THE NIGERIAN ECONOMIC SUMMIT GROUP
Tourism, Hospitality, Entertainment, Creative Arts and Sports (THECS) Policy Commission

SPORTS INDUSTRY THEMATIC GROUP

2020 1ST QUARTER NEWSLETTER (JANUARY - MARCH)
Dear Members,

What a quarter January – March 2020 has been! No one could have predicted when we sent out Q4 2019 Newsletter in January, that by end of March this year, the whole world would be in the grip of a massive lockdown occasioned by the Corona Virus pandemic that has ravaged over 150 countries at the last count, infected over One Million people and caused about 200,000 deaths…and counting! The infection and death rates keep climbing by the day….and every effort is being made to combat the effects of the virus through health and safety measures focused on flattening the curve of the infection rates through strategies such as hand washing, use of sanitizers, social distancing, partial lockdown in some states and total lockdown in Lagos and Ogun states as well as the FCT. Meanwhile, the global economy has come to a crashing halt, with every economic sector gravely affected by the Corona Virus and its attendant disease – COVID 19!

Of significance to us in SITG is the effect of COVID 19 on the local and global sports industry. Major sports leagues and events have been halted with the Olympic Games scheduled for July in Tokyo, Japan, postponed to 2021. Here in Nigeria, the National Sports Festival (EDO 2020) scheduled to hold from 22nd March, has been postponed till further notice; all the football leagues have been halted until further notice; stadiums and sports venues have been shut down, and the cost of all these on the global sports industry is been calculated in the realm of billions of dollars…and rising each day!

A lot of what was planned in our 2020 Work Plan is undergoing review as we put this newsletter together…not least of all the National Sports Industry Policy Dialogue where we were scheduled to discuss all the outcomes of several engagements with stakeholders towards drafting a new sports industry policy that would chart the course for sports as a key industry of the Nigerian Economy. We were fortunate though to hold the series of Stakeholder Engagement Sessions with key organisations and ancillary sectors that make up the sports industry value chain, in February, and the report of those six (6) sessions can be found in this newsletter. In addition, The Honourable Minister of Youth & Sports Development, Mr Sunday Dare, inaugurated the Steering Committee of the Sports Industry Working Group (SIWG), a key organisation in the sports industry reform agenda. The Report of the Inauguration also forms a part of this newsletter

The effects of the corona virus have really impacted everyone without regard to race, colour, creed, or nationality, but we are proud of how the public and private sectors have responded to the challenges thrown up by the disease from a health and social welfare perspective. It is our hope that by the time we have to bring you Q2 2020 Newsletter in July, progress in tackling the disease would have been made and the world would have taken steps to reopen for business.

In the meantime, please stay safe…stay healthy…stay positive…and enjoy our newsletter in the comfort of your homes during this enforced lockdown!

- Nkechi Obi, Thematic Lead, SITG
The months of February and March were busy with organizing a key activity of the 2020 SITG Work Plan - The Sports Policy Stakeholder Engagement Sessions. The sessions focused on main policy thrust areas in the draft 2018 National Sports Policy and tailored discussions with the identified stakeholder groups across the value chain of the sports industry to serve as a precursor in developing the agenda for the National Sports Industry Policy Dialogue.

The Stakeholder Sessions provided a platform to critically examine how to reposition Sports as a Private sector-led industry through:

- **Sports Industry development as a key driver and contributor to the Nigerian economy and the roles of cross-sectoral stakeholders.**
- **A robust National Sports Industry Policy.**
- **Incentives for Private Sector led development of the Sports Industry.**
- **Focused legislation to drive the implementation of the Policy.**
- **Governance and institutional strategies required to unlock the identified potentials to deliver on immediate investment milestones.**
- **Initiatives and interventions to support the implementation of the Policy.**

Cross sectoral co-operation and integration of initiatives to deliver on the potential and growth of sports as a social, economic and community development platform, in line with the UN's Sustainable Development Goals (SDGs) and 2030 Agenda for Sustainable Development.

Funding and Investment Models for the Sports Industry.

A total of Six (6) Stakeholder Engagement Sessions were organised while Eleven (11) Stakeholder Groups were engaged in the period under review. Each Session was streamed live on the NESG Youtube Channel to enable those who could not physically attend to follow the deliberations live. The Sessions were:

1. Media and Entertainment / Sports Tourism Ancillary Groups
2. Educational Institutions
3. Trade and Professional Groups
4. Development Finance Institutions / Financial and Investment Groups
5. Donor Agencies / Multilateral and Multinational Organisations
6. Sports Federations

Discussions during the Engagement Sessions were driven largely by the 4 Key Trigger Issues of the 3Is and 1P strategy for industrialisation of the sports sector (Incentives, Investment, Infrastructure and Policy). These trigger issues formed the focus of the breakout sessions that delivered immense contributions from the various stakeholders to the unique discourse, and also afforded participants a first-hand interaction with the reform proposition to transform sports into an active economic sector, targeting a GDP contribution of 2-3% to the Nigerian economy in the first 5-10 years.

