

Attracting new target groups to sport for all

How statistics and debate changed the sporting landscape in Denmark

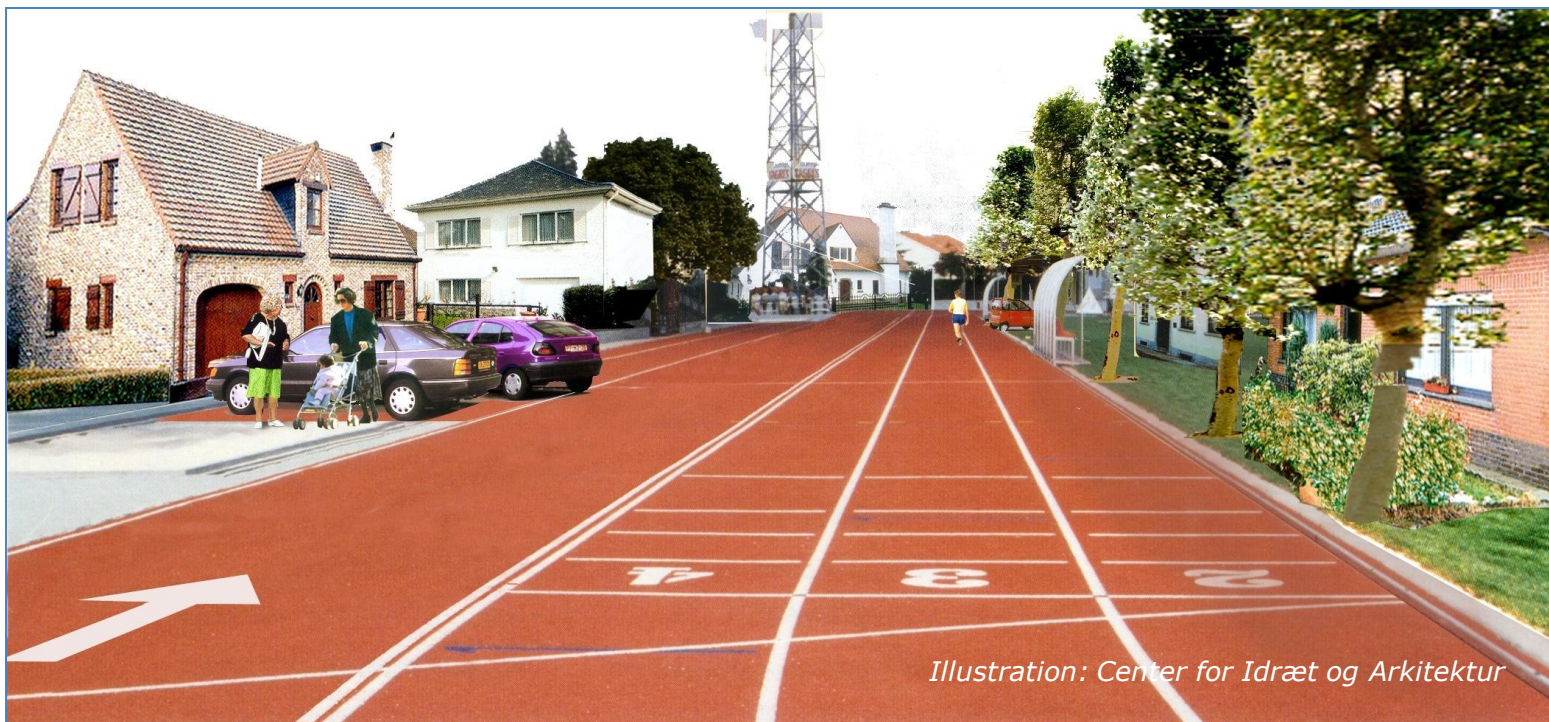


Illustration: Center for Idræt og Arkitektur

Henrik H. Brandt

Danish Institute for Sports Studies (Idan)
SPORTVISION2012, Copenhagen, 19 March

Why newspapers will not cover this session

Other coverage related to performance/sporting aspects of athlete/club/sport	29.0 %
Results and reports from specific matches, competitions and tournaments	25.9 %
Preview of specific match or competitions/tournaments	17.7 %
Local community and amateur sports	1.5 %
Children's and youth sport	1.5 %
Sport and social integration/discrimination	1.0 %
Health-related aspects of sport	0.8 %
Sports financing – public sector	0.6 %
Gender issues in sport	0.4 %
Sport for elderly and senior citizens	0.1 %

Selected figures (not the full results) from International Sports Press Survey 2011.

German Sports University & Macromedia University for Media and Communication in Germany and Play the Game, Denmark

Why sport sciences might be of little help

...the panel concludes that the quality of Nordic sport and exercise sciences research is excellent. However, there are **major differences in quality between countries, domains and research units.**

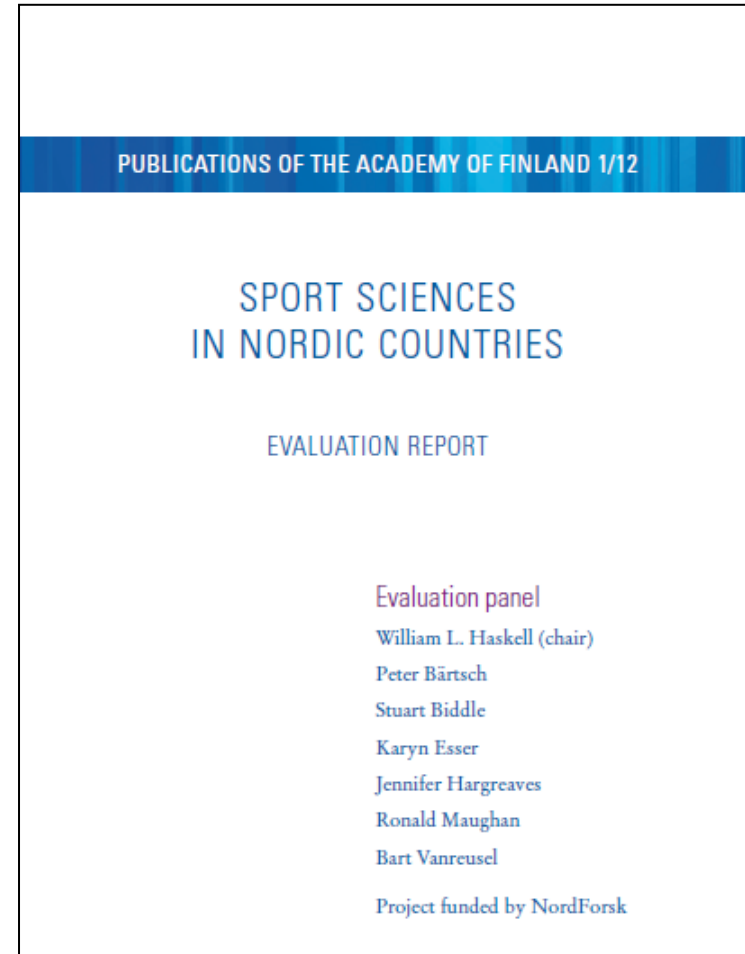
...

The panel says that **the innovativeness of Nordic sport sciences research has decreased** from its traditionally high level.

...

The impact of research was not evaluated as such, but it can be recognised especially in the support systems for and training of elite athletes. In addition, **Nordic musculoskeletal research has improved injury prevention and treatment** also at the international level.

*Sport Sciences in the Nordic Countries.
Evaluation report. Academy of Finland, 2012*



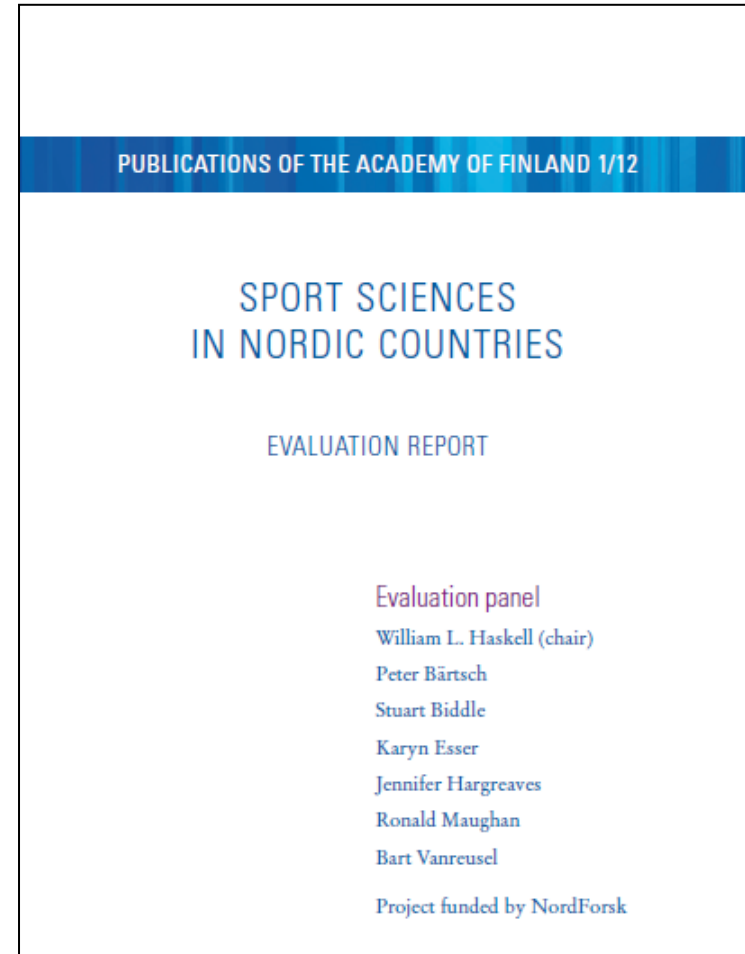
Why sport sciences might be of little help

... 'social and behavioural sciences' includes ... physical activity, sports and human movement: psychology, sociology, history, philosophy, management, pedagogy, and other related subdisciplines ...

