



Sport participation in the Netherlands impact of sport policy programs in the Netherlands and the lessons learned

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Roadmap

Sport participation in the Netherlands

trends and current issues

European perspective

Non-participation and barriers for sport participation

Sport policy programs in the Netherlands

Successes and lessons learned

Round-up

Sport participation

Sport participation

1963: 38% → 2007: 71% (social differences still visible)

Rising sports:

Fitness

Running

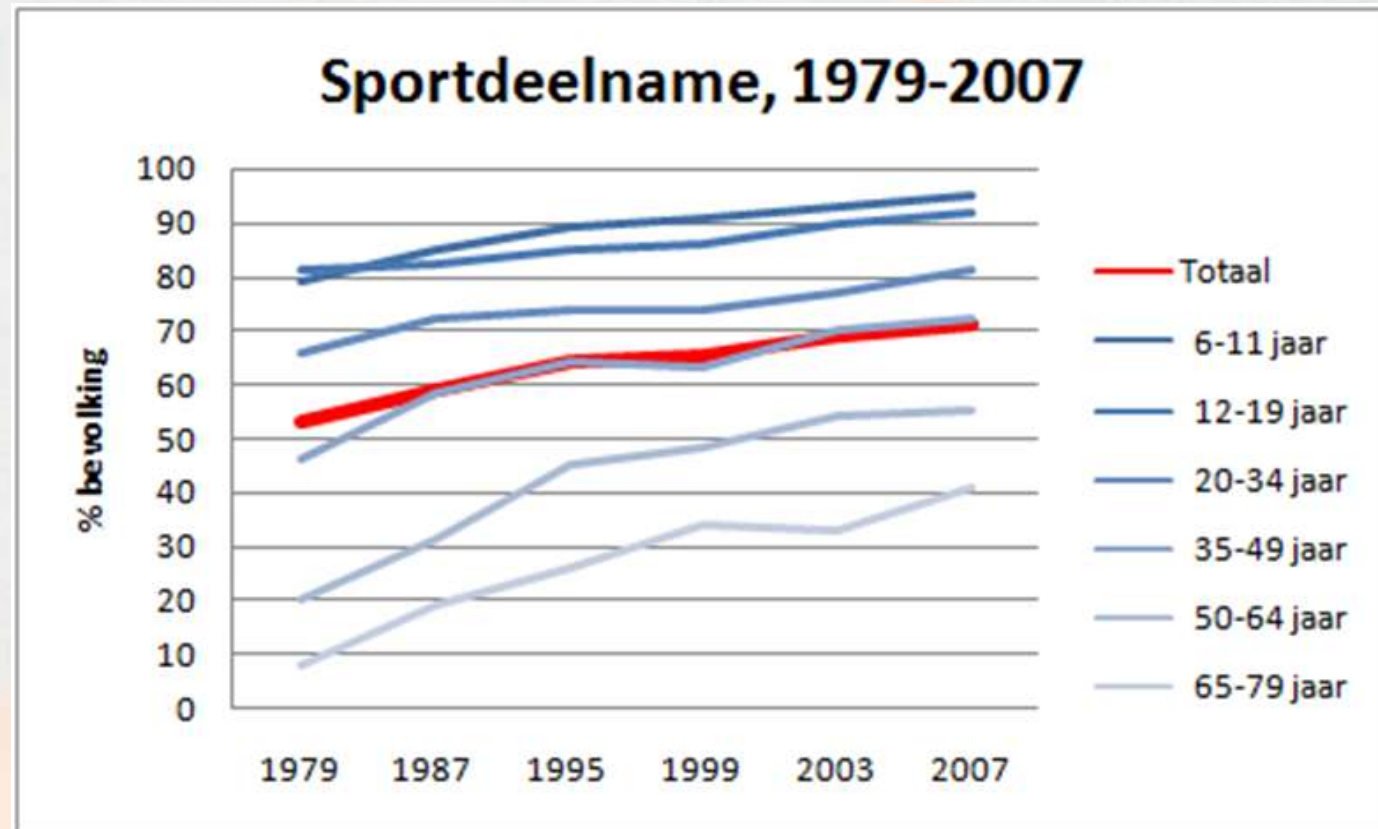
Biking/cycling

Golf

Club sport:

1955: 1.5 mln

2010: 5 mln

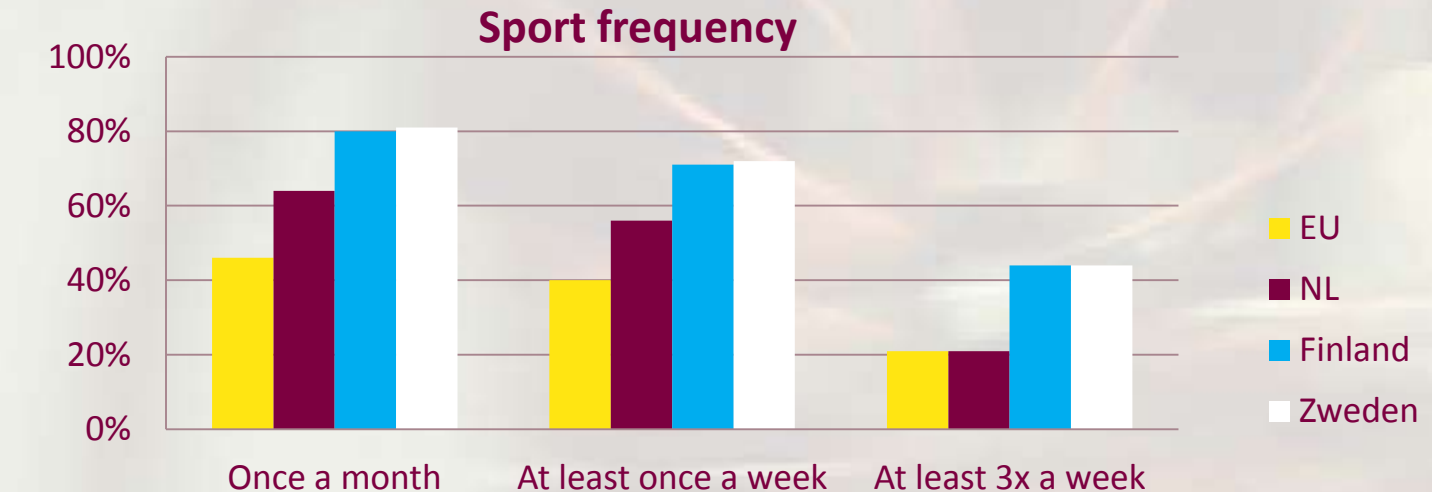


Sport participation in EU perspective

High sports participation (NL:64% - EU:46%)

Increase of unorganized and event sports (sports that are less related to municipal facilities)

High level of physical activity (NL:84% - EU:65%)