More than 200 persons across the 11 different stakeholder groups from the public and private sectors participated in the 1-month event with the outcome of the recommendations of the breakout sessions forming an integral part of the report for the review of the 2018 Draft National Sports Policy.

The reports of ALL Engagement Session were sent to participating stakeholders, who were requested to further engage with members of their respective stakeholder groups and submit a detailed Memorandum Feedback report which will be considered in the drafting of the National Sports Industry Policy.
MEDIA AND ENTERTAINMENT / SPORTS TOURISM ANCILLARY GROUPS
- By Nehita Odigie

The first of six (6) Stakeholders Engagement Sessions which held at the NESG office in Ikoyi began with an interaction with Media and Entertainment / Sports Tourism (Ancillary Groups) on the 11th of February, 2020. These sessions which would “aid in ensuring the delivery of quality sports and physical activity experiences would seek to contribute to the development of nationhood” was attended by the representatives of both public and private institutions.

Mrs. Titilope Oni (Ag. Head, Think-Tank Operations, NESG) welcomed participants and got the session off on an interactive note. Mrs. Oni offered her appreciation to the responses and effort of the various stakeholders represented in the room, noting how highly the stakeholders’ involvement is valued especially as they were conforming to the NESG maxim of “paying to serve”. Miss Nkechi Obi (Thematic Lead, SITG, NESG) in her opening remarks sensitized the stakeholders on work already done so far in the repositioning agenda for sports, and what more could be done to achieve the aim of a developed sports industry using a business approach. Ms. Obi stated that it is hoped that a business model would see the sports industry generate annual revenue of ₦2 Trillion when it reaches the peak of its development.

Participants included Mr Obi Asika (member, Eminent Focal Group of the SITG), Akinbode Babatunde of Brilla FM, Emma Akande, Advertising Practitioners Council of Nigeria, Otunba Ayo Olumoko, Federation of Tourism Associations of Nigeria (FTAN), Kenechukwu Agwu, Associate, Ajumogobia & Okeke, Naomi Nwokolo, United Nations Global Compact, Eyitemi Taire, Techno Culture and Debo Oshundun, Chairman, Lagos SWAN

An agenda setting presentation was delivered by Mr. Tonte Davies, a research member of the SITG where he explained in detail the possibilities that are on offer in these sectors of the value chain of the sports industry, after which Four (4) Breakout Sessions were held in line with the Trigger issues of Incentives, Investment, Infrastructure and Policy. The breakout sessions were led as follows:

- **Incentive Breakout Lead** - Mrs. Abiola Ogunbiyi of SJ Tours & Allied Services
- **Investment Breakout Lead** - Dr. Simon Ebhojiaye, Deputy Director, Federal Ministry of Youth and Sports Development.
- **Infrastructure Breakout Lead** – Mr. Dele Odugbemi, Country Manager, JC DeCaux
- **Policy Breakout Lead** - Dr. Kweku Tandoh, CEO, SportsConnect

Discussions were tailored towards articulating strategies to harness the Media as a nexus between Sports, Entertainment and Culture, with special focus on:

- Existing broadcasting codes and how they can enhance the media’s contribution to sports as big business from a policy standpoint
- Analyses and articulation of the nexus between Sports, Culture and Entertainment industries.
- The development of local content for broadcast and as a means to drive adequate advocacy, create awareness and stimulate interest in the Sports Industry.
- Technological trends and changes that are drastically altering the face of sports and transforming the lives of all who play, organise and promote sports, to provide greater income for established sports and more exposure for minority or niche sports.
- Leveraging technology to enable a national sport data capture for all athletes including schools. This would assist proper content generation and grow the media industry around sport.

Several recommendations and solutions were proffered by the various breakout sessions and these recommendations form the thrust of the agenda for the review of the Draft 2018 Sports Policy. In closing, Arc. Biodun Owoborode (Executive Assistant to the Honourable Minister) who represented the Honourable Minister of Youth and Sports Development, who represented the Honourable Minister of Youth and Sports Development, offered his appreciation to the NESG for the tremendous work done, noting that the input of the participants was very highly acknowledged, and looking forward to the other sessions in the calendar.