...
Researchers in the social and behavioural areas face a double output pressure. On the one hand, international peer-reviewed publications are required. On the other hand, local and national reports, policy documents and national-language publications are demanded.

...
Researchers experience this double pressure as both difficult and frustrating. They feel pushed or punished in one or the other direction.

*Sport Sciences in the Nordic Countries.
Evaluation report. Academy of Finland, 2012*



Uncoordinated explosion in new educations

Erhvervsuddannelser	Merkantile uddannelser	Efter – og videreuddannelser
•Greenkeeperassistent/Greenkeeper •Groundsmanassistent/Groundsman •Fitnessinstruktøruddannelsen •Eventassistent/ Eventkoordinator •Svømmebadsassistent •Natur- og friluftsfremidler	•Serviceøkonom i Sport & Event Management •Serviceøkonom i Fitness og Wellness Management •Serviceøkonom med speciale i Sportsmanagement og oplevelsesøkonomi •Handelsøkonom Event Management •Professionsbachelor i Leisure Management •HA med mulighed for idrætsrelaterede valgfag •HA i sport og eventmanagement •Professionsbachelor i Sportsmanagement	•Idrætsleder coach •Pædagogisk diplomuddannelse i idræt •Ernærings-diplomuddannelsen •Diplom i Leisure Management •Teknisk diplomuddannelse i vedligehold •Diplom i Golfmanagement •Parkdiplom •Diplom i Sportsmanagement •Diplom i Idrætsledelse •Diplom i ledelse af kultur- og idrætscentre •Master i Idræt og Velfærd •Master i Fitness og Træning •Master i Kulturplanlægning •Fleksibel Master i friluftsliv

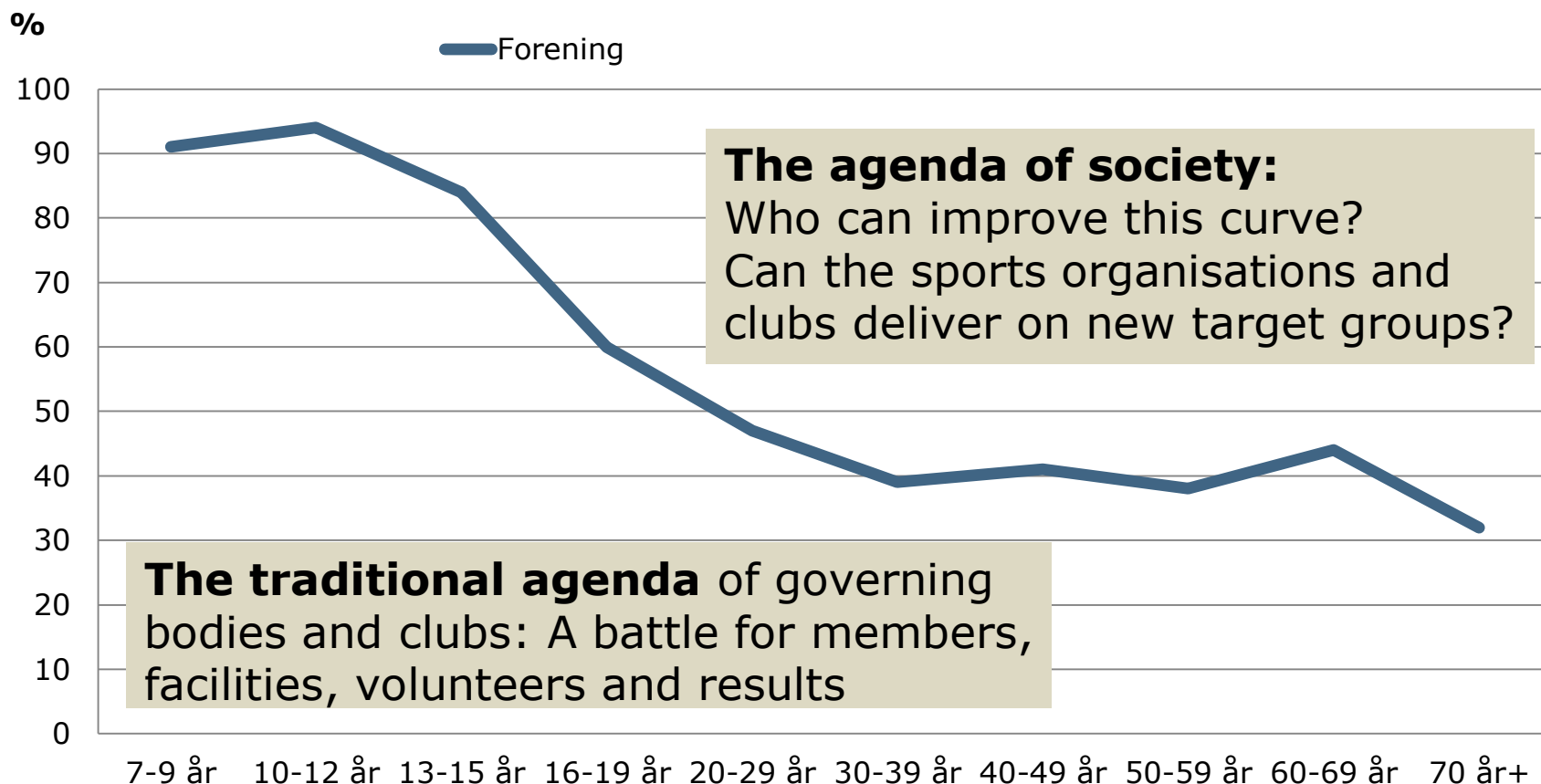
Consequences of the present situation

- A lack of relevant knowledge and tools for decision makers
- A lack of public debate on shortages in the structures and organisation of the sports sector
- A lack of political attention to some of the most important issues in the provision of sport
- A lack of independent challenges from (or even unfortunate contributions from) media and science to misconceptions, myths and mismanagement in the sports sector
- An upcoming collision between the voluntary sector and sports as a profession
- A general lack of understanding of the rapid development in the sports sector, which happens anyway...

