieve this. He also highlighted the mission of the NESG, which aims to promote and champion the reform of the Nigerian economy into an open, globally competitive economy by enabling this convergence within the private and public sectors. He also noted that the vision of the NESG is to become the leading private sector Think-Tank in Africa to make it happen.

The NESG has four strategic pillars and roles:

- Dialogue Partner: Driving policy change through public-private dialogue platforms and engagements
- Connector: Driving policy change through network and influence
- Watchdog: Driving policy change through research and evidence-based engagement and providing evidence-based advocacy when necessary
- Intervener: Driving policy change through interventions, monitoring and evaluation

He noted that the NESG is guided by Public-Private Dialogue (PPD) principles and explained the various PPD platforms at the NESG, emphasising the structure of policy commissions and the importance of the annual Work Plans.

NESG PPD STRUCTURES, PLATFORM AND FRAMEWORKS



Policy Commissions

- The NESG strategically functions within workgroups known as "The NESG Policy Commissions".
- The Policy Commissions (PC) comprise of public and private sector networks and experts who bring insight and shape our agenda on most strategic industry and crosscutting issues. The PCs also facilitate and fast track the adoption of various National Economic Summit (NES) recommendations.

Roundtables

- These are public and private dialogue platform established to champion a specific reform process. It is usually initiated by MOUs, specific Stakeholder drive, of Donor funding to archive a particular purpose. These roundtables also have their secretariat at the Abuja Offices.
- Roundtables can either be temporary platforms (e.g. the Fiscal Policy Roundtable, a 2year project funded by the Bill and Melinda Gate Foundation) or Permanent roundtables like National Assembly Business Environment Roundtable NASSBER

Community of Practices

- The Group re-positioned its Policy Commissions in year 2019 and as part of that process created stand-alone platforms for three (3) key but easily marginalised groups: Micro Small Medium Enterprises (MSMEs), Gender related issues and Youth, so that they can together as communities of practice have a voice to champion and promote advocacy based on thematic areas of focus.

Thematic Working Groups

Thematic Working Groups are focus areas/sub-themes of a Policy Commission, Roundtable or Community of Practice. For instance, Mining and Manufacturing are the thematic groups of Manufacturing and Mining Policy Commission.

A thematic group will only be considered as one if it meets the requirement of having a minimum membership of 20 persons who are willing and available to advance dialogue on a subject matter of significance to the PC.

He stated the following PPD Guiding Principles:

1. Mandate and Institutional Alignment
2. Structure and Participation
3. Champion(s) and Leadership
4. Facilitation and Management
5. Outputs
6. Outreach and Communication
7. Monitoring and Evaluation
8. Subnational
9. Sector-specific
10. Relevance to FDI
11. Post-conflict/disaster/crisis
12. Development Partners

He then noted the following Public Private Dialogue Risks are as follows:

1. Vested Interests
2. Not fully representative
3. Leading to a talk-shop
4. Risk of hijack or one-person show
5. Risk of being politicised
6. Risk of duplication of efforts

In conclusion, he noted that the NESG has 12 Policy Commissions (PCs), each with thematic groups. The current General Assembly is for the Sports Industry Thematic Group, which falls under the THECCS Policy Commission, the Policy Commission with one of the longest names in the NESG: Tourism, Hospitality, Entertainment, Creative, Cultural and Sport.

About the THECCS Policy Commission

**Dr Ikenna Nwosu,
Facilitator, THECCSPC**

Dr Ikenna Nwosu, the THECCS policy commission facilitator, returned for a brief presentation About the THECCS Policy Commission. He explained that:

The THECCS Policy Commission is one of 12 Policy Commissions within the NESG. The “THECCS” abbreviation can be unbundled as follows: T for Tourism, H for Hospitality, E for Entertainment, C for Creative, the second C for Cultural, and then S for Sports.

The NESG established the THECCSPC due to reforms during the Buhari administration. The essence was to create a platform for new economic sectors like the sports industry or sectors that needed to optimise revenues for operators and the federal government. They will create jobs that will add to Nigeria's national GDP. So, the board of directors of the NESG decided to establish a THECCS Policy Commission. We have four thematic areas. The first thematic area is the Sports Industry Thematic Group. The SITG emphasises and shapes the national conversation about how the sports industry has transformed from a participatory perspective to a business sector. Ms Nkechi Obi, a sports industry consultant, has ably led it. Through the work of the SITG, the THECCS Policy Commission developed a national Sports Industry Policy, working with the Federal Ministry of Sports Development for the first time in Nigeria's history.

