
SPORTS POLICY AND GOVERNANCE OF SPORTS IN AFRICAN SETTING: PROBLEMS AND PROSPECTS

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Abstract

AIM OF ABSTRACT/PAPER – RESEARCH QUESTION

This paper deals with how sports policy predict, shape and model the governance of sports in an African setting. It examines the quality of policy vis-a-vis coverage, shareholders' involvement and the expected performance of each aspect of the policy and the expected outcome in the areas of performance in international competition, athletes' development and health and fitness of citizenry. The paper also looked at some of the contentious issues germane to the execution of the policy.

THEORETICAL BACKGROUND OF LITERATURE REVIEW

The issue of quality, coverage, inclusiveness, alignment, relationship, predictive tendency and influence of sports policy in the governance and output of a nation has been a subject of discussion in sports management in many nations. Sports policy can be seen as a reflection of the society (Zhong 2011, white paper on Sport and Recreation, U.K. 1975). Sports policy cannot be isolated from other sector of the economy, it has positive influence on sports development, it is a reflection of the ideology and the political lineage of government in power (Tacon and Hanson, 2012; Coalter, 2007; Bramham, 2001). The dynamism in sports policy has been noted by Houliham and White (2002), while Purnell (2007) discussed the spill-over benefits of sports policy.

METHODOLOGY

A 'SWOT' analysis of sports in Nigeria as well as critical review of the current sports policy was carried out. The review covered the management, funding, structure, model, institutional sports, Health and fitness, Athletes and officials' training and development, facility development and usage.

DISCUSSION AND IMPLICATION/CONCLUSIONS

The SWOT analysis brought out some key issues which has and has not been captioned as well as some contentious areas which has to be looked into;

- a. Prioritization of sports with specific emphasis on few sports which are supposedly winning medals hopeful at the detrimental of others.
- b. Shift of emphasis – from pyramidal to inverted pyramidal model.
- c. Privatization and commercialisation.
- d. Leadership instability leading to inconsistency and lack of continuity.
- e. Funding options due to inability of government to wholly finance sports
- f. Sports and relationship with the other sector of the economy
- g. Sports and politics
- h. Evaluation of sports performance through the use of key performance indicator
- i. Life span of a sports policy.

Whatever may be the challenges facing sports in an African setting, the quality of the sports policy can assist in solving some problems and assist in the governance of sports.

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