Tasks of the Danish Institute for Sports Studies

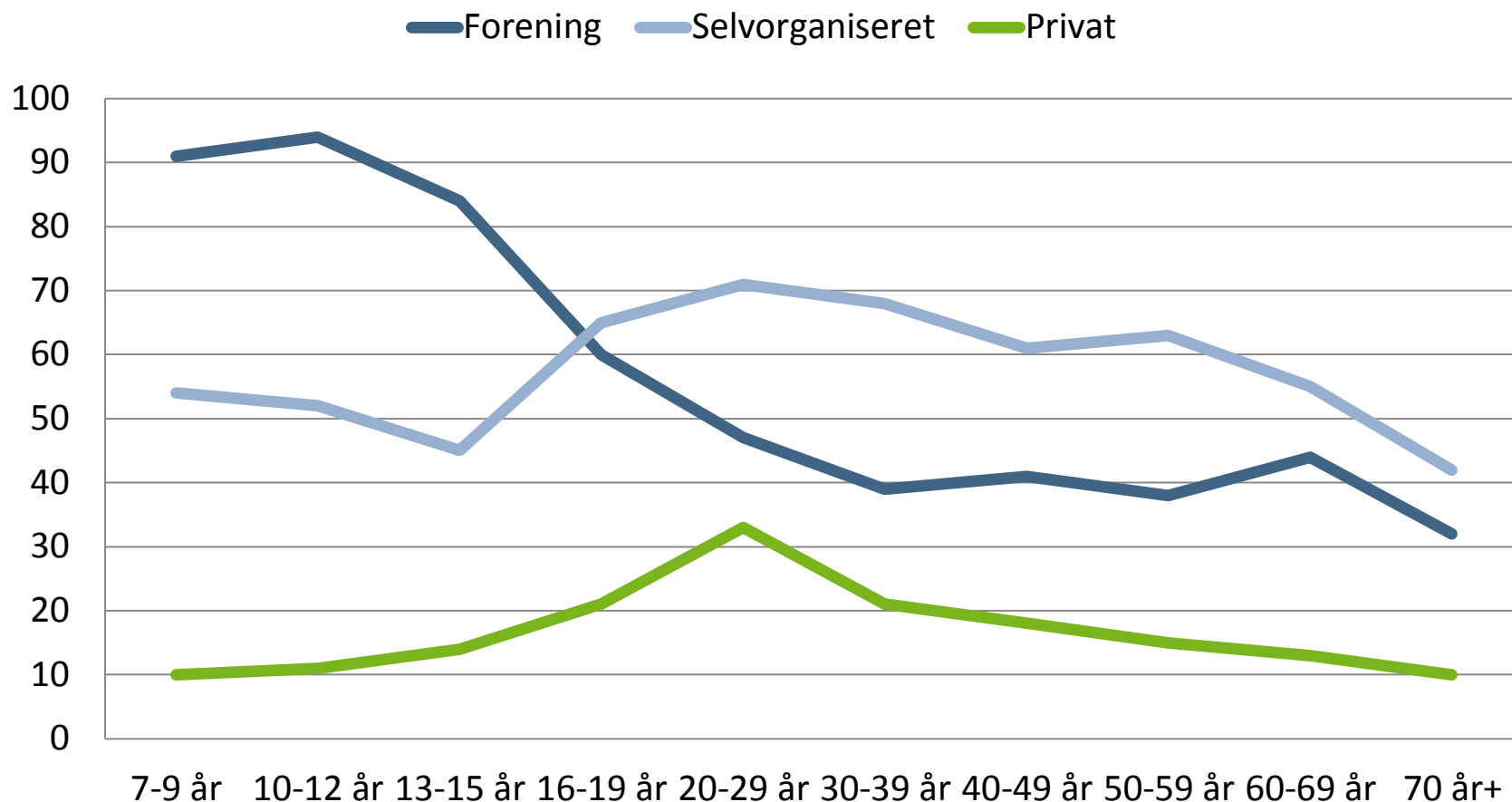
- to give **insight** into the relation between sports, culture and society
- to create **a general overview of relevant research** on a national as well an international level
- to take on **research and evaluation projects of importance in relation to the development of sport**
- **to assess the implications of political initiatives** related to field of sports
- **to communicate insights and knowledge to the public** in a straight forward and relevant manner
- to **ask critical questions** concerning the development of sports policy and enhance public debate in the light of the most recent research results
- to organise the international Play the Game conference for media representatives, researchers, sport politicians and sport administrators and thereby **address current discussions on sports politics**
- to strengthen the ethical foundation of sport and **promote democracy, transparency and freedom of expression** through the Play the Game conferences and other activities under the institute.