The second thematic group is the Tourism and Hospitality Industries Thematic Group. The Thematic Lead, Ms Ngozi Ngoka, is co-chairing the new committee, set up by the Honorable Minister of Tourism, to craft a new Tourism and Hospitality Policy for the Federal Republic of Nigeria.

The third is the Creative Economy Thematic Group, led by Ms Chinenye Uwanaka. The Federal Ministry of Art, Culture, and Creative Economy is in conversation to establish the National Policy on the Creative Economy, National Cultural Policy, and National Policy on the Incentivization of the Sector, among other policy initiatives.

Finally, we have the Cultural Industries Thematic Group, led by Ms. Goodness Ejim-Obilo. Conversations are being held with UNESCO to optimise Nigeria's cultural policy.

The THECCS Policy Commission has a Memorandum of Understanding between the NESG and the Federal Ministry of Tourism to cover THITG's work. They also have a Memorandum of Understanding executed between the NESG and the Federal Ministry of Art, Culture and Creative Economy to cover all the work to be done by the CETG and the CITG. Each thematic group has a thematic lead, all overseen by Dr Ikenna. The SITG has a wide range of activities that cover the entire value chain, from professional sports leagues to grassroots sports development, sports media, sports tourism, and other sports-related businesses. As the Vice Chair, Mr Frank Aigbogun, said, a new economic sector in Nigeria has blossomed in other countries. THECCSPC intends to make the sports industry

	<p>blossom in our country. Many recommendations from the Policy Commission's outputs, as different summits of the Nigerian Economic Summit, have been adopted to fast-track the growth and development of Nigeria's national economy.</p>
<p>Special Remarks</p> <p>Mrs Tinuke Watti, Permanent Secretary, Federal Ministry of Sports Development (FMSD)</p>	<p>Mrs Tinuke Watti, the Permanent Secretary of the Federal Ministry of Sports Development (FMSD), made the following remarks at the General Assembly:</p> <p>This General Assembly is significant as the Federal Ministry of Sport Development is actively working on repositioning sports in the country. This group's efforts, which began in 2018, culminated in the approval of the National Sports Industrial Policy by the Federal Executive Council in 2022. This achievement is particularly notable as the work continued even during the COVID-19 pandemic. The hope is for the policy to stand the test of time and drive Nigeria's next level of sports development.</p> <p>She advised that the thematic group should focus on the value of sports tourism and its economic benefits. Integrating sports tourism into Nigeria's economic development plans could positively impact the country's gross domestic product (GDP). She noted that the Federal Ministry of Sports Development has reaffirmed its commitment to partnering with the NESG SITG, recognising them as partners in progress. The National Sports Endorsement Policy is expected to be the first in Africa, marking a significant milestone for the thematic group.</p> <p>The Federal Ministry of Sport Development, represented by the Permanent Secretary, expressed gratitude for the opportunity to participate in the General Assembly. The Ministry collaborates with the thematic group to advance national and international sports. The outcomes of the General Assembly's deliberations anticipate further joint efforts in promoting sports development in Nigeria.</p>
<p>Activities of the Sports Industries Thematic Group (SITG)</p> <p>Ms Nkechi Obi, Thematic Lead, Sports Industries Thematic Group</p>	<p>Ms Nkechi Obi gave a recap of what the SITG had done in the past four years:</p> <p><u>Activities and Progress Report of the Sports Industry Thematic Group</u></p> <ul style="list-style-type: none"> • The Sports Industries Thematic Group (SITG) was initiated around 2016 and formalised in 2017 with the first focus group forum on the e-sports industry. • Support from the NESG and various board members allowed SITG to present at the Nigerian Economic Summit (NES) for the first time in 2017, establishing sports as a business discussion topic. • In 2018, SITG gained recognition as a fully-fledged thematic group in the policy commission and held its second breakout session at NES#24. • In 2019, SITG restructured its funding approach, establishing the Eminent Focal Group (EFG) to facilitate its work more effectively. • Collaboration with the Federal Ministry of Youth and Sports led to a partnership agreement and the Sports Industry Working Group (SIWG) formation in 2020 to develop and execute the National Sports Industry Policy.

- Despite the COVID-19 lockdown in March 2020, the SIWG continued their work, resulting in the Federal Executive Council's approval of sports as a business sector.
- The National Sports Industry Policy 2022-2026 was approved by 2022, providing a framework for developing sports and ancillary sectors.

