



From the illusions of the pyramid sport model to a broader understanding of the reality in today's sport.

How to communicate today's citizen and customer driven sport ?

Mogens Kirkeby, President of ISCA



Disclosure:

President of ISCA

Member of EU Platform for action on Diet, Physical activity and Health – DG Sante

Member of EU Expert Group, Volunteering + HEPA – DG EAC

***Board member of Danish Sport for All association DGI. Political responsible for:
Running, Cycling, Triathlon, Kayak, "Move for Life" and "popular enlightenment"***

Board member of the Danish Outdoor Council

Membership of sportclubs:

Football, Winter swimming (Viking club), Rowing/kayak, and Golf.



When we compare how football looked like in the 1970's and today, we clearly see that the game has changed significantly – today it is another type of game, another type of players and another strategy.

Our "game" of grassroots sport has changed as much and we as well need to play another type of game, have different players and another strategy. Beside that our "customers" and the society have as well different expectations and wishes to us. It is simply another ball game!!

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The outdated idea:

Big foundation creates a better elite
Elite sport promote grassroots sport
Same game - "one big family"
Financial solidarity



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Outdated illusion – but still communicated by many!

The outdated idea:

Big foundation creates a better elite
Elite sport promote grass-roots sport
Same game - "one big family"
Financial solidarity



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Source: Scheerder (2007: 19)

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Very small elite and high level competitive sport



Huge "low" level competitive sport group and huge recreational sport group with no relation to the elite.

Source: Scheerder (2007: 19)

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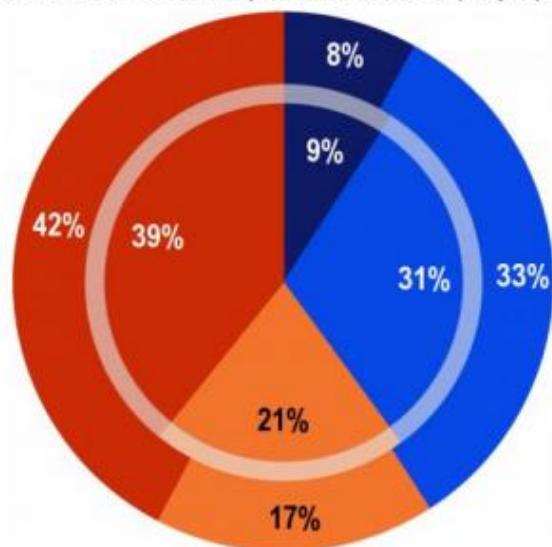
Source: Scheerder (2007: 19)

But something is still missing !

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QD1. How often do you exercise or play sport?



- Regularly
- With some regularity
- Seldom
- Never
- Don't know

Inner pie : 2009 (EB72.3 Oct.)

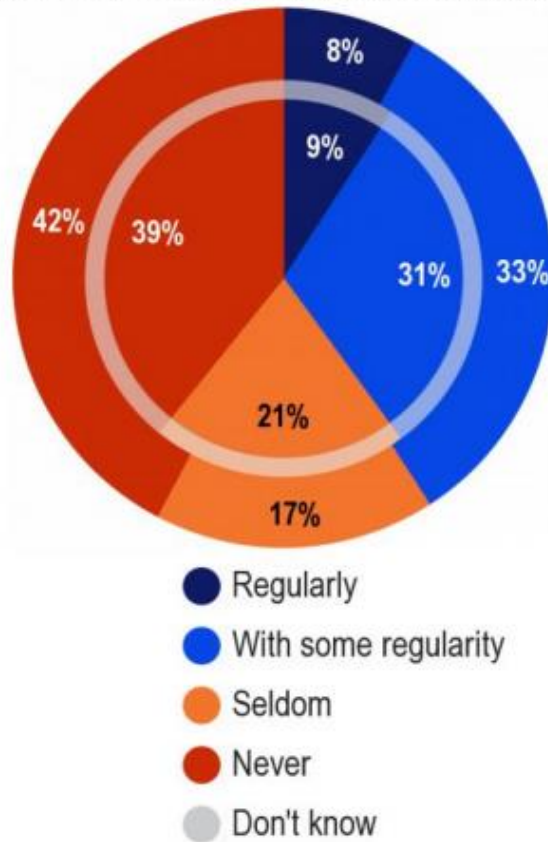
Outer pie : 2013 (EB80.2 Nov.-Dec.)