For further details on this session, please go to https://youtu.be/wdVPRbli91g
Participants from the Education sector and related institutions and organisations gathered for what was considered one of the most anticipated Engagement Session at the Summit House, Ikoyi, on 13th of February, 2020.

Once again, Mrs. Titilope Oni (Acting Head, Think-Tank Operations, NESG) set the tone for the session with a brief background of the operations of the NESG as an independent, non-partisan economic think-tank as well as the work it continues to do in the development of the Nigerian economy through public-private dialogue, research, advocacy and consulting. Miss Nkechi Obi (Thematic Lead) noted the importance of the Education sector and getting its stakeholders involved in the development of the sports industry, and was unequivocal about how much work had been done and how much more needed to be done in the proposition to transform sports into a viable industry.

The agenda setting presentation was delivered by Mrs. Elizabeth Okogun, a volunteer member of the NESG, and she highlighted the significance of education as a basic lifestyle need and the role it can play as a social driver to not only increase participation in sports but also act as a trigger for the economic demand of sports goods and services thereby transforming the industry.

Some critical issues considered in her presentation include the following:
1. A vast majority of children in rural areas (63%) in Nigeria cannot read at all;
2. More than 23 million youth are unemployed and/or underemployed;
3. Education has 50% direct contribution to participation in sports;
4. Prevalence of obesity among school aged children in Nigeria between male and female is at a ratio of 3.2% and 5.1% respectively.
5. 250 million+ school aged children and adolescents will be classed as obese globally by 2030.

At the conclusion of the presentation, stakeholders were requested to participate in four (4) breakout sessions following the format of the 3Is and 1P strategy for industry development (Incentives, Investment, Infrastructure and Policy). The Breakout Sessions were led as follows:
- **Incentive Breakout Lead** - Dr. Kweku Tandoh, CEO, SportsConnect
- **Investment Breakout Lead** – Engr. Opeyemi Okunoren, Managing Director, Silicon Harbour
- **Infrastructure Breakout Lead** – Mr. Koye Sowemimo, The Temple Company
- **Policy Breakout Lead** - Dr. Simon Ebhojiaye, Deputy Director, Federal Ministry of Youth and Sports Development.

Notable participants included Prof Muhammad Y. Bello, Vice Chancellor, Bayero University, Kano, Professor Stephen S. Hamafyelto, President, NUGA, Chidi Odinanwa, Social Entrepreneur/Founder, The Africa Talent and Skills Hub and Ekelem Airhihen, Chief Planning Officer, Federal Airports Authority of Nigeria

Key recommendations included:
1. A national policy that ensures that out of school students must be enrolled in schools before participating in age-group sporting competitions or events at a national level.
2. Sports scholarships for children who are exceptional in sports in schools.
3. Recognition for parents of children and wards who excel in school sports.
4. Synergy between the ministry and schools for providing sport scholarships for children.
5. Provide incentives of tax rebates for companies and institutions (including educational institutions) investing in school sports.
7. The management structure for this PPP fund will interact with key stakeholders at all the Educational levels i.e. Grassroots Communities for Primary schools, State levels at Secondary level and the likes of NUGA at Tertiary levels.
8. A recommendation that primary and secondary schools have a minimum of five (5) coaches that will focus on different Sports.

For further details on this session, please go to [https://www.youtube.com/watch?v=JZImkr-tc_8](https://www.youtube.com/watch?v=JZImkr-tc_8) and [https://www.youtube.com/watch?v=VuEYsKXoVho](https://www.youtube.com/watch?v=VuEYsKXoVho)
The Stakeholder Engagement Session for players in the Financial and Investment sector was held on Wednesday 19th February. The objective of the engagement session primarily, was to solicit the support and co-operation of these institutions in developing sports as a viable industry by leveraging on their respective platforms as well as developing a framework for partnership to drive participation of these institutions. The session was also an avenue to review the 2018 Draft National Sport Policy to identify and address gaps in order to secure the buy-in from the relevant stakeholders in the private and public sectors. This will culminate in the creation of a framework for driving the growth of the sport industry based on the 3Is and 1P trigger areas.


After the introductory remarks by Ms Nkechi Obi a brief presentation on the funding requirements in sports was made by Adedammy Adedotun, an NESG volunteer. Adedammy highlighted and emphasized the importance of facilities in the sports industry as they form the foundation on which the sport ecosystem is built. He further explained that investment in facilities and infrastructure development will help in unlocking other investment opportunities around recreational and professional sports in the country.

