

“I’ve always wanted to start my own business and I’m very passionate about children’s health and well-being.”

MARK HOLLAND

Sport in Schools



Mark Holland returned to Ireland from Australia to follow his passion for nurturing children’s health and well-being.

Mark spent two-and-a-half-years in Australia working for a sport and education company before enjoying six months travelling back to Ireland through South and Central America.

In Australia, the company he worked for was an external provider of sports education that was hired by schools to teach PE, gymnastics, athletics, social skills, fundamental movement skills and all ball sports.

On his return, he based his own company on that model. “We’re an external provider of physical education for primary schools around the greater Dublin area. Our biggest seller is our gymnastics programme. We bring all the necessary equipment from spring board to rings and bars. Schools sign up for a term and we deliver our programme on a set day for 6 to 10 weeks

covering all classes from junior infants to 6th class,” says Mark.

A combination of personal and business reasons prompted Mark to come home. “I’ve always wanted to start my own business and I’m very passionate about children’s health and well-being,” he says. “A big part of me was missing family and friends as well.”

Mark found the process of setting up Sport in Schools relatively easy. “My parents were extremely supportive; my dad runs his own IT company and gave great assistance with difficult decisions,” he says.

He says the most challenging aspect of the business for him has been contacting the schools and getting to speak with their principals, who can prove hard to reach.

Mark believes there are steps that could be taken to make it easier for returning emigrants to start their own businesses. “It’s difficult to understand how taxes should be done and also to understand exactly the right way to set up a business. Having tax

breaks to support new businesses would be extremely beneficial,” he says. “Being a part of the Back for Business programme gave me a great support network and a confidential place to soundboard ideas.”

Mark is delighted with the achievements of Sport in Schools thus far. “The first seven months of business have gone great,” he says. “We taught programs in 16 different schools and are booked up for 35% of the coming school year already. We are looking at setting up Saturday morning gymnastics classes for children aged 4 to 12, which would require us hiring additional staff.

“In the future we would like to have a social skills programme of our own running alongside our popular gymnastics programmes focusing on team work, resilience and personal well-being.”



POSITION

Founder and Managing Director

WHAT WE DO

We are an external provider of physical education for primary schools around the greater Dublin area.

CONTACT US

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