● EU28

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QD1. How often do you exercise or play sport?



41% of Europeans exercise or play sport at least once a week, while an important proportion of EU citizens (59%) never or seldom do so.

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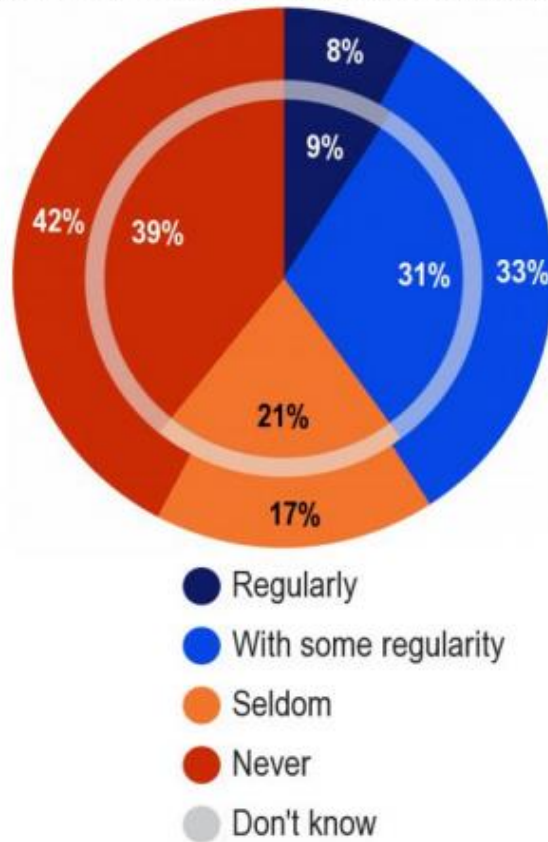
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41% of Europeans exercise or play sport at least once a week, while an important proportion of EU citizens (59%) never or seldom do so.

Almost three-quarters of EU citizens (74%) say that they are **not members of any club**, a considerable increase since 2009 (67%).

EU28

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205 million or 41% of all Europeans consider themselves doing sport and physical activity regularly



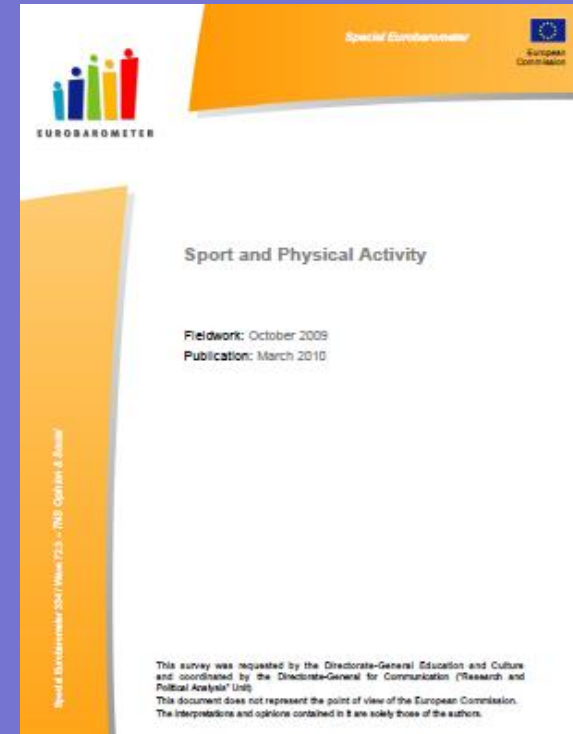
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Economy

Data



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Economy



Study on the Contribution of Sport to Economic Growth and Employment in the EU

Study commissioned by the European Commission,
Directorate-General Education and Culture

Final Report

November 2012

SportsEconAustria (SpEA, Project lead)

Sport Industry Research Centre (SIRC) at Sheffield Hallam University

Statistical Service of the Republic of Cyprus

Meerwaardes Sport en Economie

Federation of the European Sporting Goods Industry (FESI)

Ministry of Sport and Tourism of the Republic of Poland

SpEA
SportsEconAustria

The direct effects of sport combined with its multiplier (indirect and induced) effects add up to **2.98% of EU Gross Value Added** (€ 294.36 bn).

