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INFLUENCE OF POLICY IMPLEMENTATION ON ORGANIZATION AND SPORTS DEVELOPMENT AMONG STAFF OF KWARA STATE SPORTS COUNCIL

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Abstract

This study examined the influence of policy implementation on organization and sports development among staff of Kwara State sports council. Descriptive research design of survey type was adopted for the study. The population for the study comprised all the staff of Kwara State sports council. stratified and simple random sampling technique was used to select 200 respondents for this study. The research instrument used for data collection was a researcher developed questionnaire which was validated by experts. A reliability value of 0.75 was obtained using Pearson Product Moment Correlation (PPMC). The researchers administered the instrument with the help of research three trained assistants. Three hypotheses were formulated and tested at 0.05 alpha level. The data collected were analyzed using chi-square (χ^2) statistic. The findings revealed that, policy implementation of partner with private sector promote sports development, that policy implementation of capacity building pose a serous influence on sports development, policy implementation of sustainability of grassroot sports promote sports development in Kwara state sports council. Based on the findings, the study recommends that government and other stakeholders in sports should encourage private sectors to participate in sports organization by reducing their tax rate. Also seminars, workshop and coaching clinic should be organized for sports administrators and coaches to improve capacity building. While both government and private sector should join hands to promote sports development through effective grass root sports development.

Keywords: Influence, Policy Implementation, Organization, Sport Development, Stakeholders

Introduction

Sport is a distinctive social activity that is frequently the basis of a person's social identity as such, it is a social institution of astonishing magnitude and influence (Coakley, 2009). Sports development is a key component of national development agenda in Nigeria. Hence, government has enacted policy instruments to provide systematic guidelines to actualize its developmental goals or benchmarks in sports. The essence of sports development is to harness the benefit of sports as an avenue for enhancing the overall good and happiness of the Nigeria society (Ojeme, 2010).

Sports development is the sum total of actions and programmes undertaken by institutions, agencies and individuals to bring about the upliftment of the standard practices and performance outcomes in sports for the good of individual and the society as well (Ojeme, 2010).

The National Policy on Sports is the declaration by the Federal Government to awaken sports consciousness in the entire citizenry and to ensure mass participation in sports for the physical, mental, moral growth and development of people. The Federal Republic of Nigeria Sports Development Policy (2009) stipulates that the Federal Government shall formulate and periodically review the national policy and relevant legislation in sports.

Awoma (2013) stressed that it should also monitor and coordinate state and inter-government policies and programmes among other roles to provide technical advice to other levels of government in the area of programming, project selection, formulation and management.

Another aspect is to organize and conduct staff training and development of activities to strengthen the operational capacity of relevant personnel at all levels which serve as a capacity building that will contribute to development of sports in an organization (Awoma, 2013).

Onifade (2000) observed that an analysis of the current role of the Federal Ministry of Sports as the representative of the Federal Government revealed that the policy lacked definite focus. He however, noted that the ministry performed some of the state roles as contained in the 1989 policy document. The roles of government were shallow and this could be responsible for the present confusion. Definitely the fortunes of sports were dwindling and gone were the days when Nigeria was sure of performing well in international competitions.

Awoma (2013) opined that policies are essential to the efficient administration of any organization without appropriate policies in place, there is little to guide in activities and the conduct of the establishment in the pursuit of its goals. When good policies are in place, the organization can function effectively and the members will understand the concept of the policy so as to do exactly what is expected of them. If policies are properly selected and developed, it will enable each staff in the organization to know their duties and to perform better. The behaviour of each staff in an organization towards their duties will determine the goals of such organization.

Awoma (2013) further stressed that policy is a course of action selected from various alternatives in light of given condition to guide and determine present and future decision. Policies are developed from mission statement which should be the basis for establishing all aspect of the operational procedures. Park (2001) affirmed that policies are predetermined basic decisions that guide the managers of an organization in taking decisions and actions that leads towards the organizational goals. Bucher and Krotee (2002) submitted that efficient management of sports requires the establishment of sound policies, if it aims to achieve its goals. Policy serve as a standing plan to be conducted, it shapes the procedures. Rules and regulations of an organization without a planned, unplanned policy will achieve nothing at the end of the year.

Thompson (2002) observed that policy is the backbone of any reasonable management's decision to function in a particular manner. Policies are planned in such a way that, the general idea or understanding is guided. Audu (2000) pointed out that so much money was spent in producing sports development policy for Nigeria in 1989 and 14 years ago, nothing has happened to sports development. He further stated that many of the sports administrators were not concerned about the development of sports in their locality but rather were concerned about enriching their pockets.

However, the guidelines for implementation of sport Development Policy in Nigeria (1989 and 2009) are as follows:

- i. Encourage decentralization of sports development agencies in order to enhance mass participation in sports.
- ii. Promote sports awareness in the entire country down to grassroots/level.
- iii. Use sports as economic tools and as a solving problem of unemployment and for combating antisocial behaviour.
- iv. Provide detailed and alternative ways of solving envisaged and existing problems that exhibit sports development effort.

