

SESI – a Brazilian sports and leisure solutions

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Aim of abstract

The presentation focuses on how the economy affects investments in sports events at all levels and shows some factors of influence. More specifically, it tackles sports events and their organization and staging (Petrović, 2016; Petrović et al., 2015), the influence of the Brazilian economy and the effects of intrusion of government in the Social Service of Industry – SESI's operations, and also the new strategies to adapt to the new financial environment. Since 1946, SESI has been offering initiatives that could be performed within companies promoting welfare of industrial workers. The organization is present in all states aiming to provide services and quality of life for the industry of the country.

Practice description

Currently, SESI has a modern structure for activities in Sports, Leisure and Culture throughout the country, which can also be used by the community, partner companies and institutions. It is well-recognized by national and international organizations and various other confederations producing a large amount of studies and literature in this field, contributing as a major player in the sports community and the society. SESI is also tuned with the needs of productive sector. Its 27 Regional Departments and 2,285 service units are present in 1,565 cities with a broad portfolio of programs and services appropriate to the demands of regional industries.

Content description / actors involved

The presentation has the objective to disseminate practices in sports and leisure management of the largest specialized private company in Brazil, and Maranhão's Regional Department contributions. The presenter will look at the developing services: Sport for Social Inclusion, Sports Advisory and Consultancy, Sporting Events, Physical and Sports Training, and Sports Participation. To do so, statistical numbers regarding enrollments, participants, viewers in Sports and Leisure products will also be provided.

We relied on several sources:

<http://www.portaldaindustria.com.br/sesti>,

<http://www.fiema.org.br>, <http://www.fiesp.com.br>,

<http://www.ibge.gov.br>, and documents from SESI's literary collection entitled Productivity Game (SESI, 2011), SESI Guidelines and Techniques of Managing Sports (SESI, 2010) and Technical Specifications in Management of Optimization in Spaces for Culture, Sports and Leisure (SESI, 2012).

Therefore, the presentation shows how SESI Games attracted annually about 500 thousand workers who participated as athletes in Brazil and abroad until 2016. SESI's biggest goal is to get an increasing number of people to benefit from the sport

and provide great integration and socialization among actors involved.

Implications and learning

Since the economic crisis impacted most of the industrial segments, a large number of employees was forced into vacations with many dismissed, SESI's contributions declined by 35%, raising need to rethink its strategies. The sports and leisure sector had to eliminate some of the products, including SESI's Games that lost their Regional and National events, causing a decrease of 1.200 participants in 200 activities of the National events. The number could be multiplied by 27 for the Regional events. The investments in infrastructure for the games reached 10.000.000 reais, almost 3,000,000 dollars at the last National event in Belém, Pará. The States and Cities events have gained attention but with a different approach, now charging registration fees to the members, and using the existing arenas, pools and tracks. In 2016, the State of Maranhão started allowing athletes from outside the industry, since the loss of interest caused by the lack of progression to the Regional and National levels, reducing registrations by 47%. Another program, SESI's Athlete of the Future, reduced fees by 83% and is no longer a viable product. Instead SESI's Maranhão is now investing in paid programs such as soccer schools, swimming lessons, gym clubs, and dance classes. The sports facilities are leased and are increasing the revenue of the service units by 127% as of implementation in 2015. The Social, Culture and Sports Events, formerly 100% financed by the association fees, are now charging participation in order to reduce the high costs of production. A good example is the SESI Workers Run, now charging registration fees raising the quality and expectations of the event.

References

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