

DECLARATION

I hereby declare that this thesis is the result of my own original work and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature:.....

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I hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by Ashesi University College.

Supervisor's Signature:.....

Supervisor's Name:.....

Date:.....

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ABSTRACT

Sportsmen in general and footballers in particular earn significant amounts of money during their active careers especially in Europe and America. Indeed, it is against this backdrop that they have earned notoriety of living lavish lifestyles. Unfortunately, in the Ghana Premier League, footballers struggle to make ends meet. Not only are their wages low, the conditions under which they ply their trade leaves much to be desired. To make things even more difficult, a football career does not last generally as long as traditional employment such as teaching or farming. Thus footballers more than other employees need to secure their post retirement lives with a sense of urgency.

However, this is easier said than done as footballer retirement planning is typically difficult because of the uncertainties of injuries and the short duration of the career.

This work is an exploration of footballer retirement planning in Ghana, taking particular interest in pension scheme structures and how social security scheme can protect footballers in their retirement. The scope of this research was Ghanaian footballers playing in the Ghana Premier League. The research is primarily qualitative in nature. Data was obtained from both primary and secondary sources and data collection was done via interviews and document study.

Analysis of collected data was done using descriptive and content analysis. From the data, it was found that more attention needs to be directed towards footballer welfare in general but particularly player retirement planning. There is indeed a current process registering all the clubs of the Premier league unto Ghana's Social Security and

National Investment Trust (SSNIT). However, for a better sustainable and more impactful solution, a few recommendations were made. Education was seen to be a major differentiating factor among retired footballers. A social support system that gives direction overtly or otherwise was also found to be of great help. Player unionization and enforcement of already existing labor laws were essential for fully claiming their rights. Also, a specially administered pension and insurance fund tailored toward footballer needs and nuances was suggested. Psychologists and other consultants need to be part of mainstream football management.

Keywords: Ghanaian Footballers, retirement planning, SSNIT, Ghana Premier League

ABBREVIATIONS

GFA – Ghana Football Association
NBA – National Basketball Association
NBPA - National Basketball Players Association
NFL – National Football League
NHL – National Hockey League
EPL – English Premier League
FIFPRO - Worldwide Professional Footballers' Association
RENFAG – Retired National Footballers Association Ghana
FIFA - Fédération Internationale de Football Association
FIBA - The International Basketball Federation
MLB – Major League Baseball
MLS – Major League Soccer
PFAG – Professional Footballers Association of Ghana
APFON - Association of Professional Footballers of Nigeria
NANF - National Association of Nigerian Footballers
SAPFU - South African Professional Footballers Union
NFLPA - National Football League Players Association
MLBPA - Major League Baseball Player Association
MLSPU - Major League Soccer Players Union
IRUPA - International Rugby Union Players Association
CAPA - College Athletes Player Association
USA/US – United States of America/ United States
SSNIT – Social Security and National Insurance Trust
GSE – Ghana Stock Exchange
IQ – Intelligence Quotient

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Overview

Sportsmen in general and footballers in particular often earn significant amounts of money during their careers. The size of their wealth accumulations and thus their financial wherewithal is above and beyond that of the average conventional salary earner (Bureau of Labor Statistics, 2014).

In other words, the financial circumstances of active sportsmen enables them to be counted among the upper echelons of society's novel rich. For example, in 2011 the New York Yankees with the highest total payroll of the Major League Baseball teams doled out an average salary of US\$ 6.8 million. The Los Angeles Lakers with the highest payroll in the National Basketball Association gave out an average of US\$ 6.9 million in 2010 (Davies, 2012). In 2012, Asamoah Gyan, a Ghanaian football player signed a deal to play with United Arab Emirates side Al Ain FC for a fee in the region of US\$ 54.45 million tax free over the next five years (Cameron, 2012). These amounts are not taking into consideration the various endorsement and sponsorship deals that major corporations sign with the more prominent of these stars. These deals most of the time eclipse their playing incomes.

To put these salaries in a better perspective, it is important to note that not all sportsmen earn such amounts of money. These are only the crème de la crème of their sports. Mention is normally made of the top earners in the rich lists published. However,

these lists capture a minuscule proportion of footballers. Indeed, the vast majority of footballers especially in less developed leagues earn nowhere near astronomical amounts.

Take for example, the average first team salaries at Kotoko one of the 2 largest football clubs in Ghana. It is estimated to have been calculated at US\$ 248.3 per player per month, or US\$ 3,042 per year. In comparison, Medeama FC's first team players earn an average of US\$ 234 per month, or US\$ 2,964 per year (Adams, 2014). These are the Ghana premier league's highest paying clubs (as at April 2014).

1.2 Background

Footballer remunerations are however a little better elsewhere on the African continent. Nick Harris (2012) found that the Algerian league paid the highest average incomes on the continent. He disclosed that on average, players in the Algerian top flight make an average of US\$ 895 per week. The South African top league, the Premier Soccer League (PSL) is the second best paying according to the research. Players featuring in the PSL are said to be earning a total of US\$ 434 a week and US\$ 22,570 a year. The third best paying league on the continent was the Nigerian top flight, the Professional Football League (PFL), which according to the research paid an average of US\$ 87 per week and US\$ 4,544 per year (Harris, 2012).

Nigeria recently made changes that have pegged a minimum wage of US\$ 600 a month. The truth remains that not all the clubs will be able to fulfil this obligation to their players. It is ironic how such a low wage bracket is attracting players from Ghana, Côte d'Ivoire, Cameroon and Niger Republic. This speaks volumes of the standards in those

countries. Earnings can be as low as US\$150 a month in places like Zimbabwe. This explains why the Bangladesh Premier League which pays about US\$ 2,000 on average monthly is able to attract African players in large quantities. The sad part is how in other dispensations, luxury tax and salary caps (NBA and EPL) are being introduced to prevent clubs from paying their players past a certain maximums (Harris, 2012).

The wages leagues pay are a product of demand and supply. The supply of footballers with similar skillsets is abundant. Thus their wages are not competitive. This is because should a player complain about wages, another is standing by willing to play for that pay. Also, in Ghana the demand for matches represented by stadium attendance is very lackluster. A lot depends on the level of stadium attendance. It is from these attendances among others (sponsorship deals, merchandising, hiring playing grounds, etc.) that revenues are generated.

For example in 2014, the highest ranked African club was ES Setif of Algeria at 92nd. The 10th club on the continent was Cotonsport de Garoua ranked 170 globally (IFFHS, 2014). In another list by the International Federation of Football History and Statistics (IFFHS) of the world's strongest national football leagues, the highest ranked African league were found in Tunisia, Egypt, South Africa and Algeria respectively. These are understandably also the better paying leagues with better coaching and bench personnel and facilities. Thus, the better the quality of the league, the higher the demand for sport entertainment (stadium attendance). Extendedly, the better the stadium attendance, the higher the levels of disposable income from the club. It is from these incomes that wages of players are be paid. Their size thus dictate the room with which the club administrators can adjust wages. Thus this is really a classic chicken

and egg situation.

In the US, it is reported that more than half of retired sportsmen file for bankruptcy within a couple of years of retirement from active sports. This is indeed a very disturbing phenomenon. There are many plausible reasons to explain the above. Some of these include overspending, financial illiteracy, moving with the bad crowd, poor investment decisions, and the short length of their careers. This is the situation on the ground not just in the US but also in much of the developed world (Kent, 2014) (FIBA Athletes Financial Handbook) (Ashton, 2014). With the levels of income these guys earn, one can only imagine the predicament their African colleagues who earn lower incomes are going through post retirement.

The above reasons make retirement planning for footballers, particularly Ghanaian footballers home and abroad, particularly challenging. Their susceptibility to bankruptcy is very high no matter whether they earn larger sums in the European leagues or paltry sums back at home (FIBA Athletes Financial Handbook). This is because as shown above, all footballers are vulnerable to the dangers associated with retirement. Many big money earners fall on the way side. How much more those who can barely make ends meet?

The paramount goal of this study is to examine the extent to which Ghanaian footballers plan for retirement. This will be done by identifying and collecting information from the retired footballers and other important stakeholders. Some of these stakeholders include sports journalists, football administrators, insurance and pension professionals, etc. It also looks to uncover idiosyncrasies and commonalities, in order to extrapolate multiple common denominators to find positive and negative trends.

