



How sport ran into trouble

Play the Game

'International challenges
To 'Sport for all'

Coventry

8th June 2009



Henrik H. Brandt

Danish Institute for Sports Studies

++45 3266 1030, henrik.brandt@idan.dk



Or rather:

How sport *jogged* into trouble

Play the Game

'International challenges
To 'Sport for all'

Coventry

8th June 2009

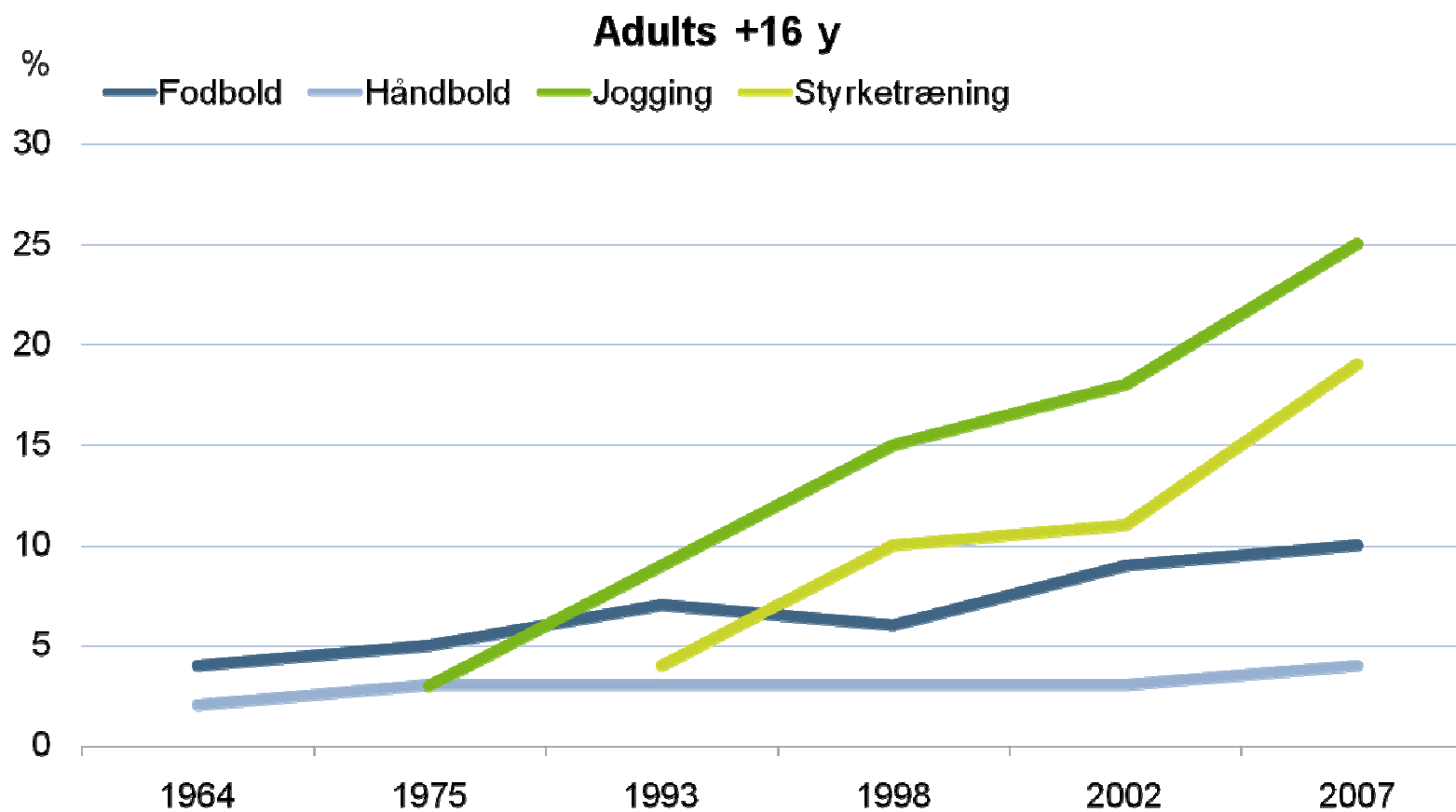
Henrik H. Brandt

Danish Institute for Sports Studies