Furthermore, the share of sport-related employment (direct effects) amounts to 2.12% of total EU employment, equivalent to **4,460,888 persons**.

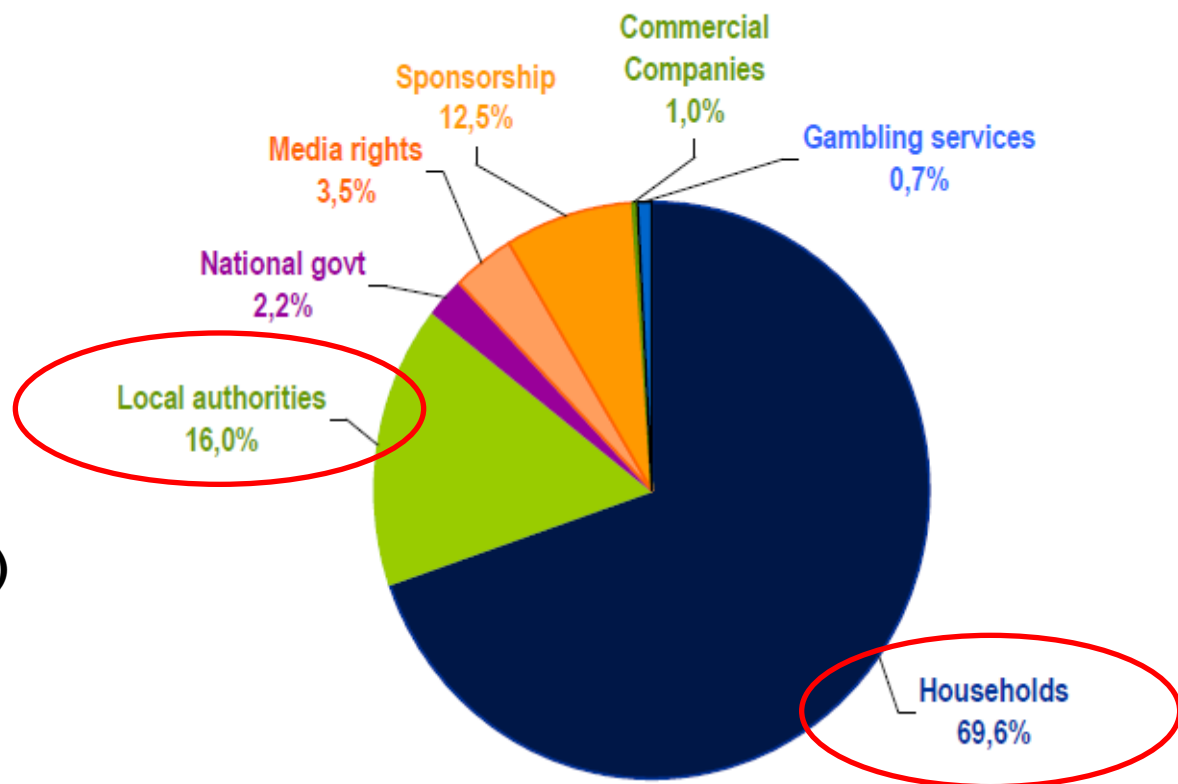
If indirect effects are added, sport leads to employment of **7,378,671 persons** (3.51% of EU employment).



Financial perspective

A physical active person tends to spend more than 300 € annually related to her or his recreational sport and physical activity

Revenue breakdown by source (2008, in %)



(Source: Prof. Stefan Szymanski)

Value of sport in England

£20.3 BILLION GVA

The figure excludes the effects of construction work associated with the Olympic and Paralympic Games. In 2012, the additional GVA generated by this activity was £1.5 billion.

1.9%



of total GVA in England

INDUSTRY SECTOR LEAGUE TABLE

▶ 14	SPORT
▶ 15	INSURANCE
▶ 16	SALE & REPAIR OF MOTOR VEHICLES
▶ 17	TELECOMS
▶ 18	LAND TRANSPORT (EXCL. RAIL)
▶ 19	ARCHITECTURAL & ENGINEERING SERVICES
▶ 20	MANAGEMENT CONSULTANCY
▶ 30	ACCOUNTING