A new look at the role of the sports clubs

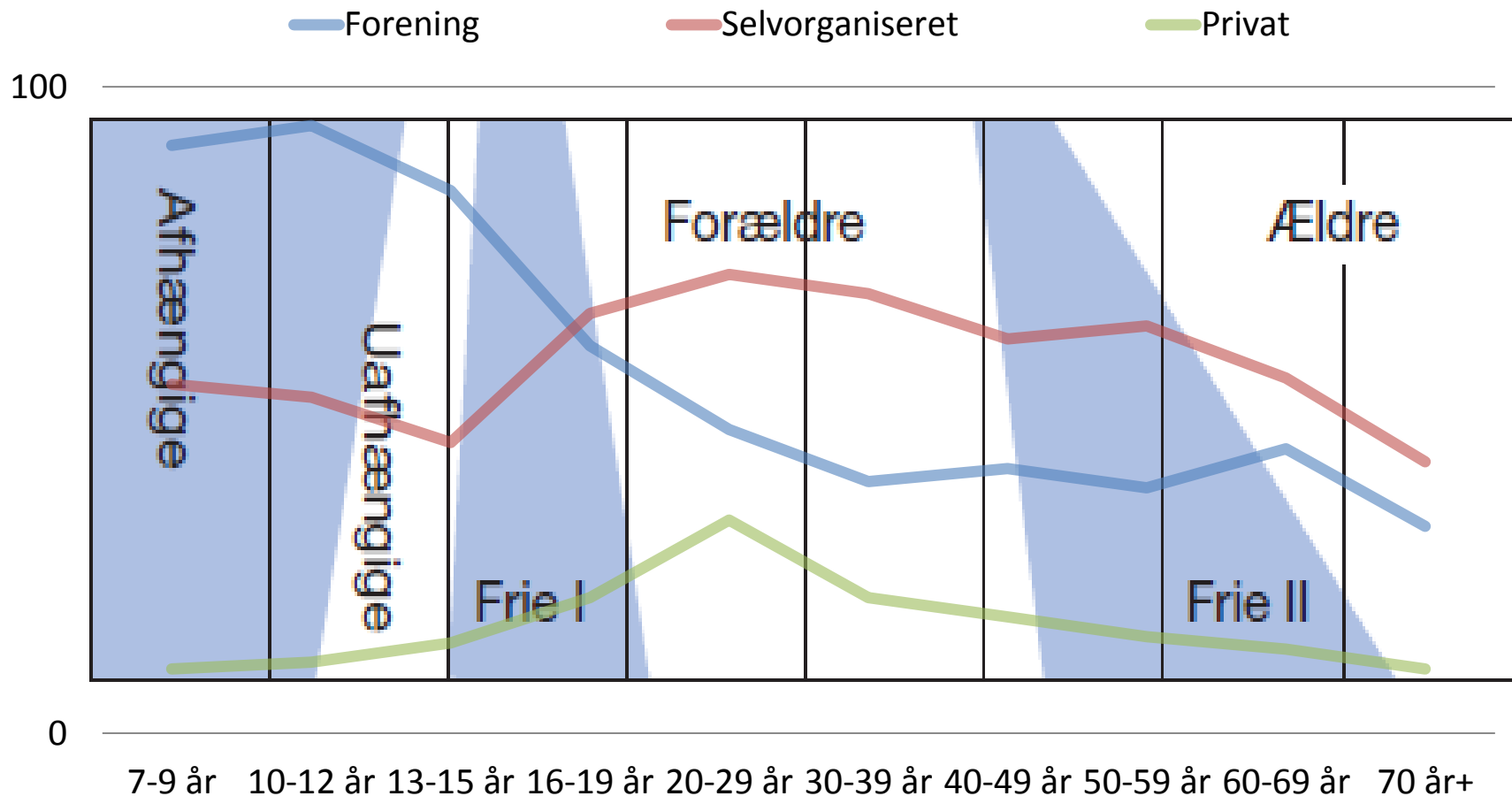


The introduction of sport as a sector

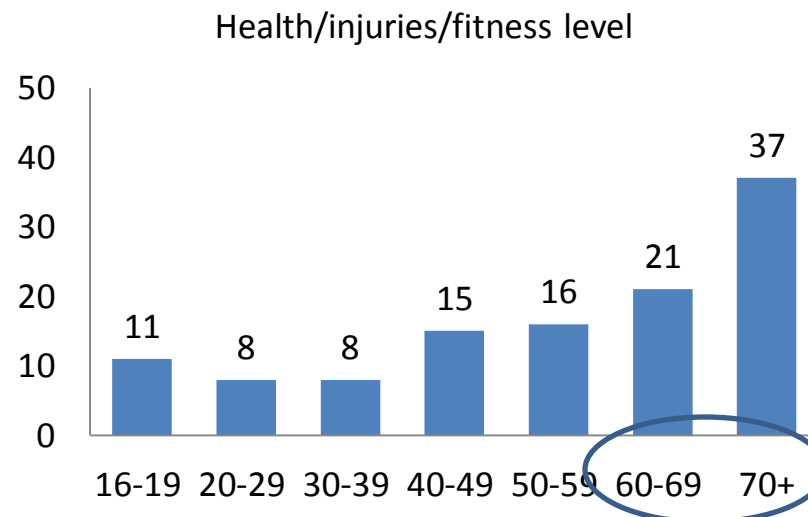
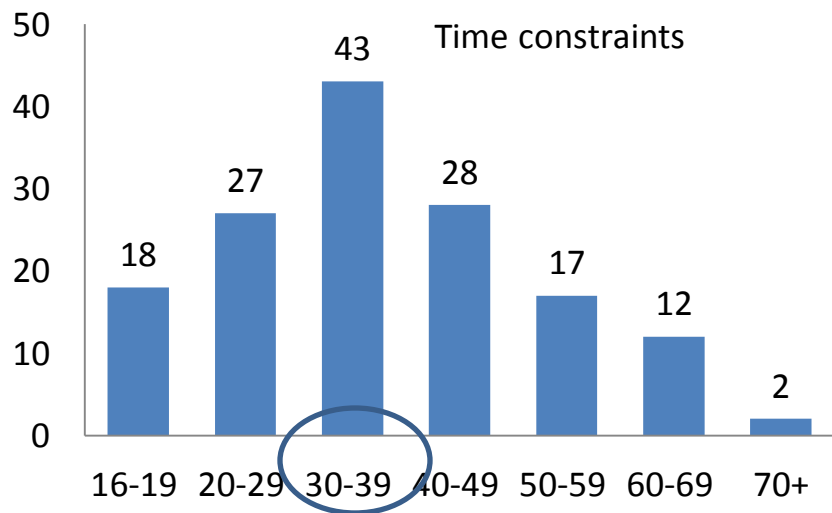
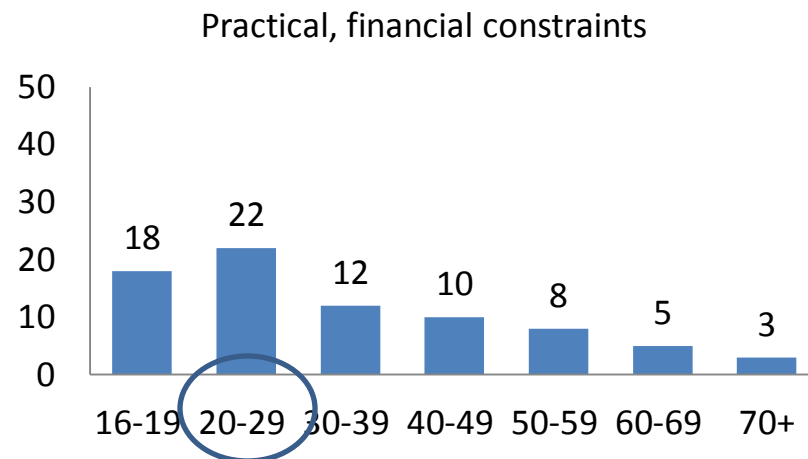
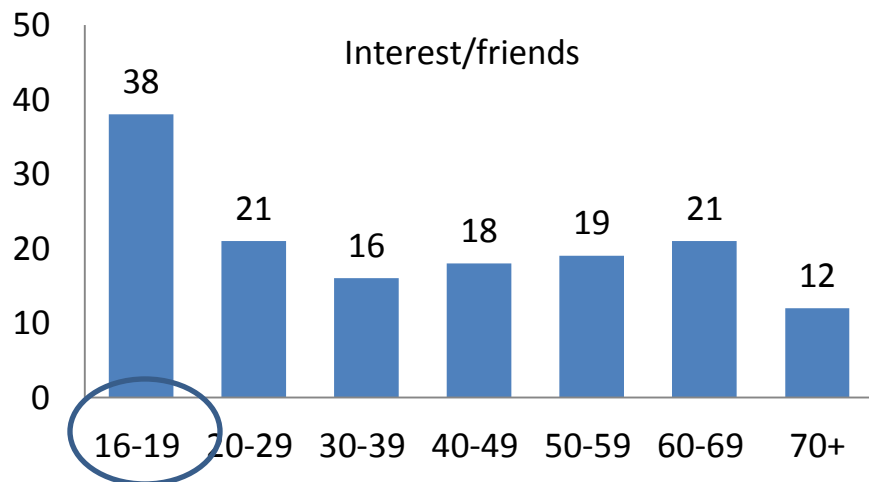
Sport is much more than just the organised sport, which is normally the centre of attention...



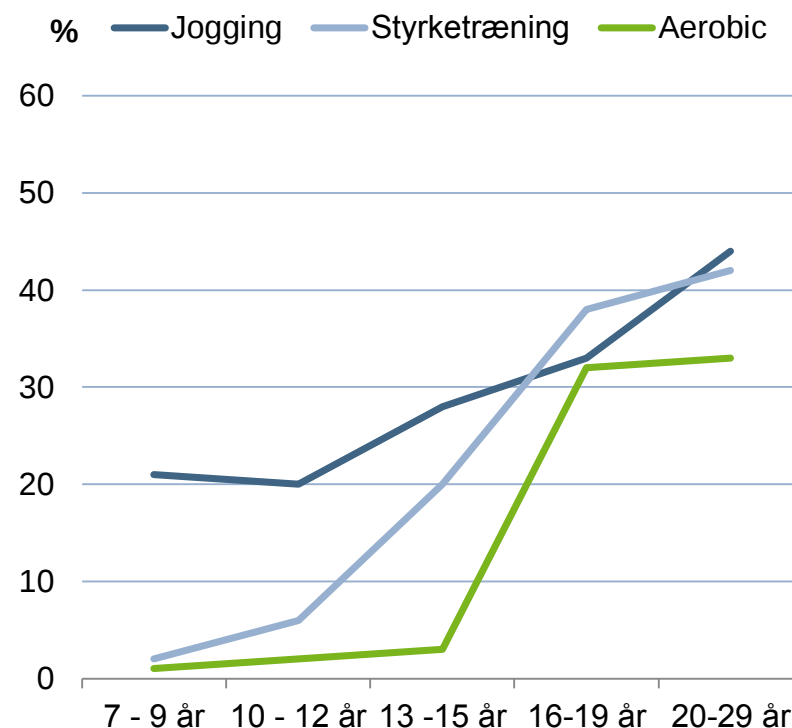
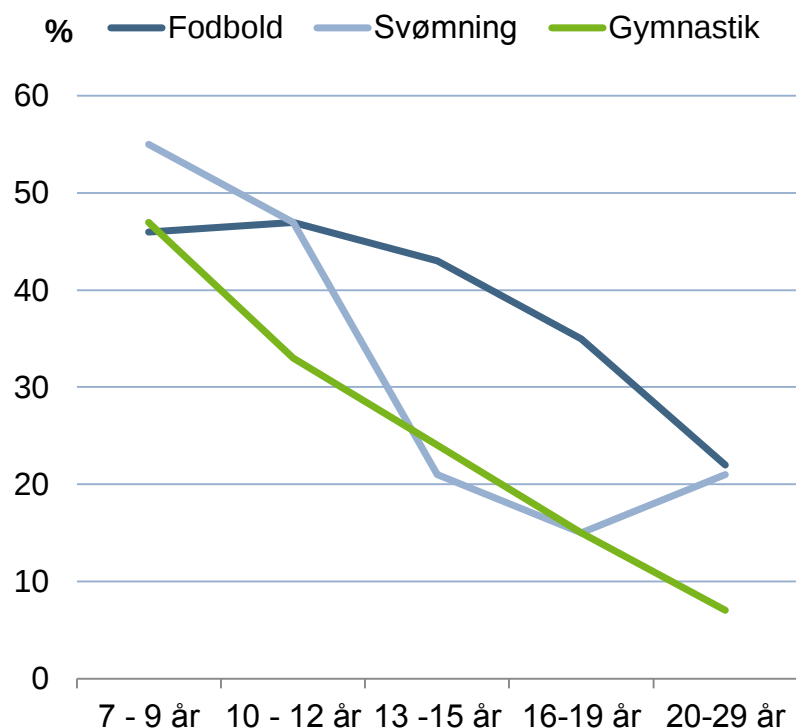
The introduction of 'life phases'



Some fresh ideas of how to overcome barriers...