After the presentation, breakout sessions were held, where participants were grouped into three sub groups - Investment, Infrastructure, and Incentives & Policy – based on their expertise and area of interest. The Breakout Sessions were led as follows:

- **Incentives & Policy Breakout Lead** - Ms. Iranade Akinbolaji, Central Bank of Nigeria
- **Investment Breakout Lead** – Mr. Lanre Olalusi, Sterling Bank
- **Infrastructure Breakout Lead** – Adedammy Adedotun, Researcher, SITG

Participants were asked to identify the issues and make recommendations, and some of the general issues identified include:

a. Access to funds and space areas to build community cluster facilities.
b. Lack of quality merchandise to produce sporting facilities.
c. Distance from residential areas to sport facilities within the state.
d. Cost of assessing existing sports facilities.
e. Low representation of sports as a business to attract private business owners and investors.
f. Inability of financial institutions to see the commercial value of their involvement in sports.

The recommendations from the deliberations were similar and focused on:

1. A robust National Sports Industry Policy on finance and investment to protect the investment in the sector
2. Incentives similar to other pioneer industries for investors in the sectors in form of tax exemptions, low lending rate such as single digit interest rates etc.
3. Synergizing the contributions of sport and finance stakeholders into the value chain of the sport industry in order to achieve the objectives of a vibrant industry.
4. A valuation standards and benchmarks to guide the accurate estimation of the value of sports properties
5. Identifying Tier One Sports – Athletics, Volleyball, Football, Basketball, etc – and prioritizing them for sports investment
6. Creating the demand for sports through grassroots and primary school participation
7. Local production of sports goods and merchandize should be encouraged through appropriate incentives as a means of achieving import substitution and creating jobs.
8. Establishing special purpose fund such as Sports Fund through the Bank of Industry in partnership with the Central Bank of Nigeria.

For further details on this session, please go to

- [https://www.youtube.com/watch?v=I7FVSZNT3](https://www.youtube.com/watch?v=I7FVSZNT3)
- [https://www.youtube.com/watch?v=Gsw_cJCB9](https://www.youtube.com/watch?v=Gsw_cJCB9)
- [https://www.youtube.com/watch?v=J31](https://www.youtube.com/watch?v=J31)
The fourth in the series of the Engagement Sessions, the goal of this interaction was to reach a mutual understanding and provide policy recommendations for a National Sports Industry Policy drawing inputs from Professional Groups which included the Nigerian Bar Association Section on Business law, Lagos Chamber of Commerce International Arbitration Centre (LACIAC), Nigerian Medical Association (NMA), Lagos Court of Arbitration, Council for the Regulation of Engineering in Nigeria (COREN), Nigerian Society of Engineers, Coronation Capital, Akinwunmi, Busari Legal Partners, Olaniwun Ajayi LP, while the Nigerian Association of Chamber of Commerce, Industry, Mines and Agriculture (NACCIMA), The Nigerian Tourism Development Corporation and the Abuja Chamber of Commerce and Industry represented the Trade Groups.

The event which occurred on Monday 24th, February commenced with a welcome address by Mrs. Titilope Oni followed by opening remarks from Miss. Nkechi Obi, the Thematic Lead of the Sports Industry Thematic Group, who provided an insight for first time participants, into the journey undertaken by the NESG through the SITG and the impact of a first time participants, into the journey undertaken by the NESG through the SITG and the impact of a first time participants, into the journey undertaken by the NESG through the SITG and the impact of a first time participants, into the journey undertaken by the NESG through the SITG and the impact of a first time participants, into the journey undertaken by the NESG through the SITG and the impact of a first time participants, into the journey undertaken by the NESG through the SITG.

Mr. Telema Davies (SITG Researcher and Volunteer) set the tone for the session through a presentation weighing in on doing business in sports, the trade opportunities, and the evolution of sports as a professional practice in Nigeria. The following issues were presented to participants as part of key considerations:

- Nigeria's performance on key socio-economic indicators.
- Driving the sports industry development agenda in line with the UN's Sustainable Development Goals (SDGs).
- Market opportunities for trading in sports goods in Nigeria.
- Comparative trading opportunities in the business of sports among international partners.
- Understanding the needs of the sports market.