++45 3266 1030, henrik.brandt@idan.dk

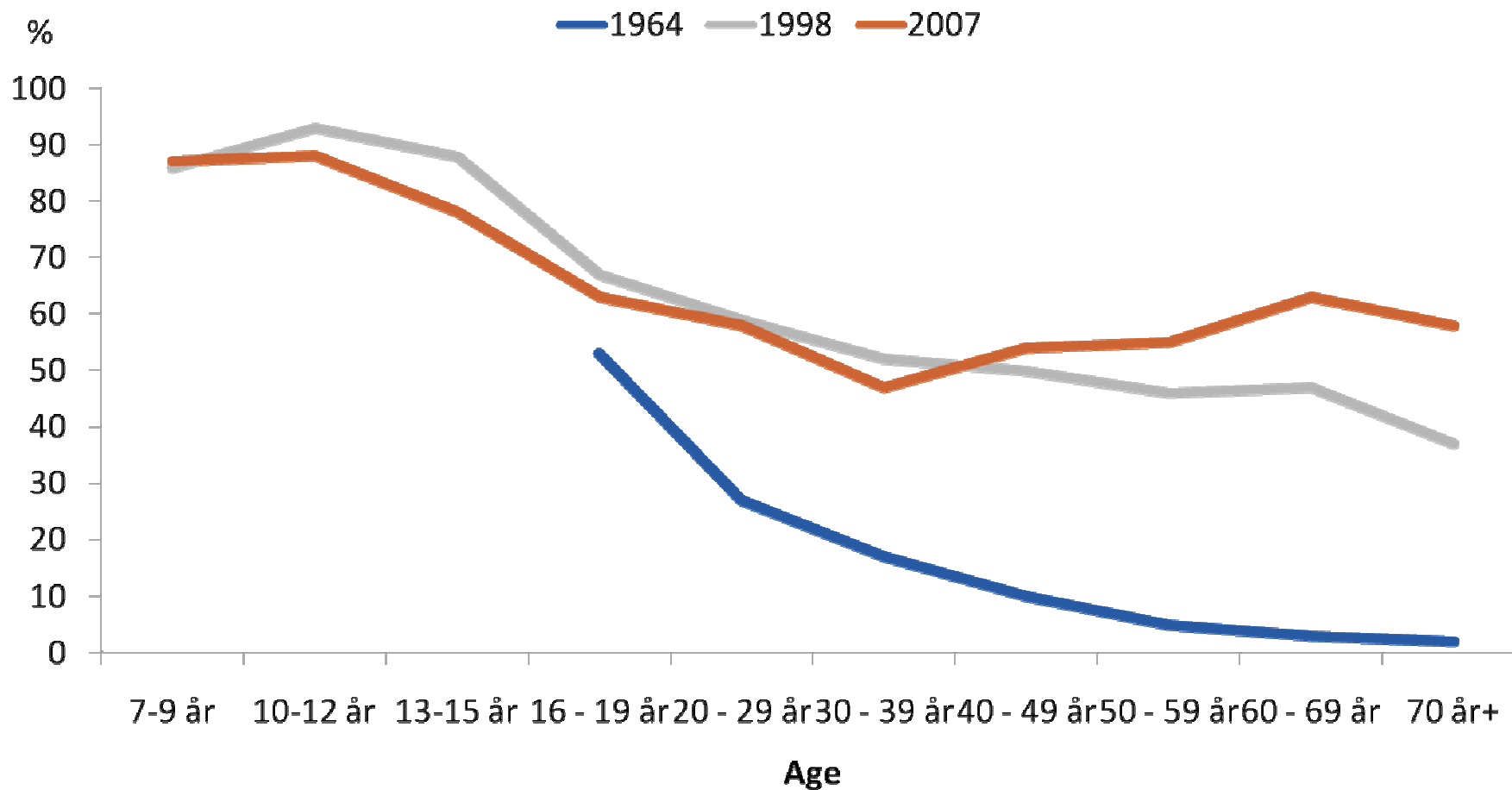


Recreational sports beat national sports



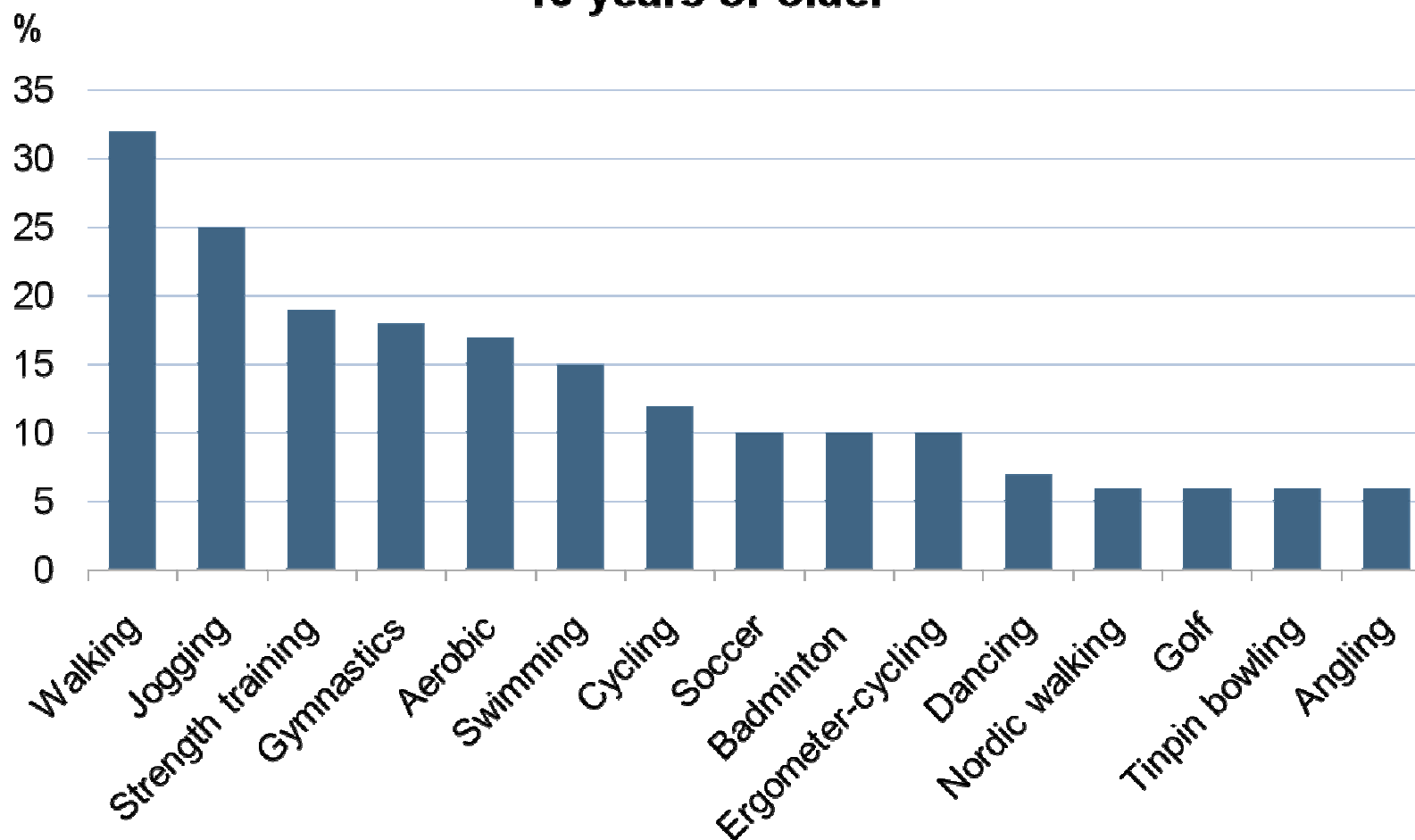


Sport has become more than a movement for children and youth...