2024 & 2025 Sports Industry Thematic Group Work Plan

The thematic group intends to achieve the following goals in 2024-2025:

- Establish frameworks to implement the policy, including gathering data on sports' economic contributions.
- Develop a national sports satellite accounting system with the NBS and other stakeholders.
- Advocate for establishing the Nigerian Council of Alternate Dispute Resolution for Sports and a sports-specific de-risking agency.
- Organise a National Sports Industry Business and Investment Forum in Q2 2025 to link various efforts and promote investment in the sports industry.

Success Indicators:

- Capturing sufficient data on the sports industry to facilitate planning and investment.
- Establishing the Nigerian Council of Alternate Dispute Resolution for Sports.
- Mitigating risks associated with investing in the sports industry through a de-risking agency.
- Sensitising the investment community on opportunities within the sports industry and achieving investment targets.
- Engaging with the National Assembly to pass legislation supporting sports industry development.

Issues Identified

- **Lack of Awareness and Investment in Sports Entrepreneurship**
- Executives and business students often overlook the potential for profitable ventures in sports. There needs to be more awareness about the financial opportunities within the sports industry.
- Many people think of entrepreneurship in areas outside of sports, missing out on significant revenue opportunities in sports business management, sports media, and entertainment.
- **Need for Foundational Frameworks**
- The sports industry needs comprehensive frameworks that encourage investment and development. Essential frameworks, like the Court of Arbitration and de-risking agencies, are often missing, discouraging investment and growth in the sports industry.
- Other industries have foundational frameworks that support their growth. However, similar structures still need to be fully established in the sports industry.
- **NGO Sector and Social Impact**
- NGOs working in sports face challenges in gaining sponsorship and support for their initiatives. There is a need for policies that include and

benefit NGOs, especially those using sports to achieve social change and cohesion.

- Specific areas like the Northeast have used sports for social change. Still, these efforts need more recognition and support within broader sports policies.

4. **Inclusion and Community Development**

- There are significant gaps in how sports policies address inclusivity and community development. Key areas needing attention include gender inclusivity, support for people living with disabilities, and using sports to address conflicts.
- The current policies need to adequately cover the needs of various communities, including riverine areas and educational institutions.

5. **Sustainability and Implementation Challenges**

- Successful implementation of sports policies requires strong collaboration between public sector partners and other stakeholders. With the commitment of government officials and proper structures, the policies may achieve their intended impact.
- Ensuring that policies are ingrained in every community is a challenge, and there needs to be a concerted effort to drive awareness and adoption at grassroots levels.

6. **Infrastructure**

- Lack of community centres and sports facilities in many areas.
- Targeted and systematic approaches to deploying community centres and sports infrastructure are necessary.

7. **Funding and Investment**

- Reliance on federal government funding while neglecting state-level involvement.
- The need for private sector investment and incentives to drive sports development.
- Difficulty in accessing development funding due to lack of scalable plans.

8. **Federation and Stakeholder Engagement**

- Dysfunctional sports federations and their role in sports development.
- There is a need for a coordinated approach involving federations, states, and private sector stakeholders.

9. **Policy Implementation**

- Advocacy is important to bring states into the conversation for policy implementation.
- There is a necessity for a connected ecosystem where federations and other stakeholders collaborate.

10. **Sport-Specific Development**

- Ensuring human rights are protected within sports.
- Need for effective sports dispute resolution and internal disciplinary processes.

11. Human Rights and Dispute Resolution

- Ensuring human rights are protected within sports.
- Need for effective sports dispute resolution and internal disciplinary processes.

12. Economic Impact

- Utilising sports as a catalyst for economic growth.
- Leveraging sports for cross-border business and immigration opportunities.

Recommendations**1. Promote Sports Entrepreneurship in Business Education**

- Increase awareness among business students and executives about the potential for profitable ventures in the sports industry. Highlight success stories and create specialised programs like MBA electives in sports business.
- Collaborate with successful sports business schools and organisations to develop comprehensive sports business management programs.

2. Develop and Implement Comprehensive Frameworks

- Establish foundational frameworks that support the sports industry, including local courts of arbitration and de-risking agencies. Ensure these frameworks are well-publicised and accessible to investors and industry practitioners.
- Learn from other industries and adopt best practices to create a supportive environment for sports business development.

3. Support NGOs and Social Initiatives in Sports

- Create policies that specifically include and support NGOs working in sports for social change. Provide funding opportunities and sponsorships for successful NGO-led sports initiatives.
- Recognise and integrate NGOs' efforts into national sports policies, ensuring they have a voice in policy development and implementation.