1.3 Problem Statement

The retirement of football players is generally more erratic than the average employee. This is because they have shorter careers than conventional employed people. Elite footballers the world over make extremely good money. This is not the case in Ghana. The Ghanaian league like most African leagues has not reached the stage where it can pay footballers very well.

However, their careers sometimes end in similar fashion; bankruptcy. It is not all footballers that end up this way. Therefore there must be a better way out. A secure safety net that they can rely on after retirement is the solution.

1.4 Research Questions

1. What are the retirement planning habits of Ghanaian footballers?
2. How are Ghanaian footballers faring financially after retirement?
3. What are the viable strategies that can help prevent Ghanaian footballers from falling into bankruptcy after their active careers?

1.5 Research Objectives

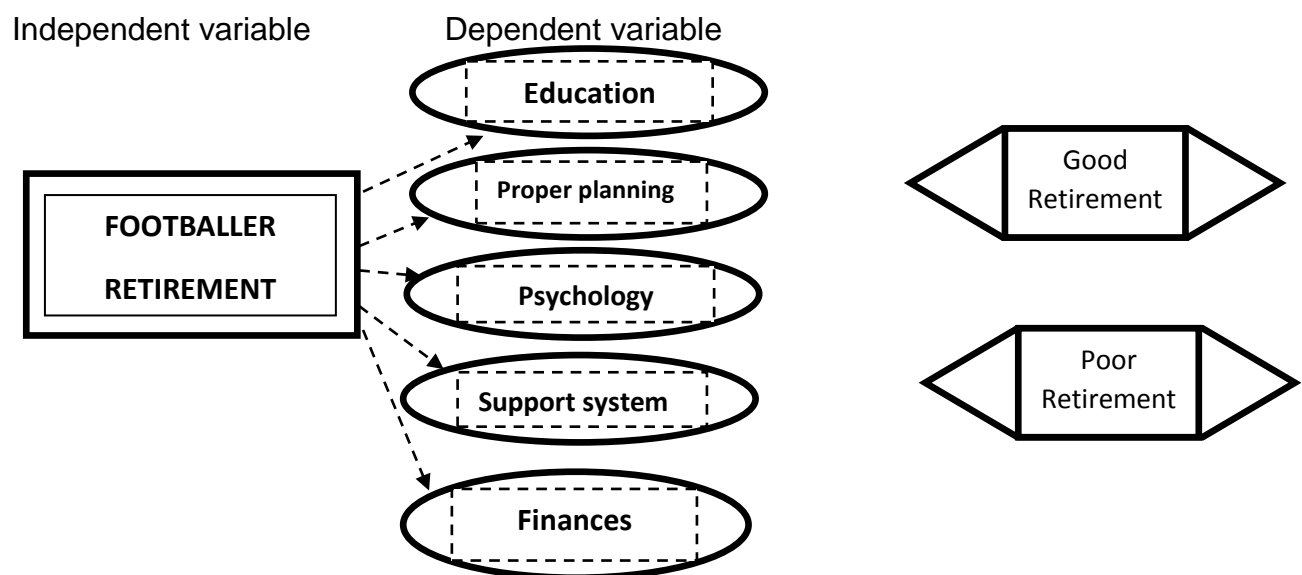
- To explore the current state of retirement planning in Ghana football
- To investigate how the pension scheme affects Ghanaian football
- To identify difficulties that hamper retirement planning for footballers
- To identify factors that cause footballers to go broke.
- To examine if education makes a difference in the retirement lives of Ghanaian footballers?

- To recommend strategies to active footballers, clubs and football administrators about how best to prevent post retirement bankruptcy among retired footballers

1.6 Significance of Study

With sports in general and football in particular attracting a lot of attention from varying quarters, this study will be relevant to sports administrators, prospective, current and retired footballers, and other industry stakeholders. It will be of great help to sport psychologists and counsellors who work to help retired sportsmen in general and footballers specifically. It will also inform policy that can go a long way to change the way football is managed in the country. It will also spell out ways in which a player can increase their wellbeing. Finally, this study will also add to literature, specifically in the areas of sport, football, education and retirement planning.

1.7 Theoretical Framework



1.8 Outline of Dissertation

This is a brief description of what each chapter will entail. This will guide and inform readers on how each chapter fits into the research paper.

Chapter 1:

This will be the introductory chapter which gives a broad description of the study and also states the problem. It highlights the key variables of the study as well as the relevance of the study.

Chapter 2

This will be the literature review. This chapter analyzes other schools of thought on the subject matter, comparing their literature to establish a relationship. This chapter will help to understand how other researchers conceptualize their findings and also act as a guide in conducting the research.

Chapter 3

This will be the methodology chapter which will provide a detailed overview on how the research will be conducted. This will also include the research method adopted, the research purpose and the selection of the sample. It will also give an insight on how data will be collected and analyzed; basically justifying the study using relevant gathered data.

Chapter 4

This will be the data analysis and discussion section. The chapter will show the results of the data collected and analyzed. Using qualitative data analysis specifically

framework analysis, data will be analyzed to answer the set research questions to draw an inductive conclusion.

Chapter 5

This will be the conclusion and recommendations section of the report. Based on the research findings, conclusions will be drawn on the impact formal education has on footballers. Recommendations will be made to industry players like prospective, current and past footballers. Recommendations will also be made for future research on the relationship and on other related topics.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This review of literature analyzes and discusses research findings that inform the issues regarding sport-career, football-career, and generally career transition experiences of professional sportsmen. It includes findings that are based on investigation into retirement and learning. It also reinforces the need for extensive research in this area.

Sportsmen go through a variety of transitions in their lives. Some of them include adjusting to new teams and teammates, new cities and home stadiums, leagues and their idiosyncratic styles/brands of play, etc. However, there are two significant transitions that all sportsmen go through: the initial transition into professional sports and that of retirement from active sports (Weiss, 2001).

Problems experienced after retirement included downward income mobility, confusion, idleness and loss of identity (Rintaugu and Mwisukha, 2011). Houlston (1982) and Weiss (2001) corroborate this. Consequently, it is alluded that retired soccer athletes may have experienced some adjustment difficulties more aptly caused by lost prestige and downward income mobility. Also, players who initially come from under privileged backgrounds were very irritated by the thought of retirement. They associate the abatement of the career to the state in which they were prior to their career.

The first part of transition both in the beginning and at the end of their careers come as a major step up the ladder of life for many sportsmen. For many, it means leaving

poverty to signing huge checks. For others, it means leaving their countries for different cultures and new surroundings. Others still, it means having to drift from being the best player in the junior leagues/teams to becoming just another guy on a bigger team and having to readjust their game and mentality towards self-identity (Weiss, 2001). The recovery from injury is also a markedly significant transition period in a sportsman's life although it could be considered a separate occurrence from initial transition into sports and retirement from sports and it's not guaranteed to occur. The second major transition is the retirement of a sportsman from active sports. This latter transition is the crux of this literature review.

This review discusses transition theories, retirement planning theories, activity theory intelligence/learning theories, disengagement theory, and, ends, neutral zones and beginnings theory. *The review also critically evaluates seminal and important work relevant to the topic under study and makes a case for the gap in the literature that this paper will fill.*

2.2 Human Adaptation to Transition

Research has shown that different people react to changes in dissimilar ways (Schlossberg, 1981). Whatever the change may be, many factors determine how the person going through them react. One person's reaction to a job loss might be to developing new competencies and start a long standing dream of an entrepreneurship venture while another's might mark the beginning of inactivity, boredom, and feelings of worthlessness (Schlossberg, 1981).

The results of transition is not always black and white; in other words, they are never always positive or negative nor dramatic or ordinary. They exist in different places at different times on these continuums. The way sportsmen handle transition is not fundamentally different from elderly people admitted into nursing homes (Lieberman, 1975) or how other people handle other kinds of change. An athlete's life is considered as a "succession of stages and transitions that includes the athlete's initiation into and continued participation in organized competitive sport" (Alfermann & Stambulova, 2007). Whichever stage is more difficult to handle remains to be said.

