'Referees' or visionary sport politicians - who stimulates growth in sport participation?

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The International Sport and Culture Association (ISCA) is a global platform open to organizations working within the field of Sport for All, recreational sports and physical activity. Created in 1995, ISCA is today a global actor closely cooperating with its 130 member organizations, international NGOs, and public and private sector stakeholders. Its 40 million individual members from 65 countries represent a diverse group of people active within youth, sport and cultural activities.
Quotes:

Grassroots sport is “top of the pop” – not the “bottom of the top”.

History and evidence clearly shows us which ways to go to develop the sport participation. But there is still some way to go to reach evidence based visionary sport policies.

The myths about mega events and top sports as boosting participation are very strong and unfortunately also very appealing to the media.
Fair Play, Fair Pay: How to create growth in grassroots sport

Fair Play

Fair Pay

Fair Participation
Reality check Europe (EU 27 data)

Who:
40% of all Europeans consider themselves doing sport and physical activity regularly

34% of all Europeans are inactive or very seldom physically active

70 million Europeans are members of a sport club

130 million Europeans are doing sport and physical activity elsewhere

7% or 35 million Europeans are volunteers in the sport sector
Where:
48 % are doing sport and physical activity in parcs and out in the nature
30 % are doing sport in clubs, fitness or sport centers

What:
The most popular activities are jogging, swimming, walking, fitness and biking
FAIR PARTICIPATION

Highest 60 %

Average 40 %
QF1. How often do you exercise or play sport?

Highest 60%

Average 40%
Follow the money!
(Costs)

150 €/year/inhabitant

63.000 € per participant

1.069.809 € per participant

15 mio/ 4 mio AUD per piece
Follow the money!
(Costs - annotated)

150 € /year /inhabitant (highest level of public financial support to sport. Including both infrastructure and activity/organisational support. These are Northern European countries which also rank very high when counting participation level.)

63.000 € per participant (cost per participant in Youth Olympic in Singapore 2010)

1.069.809 € per participant (estimated cost per participant in London 2012. Hero is 40 percent to facilities. If the costs are divided on a London population of 7 million inhabitants it equivalents more than 10 years of public spending i of the countries with biggest financial support (150€/year))

15 mill/ 4 mill AUD (Australian Crawford report estimate the cost of a gold medal at Olympic and World Cup level to be 15 mill AUD and the average medal cost to be 4 mill. AUD)
Follow the money!
(Income – grassroots sport +)

69% of income is household spending
16% of income is local authority spending
12% Sponsorship
2% National Government

(rest = media rights, gambling services)
Follow the money!
(Income – grassroots sport +)

Lottery, financial solidarity and future EU budget

150 € /year /inhabitant = highest public support to sport
+ 3-4 times this amount from consumers

Lottery:
Europe total per year 2 bn € - or 4 €/ inhabitant

Financial solidarity:
France and England have mechanism which exceeds 1 €/ inhabitant

European Commission:
5 – 15 mill. € - or 1-2 cents / inhabitant
'Referees' or visionary sport politicians?

Referees challenges:
Doping, illegal betting, match fixing, mobility of athletes, trafficking, racism and violence, !!

Visionary political attempts:
Written Declaration on increased support to grassroots sport (EP). Position on supporting increased participation. (Council of Min.)
What is our target!
Who can pull the trigger!

What is needed:
Clear and ambitious goals for sport and physical activity nationally /internationally (recommendations and guideline are tools – not goals)

Who are responsible and who can make a difference:
Involvement of and cooperation between various sectors: Health, sport, education, urban and outdoor planning, leisure.

State/local authority (public) – Market (commercial) – Civil society (non-profit)
VISION:

100 MILLION MORE EU CITIZENS ACTIVE IN SPORT AND PHYSICAL ACTIVITY BY 2020.

Close the physical activity gap and have an impact on Europeans health, quality of life, life-long learning, social inclusion. Create Human Capital in Europe.

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