Thereafter, the plenary went into breakout sessions with participants grouped in usual fashion according to the 4 key trigger areas – Incentives, Investments, Infrastructure and Policy, tasked to make policy recommendations based on the 3Is and 4P, and led as follows:

- **Incentive Breakout Lead** - Mr. Babs Ogunade, Nigeria Basket Ball Federation
- **Investment Breakout Lead** – Mr. Olawale Rasheed, Director, Policy Centre, Abuja Chamber of Commerce
- **Infrastructure Breakout Lead** – Engr. Ayo Fanimokun, The Nigerian Society of Engineers
- **Policy Breakout Lead** - Mrs. Toyosi Alabi, Partner, Olaniwun Ajayi LP

Deliberations from each session provided the following recommendations among others:

1. A reduction in import duties and granting of tax concession on machinery and equipment as an incentive to sports companies to invest in the sector.
2. Tax Rebates – An incentive on providing tax rebates for investors in the sports industry.
3. A framework for attracting investment in the sports industry. This framework should be generous and enticing to the sports sector which will lead to job creation. Included in this area can be pioneer status for sport companies.
4. Inter-agency collaboration to facilitate and fast track sporting goods been processed easily across our various ports (seaports and airports).
5. The development of Industrial Free Trade Zones should be encouraged as a means of accelerating sports industry development.
6. Government should encourage and put in place conditions that will facilitate FDI in the sports sector, especially in such areas as manufacturing of goods and merchandise. This would encourage foreign merchandise brands for example to come into Nigeria and collaborate with OPS (Organised Private Sector) to invest locally.
7. Enabling Investor Environment through such incentives as
   - Promotion of a Dispute Resolution Mechanism to deal with sports issues through an appropriate sports arbitration framework.
   - Encouraging private sector participation through licensing brands to manage sports infrastructure as part of encouraging private sector participation in the existing infrastructure.
   - Sport Infrastructure Regulating standards for private companies to develop and own stadiums.

For further details on this session, please go to https://www.youtube.com/watch?v=Dg-OulG7Yq&ti=1325
https://www.youtube.com/watch?v=P8kJDbgWlM
The Engagement with Donor Agencies, Multilaterals and Multinational Organisations which took place on 27th of February, 2020 was the last in the series of sessions held in Lagos at the Summit House, Ikoyi. Participants included representatives from Visible Voices foundation, Search & Groom, UNICEF, Law Allianz, Badminton Federation of Nigeria, Nestle Nigeria Plc, United States Consulate, TEP Centre, African Talent and Skills Hub, CAKE Foundation, Banwo & Ighodalo, The Channings Law, PUNUKA Associates, AIRTEL, Dolphin Aquatic Centre, Olisa Agbakoba Legal, Arc. (Mrs) Moyo Ogunseinde (EFG member), Engr. Opeyemi Okunoren, and more

NESG Senior Economist, Mr. Wilson Erumebor gave a brief introduction about the operations of the NESG while Miss Nkechi Obi (Thematic Lead, SITG) noted how important it was to get the stakeholders in the room together towards the development of a new National Sports Industry Policy. She explained the importance of having recommendations from the stakeholders into the proposed national sports industry policy while Mr. Femi Abioye, Consultant to the SITG set the agenda with a presentation highlighting the role of Donor Agencies, Multilaterals and Multinationals in sport industry development.

At the end of the presentation, participants went into (2) breakout sessions notably Policy and Incentives led by NESG / THECS facilitator, Dr Ikenna Nwosu while Mr. Yahaya Maikori, Chairman of the Eminent Focal Group, led deliberations in the Infrastructure and Investment session. Participants were to identify the challenges and the general issues facing the sport industry in the country and provide recommendations.

The general challenges identified include;

a. Lack of an investment incentivized environment.
b. Lack of Monitoring and Evaluation in the Sports sector.
c. Security in states.
d. Inadequately trained coaches/games masters in schools.
e. Lack of a Sport Industry Free Trade Zone to attract investment into manufacturing
f. The interest of individuals in sports - Sports is seen as a recreational activity only and not as a business or generator of employment.
g. The cost to access the facilities built - Most facilities are built to accommodate the elites in cities and are not directed at grassroots.

Intense but exciting deliberations were carried out by the two groups with recommendations which thereafter were presented by the Leads. Some of the recommendations include the following:

1. The need to have an Investment Incentivized Environment.
2. The need to ensure that projects in the sports industry are bankable.
3. Ensuring room for both private and social enterprises to invest.
4. Policy and incentives to upgrade sporting facilities in schools and make them fit for purpose.
5. Incentives that would encourage governments at sub-national level to deploy sustainable investment into facilities
6. A social impact investment platform for sports – What impact does sports have in the community? The sports industry cannot grow unless it starts at the grass-root and take a bottom-up approach to development.
7. Data Gathering model/mechanism within small clusters and communities to attract the interest of investors and investment into the development of infrastructure at community levels and increase participation in sports.
8. Tax Rebates - An incentive on providing tax rebates for investors in the sports industry.
9. A Policy on the sustainability of PPP models of development that would ensure continuity in already started projects despite changes in government.
10. A policy on generating a sports industry free trade zone to attract FDIs to the country.