Many however agree that how a change in life is handled has a lot to do with childhood events or occurrences through the psychology of time perception. Time perception refers to someone's own perception of the indefinite and continuous unfolding of events. In other words, for some people, something that happened when they were 8 years old could still have repercussions and be the fundamental reason they make certain decisions. Their reason would be either to avoid a form of pain or acquire a form of pleasure (or a perception of same) (Freud, 1922).

2.3 A Discussion of various theories of change and change management

William Friedman contrasts two theories for a sense of time. They are the strength model of time and the inference model. The strength model of time memory posits a trace of memory that persists over time by which an old memory (with respect to how long ago the memory event occurred) in the recesses of the brain can be judged by its strength. The second model suggests that time of an event is inferred from evidence

about significant links between one occurrence in question and another event of which its time of happening is known (Friedman, 1993).

The Disengagement Theory (Cumming, Dean, Newel, & McCaffrey, 1960) is a theoretical extension of Erik Erikson's 8-stage psycho-social model of lifespan development (Erikson, 1950) (1950). This theory advances that during a transition, individuals voluntarily or otherwise reduce the extent of their interaction with society. It advances the implication that this isolation is welcomed by both parties, i.e. shifter, and their social environment. It continues that disengagement is inevitable in that people will voluntarily or involuntarily have to reduce the different roles they play for a variety of reasons and further implies that the individual and society mutually withdraw from each other (Cummings et al., 1960; Drahota & Eitzen 1998). This is done as a sort of defensive mechanism to help both parties cope.

Activity Theory (Havighurst & Albrecht, 1953), which is also called Substitution Theory, functions on the premise that a career transition will be increasingly more manageable should the magnitude of activity engaged in post-retirement is equivalent even if not equal to the level and rigor of activity pre-retirement. Although this theory would evidently receive support in the geriatric and general medical literature, others have also said that its basis is inadequate and not full proof in its theoretical foundation (Lavallee & Wylleman, 2000). Extendedly, the theory does not seem the most suitable for use in the analysis of a sportsman's retirement transition. This is because, it is seemingly unrealistic to try replicating the intensity and rigor of activity outside sports (Baillie &

Danish, 1992). A simulation would not be able to carry very important elements (especially intangibles) successfully.

Process of Role Exit Theory, this theory's focus is concentration on the process of leaving a role. Helen Rose Fuchs Baugh's (1988) findings suggest that leaving a role is a distinctive process that begins with the subject battling uncertainties, and indulging in positive or negative effect activities, and then seeking substitute roles (Ebaugh, 1988). This theory fits perfectly for football career transition. Its focus on midlife transitions and its application to roles that are important to individuals make it very appropriate.

Endings, Neutral Zones and Beginnings as postulated by Bridges (1980) suggests the transition period is in three stages, and presents a rather substantial case that every beginning and every transition starts with an ending, reason for the particular arrangement of the name. The author further state that "endings are the first phase of transition." The second phase is a time of "lostness" and emptiness before life resumes an intelligible pattern and direction, while the third phase is that of beginning anew". This void of "lostness" is where many sportsmen experience depression and a downward spiral in a variety of aspects of life (emotional, relational, etc.).

Coakley (2006) however in his work on NFL players made very interesting findings. He found out that having a degree made a huge difference in their retirement lives. Of all the people he interviewed (7 retired footballers at least a year removed from active sports), only one did not have a college degree and even he had plans to finish it up.

Many acquired their degrees before entering the league while others finished it up while playing. Apart from these, he outlines the following measure to take if a person is to mitigate retirement uncertainty related stress:

- Receiving a bachelor's degree
- Receiving post-graduate training
- Participating in vocational assessment and counseling
- Identifying and establishing at least one non-sport area of focus
- Trying to obtain experience in the field of interest via internships or other training programs
- Developing a relationship with player development personnel
- Developing and strengthening networking, goal setting and time management skills.

He argues that engagement in such activities puts a retired athlete in a better position for success post sports career.

2.4 Retirement Planning

Sportsmen have a different retirement regimen and circumstance than other professionals. But the dynamic nature of retirement from elite sport is often accompanied by an initial sense of loss, followed by a period of re-orientation, growth and adaptation (Brewer, Van Raalte, & Petitpas, 1993) (Mihovilovic, 1968) (Brandao, Winterstein, Pinheiro, & Agresta, 2001). A significant portion of sportsmen retirement is

as a result of the unforeseeable nature of career ending injuries. This is a danger every minute a player is on the field. It is indeed a danger even off the field. However, no one believes that they will be the one suffering from a career ending injury. Another major cause of involuntary retirement is deselection. This may be as a result of a slump in performance because of wear and tear on the body from age. These show how sportsmen have very little control of their futures (Cecic-Erpic, Wylleman, & Zupancic, 2004).

Extendedly, during a player's career the team form a formidable systems that work. As a result of this structure, the players are not burdened with making decisions on a consistent basis. The system takes care of this. As such when they retire and that "protective cover" is taken away from them, the suddenness of the responsibility thrust on them is initially a little startling (Smith & McManus, 2008).

Generally, sportsmen have longer retirements than the average person. Presently in the UK, on the average people retire at age 59, similar to the retirement age of their parent's generation (Twigg, 2013). Twigg (2013), in his report for HSBC Insurance Holdings Limited stated that 12% of working age people expect that they will never be able to afford to fully retire, rising to 24% of over 65s. Of those retirees who had not prepared adequately or at all, 14% said they will have to go back to work to cover their financial shortfall. In other words, old people are unprepared for their retirement. This means that there is a fundamental problem generally with preparing for pension. With less incomes, more than half (52%) of retirees say they continue to spend as much as, or more than, they did before they retired. 70% of those people regret not saving more. Twigg (2013) concludes that there is actually a link that exists between having a

financial plan in place and actually taking steps to prepare for retirement: 44% of retirees say that as a result of financial planning, they have saved more for retirement.

The fact exists that footballers and sportsmen in general have a short span to their careers. This does not mean they go through retirement parallel to their more senile colleagues. Usage of social gerontology and thanatological theories in studying athlete retirement lacks empirical support for the relationship between sport-retirement and other kinds of retirement. This is because the dissimilarity in age, life experiences and prospects between athletes and main stream retirees is too wide to share a model (Rintaugu and Mwisukha, 2011). Undeniably, both theories (thanatological and social gerontological) have been criticized in that they conceived retirement as being a simple single event rather than a lengthy process. That is why Coakley (2001) was unequivocal that the dynamics of the retirement process among sportsmen finds its foundation in the nuances of social structural contexts. Certainly, many factors influence and inform the retirement process. Some of them include the individual's gender, age, social economic status, social and emotional support system or networks, etc.