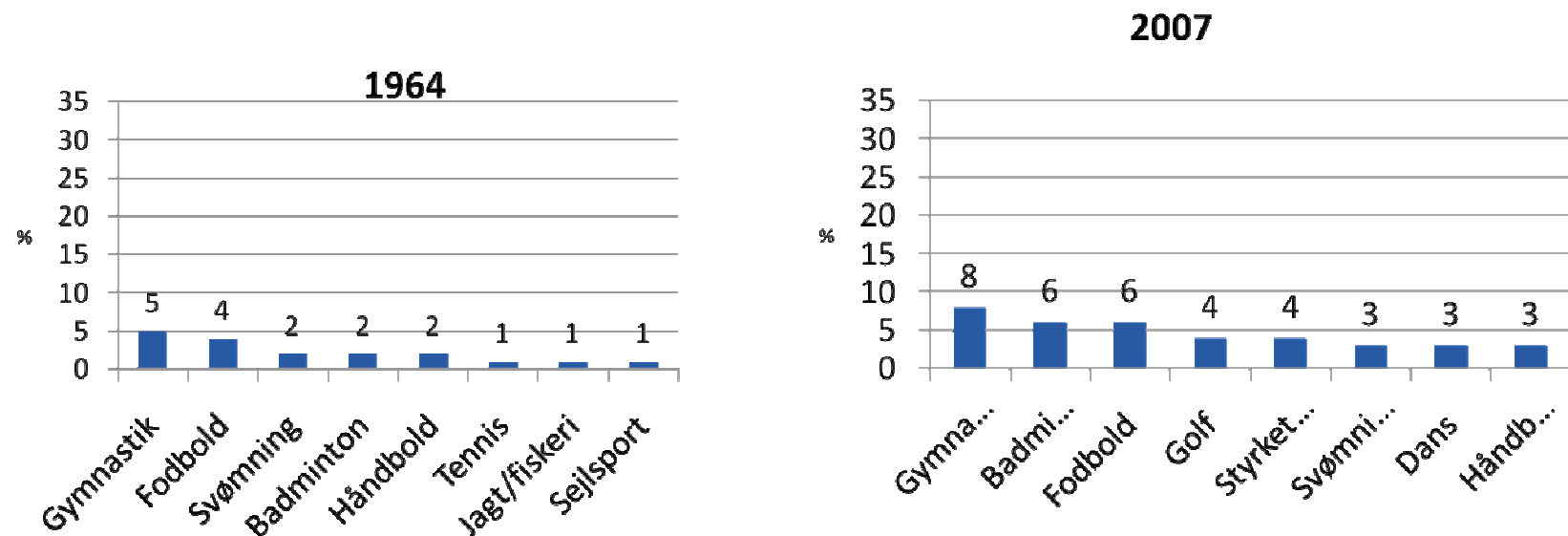
The growth is not in competitive sports

16 years or older



And the growth is not in sports clubs