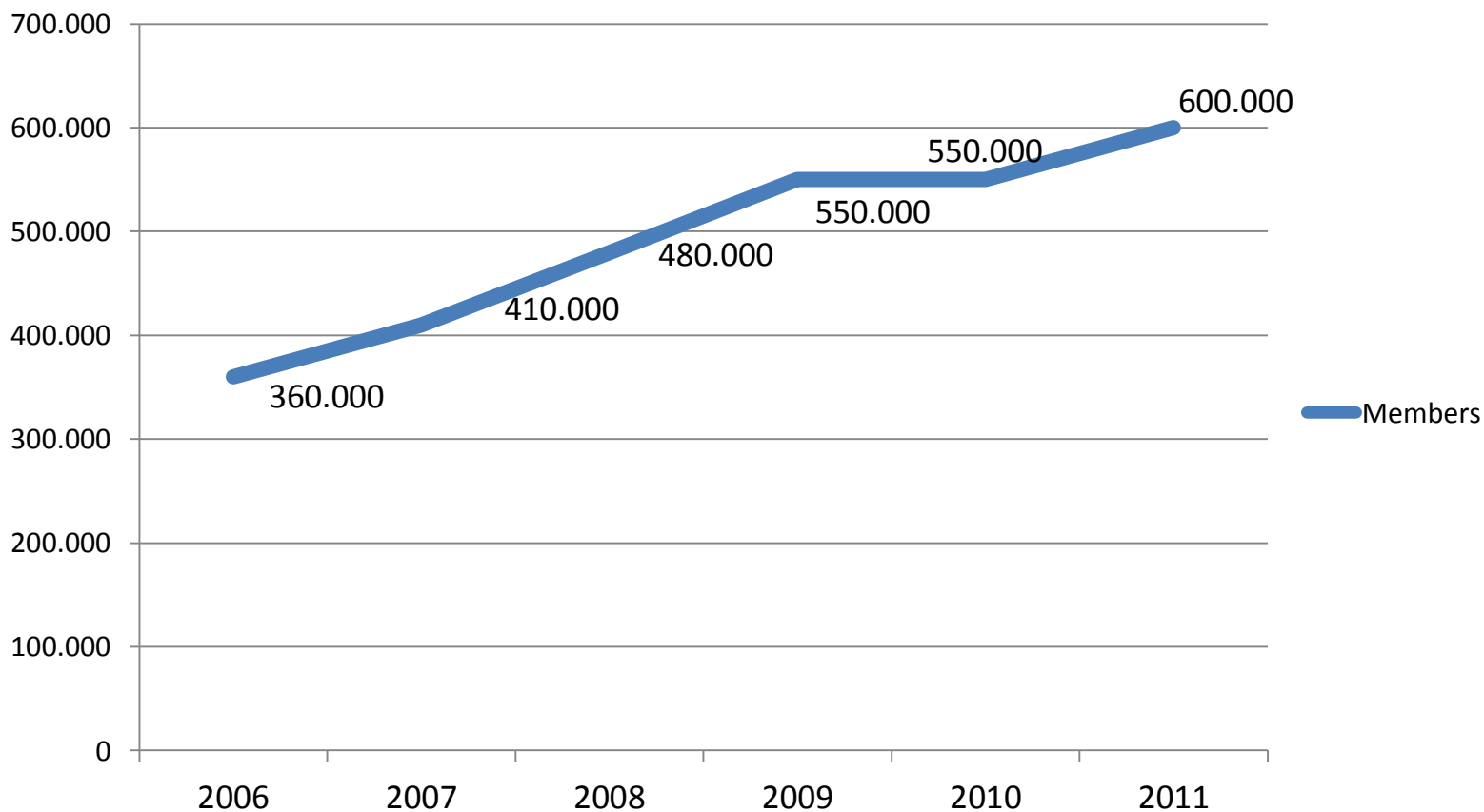


Challenging the perception of the 'drop out'



Collecting knowledge of a 'new' player

Members in commercial fitness clubs

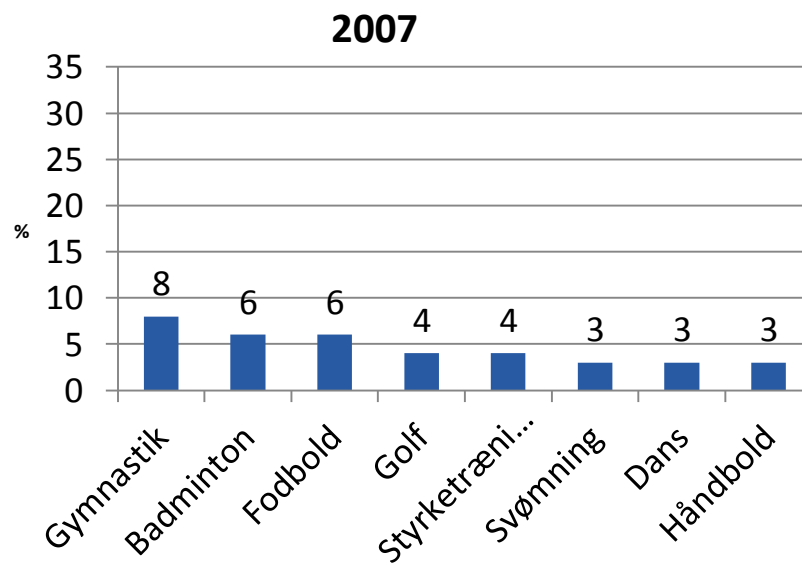
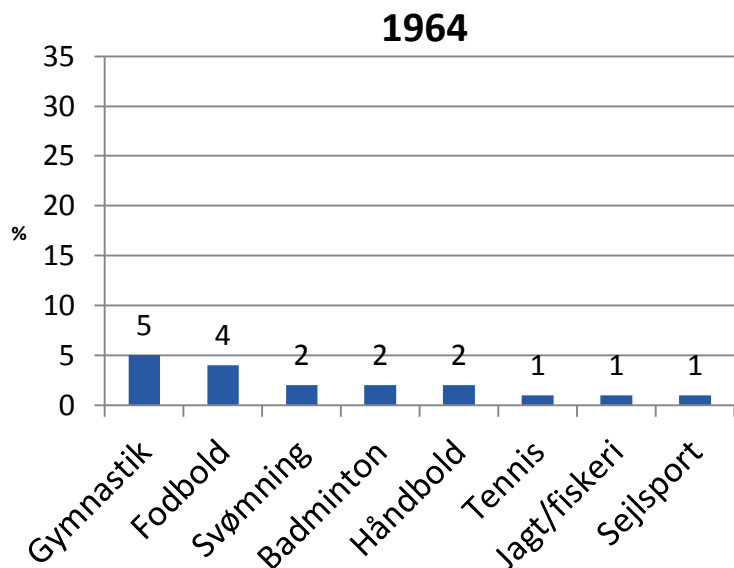


Asking unpleasant questions: Why can they...

	2007	2008	2009	2010	2011
Overall number of commercial fitness clubs in Denmark	380	424	451	425	444
Annual growth	22	44	27	- 26	19
Established	41	86	53	34	61
Closed	19	42	26	60	42

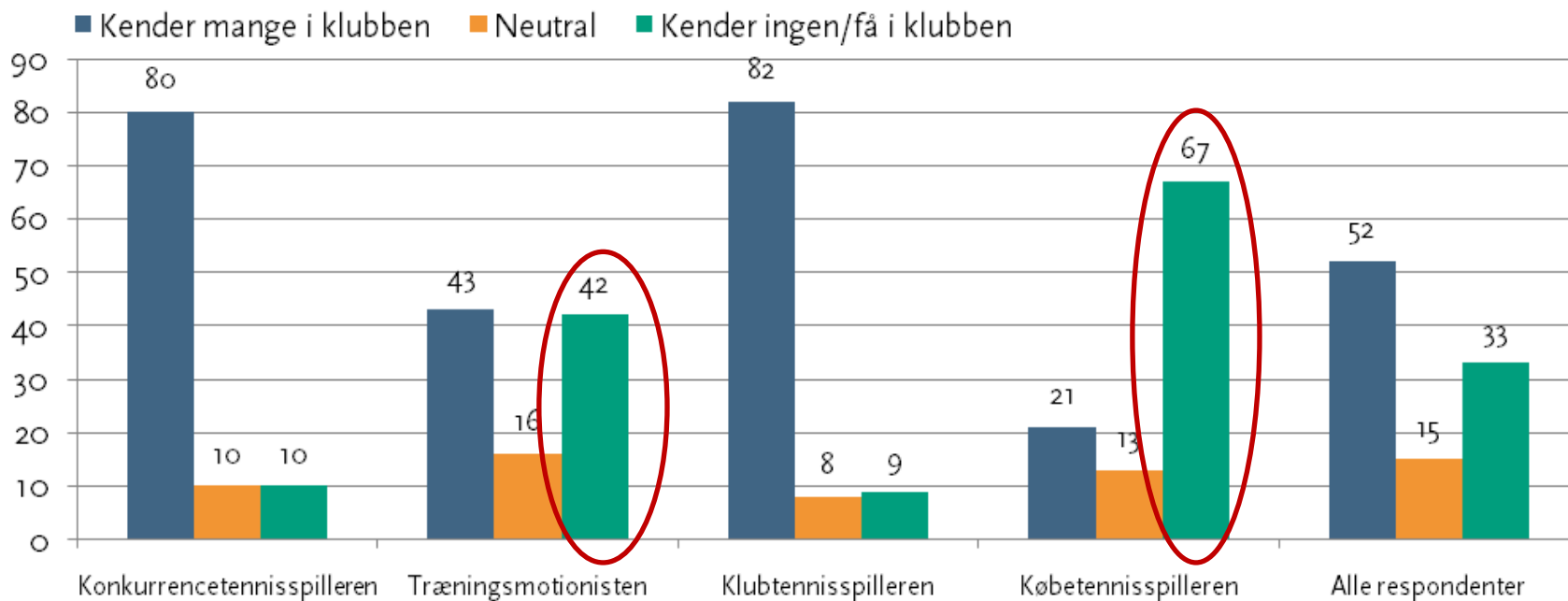
... If you can't! *(and still get nearly all the funding)*