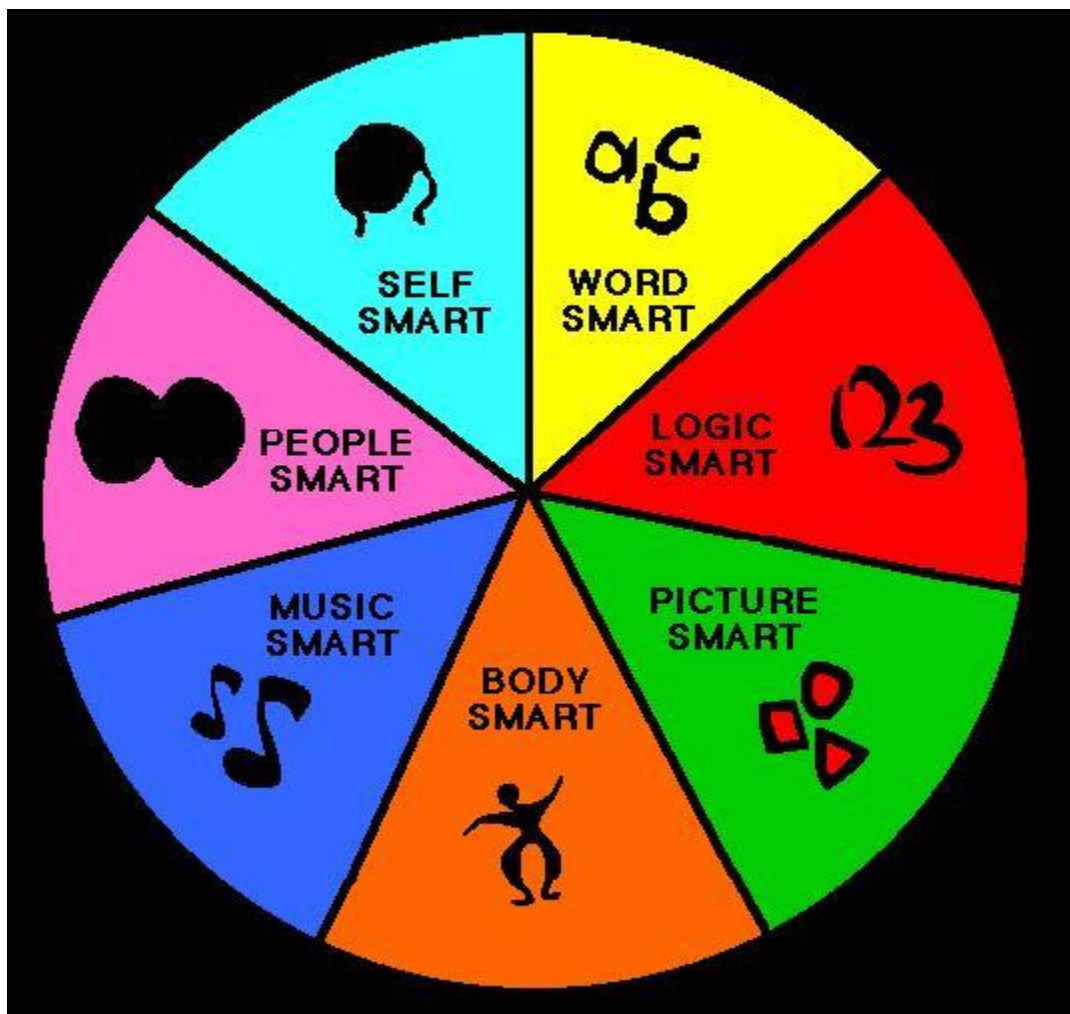
Retirement from sports in and of itself sometimes may be the avenue for stress and various forms of trauma. However it is often not the major cause of those problems. Thus it was prudent to establish pre-retirement plans, adaptation to retirement and possible intervention measures to be put in place by the cardinal stakeholders in sports to ensure that retired soccer athletes are not condemned to abject poverty.

2.5 Intelligence and Knowledge Absorption as Preparation for Retirement

Learning is something that is done constantly, consciously and unconsciously. Before any form of learning can be achieved, it is important to examine a variety of its facets. It is very important that the „transferor“, the transfer subject, the channel(s) through which the transfer travels, and the content of the transfer are examined properly.

Howard Gardner's Multiple Intelligence (MI) Theory "documents the extent to which students possess different kinds of minds and therefore learn, remember, perform, and understand in different ways," (Gardner, 1991). This identifies the fact that there exists various kinds of genius. However, mainstream education mainly targets the propagation of reading, writing, and arithmetic. According to Gardner, attention is being paid almost exclusively to "linguistic symbolization and logical-mathematical symbolization" to the detriment of other aspects of knowledge/neural processing ability (Gardner and Hatch, 1989). It is true that in scholarship, the two are extremely important. However, it is also true that there are other aspects of genius that are as important. As identified by Gardner, there are 7 types of intelligences (Gardner, 1989). Each has its own component processes and subtypes. Thus, although a sportsman is a genius at their games, they could be idiots at another. For example NBA hall of famer Charles Barkley was a genius with the ball but has the intelligence of a donut at investment into volatile stocks. The reverse also holds true; a sportsman can be great at their sport and possess ability in other areas such as coding (Chris Bosh) (Bosh, 2013), or enterprise (Magic Johnson and Michael Jordan) (Snyder, 2014). As shown in the image below, one intelligence is not fundamentally better or superior to another. They do different things for humanity. Also, they require uniquely idiosyncratic phenomena that can be

identified in proponents that have mastered them. They are specialized fields of endeavor. However they are also natural endowment that are inborn in a person. They could be seen as “separate information processing devices” (Fodor, 1983), sometimes even as different mental “organs” (Chomsky, 1980). Thus, a pediatric neurosurgeon would need among other things a stellar talent in hand-eye coordination in addition to a deep understanding of medical phenomena (Carson, 1990), while a classical pianist’s instrumental dexterity and their ear for notes is key to their success in their field.



Although these intelligence are mutually exclusive, mental activity is not. In other words,

there is not a person who has just one of the seven; people to a degree have a complete combination. Although it has been said that the endowments exist in people in varying degrees the refinement need input of time, effort and direction. Thus, where a person throws more attention to is where he will have increased mastery. Albert Einstein is attributed with saying that 'Everybody is a genius. But if you judge a *fish* by its ability to *climb a tree*, it will live its whole life believing that it is stupid.' Extendedly, a person will be put on the path to maximizing their potential should you direct their efforts towards where they are naturally endowed.

Findings of Rintaugu and Mwisukha's (2011) study have shown that provision of scholarships to retired athletes to pursue further education and career counselling training seminars did not get hundred percent approval by subjects in this study. This is not remote as the retired athletes had shown that they had humble backgrounds in formal education. Rintaugu and Mwisukha (2011) also found that players with little to no educational back ground had more retirement phobia than those who had higher forms of education. In fact, Morakinyo (2002) had advised that coaches and sport administrators make it their duties to advise athletes on the importance of acquiring academic certificates in addition to their sport skills. This was a way that they could contribute to their player's welfare off the field and after their careers.

2.6 SSNIT Pension scheme

The Government began a landmark reform of the pension System in Ghana In 2004. The process commenced with the formation of a Presidential Commission on Pensions, which reported its findings to the Government in March, 2006. A committee was setup

and shaped a bill (A new Pensions Law, the National Pensions Act, 2008 (Act 766)) that was promulgated on 12th December, 2008. The new Pensions Law caters for the establishment of a contributory three- tier pension scheme with a Pension Regulatory Authority. The three tiers were explained as follows:

1. A first tier basic national social security scheme, which will incorporate an improved system of SSNIT benefits and shall be mandatory for all employees in both the private and public sectors; (payment of only monthly pensions and related benefits such as survivors benefit)
2. Second tier occupational (or work-based) pension scheme, mandatory for all employees but privately managed, and designed primarily to give contributors higher lump sum benefits than presently available under the SSNIT or Cap 30 pension schemes; and
3. Third tier voluntary provident fund and personal pension schemes, supported by tax benefit incentives for workers in the informal sector and also provide additional funds for workers in the formal sector who want to make voluntary contributions to enhance their pension benefits.

It was also worth mentioning that the first tier basic national social security scheme will be managed by a reorganized SSNIT; the second tier and the voluntary third tier will be privately-managed by approved Trustees licensed by the Pensions Regulatory Authority with the assistance of pension fund managers and custodians registered by the Authority; the pension fund managers and custodians will first be licensed by the

Securities and Exchange Commission and thereafter registered by the Authority. This process however is facing steep challenges.

Based on the above, SSNIT has gone ahead to implement the Labor laws of Ghana. Through this, it has registered all employees of all the football clubs playing in the Premier League. As at writing this paper, the last of the clubs were putting finishing touches to complete its registration. The next step to be undertaken is to get the clubs in the First division to do same.

2.7 New Contribution Rates

The new three-tier pension scheme requires an additional contribution rate of 1% to be shared equally between the employer and employee. The employer will now pay 13% (instead of the current 12.5%) and the worker will now pay 5.5% (instead of the current 5%) making a total contribution of 18.5% (instead of the current 17.5%).

Out of the total contribution of 18.5%, the employer will remit 13.5% to a restructured Social Security and National Insurance Trust towards the first tier pension scheme out of which 2.5% will be a levy for the National Health Insurance scheme. The remaining 5% will be remitted to the privately managed and mandatory second tier for lump sum benefits. The minimum contribution for the mandatory schemes will be based on daily minimum wage and there will be a maximum contribution to check abuse by contributors who inflate their emoluments towards the last years of contribution to ensure a higher pension.

2.8 Financial Management and Footballers

2.8.1 Player Management

Footballers ply their careers with a barrage of responsibilities to attend to. In reality, to be able to focus on their careers (which is the most financially profitable aspect of their lives) they need help to cater for the other aspects of their lives. Also footballers normally do not have specialized skills to take on certain tasks such as legal issues, salary negotiations, real estate and other expensive acquisitions, tax management, general and specialized investments, etc. Thus they put these responsibilities into the hands of people they can trust. The role of an agent is thus crucial.