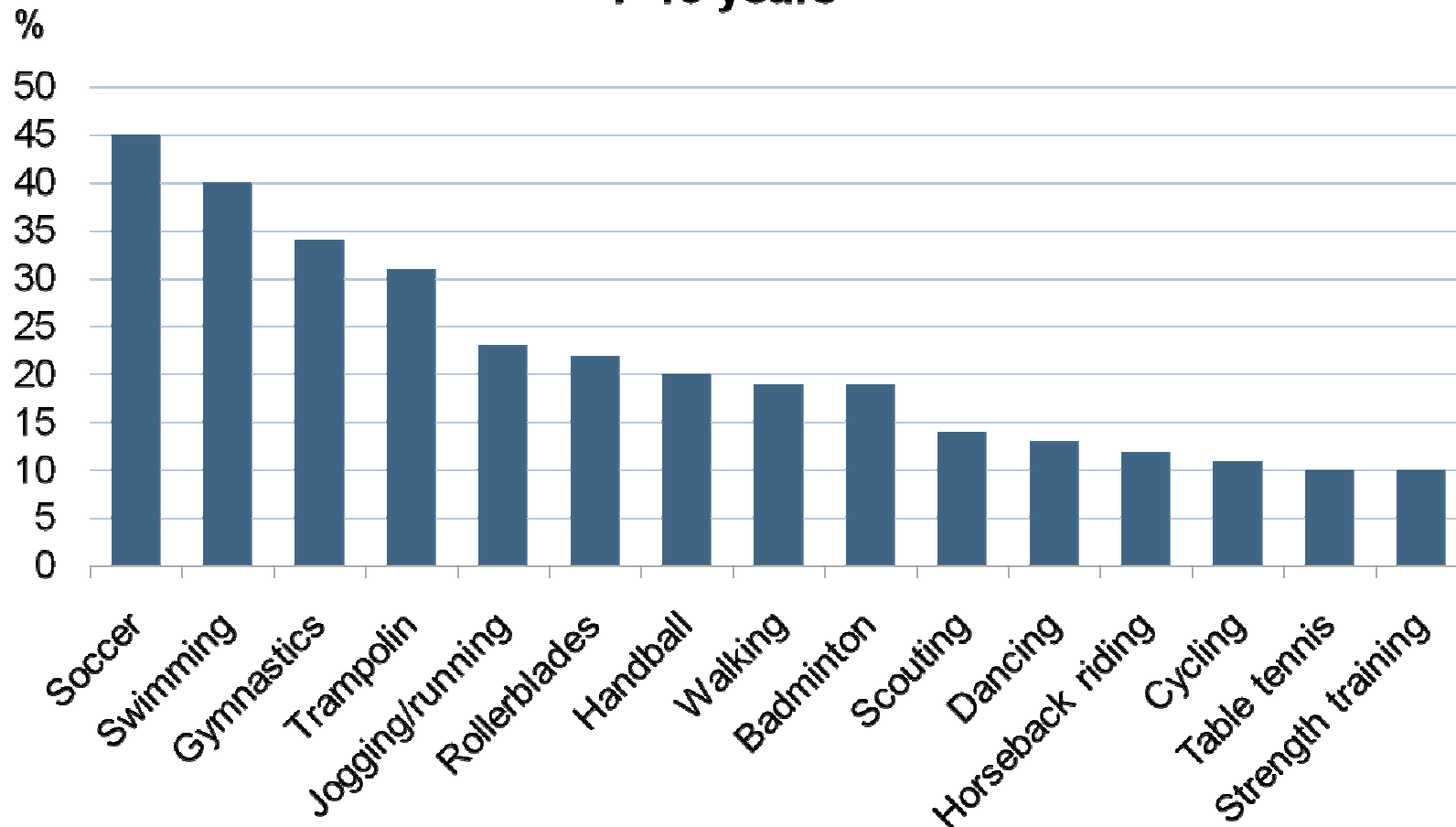
Percentage of adults practicing the sport in a sports club in 1964 and 2007:



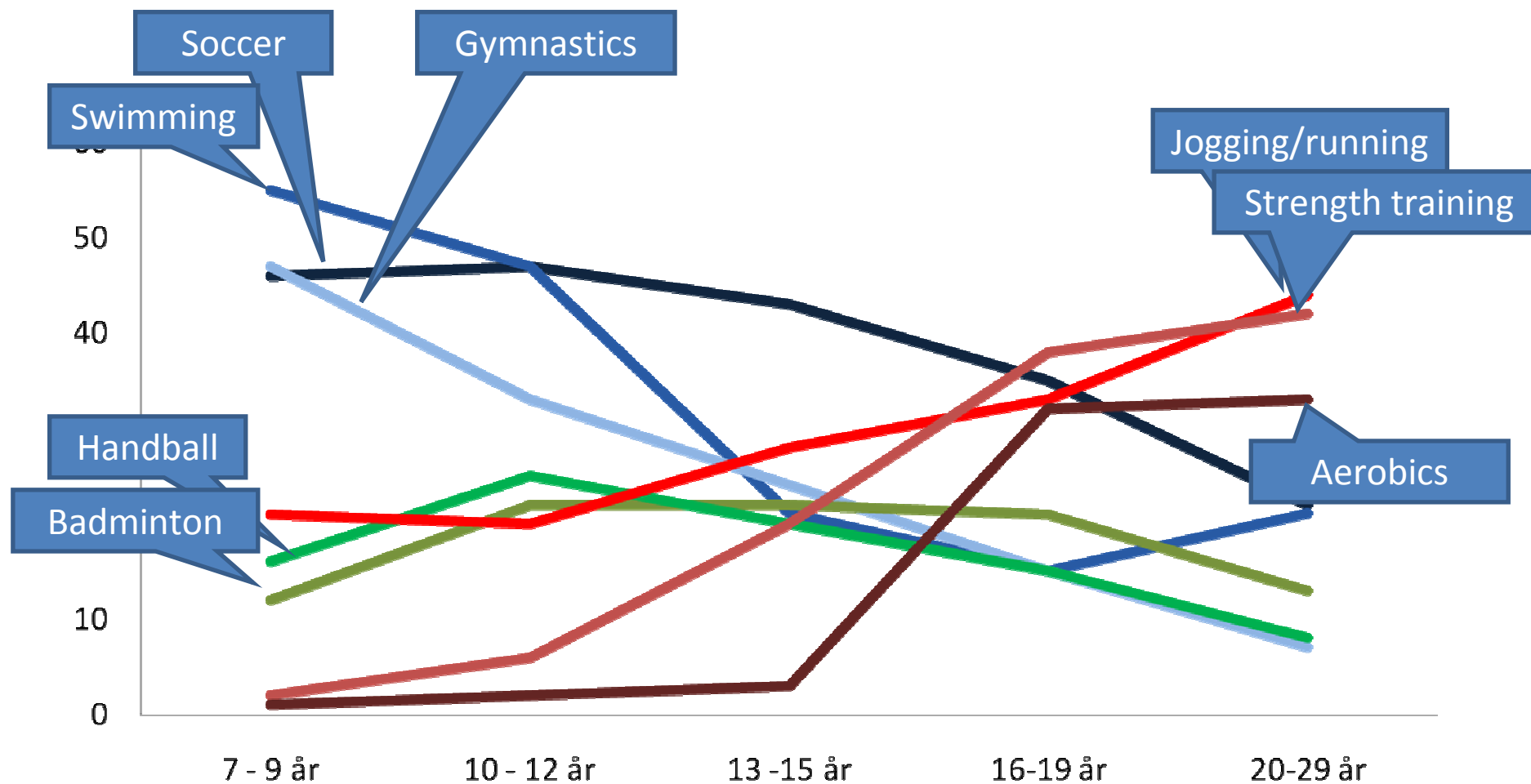


Traditional sports still play an important role for children...