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



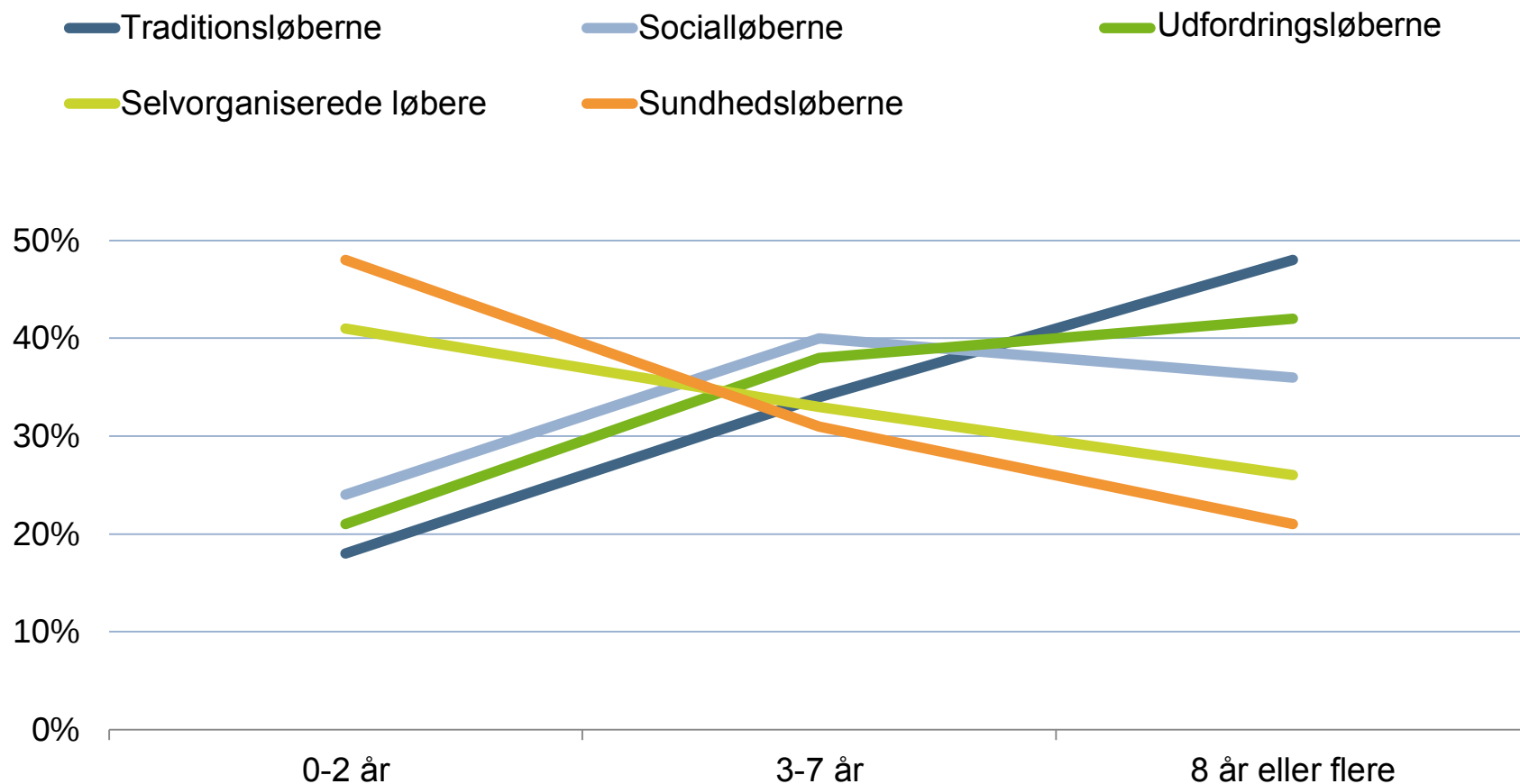
Introducing new thinking in 'segments'

Example: In tennis clubs, some groups of members are 'lonely'. They lack a strong social network and are in risk of dropping out.



Tennis study. Danish Institute for Sports Studies, 2010

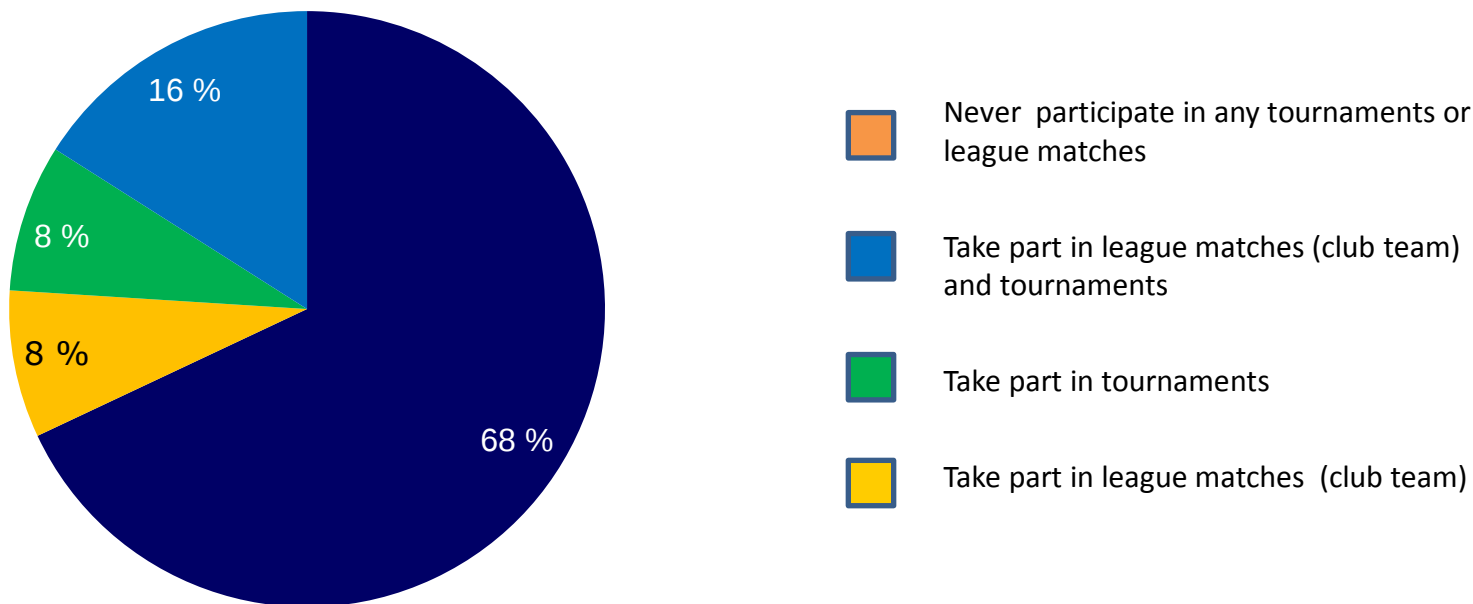
How organised sport can catch up with the running wave



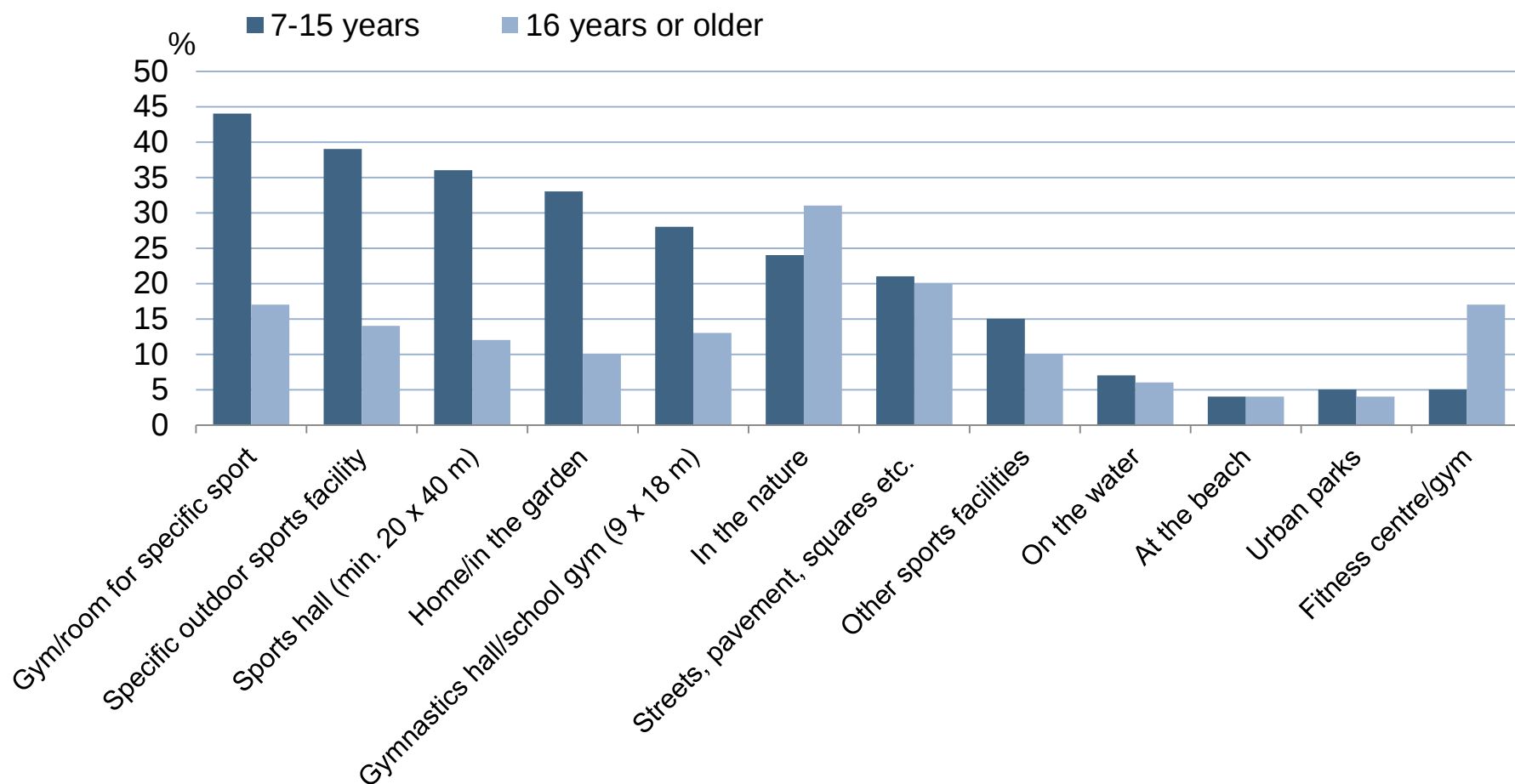
Running study. Danish Institute for Sports Studies, 2011

