

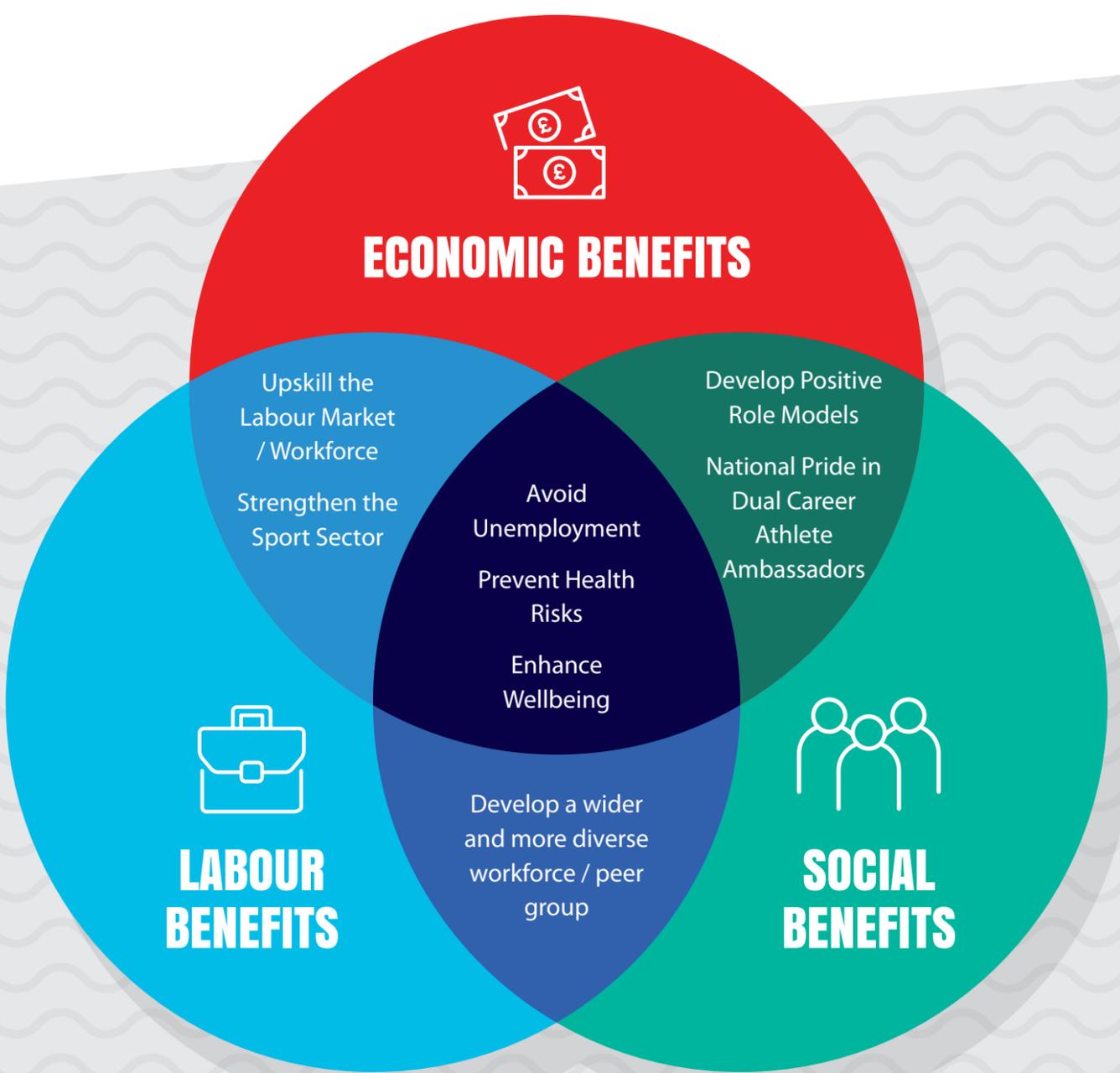
THE WIDER BENEFITS OF ATHLETE LIFESTYLE SUPPORT SYSTEMS



Comprehensive lifestyle support provides athletes with the opportunity to follow a dual career pathway, which has multiple wider societal benefits, including:

Economic, social, and labour benefits on a national scale.

Combined with the long-term personal benefits to athletes, these wider advantages emphasise the importance of systems that support athletes to continue their education, personal development, and/or employment alongside their elite sport.



ECONOMIC BENEFITS

- > More athletes will gain employment and fewer athletes will be reliant on welfare support, increasing the number of individuals contributing economically to society.
- > If fewer retiring athletes face mental health challenges, there will be a reduction in medical treatment costs.
- > Athletic role models will encourage more young people to become involved in sport and fewer to become involved in anti-social behaviour, reducing the strain on the emergency service, prison service, and justice system.



LABOUR BENEFITS

- > An upskilled labour market will increase the quality of the workforce
- > Athletes' vocational potential is developed, utilising the capabilities gained through sport
- > Athletes take ownership of their vocational path, developing a committed workforce.
- > Athletes will have a smoother retirement process, leading to improved wellbeing as they transition into the workplace.
- > Strengthening the sport sector feeds back into developing a stronger sporting system.



SOCIAL BENEFITS

- > Athletes will have access to more support networks, positively benefitting their wellbeing.
- > Athletes may be less likely to suffer addiction and mental health challenges, reducing strain on families and communities.
- > The positive message of sport will spread through families and communities.
- > More young people will be encouraged to participate in sport and become role models themselves.
- > More sporting ambassadors within the country with positive experiences will increase positive messaging and international recognition.