According to Boyle (2001), sponsorship objectives can be categorized into community relations, awareness/recognition image/reputation, corporate responsibility, revenue/sales to match customer's lifestyle and employee's morale. The sponsorship of sports events by the private sectors usually arouse the interest of people towards sport participation which tend to promote sports development.

Ademilokun (2012) observed that influence of sponsorship by the private sector in enhancing sports development could be multidimensional but it appears to be effective in causing improvement directly to sports atlarge.

However, sports development in Kwara State on the verge of declining due to the fact that funds are not forthcoming as usual from the government and most private sectors are not willing to partner with sports council in term of sponsoring any sports event within the state.

Statement of the Problem

Despite the existence of government policy towards sports development, many stakeholders like sports administrators take advantage of it to enrich their pockets at the expense of development of sports in the community. Most laudable policies to improve capacity building, sports sustainability from grassroots levels to national level, upgrading existing sports facilities across the country suffer a major setback from the hand of corrupt sports administrators.

Also, how to execute the policy implemented as far as sports development is concerned is another factor that negatively affect sports development in Nigeria, this is as a result of lack of continuity in the administrative setting. Some sports administrators don't have adequate time to execute their proposed policy during their tenure before he/she will be asked to vacate the office due to change of government. It is observed by the researchers that funding of sports programme, lack of sponsors and lack of continuity in the administrative setting on the part of Government are regarded as challenges facing sports development in Kwara State. The researchers are interested in filling the research gap created by the influence and sports development in the organization of state sports council.

Research Questions

The following research questions were raised in order to guide this study.

- i. Does policy implementation of partnership with private sector have influence on sports development in Kwara State Sports Council?
- ii. Does policy implementation of capacity building have influence on sports development in Kwara State Sports Council?
- iii. Does policy implementation of sustainability of grassroots sports have influence on sports development in Kwara State Sports Council?

Hypotheses

The following hypotheses were tested:

- i. Policy implementation of partnership with private sector will not significantly influence sports development in Kwara State Sports Council.
- ii. Policy implementation of capacity building will not significantly influence sports development in Kwara State Sports Council.

- iii. Policy implementation of sustainability of grassroots sports will not have significant influence sports development in Kwara State Sports Council.

Methodology

The research design used for this study was a descriptive research of survey type. The population for this study comprised all the staff of Kwara State Sports Council. Stratified and random sampling technique was used to select the sample for the study. The staff were stratified into 4 groups 50 respondents were randomly selected from each group and this comprised of 50 female 150 male. In all 200 respondents were used for this study. The instrument adopted for the study was a likert scale format questionnaire which was validated by experts in the fields of Human Kinetics Education, University of Ilorin. A test-retest method was used to establish the reliability. A reliability coefficient of 0.75 was obtained through Pearson Product Moment Correlation. The instrument was administered by the researchers and three trained research assistants. Descriptive statistics of percentage count was used to analyse personal data of the respondents, while inferential statistic of chi-square was used to test the hypotheses postulated for the study at 0.05 alpha level.

Results

Hypothesis One: Policy implementation of partnership with private sector will not significantly influence sports development in Kwara State Sports Council.

Table 1: Chi-square χ^2 result on influence of policy implementation of partnership with private sector on sports development

S/N	Items	SA	A	D	SD	Total	Cal. value	df	Crit. Value	Dec.
1.	Allowing private bodies to sponsor tournament usually contribute to development of sports within the state	10 (23)	20 (29.5)	78 (66.5)	92 (81)	200				
2.	Huge amount of money spent by the private bodies in organizing sports competition usually discourage them in partner with sport council for sport development	15 (23)	30 (29.5)	80 (66.5)	75 (81)	200				
3.	Most private bodies enjoy partner with sports council in organizing sports competition which serves as a medium of advertising their product.	30 (23)	40 (29.5)	63 (66.5)	67 (81)	200	53.31	9	16.92	
4.	Partner with private bodies by the sports council help in upgrading sports facilities which serve as a means of sports development	37 (23)	28 (29.5)	45 (66.5)	90 (81)	200				
Total		92	118	266	324	800				
P < 0.05										

Hypothesis Rejected

Table 1 revealed the calculated value of 53.31 against the critical value of 16.92 with 9 degree of freedom at 0.05 alpha level. Since the calculated value is greater than the critical value, the null hypothesis that, stated that policy implementation of partnership with private sector will not significantly influence sports development in Kwara State Sports Council is hereby rejected. This implies that policy implementation of partner with private sector has significant influence on sport development in Kwara State sports council.

Hypothesis Two: Policy implementation of capacity building will not significantly influence sports development in Kwara State Sports Council.