4. Focus on Inclusivity and Community Development

- Ensure that sports policies address inclusivity, support gender equality, help people living with disabilities, and resolve conflicts through sports. Develop specific programs and initiatives targeting these areas.
- Work with local communities, including riverine and underserved areas, to create sports facilities and programs that cater to their unique needs. Partner with educational institutions to strengthen sports programs at all levels.

5. Enhance Sustainability and Drive Implementation

- Foster strong collaboration between public sector partners, private sector stakeholders, and NGOs to ensure the successful implementation of sports policies. Regularly review and update policies to reflect changing needs and priorities.
- Conduct awareness campaigns and training programs to educate communities about the benefits and opportunities within the sports

industry. Ensure that policies are communicated effectively and implemented at grassroots levels.

6. **Raise awareness and advocate for policy implementation**
 - Conduct advocacy campaigns to raise awareness about the sports policy at the state level.
 - Engage with state governments to domesticate the policy and develop their sports industry development policies.
7. **Develop and deploy infrastructure.**
 - Conduct advocacy campaigns to raise awareness about the sports policy at the state level.
 - Engage with state governments to domesticate the policy and develop their sports industry development policies.
8. **Encourage private sector investment**
 - Utilise the policy framework to catalyse private sector investment.
 - Develop scalable plans to attract development funding and ensure sustainable sports development.
9. **Strengthen federations and stakeholder collaboration**
 - Reform sports federations to ensure they are functional and capable of driving sports development.
 - Facilitate collaboration between federations, state governments, and private sector stakeholders.
10. **Focus on key sports for initial development.**
 - Prioritise football and other popular sports to create a foundation for broader development.
 - Use football's popularity to attract investment and develop related infrastructure.
11. **Enhance human rights and dispute resolution mechanisms**
 - Prioritise football and other popular sports to create a foundation for broader development.
 - Use football's popularity to attract investment and develop related infrastructure.
12. **Leverage economic and cross-border opportunities.**
 - Explore economic opportunities through sports, such as cross-border business and immigration programs.
 - Utilise sports to drive economic growth and create job opportunities.
13. **Engage and mobilise all stakeholders.**
 - Explore economic opportunities through sports, such as cross-border business and immigration programs.
 - Utilise sports to drive economic growth and create job opportunities.

<p>Next Steps</p>	<p>Implement the National Sports Policy</p> <p>Increased awareness of the policy's provisions, including sports medicine. Therefore, the focus needs to be on implementing the policy through sensitising the public environment to increase awareness.</p>
<p>Closing Remarks</p> <p>Dr Ikenna Nwosu, Facilitator, THECCS Policy Commission</p>	<p>In his closing remarks, Dr Ikenna acknowledged the public sector partners, particularly the Federal Ministry of Sports Development, highlighting their crucial role in the policy's success. He underscored the necessity for extensive stakeholder collaboration and concerted effort, emphasising the importance of collective action in driving the implementation forward.</p> <p>Dr Ikenna praised the Nigerian Economic Summit Group (NESG) for its innovative approach in various socio-economic sectors, with sports being a testament to this mission and vision. He also noted the considerable effort required to convince stakeholders that sports should be considered an economic sector. He noted that the presentation of extensive evidence and in-depth discussions eventually led to a profound understanding of sports' economic and social impacts.</p> <p>Dr. Ikenna provided an illustrative example demonstrating the potential economic impact of sports. The hypothetical scenario suggested that if the federal government mandated sports activities in all primary and secondary schools, it would create significant demand for sports infrastructure and equipment. This mandate would lead to the development of community-based sports centres and a surge in sports-related goods such as T-shirts, footballs, and other equipment, thus showcasing the substantial economic opportunities within the sports industry.</p> <p>The concept of sports-free zones was proposed, drawing parallels to the successful implementation of free zones for LNG. Such zones would attract investment and facilitate the growth of sports academies and related businesses, further amplifying the economic potential of the sports industry in Nigeria. The country's notable number of footballers playing abroad was highlighted as evidence of the untapped potential within the local sports industry.</p> <p>In conclusion, the discussions at the general assembly have underscored the urgency of policy implementation, the economic benefits of developing the sports industry, and the essential collaborative efforts required from all stakeholders to realise these goals. Dr Ikenna thanked all presenters, the vice chair, public sector partners, and other stakeholders for their contributions and participation. Attendees were encouraged to thoroughly read the national sports industry policy to grasp the extensive opportunities it presents fully.</p>