Challenging the governing bodies

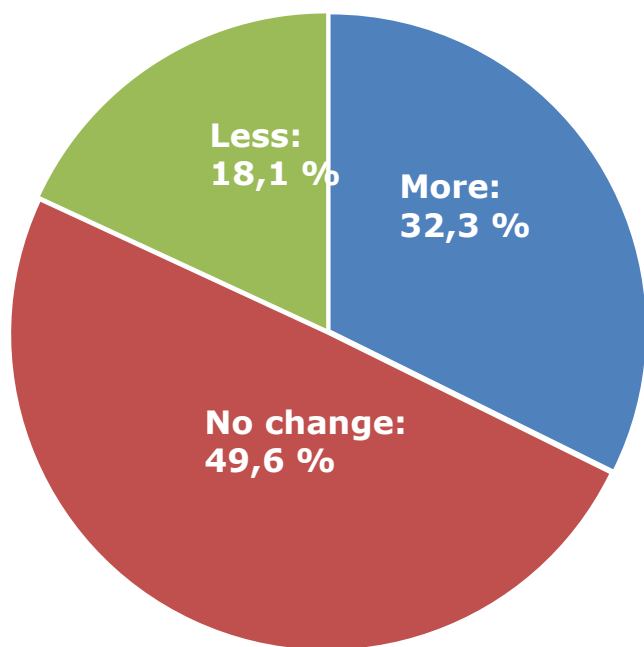
68 percent of tennis club members *never* participate in tournaments or other sorts of competition. They see tennis as a recreational sport and play in their local club only.



Under scrutiny: Management and provision of sport facilities



Ongoing: A closer look at volunteering

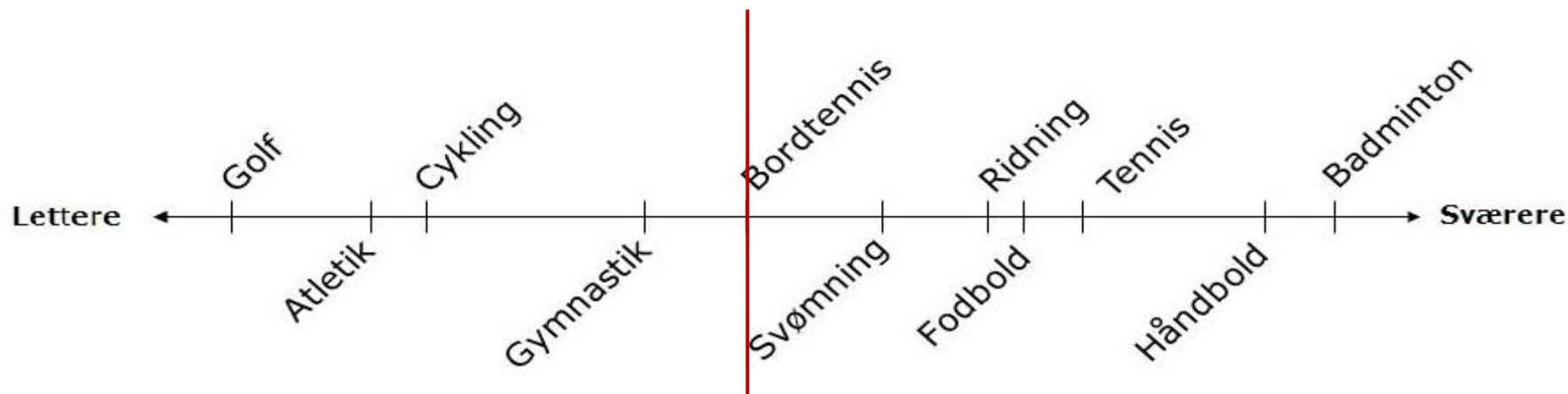


...what is wrong in the city of Struer?

Is the world really falling apart - or is it just you?

	Less	No change	More
Struer	29,2	50,0	20,8
Holstebro	8,5	44,7	46,8
Skive	8,9	55,6	35,6

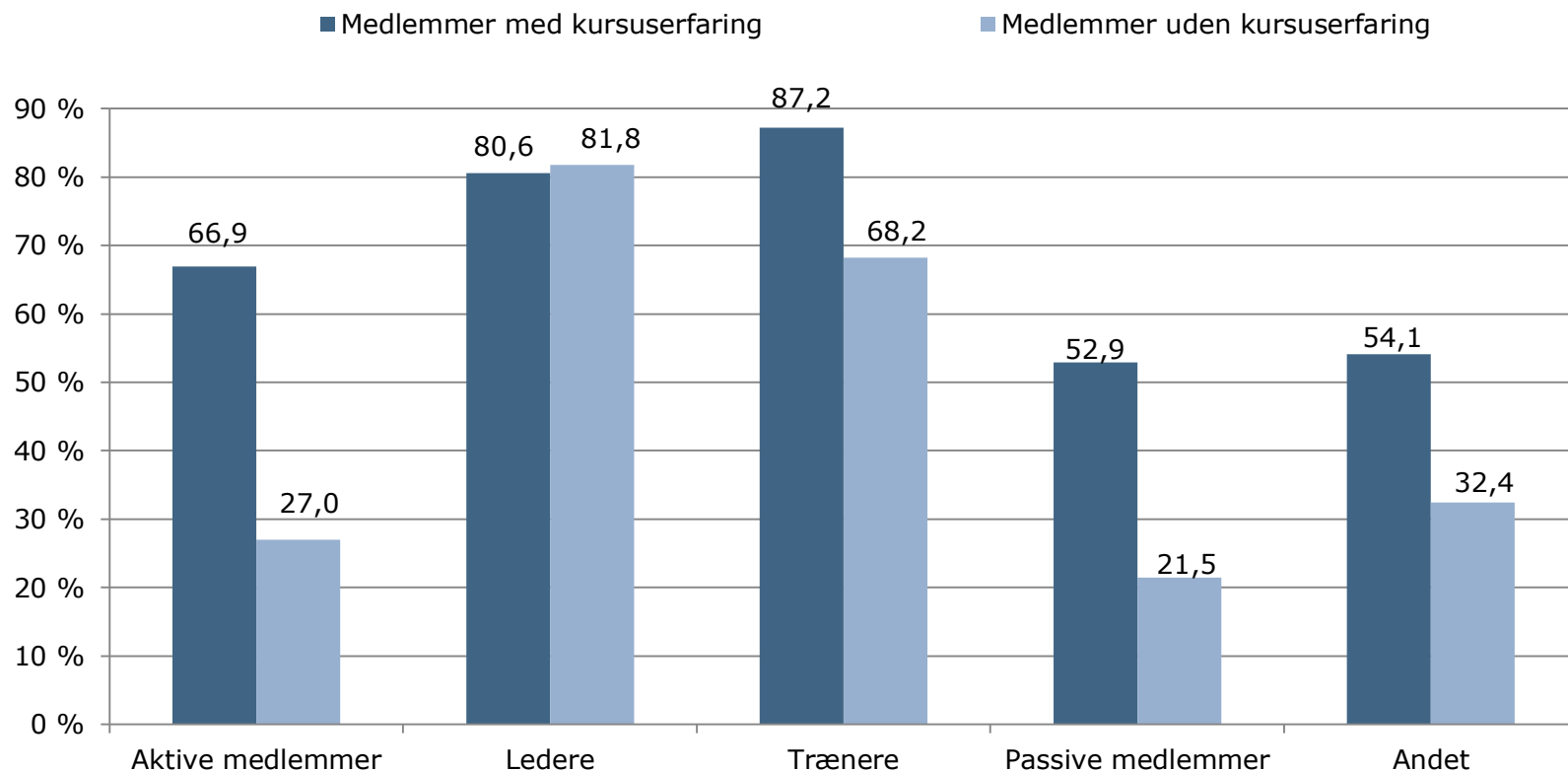
New data: Why do some sports struggle to attract volunteers - and others not?