Table 2: Chi-square analysis on policy implementation of capacity building on sports development

S/N	Items	SA	A	D	SD	Total	Cal. value	df	Crit. Value	Dec.
1.	Seminar and workshop organized by sports council for their staff usually enhance effectiveness in their service delivery	15 (29.25)	45 (34.5)	50 (62.5)	90 (73.75)	200				
2.	Capacity building programmes attended by staff of sports council promote inefficiency in their service deliver which affect development of sports	30 (29.25)	35 (34.5)	65 (62.5)	70 (73.75)	200				
3.	Capacity building programmes are not meant for staff of sports council because it will make them to lose focus on how to improve sports development	40 (29.25)	20 (34.5)	80 (62.5)	60 (73.75)	200	42.79	9	16.92	
4.	Sponsoring of staff of sports council for capacity building programme usually affect the development of sports	32 (29.25)	38 (34.5)	55 (62.5)	75 (73.75)	200				
	Total	117	138	250	295	800				
P < 0.05										

Hypothesis Rejected

The information from table 2 revealed the calculated χ^2 value of 42.79 against the critical values of 16.92 with 9 degree of freedom at 0.05 alpha level of significance. Since the calculated value is greater than the critical value, the null hypothesis that, stated that policy implementation of capacity building will not significantly influence sports development in Kwara State Sports Council is hereby rejected. This means that policy implementation of capacity building has significant influence on sport development in Kwara State sports council.

Hypothesis Three: Policy implementation of sustainability of grassroots sports will not have significant influence sports development in Kwara State Sports Council.

Table 3: Chi-square result of policy implementation of sustainability of grassroots sports on sports development

S/N	Items	SA	A	D	SD	Total	Cal. value	df	Crit. Value	Dec.
1.	Implementation of grassroot sports by the sports council often promote development of sports	27 (27.75)	33 (31.5)	60 (57.5)	80 (83.25)	200				
2.	Lack of fund usually affect the sustainability of grassroot sports which reduce low turnout of kids in sports participation	40 (27.75)	30 (31.5)	55 (57.5)	75 (83.25)	200				
3.	Sustainability of grassroot sports serves as a backbone for sports development in a society	29 (27.75)	38 (31.5)	50 (57.5)	83 (83.25)	200	26.47	9	16.92	
4.	Sustainability of grassroot sports encourage private sectors to partner with sports council which often hinder the progress of sports development	15 (27.75)	25 (31.5)	65 (57.5)	95 (83.25)	200				
	Total	114	126	230	333	800				
P < 0.05										

Hypothesis Rejected

The 3 shows the calculated chi-square of 26.47 against the critical values of 16.92 with 9 degree of freedom at 0.05 alpha level of significance. Since the calculated value is greater than the critical value, the null hypothesis that, stated that policy implementation of sustainability of grassroots sports will not significantly influence sports development

in Kwara State Sports Council is hereby rejected. This implies that policy implementation of sustainability of grassroots sports has significant influence on sports development in Kwara State sports council.

Discussion of Findings

The findings of the study revealed that policy implementation bothering on partnership with private sector has significant influence on sports development. This finding tallied with that of Boyle (2001) who affirmed that sponsorship of sports event by the private sector usually enhance active participation in sports which tends to promote sports development in a given society. In the same vein Ademilokun (2012) pointed out that influence of sponsorship by the private sector could be multidimensional but it appears to be affective in causing improvement to sports development directly. The finding also revealed that policy implementation of capacity building has significant influence on sports development in Kwara State Sports Council.

This result supported the findings of Awoma (2013) who observed that organizing and conducting staff training and development activities to strengthen the operational capacity of relevant personnel at all levels serve capacity building that enhance development of sports in an organization. The author further stressed that organizing, workshop, seminar and coaching clinic for coaches, sports administrators and other personnel within the wall of sports tends to promote sports development. Furthermore, policy implementation of sustainability in grassroots sports has significant influence in improving sport development. The finding is in line with National Sports Policy (2009) assertion that, development and sustainability of grassroots sports serve as a backbone of sports development through the means of talent discovery among the Nigerian youth. The policy further stressed that grassroots sports serve as a basic foundation of sports development in any given society.

Conclusion

The findings of this study left the researchers with the following conclusion:

- i. Policy implementation of partnership with private sector has significant influence on sports development in Kwara State Sports Council.
- ii. Policy implementation on capacity building can significantly influence sports development in Kwara State Sports Council.
- iii. Policy implementation of sustainability in grassroots' sports has serious influence in promoting sports development in Kwara State Sports Council.

Recommendations

Based on the findings of this study, the following recommendations are offered:

- i. Government and other stakeholders in sports should encourage private sectors by reducing their taxes rate and also allow them to take charge of organizing, and directing sports programme to some extent.
- ii. Programmes like seminars, workshops and coaching clinic including symposium should be organized for all the stakeholders in sports industry on how to improve effectiveness of sports development policy.
- iii. Government should allow private sector to support grassroots' sports programme in order to enhance effective grassroots' sports and continuity in the implementation of sports policy by the sports administrators.

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