A player's agent is generally supposed to manage the player's "back end of business" as it were. This comprises generally of marketing and branding errands. They are in charge of amongst other things managing and leveraging the player's brand through obtaining sponsorship/endorsement deals and strategically positioning the player for optimum return, contract negotiations, and proactively seeking out business opportunities (Hoye, Smith, Westerbeek, Stewart, & Nicholson, 2006). In present times, more companies handle players through assigning an agent to them. There are also those agents who are freelance. The former gives the player more insurance of their credibility and assurance that they would not run away with their money. It also provides a pool of resources that an individual agent may not have. Major player agencies include International Management Group (IMG) and Octagon (Hoye, Smith, Westerbeek, Stewart, & Nicholson, 2006). The latter is generally relatively cheaper and more flexible.

In Ghana, players are generally left to their devices. This is largely because there is not a real demand for player agents. The magnitude of earnings the local players earn have not grown to the level that they can afford to pay agents generously enough. The foreign based players however have a different story. The system of the industry necessitates a player have an agent. The issue of trust however pervades both circumstances.

There have been situations in the past where money have been given to relatives in Ghana by professionals abroad to construct residential abodes. Most of these buildings never saw the light of day. This was a fairly common occurrence in the 90's. In effect, pictures of another development would be taken and sent abroad. In essence their own building was nonexistent. Such precedents may be reason why players like Asamoah Gyan would do all his business through his brother and close confidant former National football star Baffuor Gyan. An interesting dynamic here is that the latter brother has experience in the field that his brother is now flourishing in. Thus, all things being equal, he would operate in the interest of his younger brother with the benefit of hindsight accumulated throughout his now ended career. However, this guarantees little. This is because having a person's best interest at heart does very little to mitigate certain risk (circumstances beyond ones control). There is also that aspect of ignorance or dearth of knowledge in some important aspects of a player's life.

2.9 Financial Management

Williams' (1981) financial management concept will leave one to infer that sportsmen who did not have enough resources before their retirement would be anxious of what it

may bring. A downward income mobility has a multiplier effect on the retired athletes' lifestyle adjustment problems such as lost recognition and lower standards of living as already mentioned. Though, Kenyon (1990) found that most retired athletes had a good attitude towards sports, yet they felt a sense of loss of identity, friends and opportunity and unfinished business. The truth in this can be seen with retired footballers engaged in coaching and administration of soccer. Indeed, the humble formal educational background of many sportsmen showed that it would have been very difficult for the retired athletes to extend their tentacles into other careers outside the sports arena.

The financial management aspect of the player's life that has an increased predisposition to bring loss. Many may attribute this inexactitude to the fact that there are no financial literacy courses in the early stages in the Ghanaian education system. However a study by Lewis Mandell and Linda Schmid Klein (2009) showed that high school students who had taken a personal financial management course completed 1 to 4 years earlier did not fair significantly different from their colleagues who did not benefit from such a course. Another research by Bernheim, Garrett, and Maki also came out unclear with respect to the impact of a high school financial literacy course on the quality of financial decisions in adulthood (Bernheim, Garrett, & Maki, 2001). This raises serious questions about how effective in the long-term a financial literacy course would be should footballers already had it. It must however be said that the research was done in the US where there are structures to support a person make certain basic financial decisions. Also the capitalist market in the US is such that the financial industry has successfully made certain financial decisions common knowledge.

It is true that many consumers (footballers inclusive) lack the financial knowledge to

make certain important financial decisions in their best interest. It is not only in the sporting or football world that financial illiteracy is rampant. The general population also makes very poor financial decisions. It is only because football stars are in the spotlight that their dirty linen is aired in public. There exists also a consensus on the fact that financial knowledge appears to be directly correlated with self-beneficial financial behavior (Mandell & Klein, 2009). From the preceding, one can see that an inconsistency exists between the ability of [the quality of] an education curriculum to improve a person's financial behavior and the former's ability to improve a person's financial literacy.

2.10 Soccer Academies in Africa

Soccer academies are places where young footballers go to hone their talents. Many also offer educational facilities as well. It has become a trend in Africa and indeed the world over. Clubs like Barcelona pride themselves at being very prolific producers of world class footballer's right from the academy level (Atkins, 2013). These academies are defined by the philosophies on which they are established. Some are mainly built to produce players that may take over from their senior teams in the future. Others are principally established to build up the players in both education and football.

The principles of education is to combine sports with education a most congenial manner in building the character of the player. Their personality and mental strength are decisive on the pitch. The focus on education, school results, and the disciplinary behaviour of players is the core philosophy of most clubs (ECA Report, 2012).

Academies abound on the African continent. Some of them include SuperSport Youth

Academy, Stars of Africa Football Academy, Liverpool football Academy, Old Mutual Football Academy and Red Bull Soccer Academy West Africa. Their presence means that players will be properly guided in their professional careers.

In Ghana, academies like Feyenoord Football Academy and the Right to Dream Academy have made a huge difference in the lives of the players they train but also in football in general. Their consistent travels to play abroad exposes their players to aspire. It gives them perspective and provides a framework for them to dream towards. Even if they do not end up playing professionally, these experiences will be invaluable in their adult life.

2.11 Summary and Literature Gap

The perusal of the literature revealed the issues that retirement comes with. It dissects theories that study transition and change. It juxtaposes theories from various fields and investigates its relevance to football and sports transition planning. However, it fails to show specific financial instruments to invest in to yield certain results. Also, it is quiet on Ghana specific data and theories that apply directly and specific to the Ghanaian and African context.

CHAPTER 3:

3.0 METHODOLOGY

3.1 Chapter Overview

The primary objective of this research is to explore the current state of retirement planning habits of Ghanaian footballers. Information will therefore be gathered from the industry stakeholders such as retired footballers (both those who played in the local leagues and abroad). The main aim of this chapter is to give a detailed description of the various the research tools, methods of data collection, research and sampling methods that will be adopted in gathering information and ultimately how the research will aid in achieving the set objectives. It also outlines the types and sources of data to be collected in order to embark on this research.

3.2. Operational Definition of Variables

3.2.1 Retirement

For the purpose of this study, retirement will refer to the ceasing and desisting in involvement in active participation in football as a player on the field or availability for call up.

3.3 Research Strategy

The various research strategies to be used include explanatory, and exploratory (Blanche, Durrheim, & Painter, 2006).

For explanatory research, it is aimed at explaining the social relations or events (Sarantakos, 2005). It further seeks to build theories that can predict and explain natural and social events (McNabb, 2008). It mainly explains the cause and effects between two or more variables. With respect to the study, this method helps explain the situation of retired footballers. It also posits theories/quasi-theories that may predict and explain their plight. It attempts to explain the cause and effect of the situation on the ground.

Exploratory research is ideally used when there is insufficient data on the research topic (Hubpages, 2013). There is insufficient information in this field. As such, its exploration provides very important revelations. The value of this research strategy is that it helps to prove the feasibility of a study; that is, whether the study is worthwhile or not. Also, it aids in generating innovative ideas and perspectives about the research topic (Sarantakos, 2005).

3.3.1 Research Approach

Generally there are two approaches to research: the quantitative and qualitative approaches. The quantitative approach is perceived to be objective, simple and fixed (Sarantakos, 2005). Qualitative approach, on the other hand is said to be more subjective, constructed, multiple and diverse. The latter approaches is used in this study.

The qualitative research method is used because, it helps pinpoint and understand the reason for the situation. It does not require quantitative data to apprehend the occurrence, thereby making interpretation a part of the research process (Key, 1997). Also, it does not focus only on experiential knowledge, but also emphasizes on

clarifications from the interviews conducted (Sarantakos, 2005).

3.3.2 Research Design

The research design employed for this research was primarily qualitative as the data was retrieved through interviews and questionnaires mainly. The data retrieved comprised of information concerning the way in which retirement planning pervades the football industry. The conclusions made were largely inductive, that is, conclusions were drawn by expounding a specific view to a general one. Thus conclusions drawn were used to generate conclusions about the study area. This was achieved using surveys, specifically interviews and questionnaires as the data collection method.