440,000

full time sports related jobs

2.3%
OF ALL JOBS
IN ENGLAND



Economic impact

Wider value

PARTICIPATION

11.78bn GVA



15.5m people play sport ONCE A WEEK

21m people play sport ONCE A MONTH

58% 65%
GVA JOBS

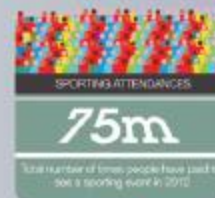


CONSUMPTION

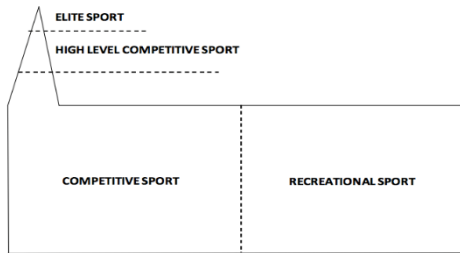
8.5bn GVA



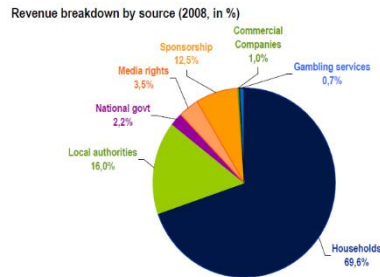
42% 35%
GVA JOBS



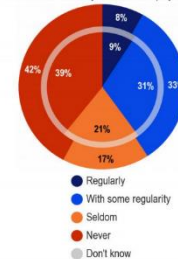
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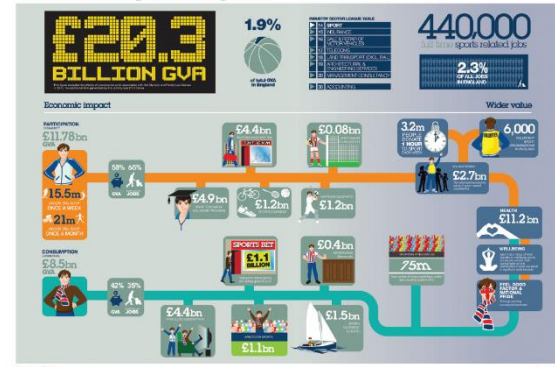
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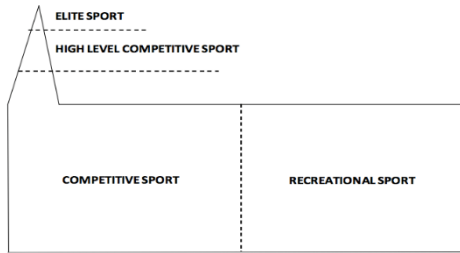
The value of sport in England



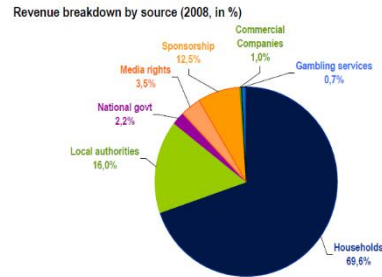
In short:

- Diversified sport sectors with different aims – traditional sport is losing ground
- Vast majority of people are doing recreational sport – outdoor is preferred venue
- Most people are doing sport outside the clubs – on their own or fitness centres
- A significant citizens driven economic and labor intensive sector – but nobody knows

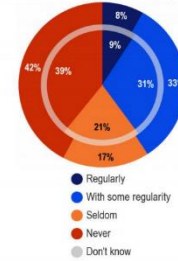
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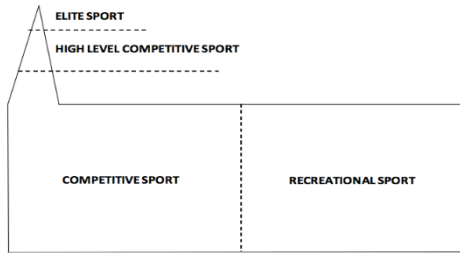
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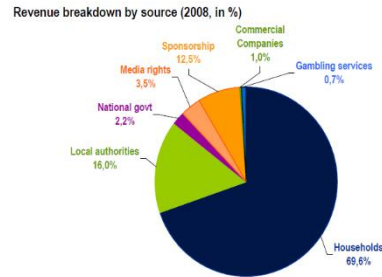
Who will be the one playing a role in sport tomorrow ?