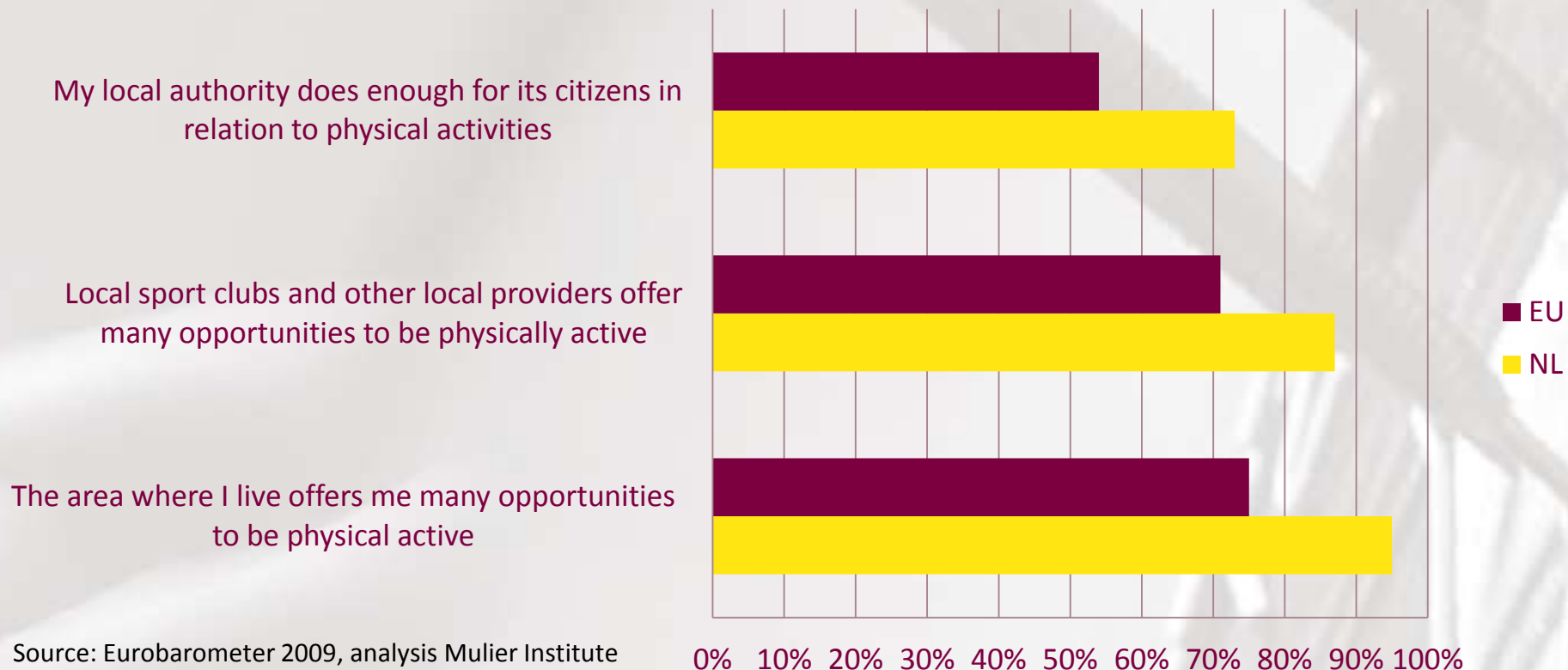


Source: Eurobarometer 2009 – analysis Mulier Institute