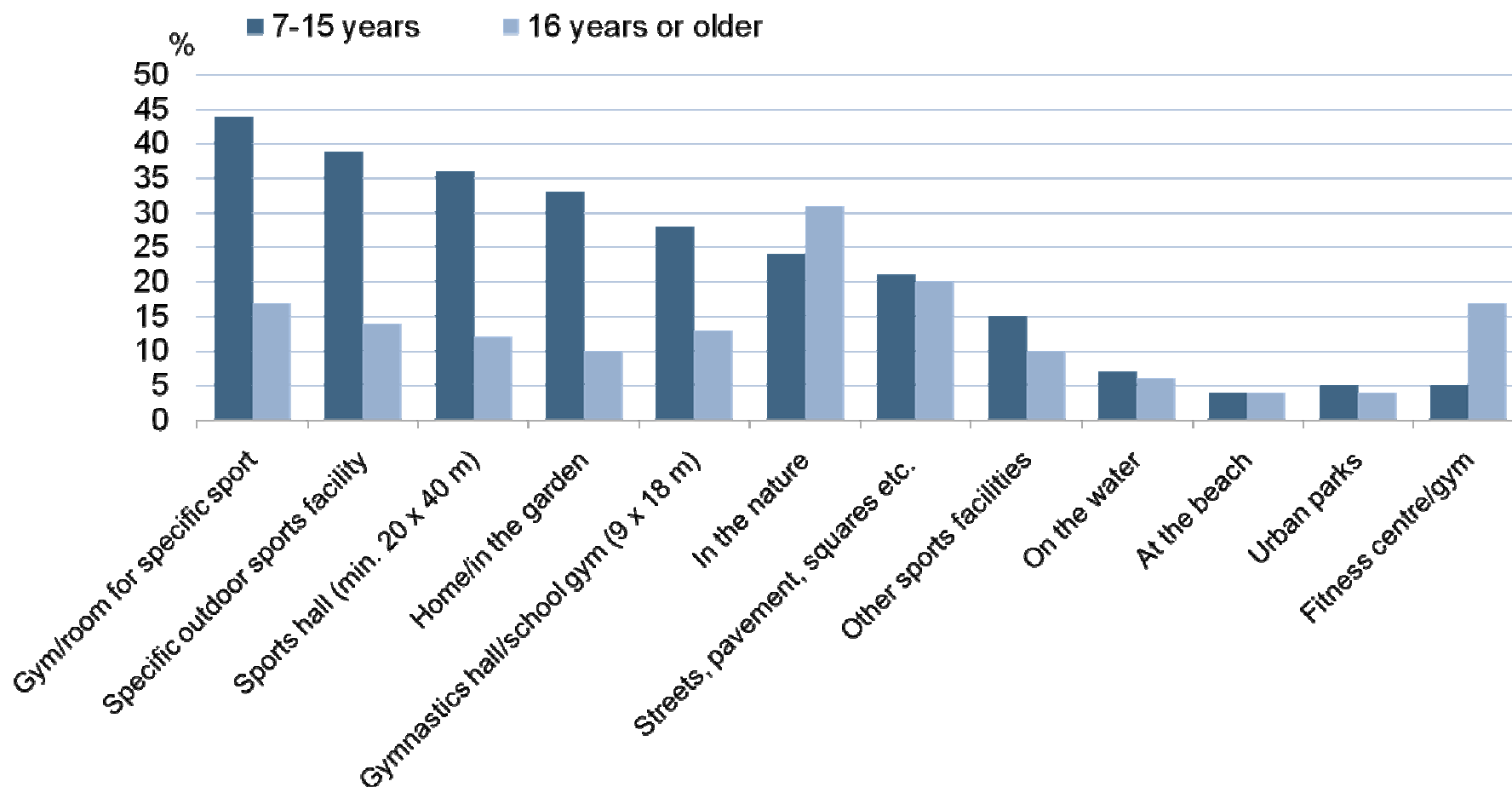
7-15 years



... but teenagers turn away from sport



Children and adults use different arenas





Some questions to be asked by you:

- ... governing bodies and 'sport for all'. Just talk?
- ... public investment made in sports facilities. Value for money?
- ... are we promoting sport for teenagers. Or talent development?
- ... coverage of sport in the media. Part of the problem?

How sport *jogged* into trouble

My main message:

If you really want to do something
promote to promote sports
participation for the wider population...

**...You should promote sports
participation for the wider
population!**

Thank you for your attention!

Henrik H. Brandt, director
Danish Institute for Sports Studies
++45 3266 1030, henrik.brandt@idan.dk