For further details on this session, please go to
https://www.youtube.com/watch?v=-ej3v4m-50
https://www.youtube.com/watch?v=lSKn5a5x4dY
https://www.youtube.com/watch?v=CpfgpJCTGZ8
Stakeholders from Sports Federations converged for the final in the series of the Engagement Sessions on Friday 6th March, 2020 in the Media Room of the Moshood Abiola Stadium in Abuja. The event as with previous sessions was streamed live on digital channels to reach a broader audience and enable members of the public to be involved.

 Welcoming stakeholders to the event, the NESG representative and Associate, Public Policy and Institutional Reforms Management (PP/IRM), Mr. Ifedolapo Falope, intimated participants on the role of the NESG as an independent, non-partisan economic think tank committed to fostering open and continuous dialogue on the development of the Nigerian economy noting that the Sports Stakeholders Engagement Session was one such ongoing channel for dialogue aimed at identifying the relevant thrust for developing a viable sports industry in Nigeria.

 Miss Nkochi Obi, SITG Chairperson kicked off proceedings by noting the importance of the Sports Federations in the process of developing a viable sports industry and how they fit in the value chain especially in their primary role of ensuring an increase in participation in sports at the grassroots and through the education system with a view to triggering the demand for sport goods and services.

 Mr. Tonte Davies delivered the agenda setting presentation highlighting the objectives of the session to include:

 a. Governance and institutional strategies required to unlock the identified potentials to deliver on immediate investment milestones.

 b. A robust National Sports Industry Policy.

 c. Sports Industry development as a key driver and contributor to the Nigerian economy.

 d. Incentives for Private Sector led development of the Sports Industry.

 Critical issues highlighted in his presentation focused on Federations as

 1. Social drivers
 2. Economic drivers
 3. Drivers for Youth Engagement,

 All anchored on the principle of Good Governance, Administration and Management across all Federations

 Participants from Badminton, Squash, Rugby, Karate, Athletics, Para-Athletics, FIVES, Deaf Sports and Tennis Federations as well as organisations such as Perchstone and Graeys Law Firm, Club and Country were divided into two groups based on the 3Is and 1P to deliberate further on the required input from stakeholders in developing a National Sports Industry Policy. The groups saw the need to combine Investments and Infrastructure as a breakout session while Policy and Incentives were put together given their close-knit features.

 Recommendations and outputs from the breakout sessions include the following:

 1. The introduction of Sports in schools as fun and a lifestyle choice. This will ensure that children develop sporting habits from an early age and assist in increasing participation in sports. The inculcation of Sports at primary school level in the Education policy would serve as an incentive towards achieving this objective of increased participation.

 2. Encouraging local government as promoters and managers of community based sporting activities to increase participation at grassroots level.

 3. Regulatory standards for establishing educational institutions should include that such institutions should have sport facilities as part of their infrastructure. It should be noted that these facilities should conform to certain standards which should be agreed between the Federations and the necessary education regulator responsible for licensing Schools.

 4. The use of data as a tool for increasing participation and promoting sports development, particularly at grass-root level (professional and recreational) should be encouraged. This will serve as an incentive to attract the interest of investors into the sport space.

 5. Federations should deploy digital and technological tools to enhance their communication mechanism in order to grow participation.

 6. Federations are encouraged to develop long term objectives as a means of achieving increased participation in their various sports.

 7. Federations are also to optimize opportunities to generate revenue from sports by adopting a business approach to the development and management of sporting activities through the introduction of strategic planning, performance and quality management systems based on the Four (4) dimensions of Good Governance.

 For further details on this session, please go to https://www.flickr.com/photos/151582119@N08/albums/7215771321321643822

 Group Picture with Federations 31s and 1P

 Federation Secretaries

 Miss Obi & Mr Abioye

 Group Picture with Federations President
On Thursday 20th February 2020, inside the Moshood Abiola National Stadium in Abuja, the Honourable Minister, Youth and Sports Development, Mr. Sunday Dare inaugurated The STEERING COMMITTEE of the SPORTS INDUSTRY WORKING GROUP (SIWG) and the proceeding of the event was streamed live on various digital channels to enable SITG members, the general public and the international community follow the epoch-making event. The event was attended by a cross section of Federation Presidents, Representatives of private sector organisations, Directorate cadre of the FMYSD as well as Sports Media Practitioners.

The Permanent Secretary, FMYSD, Mr. Gabriel Aduda while welcoming guests present noted that the SIWG Inauguration is unique as it signposts the beginning of a relationship that will change the landscape of sports, its funding and indeed its development in Nigeria. Mr. Aduda also recounted the historical relationship between the public and private sectors and how this relationship has facilitated the development of the youth in Nigeria, and should propel sports development to greater heights, adding that the Federal Ministry of Youth and Sport is convinced that the SIWG will address the gaps and challenges currently present in sports in Nigeria and enable our sport industry to compete globally.

