



Irish Amateur Boxing Association

Athlete Advisory Service

**THE
IRISH SPORTS
COUNCIL**

AN CHOMHAIRLE SPÓIRT



**Institute of
Sport.ie**
Believe. Perform. Achieve.

Life Skills Support

OBJECTIVE

The objectives the Athlete Advisory Service is to support the boxers in all areas of their *personal development* to include;

- Education
- Career
- Personal Development
- Skills acquisition
- Transition out of HP system

Pillars of Athlete Advisory Program

Junior to Elite

Career & Education	Personal Development	Athlete Image and Brand	Finance and Asset Management	Mental Health
Education Management	Mentoring and personal development	Presentation skills	Financial management	Social Integrity
Computer Skills	Community Engagement	Brand Awareness	Tax advice	Drug and Alcohol awareness
Guidance & Work Experience	Computer Skills	Social responsibility	Pension/Insurance	Stress/depression
Alternative pathways to learning	Life skills Workshops	PR & media Skills	Mortgages and investments	Transition

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SERVICE DELIVERY

Delivery of service

- One to One – most effective intervention achieved by building relationships with the boxers
- On-site at Training Base – in SCR - IABA HQ
- Camp support – National and International
- Group based learning – delivered through partners

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TARGET GROUP– Tiered

Tiered system within the the HP group;

- Rio Group**
- Potential Qualifiers**
- Youth Squad**
- Junior Squad**

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AREAS ADDRESSED TO DATE THROUGH THE SERVICE

- ❑ **SWAP** – Welfare Program
 - All Carded athletes, coaches and support staff

- ❑ **Gambling Education**
 - All squad – senior and Junior

- ❑ **Media management and opportunity creation**
 - Paddy Barnes, Michael Conlan & Darren O’Neill

- ❑ **Sky Sports Ambassador Program**
 - Joe Ward & Davey Oliver Joyce

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AREAS ADDRESSED TO DATE

- ❑ ***Commercial advice /guidance/Proposal writing***
 - Paddy Barnes, Michael Conlan, Darren O’Neill
- ❑ ***Career Advice***
 - Brendan Irvine, Darren O’Neill, Dean Walsh, Brendan Irvine
- ❑ ***Education Management***
 - Darren O’Neill, Ceira Smyth, Paddy Barnes, Michael Conlan
- ❑ ***Communications /NALA***
 - Joe Ward , Davey Oliver Joyce, and Michael Reilly

- ❑ ***2016 Evolution Series*** - Plan, Prepare and Adapt
- ❑ ***Finance Workshop*** –Tax & Financial planning

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SUMMARY

- ❑ Personal Development is an essential part of any athletes journey. We at the Institute are committed to ensuring that athletes achieve a sense of balance in their lives and continue to grow as people as well as athletes.
- ❑ Our philosophy is to provide athletes with the skills to allow them develop personally and to have an identity outside of sport with the necessary transferable skills to make them workforce ready when the opportunity arises

David McHugh

Bio

David McHugh is a Director of Line-Up Sports, set up in 2007, and consults with the Irish Institute of Sport in the area of Athlete Life Skills across 15 sports including Boxing, Athletics, Cycling, Paralympics, and sailing.

A former member of the Irish Olympic sailing squad, David has managed and coached hockey and sailing at provincial and international levels.

David Hold a BA in Business Studies from John Moores University of Liverpool, Diploma in Marketing from the Marketing Institute of Ireland, Diploma in Digital Marketing & Social media from the European Institute of Communications and a Diploma in Leadership from Potentiallife.

David also sits as an independent director of the Northern Irish Football League and sit on a number of Financial Services boards nationally and internationally.