Satisfied about sport infrastructure

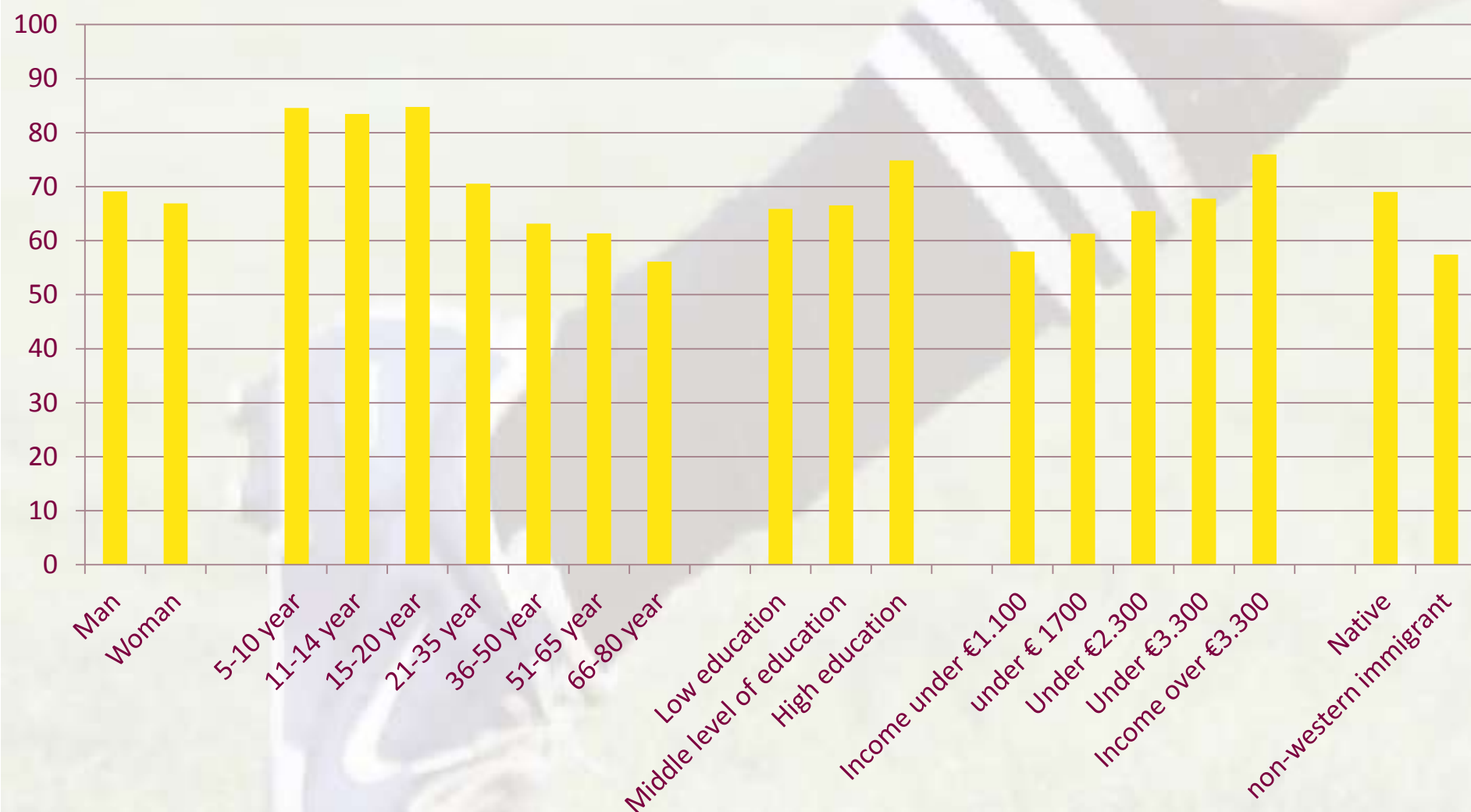
The Netherlands ranks on top!

