

HPP WORKSHOP

Zagreb, Dec 2019

CASE STUDY APPROACH TO SOLVING INFRASTRUCTURE CHALLENGE IN SLOVENIA

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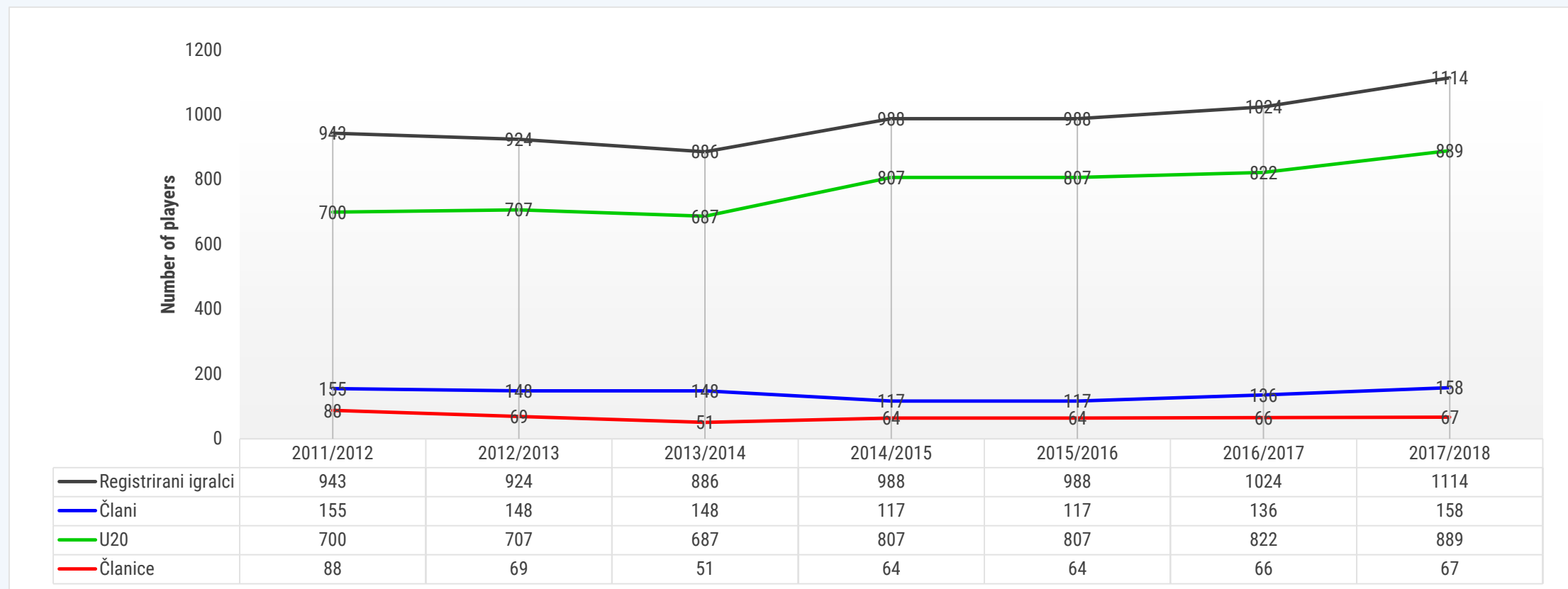
Research background

- **Research-consulting project within the Sport Management master program at the University of Ljubljana, School of Economics and Business**
- **Title: Development of ice hockey infrastructure in Slovenia**
 - Period: January to June 2019
 - Structure:
 - Analysis of the infrastructure and the related environment
 - Social-economic benefits of the ice hockey infrastructure
 - Action plan to address key stakeholders



Analysis of the Ice Hockey Infrastructure

- Analysis of the number of players 2011-2018



Analysis of the Ice Hockey Infrastructure

- **Analysis of the number of players per hockey field**

Element	Slovenia	Austria	Italy	Hungary
Male players	158	3.193	1.167	652
Female players	67	856	429	724
Young players	889	4.585	3.762	4.513
Total players	1.114	8.634	5.358	5.889
Referees	48	272	142	150
Indoor hockey fields	7	40	58	41
Outdoor hockey fields	0	35	12	18
No. of players per indoor field	159	216	92	144
No. of players per field	159	115	77	100

- **General research findings**

- congestion of the existing facilities
- poor condition of the existing facilities
- large distance between the facilities and the players

- **Analysis of 19 indoor facilities in Austria, Italy and Hungary**

Analysis of the Relevant Environment

- **Research in major municipalities in Slovenia**
 - Questionnaire sent to 41 municipalities -> 17 responded
 - Interviews with 3 additional municipalities
- **Selected research findings**
 - Ice hockey ranking among 10 sports: in bled 1st; in ljubljana 4th; in kranj 5th; average ranking is 10th
 - Municipalities role in infrastructure development:
 - Through the promotion of ice hockey: 4,20
 - Cooperation with primary and secondary schools: 3,80
 - Cooperation in public-private partnerships: 3,20
 - Direct financial investments: 2,67
 - Municipalities perception of social vs. Economic benefits
 - Social benefits: 3,60
 - Economic benefits: 3,07

Analysis of the Relevant Environment

- **Analysis of additional secondary data (financing sport facilities in municipalities with at least one hockey club)**
 - Municipalities funds for sport infrastructure are not negligible but are no longer increasing

Municipality	Year 2016	Year 2017	Year 2018	Year 2019	Total
Ljubljana	7.515.531,00 €	6.863.525,00 €	5.746.115,00 €	5.143.693,00 €	19.088.591,00 €
Maribor	1.160.000,00 €	1.580.000,00 €	1.728.000,00 €	1.500.000,00 €	5.968.000,00 €
Velenje	801.839,00 €	459.943,00 €	524.757,00 €	374.112,00 €	2.160.651,00 €
Kranj	439.500,00 €	451.220,00 €	542.990,00 €	271.000,00 €	1.704.710,00 €
Bled	305.000,00 €	459.393,49 €	320.506,41 €	119.000,00 €	1.085.018,90 €
Jesenice	120.000,00 €	269.137,00 €	195.000,00 €	147.000,00 €	731.137,00 €

- **Conclusion**
 - Municipalities not willing to make investments into new facilities on their own
 - Social benefits not enough; economic benefits also required

Expected Social-Economic Benefits

- **Possible social benefits**
 - Establishment of new sport clubs
 - Education of young local players
 - Opportunities for socializing
 - Greater involvement in recreation
 - Greater number of cultural and sporting events
 - Greater national and local awareness
- **Possible economic benefits**
 - Revenue from the exercise training schedule
 - Revenues from sports and cultural events
 - Revenue from the rental of restaurants and other premises
 - Development of sports tourism
 - Making the region more attractive for new investors
 - Strengthening the local economy and increasing employment
 - General economic development of the region

Action Plan to Address Key Stakeholders

- **Four groups of stakeholders were identified -> specific action plans were designed to address the four stakeholder groups**
 - State (country level): ministry of education, science and sport
 - Municipalities (local level) -> three in particular: Grosuplje, Logatec and Lukovica
 - Local ice hockey clubs (under the IHFS umbrella)
 - Private investors
- **Key emphases**
 - Social and economic benefits to the state and municipalities
 - Common effort for maximize the utilization of EU funds
 - Proper and rational design of facilities
 - The role of clubs/municipalities in facility management
 - The role of IHFS in strengthening the ice hockey culture
 - Positive externalities with sports and cultural tourism

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Thank you



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