3.4 Sampling Strategy

The sampling strategy to be implemented in this study will be non- probabilistic and purposive.

According to (Braun & Clarke, 2006), non-probabilistic sample units are deliberately chosen to reflect particular features of the population, and not to have a statistical representation. Also, this strategy was adopted due to the fact that non probability sampling is mostly used in exploratory and qualitative research (Sarantakos, 2005). It also offers a range of sampling techniques for qualitative research (Lewis & Ritchie, 2003).

The purposive sampling technique is a technique for sampling with particular purpose in mind, with regards to a particular target respondent (Trochim & Donnell, 2005). This approach is appropriate to target a sample in a hurry and will be used in selecting

respondents. These respondents will be chosen because they have knowledge about the situation (either because they live through it or intimately know others who do).

Professionals at the National Pensions and Regulatory Authority and SSNIT as well as journalists, football administrators, and retired footballers were scheduled for interviews.

Owing to the fact that it was difficult to determine the sample size for such interviews, the snow balling technique was employed to gain expert knowledge from representatives of these institutions. This proved to be extremely helpful.

3.4.1 Population

The scope of the research is defined as involving all retired Ghanaian footballers. This includes all those who plied their trade in the local leagues. The population of the research study is therefore all footballers and sports administrators who are deeply involved in Ghana football, which is difficult to quantify. It also included representatives from the National Pensions and Regulatory Authority and the Social Security and National Insurance Trust SSNIT whose offices are located in across the country. It also comprised of a number of pension fund managers, custodians and trustees that would give more insights into this topic. From this population a sample size was drawn.

3.4.2 Sample Size

Ritchie and Lewis (2003) propose that for qualitative samples sizes, it should be ideally relatively small (Lewis & Ritchie, 2003). They argue that a qualitative study is rich in detail and respondents are more likely to give more than necessary information. As

such, it is imperative to keep the size small to enable for effective analysis of data. This study is qualitative heavy. Using the rule of thumb of an appropriate sample size of 25% proposed by Trochim (2005), the sample size of the study was initially meant to be 30 (Trochim & Donnell, 2005). However, when the research began, it was realized that this was not possible within the time frame. As such, the respondents were 19.

3.5 Data Collection

3.5.1 Sources of data

For this research study, both primary and secondary data were used.

The primary data will be collected throughout the process. The interviews will involve retired footballers, administrators, pension managers, etc. They will provide information on retired footballer welfare. In gathering primary data, interviews and questionnaires were employed. This was very relevant because there was the need to glean information from experts in the field of pensions to gain insights into the situation at hand.

Secondary data was collected from journal articles, books, credible internet sources and other published works. The information that will be gathered from these sources will help to identify from existing literature, to the state of financial wherewithal of Ghanaian footballers and propose solutions.

3.5.1 Data Collections Tools

In collecting data surveys will be conducted, specifically semi-structured interviews and questionnaires. This involved speaking to individuals who have insider information

about the football fraternity. According to Sarantakos (2005) interviews typically have different structures. For this particular research, the interviews conducted during data collection were semi-structured; with the unstructured format being dominant. This allowed for neutral probing, especially since data collected was concerned with the financial information of the developments. These tools were very reliable and valid.

The idea behind reliability is that any significant results must be more than a one-off finding and be inherently repeatable. Other researchers must be able to perform exactly the same experiment, under the same conditions and generate the same results. Validity encompasses the entire experimental concept and establishes whether the results obtained meet all of the requirements of the scientific research method.

In that regard, it has attempted to eliminate other potential causal relationships, by using controls such as context and duplicate samples of the same semi structured interview questions to ensure that the results stand up to rigorous questioning and testing.

3.5.2 Data Analysis

In analyzing data collected, three methods of qualitative analysis will be used; namely narrative analysis, thematic and textual analysis. According to Sarantakos (2005) the narrative analysis is sometimes referred to as conversation analysis (Sarantakos, 2005). In that, focus is placed on the conversation nuances and not on the interview itself. For this research, specific statements from respondents will be synthesized or digested in analysis. This will be used to churn out or capture the retired footballer's predicament. To investigate the relationship between post retirement success and prior formal education acquisition, the same approach will be used.

In establishing new themes, the thematic analysis method is the appropriate analytical tool. Thematic analysis offers an accessible and theoretically flexible approach to analyzing qualitative data (Braun & Clarke, 2006). This method also describes data in detail by, identifying, analyzing and reporting a pattern/theme within the data. For this research data collected will identify the post retirement needs of footballers; and it will be used to analyze the data to establish how sports administration can help improve the plight of sportsmen in the study area.

As a result of the fact that not much of the data exists in this jurisdiction, a textual analysis will also be conducted. This is a method of communication researchers use to describe and interpret characteristics of a message either recorded or visual. The purpose of textual analysis is to describe the content, structure, and functions of the messages contained in texts.

3.6 Chapter Conclusion

The main research instrument used in this study was surveys. Sarantakos describes this as methods of data collection in which information is gathered either through oral or written questions. In this study, information gathered was done orally through interviews with stakeholders in both the pension industry and the football fraternity. Unstructured interviews that contained a number of open ended questions were used to make the process more interactive so as to glean enough information from respondents. Unfortunately the questionnaires could not be administered because the respondents were very antagonistic towards giving out such information.

This research will be exploratory in nature, with a certain amount of descriptiveness.

Data will be collected through conducted interviews with respondents being stakeholders that have already been listed. The qualitative data will be collected and analyzed using the narrative analysis, textual and thematic analysis method. Interviews and administered questionnaires with respondents may not completely allow neutral probing into the nitigrities of the study, however substantial information will still be attained.

3.6.1 Description of Data Collection Procedure

In gathering information for this study, meetings with several stakeholders in the football fraternity were arranged. As stated earlier, some of these stakeholders consisted of retired footballers, pension fund managers, sports journalists, football administrators, etc. For a period of the study, semi structured interviews with these stakeholders were scheduled in order to gain information and insights. Overall about 19 people were spoken to. About five workers in the pension planning/ insurance industry across the country were interviewed. Four journalists were interviewed. These served as very important links to most of the other respondents. Although they gave valuable information on the football fraternity themselves, it was their ability to direct the researcher towards other key information sources that made the research successful. The rest were retired footballers and football administrator (Many retired footballers were currently also football administrators). It was initially planned to administer questionnaires. However, upon further investigation, it was seen that the respondents were very antagonistic to giving out such sensitive information through such means.

Thus, the interview method was adopted. That way the respondents could still cover a lot of ground in a more relaxed atmosphere.

3.7 Data Analysis Techniques

In order to analyze the data collected, content analysis was chosen as the ideal analysis technique. The justification for this method was the fact that content analysis is a method employed to study the content of communication. This communication could be through interviews, books, websites, etc. This method of analysis was applied only to the qualitative data gathered from the interviews with various stakeholders.

3.8 Ethical Considerations

One major ethical consideration was to ensure respondent's anonymity throughout the analysis process. There was also the issue of respecting people's insecurity with respect to divulging specific financial information. Names are mentioned only in circumstances where such information exists already elsewhere in the public domain.

3.9 Limitations

It was difficult to get people to interview due to their busy schedule. With respect to answering questionnaires, it was difficult to get them to answer because they were very skeptical about giving out such information. Although the questionnaire was designed with stealth, it was still not creative enough to warrant answers from the respondents. Many of them were very uncomfortable with it. As if it was opening wounds that they would rather not acknowledge existed. There was the issue of fact that some institutions

and individuals were not willing to grant me the opportunity to administer questionnaires and this may prove to put a limit on the amount and type of information received.

CHAPTER FOUR

4.0 FINDINGS AND DISCUSSION

4. 1 Introduction

The purpose of this chapter is to present and discuss findings from the data collected. The data collected concerns the rate at which retirement planning specifically pension planning pervades the football fraternity. The data that will be analyzed will consist of data retrieved from interviews held with retired footballers, journalists, football administrators, and experts in the field of pensions.