% that agrees with statement

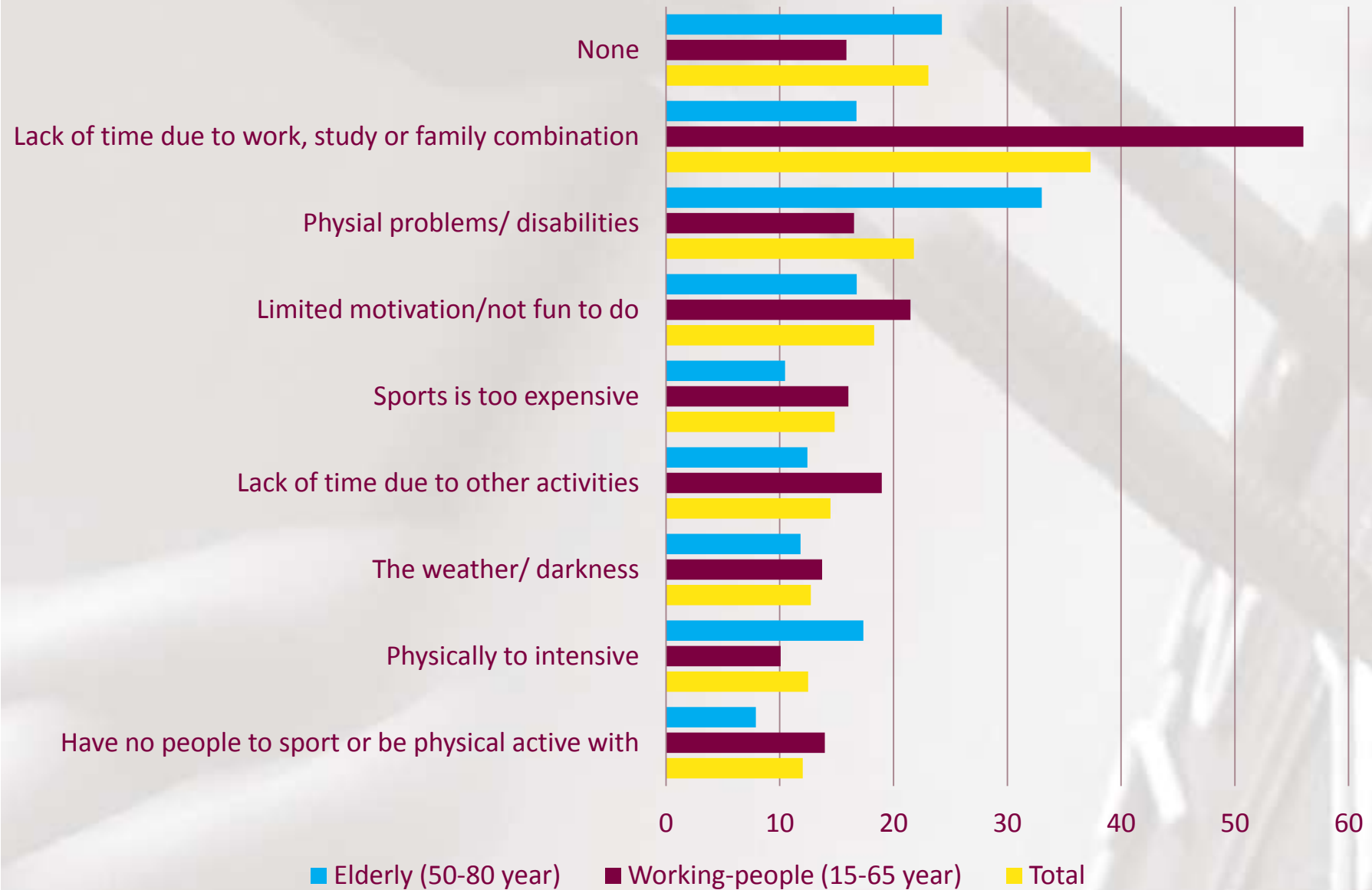


Source: Eurobarometer 2009, analysis Mulier Institute

Levels of sport participation (12x a year)



Barriers for (more frequent) sport participation



Increased policy interest in sport

Policy program

Increase possibilities to participate in sport and be physical active in the area people live.