Index for selected sports showing how difficult it is to recruit volunteers. The more to the right, to more difficult.

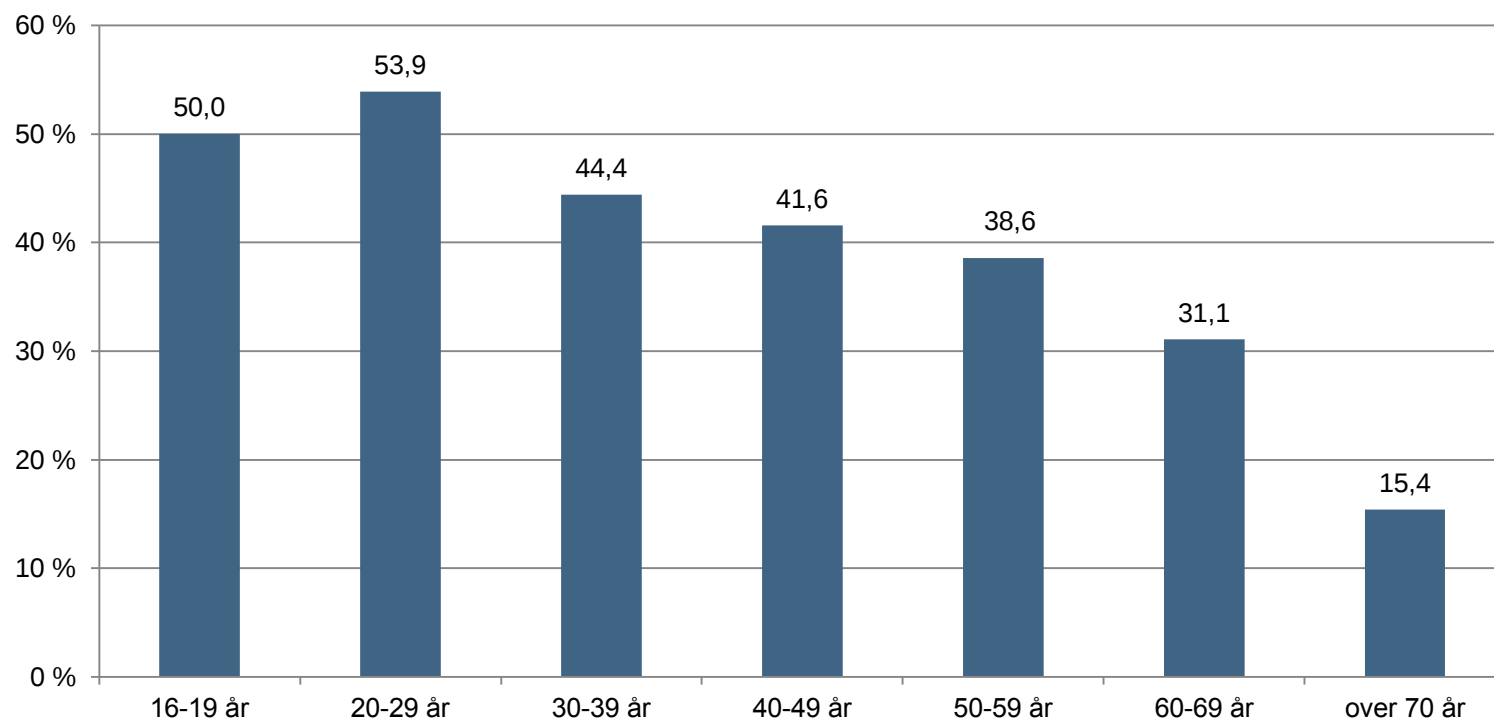
Atletik = Athletics, Bordtennis = Table tennis, Svømning = Swimming, Fodbold = Soccer, Ridning = Equestrianism, Håndbold = Handball

Next step: More flexible and targeted education of voluntary trainers and leaders



Kursusvillighed fordelt på primære roller for respondenter med og uden kursuserfaring (pct.)

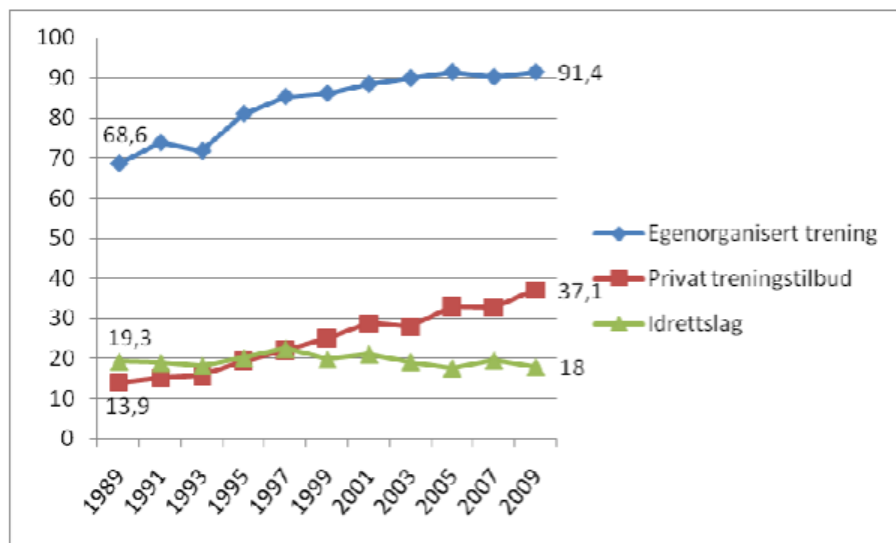
'Life phases' as a tool in informal education



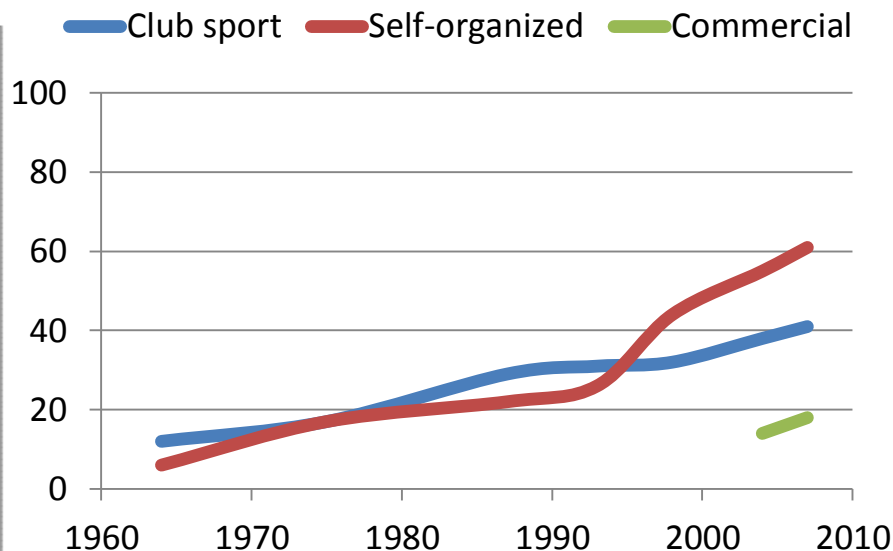
Willingness among volunteers to take part in informal education. Danish Institute for Sports Studies

Why the sports sector must be constantly challenged and monitored...

Norway



Denmark



How EU can be of future assistance

... the feasibility of establishing a sport monitoring function in the EU to analyse trends, collect data, interpret statistics, facilitate research, launch surveys and studies and promote exchange of information.

...map existing processes and relevant networks active in these fields at national, transnational and European levels and identify gaps that could be addressed by a possible sport monitoring function as a means to improve the knowledge-base for sport in the EU.

The study should assess ways to carry out sport monitoring within the EU in relation to 3 broad fields: sport and health (e.g. health-enhancing physical activity), societal aspects of sport (e.g. participation in sport) and sport's economic dimension (e.g. employment in sport).

An example: How sports organisations have reacted



Attracting new target groups to sport for all

How statistics and debate changed the sporting landscape in Denmark—Europe



Thank you for the attention!

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