THE BIGGEST REVOLUTION IN SPORT?
Has the power balance changed?

Play the Game
Idan Development Forum
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A SILENT REVOLUTION IS HAPPENING IN SPORT AND RECREATIONAL ACTIVITIES...

Sport is not in crisis - sports organisations are in crisis...

*Data from 1987 only contains adults aged 16-74 leading to a relatively high participation rate among the age group 70+.

The figure shows the share of adult people in Denmark who regularly take part in sport or recreational physical activity (sport eller motion)
SPORTS CLUBS AND GOVERNING BODIES HAVE LESS MARKET SHARE THAN THEY WOULD LIKE TO ADMIT

The pyramid model is most important for (some) children and elite sport. The church model better reflects the reality of sport and physical activity among the whole population.

Recreational sport has many providers and stakeholders. Clubs/federations are some of them.

Eurobarometer, sport and physical activity, adults (2014)
(ORGANISED) SPORT IS STRUGGLING TO BE PART OF THE REVOLUTION...

Talking about good governance in sport..
Is this the real scandal? (without sports journalists paying attention)

International and national sports governing bodies often lack will and ability to reform the governance structures of their organisations and become relevant for new target groups.

Governments often lack the will and knowledge to draw the consequences in the distribution of finances and in the legal frameworks and objectives of their sports models.

The figure shows the evolution of active participation in solo, duo and team sports: club versus non-club organised settings (1975-2011), percentages of adult population, in Denmark.

IS A NEW REVOLUTION IN SPORT ON ITS WAY FROM AN UNEXPECTED ANGLE?

These people might still stay in power in their organisations. But will their organisations stay in power?
WILL WE NEED SPORTS ORGANISATIONS TO... 
... GET ACCESS TO FACILITIES AND COMMUNITIES?

www.endomondo.com
Measuring your performance, sharing your objectives and experiences with your friends

www.wannasport.dk
Booking a free pitch, hall etc. Finding someone to play with
WILL WE NEED SPORTS ORGANISATIONS TO...
...CERTIFY, ORGANISE, SELL AND BUY TRAINING?

www.athliit.com
Offering your services as an instructor. 
Hiring and reviewing the best instructors in the sport. 
When you want, where you want, when you want.

www.barbrothers.dk
Christian Nielsen, 18 years...

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WILL WE NEED SPORTS ORGANISATIONS TO...

... ORGANISE TEAM SPORT AND TOURNAMENTS?

“Our Goals-Cam technology is now being rolled out across the business and will soon be live on our new website. This technology records game highlights from two different angles and makes the resulting 20 second highlights clips available to players for download or for sharing across social media.”

www.goalsplc.co.uk

HOLDSPORT HAR OVER 219.530 BRUGERE

Delt er Danmarks største sociale sportside med 23.102 hold og 3.906 klubber

www.holdsport.dk
2010: 30.000 users
2015: 219.000 users
WILL WE NEED SPORTS ORGANISATIONS TO...
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www.technicafootball.com

www.fodboldinspirator.dk

www.playthegame.org
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Started in 2011
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Training of staff as instructors
Documentation of impact

www.running26.dk
Training, advise and events for companies and individuals
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Find, rate, review and share your event experiences. A user driven certification system of events...

www.golazo.com (and many more)
Event organising and development
Hospitality, production
Training and testing
Huge international databases of participants.

Antwerpen Urban Trail
GLOBAL SPORT: REFORM OR REVOLUTION?

Why the current scandals are far from the only reason for the need of reform:

- A lack of true commitment to the grassroots and participants
- A lack of will to engage with other stakeholders than clubs and federations
- A lack of representation of youth and women
- A habit of seeking legitimacy and funding from politicians - and not from members/customers
- A lack of ability to engage with new trends and new life style patterns in a system of monopolies
- A lack of innovation, efficiency, and creativity that goes with flawed internal structures

.. is the perfect environment for new, innovative, communication-minded, and committed entrepreneurs who are committed to their product and their case, and dependant on their members/customers (just like some governing bodies used to be 100 years ago)!

Global sport: Reform or revolution?
The question is whether many sports organisations are about to become so marginalized and unimportant for the actual provision of sport and events that the question becomes irrelevant?
... and what if governments one day started supporting innovation as much as structures?
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Thank you for your attention!