Instrumental value of sport

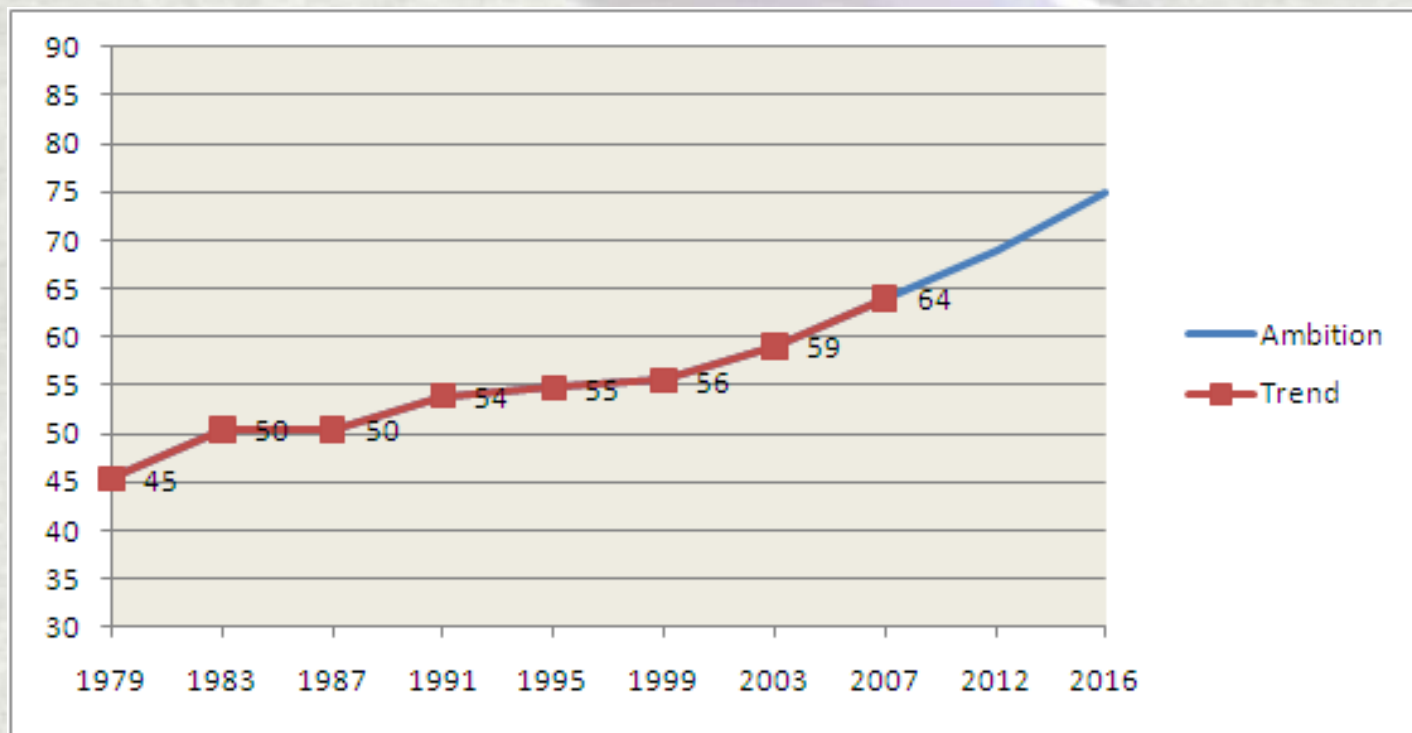
Medicine – profitable investment– social capital – livability

Olympic ambitions (Olympisch Plan 2028)

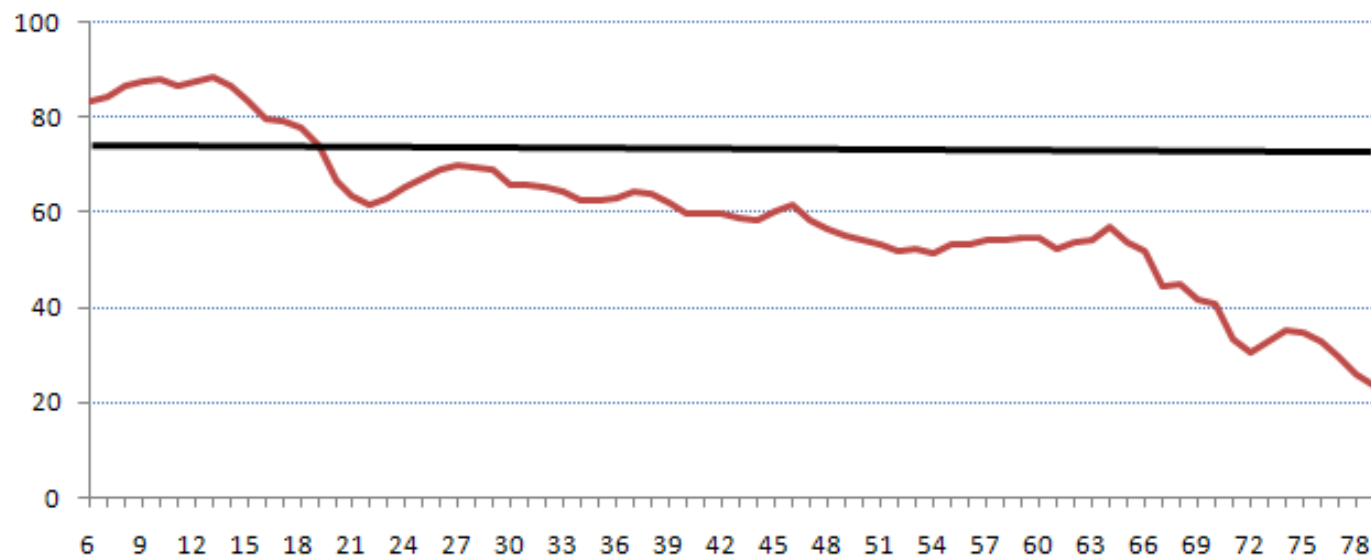
Increase levels of sport participation and physical activity