Through interviews with experts including pension fund managers, a number of themes that were common with respect to the how retired footballers were faring, the rate at which pension planning pervades football and the nuances that prevent effective retirement planning among Ghanaian footballers were generated. The theory of process role exit focuses on leaving roles. The findings corroborate Ebaugh's research (1988), and suggest that leaving a role is a distinctive process that begins with the subject battling uncertainties, and indulging in positive or negative effect activities, and then seeking substitute roles (Ebaugh, 1988). These and more were discovered through the interviews with personnel from Star Assurance, Star life, SSNIT, RENFAG, PFAG, were conducted. A report on the findings follows.

4.2 Exploration of the current state of retirement planning in Ghana football

There is a process currently ongoing where all players playing in the league are being registered onto the SSNIT scheme. Thus, every player henceforth who will register with any of the clubs will be given a social security number. As long as the player plays in the local league, no matter the club the person plays, their social security number will be available for payment. Also, should the person exit the league for any reason and gains employment in any organization in the country, their payments can still be made.

The issue arises when the player transfers their talents abroad. The scheme allows payments up to GHC 2,700 (US\$ 600). Above this the rules of the scheme does not permit acceptance. Furthermore, amounts paid from abroad are not accepted if detected. As such, when players get an opportunity to ply their trade abroad, they have that period in their pension payment stale.

The Division One league is set to join the scheme as soon as the current process with the Premier League (which is far advanced) is brought to completion.

There is also no strong player union that speaks on behalf of the players. There was talk about the fact that many retired footballers at the helm of the organizations had selfish agendas. They were purported to be using their positions in such organizations for monetary gain. As a result, when a project that would otherwise be of great benefit to the larger footballing fraternity is proposed and they do not see anything in it for them, they use their clout to clog its process. It is only after their palms are greased are they permissive of any progress that has close proximity to them (stifle any agenda that does not have anything in it for them). This makes it very difficult to make headway in fighting for the advancements of the aims of footballers.

Respondents spoke of how when playing in Europe especially, they had their unions

who had employed competent lawyers to help out with disputes that may arise between player/agent and club. Among other things, these unions instituted its own awards night. They also instituted a collective insurance package which was a win-win for both the insurers and the players because the players would pay less while the insurers would have reduced risk. In other words, the probability that insured party may get injured was higher than if the whole league is insured for injuries and other work related accidents. Very significant is its role in collective bargaining in sports like the NBA and NFL.

4.3 Identification of factors that caused footballers to go broke

4.3.1 The Case of Ali Jahra versus CK Gyamfi

It is known that former national star Ali Jahra went through a great ordeal after he sustained a career ending accident. It was a situation he did not anticipate. Thus he was totally unprepared for it. As such, he slumped into “less than enough” to put it respectfully. Indeed, he is the ambassador for the registration of footballers unto the pension scheme. With his story and predicament preceding him, it is hoped that it would endear more footballers to register with the scheme promptly.

CK Gyamfi is widely known to be the Coach who won three African cup of Nations trophies for the country. He is widely respected for his football IQ. He (during the CAP 30 era) duly registered with the pension scheme and made payments therein. As such, when he retired, he got his lump sum payment due him.

4.3.2 Generations of footballers

There are two generations of Ghanaian footballers

- The first generation (pre 1990) did not make significant money from their trade. They played in a largely amateur capacity. Thus although they earned wages, they were nothing to write home about.
- The second generation (the 1990's) were the first set of players to earn significant remuneration from their trade. This was the generation of players including Abedi Pele, Tony Baffoe and the likes.

The second group of footballers typically started businesses and bought real estate in preparation or during retirement. Many also started or bought football teams. The kind of businesses they entered include teak tree farming for electricity poles, general farming (e.g. mango and pineapple for the export market), poultry farming, cattle rearing, hotels, construction and/or sale of shopping centres, construction and sale of houses and bulk land acquisitions. Others had invested into educational institutions, wholesale and retail of fast moving consumer goods, football teams, travel agencies, sports centres, etc. Many said they were never really introduced to the world of investment. They had heard people talk about it but never been spoken to seriously about it. However, after their career, when they began looking to maximize returns on their money, they learnt about the stock market and currency trading. One respondent proudly recollected how he had made smart moves that had returned almost 100%. This was however when the GSE had posted above 100% in returns on investments. For others, the closest they came to investment was putting their money into Databank investment instruments such as EPack and

Mfund. Initially they did not but bought into the idea in the early to half a decade into the 2000's. Respondents spoke of many times they had been swindled off their money. It was noticed that they were high targets for tricksters and fraudsters and swindlers. Thus, they shun a lot of new company.

4.4 Investigation into how the pension scheme affects Ghanaian football

Staying to develop quality of league versus pursuance of greener pastures

A system of social security has the capacity to provide the sort of welfare package that will increase productivity in the players. It is a good improvement of the conditions of service for these players. Indeed, it is an important incentive to keep players in the league. When great players remain, the quality and thus demand for the league will also increase. All these factors lead to holistically a better league overall.

4.5 Identification of difficulties that hamper retirement planning for footballers

Club owners were initially very reluctant to make such payments. Some are still very peeved. The only reason some have decided to pay the pensions is because it is bordered the subject of criminality. The owners are mostly looking for the next Michael Essien from whom they can make a fortune from. They do not concern themselves with the players welfare that much. Indeed, the players see the owners as doing them a favor. As such, asking for pensions seem to them as stretching their luck. However, football club ownership is like any other business a profit making venture. Just like any other business, sometimes losses are made. That does not give the owners the right to rescind payments to retirement funding instruments. In fact, as a result of the short

sightedness of some footballers, they would prefer such amounts added to their substantive take home salaries.

The degree to which the SSNIT scheme has issues makes it a very shaky platform on which to secure the future of any group of people. Franklin Cudjoe, head of the think tank Imani Ghana suggested that it would be better for a person to invest in livestock than to put their money into such a program (Osam, 2015). It is not only SSNIT that is facing trouble. The tier two and three companies are under a lot of fire as well. However, with the current state of affairs, it would be better to get a structure in place than not to have one at all.

4.6 Education

It was evident that many players had not gathered enough resources to be able to retire by the time they began thinking about it. As such, they continue to play with the hope of last minute preparations. For example, Charles Asampong Taylor had 2 bodyguards at a point in his career. At present, after a hiatus from the game, he is seeking a return. This is to help him gather as much as he can to help him retire. The phenomenon of reduced ages finds a lot of its fundamental reasoning behind this.

This comes back to the importance of education provision. The dearth and the total lack thereof makes it very difficult for these players to venture outside of the football fraternity. Their degree of occupational mobility is very limited. This fit perfectly with what Rintaugu and Mwisukha's (2011) assertions when they found that players with little to no educational background had more retirement phobia than those who had higher forms of education.

It is for this specific reason that the NBA makes sure that a player is admitted and completes at least their first year of college before becoming eligible for selection by a professional team (Kowalski, 2011). It is hoped that upon retirement, (no matter when this is) the person may decide to complete that degree. This has proven not only to be successful but very helpful. It is true that retired players continue to seek work in the league. However, there are increasing number of mayors, investment bankers, etc. as a result of this. Indeed, there is already talk of extending the time from one year to two years. (NBA, 2014)

Anthony Baffoe president of the PFAG is well educated. Son of a former Ghanaian ambassador to Germany, he speaks 5 languages and works for FIFA in multiple capacities. Mr. Baffoe had created the environment and atmosphere for retired footballers to at least get enrolled at the University of Applied Management Studies to take courses in management. This was to help them better manage themselves, their resources, and learn management skills (should they decide to venture into Coaching or football administration.)

Through the research, it was also found that footballers who had further than basic education or had intimate access to close family with those levels of education or professional help had better standards of living. In other words, if a player did not have high levels of education (say university), but had a son or close nephew, they tended to be doing favorably well. The players who were more learned, had more options opened to them post retirement. They could take up positions of high responsibilities at large organizations (Tony Baffoe with FIFA, Puma and FIFPro). It is interesting to note that their lack of literacy was a huge impediment that prevented many of them from plying

their trade abroad. People like Stephen Oduro, Bernard Don Bortey, and Charles Taylor are a few victims of this. There are many others. As a result of this, the farthest they could go is Nigeria (Charles Taylor). Most of the players who found themselves in such a predicament and were comfortable had found a way round this impediment. In other words, what they were currently occupied with looked beyond not being literate. Thus, if they were in business, they had a confidant and were merely the bankrollers, the preachers would preach in the local language, etc.