In his address, the Honourable Minister, Mr. Sunday Dare emphasized the importance of the SIWG to the sports sector and congratulated all members of the Steering Committee present and thanked them for accepting the task he was about to bestow on them. Recalling his concerns after his appointment as the Minister on how to move sports from being “Recreational to Business” and how his participation as the Chair of the Sports Industry Business Roundtable session at the NESG’s 25th Nigerian Economic Summit in October 2019 which featured various speakers from all sectors provided an opportunity to allay his concerns, the Minister noted that the SIWG is a direct outcome of series of events following his engagement with the NESG, especially the first Inter-Ministerial Technical Session on Sports Industry Development where the SIWG was a recommendation of the Inter-Ministerial Technical Session: to have a public/private engagement platform with an Apex decision-making body which sets the strategic direction for the sports industry reform agenda. He enjoined the Steering Committee to bear in mind that all Nigerians were looking up to their leadership to drive the public/private engagements that would enable the turnaround of the sports sector, promising to offer necessary support and resources of the Ministry towards the work of the SIWG.

The Minister formally inaugurated the members of the Steering Committee - a 14-member committee made up of equal number of representatives from the public and private/social enterprise sectors of the economy, with the mandate to:

- Critically examine how to reposition Sports as a Private sector led industry and as a social, economic and community development platform, in line with the UN’s Sustainable Development Goals (SDGs) and 2030 Agenda for Sustainable Development, through:
  - A robust National Sports Industry Policy
  - Focused legislation to drive the implementation of the policy
  - Targeted and constant initiatives, incentives, investments and interventions to support the implementation of the policy
  - Cross sectoral co-operation and integration to deliver on the potential and growth of sports as an economic contributor

The members are:

Mr. Gabriel Aduda (Public Sector Co-Chair of the Steering Committee), leading other members of the public sector on the Committee made up of the Permanent Secretaries of the following Ministries:

- Federal Ministry of Industry, Trade & Investment
- Federal Ministry of Finance, Budget & National Planning
- Federal Ministry of Education
- Federal Ministry of Health
- Federal Ministry of Information & Culture
- Federal Ministry of Women Affairs

Mr. Udeme Ufot (Private Sector Co-Chair of the Steering Committee) leading the following private sector members:

- Mr. ’Laoye Jaiyeola, CEO, Nigerian Economic Summit Group (NESG)
- Mr. Yahaya Maikori, Global Gaming Company Limited, Chairman Eminent Focal Group, SITG
- Dr. Ikenna Nwosu, Facilitator, THECS Policy Commission, NESG
- Ms. Nkechi Obi, CEO, Premium Sports Management Services Limited & Thematic lead, SITG
- Mr. Dele Odugbemi, Country Manager, JC Decaux Nigeria
- Mr. Chinenye Mba-Uzoukwu, Chairman,
Grand Central Global Services Limited
• Engr. Opeyemi Okunoren, Managing Director, Silicon Harbour Investment Limited

Responding on behalf of the Steering Committee after the inauguration, the Private Sector Co-Chair, Mr. Udeme Ufot remarked on another historical moment set by the Honourable Minister, FMYSD, Mr. Sunday Dare and NESG. He noted that the milestone established with the inauguration of the Steering Committee of the SIWG was a testament following the first-ever MOU in the history of Nigeria on Sports Industry Development signed between the FMYSD and the Organised Private Sector (represented by the NESG). Mr. Ufot also noted that the Private Sector is committed to playing its own part in the sports industrialisation agenda through investments into key infrastructure.

Expressing gratitude on behalf of other members for the honour to serve, Mr. Ufot assured the Minister that SIWG will live up to the trust and confidence reposed in the Committee to execute the tasks assigned to them.

The Steering Committee proceeded to hold its inaugural meeting immediately after the inauguration ceremony. The meeting chaired by Mr. Gabriel Aduda (Public Sector Co-Chair) and Mr. Udeme Ufot (Private Sector Co-Chair), featured deliberations on the Terms of Reference of the SIWG with expected outputs from both the public sector and the private sector members towards the operations of the SIWG. The meeting also took the decision to add another female member from the private sector in order to comply with the United Nations Sustainability Agenda 2030 on gender equity.

The Permanent Secretary also concluded arrangements for the SIWG Office in the Moshood Abiola Stadium Complex in Abuja, and the SIWG Management Team of Mr Femi Abioye (Executive Secretary) and Mr Tonte Davies (Liaison/Research Officer) are expected to resume there.