Challenge for the future

From 65% to 75% sport participation (at least 12 times a year)



Not one
segment
will do to
reach
ambition!



	Size (* 1.000)	Share in population (%)	Potential growth (%points)
Ethnic minorities	1.577	11	2,6
Primary education	1.182	8	0,2
Secondary education	1.201	8	0,4
Lower incomes	3.508	23	5,8
Disabled	837	6	1,3
Single parents	290	2	0,5

Several target groups

Elderly more interested in physical activity than in sports
social contacts, health aspects and fun over competing with others
reinvent sports – modify to fit demands of your target group

Working people with family: time constraints require
flexibility (35-54 year) (influence of sporting parent on sport
behavior of child)

cooperate sport for child with supply for parents
company sport programs

Lower intrinsic motivated groups (lower educated, lower
income groups, ethnic minorities, low-status neighbourhoods)

Bring sport to the people, easily accessible and affordable

Policy program

‘Meedoen Alle Jeugd door Sport’ (JoinIn)

Duration: 2006-2010

Goal: to include children of low status neighbourhoods in sports, by attracting them to become a member of a sport club.

Quantified target– 15 percent more youth of ethnic minorities as sport club members

Project group: 11 municipalities, 9 sport federations and 500 sport clubs

Results: an overview

Over 27.000 new members – 50 members per sport club (+23%)

Ethnic minorities better reached than other groups – share of 26% to 31%

Not just more members, also a lot of children in contact with sport at school
However, sport stereotypes reaffirmed

More pro-active, community oriented, and more stabile sport clubs

Local networks established, leading to succesfull local cooperation

Greater supply of sport activities in neighbourhoods and at schools and more flexible membership forms

Lessons learned

Organized sport proves its value – money to sport clubs as key driver for cooperation

Municipalities important for hard to reach groups

Local cooperation important – value of strong local network

Multi actor approach!

Policy program: Physical active environments

Sport and physical activity in the area people live:

- Livability
- Healthy lifestyle
- Social contacts

Environment influences behaviour

Environment should facilitate a healthy and active lifestyle



An example: fitness for the elderly





Results and implications: hardware – software - orgware

Differentiate in sport and exercise possibilities and activities
good spread of supply

Make better use of public (green) spaces / redesign school yards for better use outside schoolhours

Cooperation (intersectoral / involve the residents)

Organise activities on playgrounds / initiate activities and cooperation within neighbourhoods

Good accessibility and safe walking- and bikingpossibilities
(social) safety important factor

Round-up

The Netherlands high level of sport participation, however social differences and higher ambitions

To increase sport participation, there is:

Not one group that will do

Not one organisation/party that can do this alone

Not one solution to encourage people to participate

A multi-actor approach is needed!

Local cooperation and intersectoral partnerships

Hardware and software/orgware important: facilitate, cooperate, engage, encourage, stimulate, etc.

(Social) safety in all its aspects of importance

Thanks for your
attention!

The logo for Mulier Instituut features a stylized yellow swoosh above the text "mulier instituut" in a bold, lowercase, sans-serif font.

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