CHAPTER FIVE

5.0 CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

It is very sad to see a person who has once seen glory day's slump into a state that you would not wish for your worst enemy. These athletes grow to earn adulation from fans. It is as if they were a part of the family. Although they may have a lot of character flaws (angry outbursts, selfishness on the field of play, promiscuity, drinking habit, etc.) many if these football stars continue to garner a cult following. This makes it difficult to see such a person go through such major catastrophe; a chunk of which may not be totally their fault. The system does not support their interest in the long term. All it does is to milk them dry and when it is done with them, it looks for the new craze in town and then gets to work on them too. It is not enough for students to complete senior high school and concentrate on their football careers. Indeed, the US system of college sports, albeit it's short comings, helps its sportsmen develop into professionals whiles getting an education. This is why the activities of sports academies are indispensable. The curriculum for these sportsmen in an ideal state would be tailored perfectly to suit their every need and take out what they may not need. Modules may include Anatomy, Branding, Health and nutrition, managerial accounting, investment, sports science, physical education, written and oral communication, etc.

One cannot put a price tag on the impact that these football stars have had. It is not just

sports entertainment they provide; they provide escape, psychological salve to a troubled soul, an avenue where friends can share camaraderie, an avenue for cathartic ventilation, national unity, peace in times of petty/major instability, etc. it is also of utmost importance that they are taken care of as they have taken care of society.

A lot of the responsibility lies on them as individuals, however society plays a major role in their success or failure off the pitch. Members of society have to pitch in, for these footballers to make something of themselves. Off the pitch as they have done so successfully on it.

5.2 RECOMMENDATIONS

- Player Unionization
- Unification of various football interest lobbying groups
- Strict enforce of Ghana labor laws
- Specialized fund for footballer pensions and insurance
- Improved dissemination of information and education on labor laws
- Education

5.2.1 Player Unionization

Labor unions represent employees in a multiplicity of companies and/or industries. Their responsibilities include to protect their body of employees, control employment opportunities and negotiate both safe working conditions and reasonable wages for workers (Lacoma, 2015). Unions are more popular in the US and Europe. This

popularity has caught on with Africa mostly as a matter of necessity than of superfluity. It is this necessity that has made it essential for sports teams across the world to inculcate these unions into their systems to fight for their rights. It must be said that sports unions have a huge advantage over traditional unions. The members possess skills that cannot be easily replaced because they take huge personal investment to develop over time. This means that they cannot easily be replaced by any other worker and never with technology.

Player unions around the globe have increased in quantity and quality. Quality in the sense of the caliber of professionals that run them, the landmark agreements they have successfully seen through and the reputations that they have earned for themselves. Some of these unions include the National Football League Players Association (NFLPA), Major League Baseball Player Association (MLBPA), Major League Soccer Players Union (MLSPU), National Basketball Players Association (NBPA), International Rugby Union Players Association (IRUPA), College Athletes Player Association (CAPA), to mention but a few. One can clearly see the impact that these unions have had not only in the wages these leagues pay their players, but the general working conditions (insurance, free agency, collective bargaining, assistance with player brand building, social security, etc.)

On the African continent, some of the active football player unions are the South African Professional Footballers Union (SAPFU), the National Association of Nigerian Footballers (NANF) and the Association of Professional Footballers of Nigeria (APFON) both in Nigeria. In Ghana, (as in other countries) the FIFPro Professional Footballers Association of Ghana (PFAG), a subsidiary of the global FIFPro body exists. It is an

association of both current and retired footballers of the country. It has in the past pushed for the interest of Ghanaian players.

However, the players of the Ghana Premier League need to form a union that will fight for their welfare. It is only in this that the standards (playing, wage, facility, welfare, etc.) can improve. Indeed, should there player union live up to expectation, the degree of player exodus will reduce. Thus the quality of the league will increase. This would lead to increased demand from spectators, sponsors, etc. Such an increase in demand has major ripple effect benefits for all involved in the game. It is true that trade unions in Africa are seen to be weak. However, if the Nigerian example of implementing a minimum wage of US\$600 is anything to go with, there is opportunity to do real great work. It must also be said that the Labor laws of Ghana provides for the formation of such unions. Thus it would be fully legal. A major issue for such an organization however would be funding and puppeteering.

5.2.2 Unification of various football interest lobbying groups

In Ghana, there exists a number of football interest groups. Prominent among them are the FIFPro Professional Footballers Association of Ghana (PFAG) and the Retired Footballers Association of Ghana (RENFAG). The former is a body for both current and retired footballers. The latter includes only retired footballers. From my findings, I noticed these bodies are indifferent to each other. Indeed, it would seem as if they were in completion. These bodies need to find a middle ground and develop consensus that will bring them together as soon as possible. The older generation of footballers that plied their trade before football became as lucrative as it is at present mainly identify

themselves with the RENFAG while the younger generation who have the benefit of the testimony of tasting good money from the game largely prefer the former. From my discussions with the first group, I identified that they were extremely disgruntled with the fact that they were being sidelined by the generations that came after them. This I found not only in their speech but also in their body language. It is important that both bodies leave no stone unturned and no turn un-stoned to be able to push forth their unified agenda. This way they can make a greater impact. Divided, they have done well. However it is left to one's imagination what they could do if they had a unified front. Having said that, the responsibility of catering to the welfare of retired and current footballers cannot be lumped together. Each of them have their own intricacies that need to be dealt with separately for effectiveness and efficiency. The concern a retired footballer will have is very different from that of a player actively plying his trade. Thus, the two bodies should either be strongly autonomous branches of the same body or agree to work independently but not completely separate from each other.

5.2.3 Specialized fund for footballer pensions and insurance

Playing football comes with it a lot of risks. Career ending injuries can keep a player lame for the rest of their lives. In fact, in a study done in Europe, less than a third of the respondents (31.4%) had a current insurance plan to protect them against a career ending injury (UNI EUROPASPORTS-PRO, 2013). The incomes that a player earns is mostly performance based. Thus when that performance dips, their wages soon follow suit. Also when they retire, such revenue cease to be forthcoming. This makes insurance and pension planning the more important.

The social security scheme, SSNIT is facing a lot of problems at the moment. Indeed, Franklin Cudjoe, head of the think tank Imani suggested that it would be better for a person to invest in livestock than to put their money into such a program (Osam, 2015). For such reasons, it is important for the establishment of a football insurance and pension fund separate from that of the established ones. Leagues like the NBA, NHL, MLB, MLS, EPL, and others have either or both of such arrangements.

5.2.4 Strict enforce of Ghana labor laws and improved dissemination of information and education on such laws.

The labor laws of Ghana provide for the security of every legally employed individual. As such, should these laws be stringently enforced, players should be rest assured. Sections 8 to 10, 12 and 13 of the labor act state clearly what the rights, duties and contractual guidelines for an employee are. As such, any person who does not abide by these laws is on the laws wrong side. Many footballers do not have contracts. Indeed, many do not know that they have rights. Their relationship with their clubs is as if the managers of the club are doing them a favor. This rightfully theirs. Thus if there is proper education, it would go a long way to help them fight for what is rightfully theirs. Prosecuting club owners will bring sanity into the football league. It would bring structure and due process into the league.

5.2.5 Education

This research if not for anything has shown the degree to which formal education is of utmost importance in a person's life no matter what the person sets out to do. Indeed, it

is important to note that although the person may not intricately apply some of the concepts learnt under the modules, they would have knowledge that would make it impossible or at least difficult for someone to take them for granted. The educational timetable should make provision for better inter schools competition at all levels. It also means that sportsmen will have their talents nurtured at an early stage. Also, it means that they would be educated. Thus, apart from the existence of inter high school competitions, there must be a rigorous intercollegiate parallel. This would mean that increased number of pool to pick athletes from. This will extendedly increase the probability of finding higher quality players. It also improves the quality of student life. Education can be fused with sports in a variety of ways. In the past, it has been done through sports academies, where like art and fashion schools, sports and education are given almost equal importance. Sports academies have increased in Ghana in recent times. They have helped students gain scholarships abroad and participating in school sports. Given the difference in settings, it is evident that college sports as it exists in places like the US cannot be transmuted into Ghana at least not for a few years. However, a process designed specifically for our setting would be the way forward.

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APPENDIX