For further details on this session, please go to https://www.youtube.com/watch?v=4On_eovy3xM
The National Sports Industry Policy Dialogue (NSIPD), a key step in the process of developing a viable Sports Industry Policy was scheduled to hold on Wednesday 18th – Thursday 19th March, 2020 in Benin, Edo State. The recommendations from the Stakeholder Engagement sessions held in February were expected to be deliberated upon and finally incorporated into the document that would form the basis for a new Draft 2020 National Sports Industry Policy.

Arrangements were in top gear for the organisation of the policy dialogue, but the outbreak of Coronavirus disease (Covid-19,) and the attendant health implications led to the postponement of sports events across the world as formal and informal gatherings of large crowds were felt to be too dangerous and would contribute to the rapid spread of the disease.

This affected the organization of the Policy Dialogue, and after consultations with the Honourable Minister, the decision was taken to also postpone sports events in Nigeria including leagues and competitions such as the National Sports Festival and the National Sports Industry Policy Dialogue.

A new date or format for holding the dialogue session will be communicated to members as soon as normal work resumes post-COVID19

We continue to work hand in hand with the public and private sectors in mitigating the effects of COVID19 and look forward to better days ahead.
Once again, we are pleased that our members continue to represent us in various fora within and outside the country and in their various ways, propagate the message of increasing private sector engagement in the development of the sports industry.

**LEADERS IN SPORTS BUSINESS SUMMIT (ABU DHABI) – January 21-22, 2020**

SITG member Elizabeth Okogun of Zinovation Sports attended the Leaders in Sport Business Summit held in Abu Dhabi in January. The two-day Business Summit, organized in partnership with the Abu Dhabi Sports Council, took place at Yas Marina Circuit, home to the annual Abu Dhabi Formula 1 Grand Prix. In all there were 450 participants present, and over 20 international speakers who spoke elaborately about the evolving global sports market. The summit had Government officials, investors, brands and sports rights holders present.

In Elizabeth’s own words, “Leaders in Sports Business Summit was a turning point in my career because I had the opportunity of learning from the top experts in the industry and I got to connect, share my insights as a Nigerian in the global sports scene and to contribute in creating more opportunities for Africans internationally.”

The summit had delegates from top Sports Business organizations such as the NBA, FIFA, LaLiga, Sheffield United, Leicester City FC, B-engaged, Snapchat, Twitter and many more.

Since she came back from Abu Dhabi, Elizabeth has been sharing her experiences with the members of the SITG Team as well as other sports stakeholders within her circle of engagement.

We congratulate her on participation at the summit and look forward to hearing of more of such experiences from other SITG members.
In the light of COVID-19 and its huge disruption of the global economy in general and of major concern to us, the sports economy, it is quite difficult to look forward especially with regard to our 2020 Work Plan, but we continue to work remotely from our various homes as we eagerly await resumption of work and some semblance of normality.

We hope that by July, we would be able to complete some of the outstanding tasks and assignments in our 2020 Work Plan as follows:

1. Complete the Feasibility Study and Framework for the Community Based Cluster Facilities Strategy as the platform for bridging the infrastructure gap in sports development
2. Set up the SIWG Office in Abuja
3. Host NATIONAL SPORTS INDUSTRY POLICY DIALOGUE
4. A Draft National Sports Industry Policy

SITG is very proud of and grateful most especially to the Honourable Minister (FMYSD) Mr. Sunday Dare, the Permanent Secretary, Mr Gabriel Aduda and the Ministry’s Directors and executive management, who have embraced the work of the sports repositioning agenda and provided tremendous support towards achieving the goals and objectives of the agenda.

Our Appreciation also goes to the Board of the NESG and the Secretariat headed by our CEO, Mr Laoye Jaiyeola, who have been so supportive of our activities this quarter. We also thank the Eminent Focal Group (EFG) for their continued and unwavering support towards ensuring that the financial implications of executing the activities in our Work Plan are always met.

We cannot forget the individuals who through their various material and personal contributions, have kept us going, and finally, we appreciate the time and resources put in by members of the SITG Working Team and all SITG members that we call upon to sit on adhoc committees, put in hours on research or reports and generally give of their time to advance the cause of a vibrant sports industry.

COVID-19 pandemic may have set us back in the first quarter of 2020, but we’ll be back, hopefully stronger and better, and more committed to our goals and objectives for sports in 2020.

Please stay safe....stay healthy...and obey all the protocols recommended for mitigating the spread of the corona virus

Thank you for your kind attention

Sincere Regards,

Nkechi Obi
Thematic Lead, Sports Industry Thematic Group (SITG)

Dr Ikenna Nwosu