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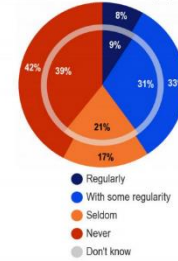
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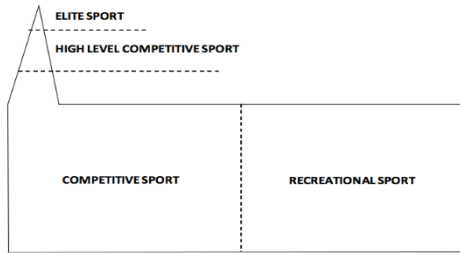
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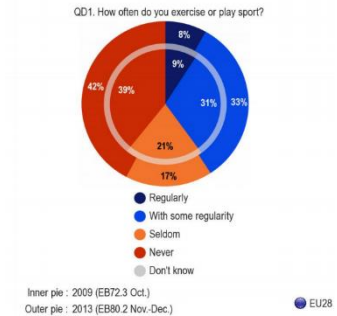
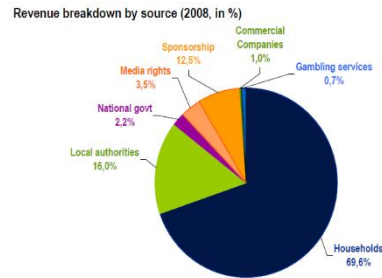
Those with the best ears and the fastest feet!

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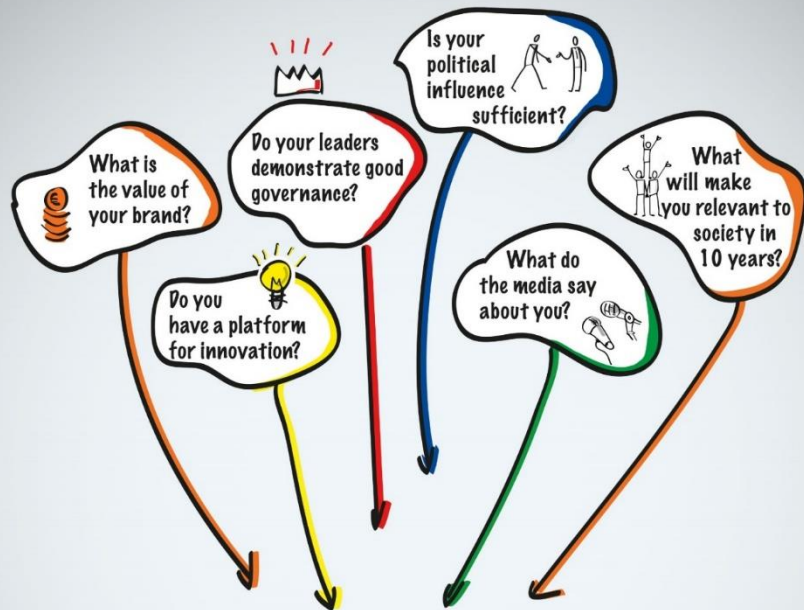
Those with the best ears and the fastest feet!

Listen to: citizens, society, your organisation

AND transform what your “hear” into action, programs, services for citizens and society.



Are you prepared for the future?



If I could ask six questions to a grassroots sport organization – it would be these!



Are you prepared for the future?



What is the value of your brand?

To act in the future you need to know how you are perceived by members, partners and society.
Are you well-known?
What are you known for by members, partners and citizens?
What would like to be associated with?

Many sport organisations have been around for several years and for sure had strong brands, but what is the situation today

You need to know your brand – to live your brand!



Are you prepared for the future?



Do you have a platform for innovation?

Innovation and development of new activities and services are on the top of the agenda for political leaders of grassroots sport organizations. Innovation and development are needed to “stay in business”. Sport organization experiences competitions from private company initiatives, citizens and society. Innovation is necessary to match the future external competition.

Innovation means both to develop new activities as well as being ready to connect to and benefit from new strong trends. Are you ready for the next trend?

Innovation needs attention – financially and politically. Do you prioritise innovation of new activities and services enough to compete successfully in the future?



Are you prepared for the future?



Do your leaders demonstrate good governance?

Good leadership is crucial for a strong development in sport organisations. Leadership has in many ways become more complex for sport organisations. More stakeholder, more legislative demands, more competitions, more expectations from members.

This complexity calls for “good governance”. Make sure you have your fundamental leadership systems in place. Test it. It will assist your ability to act faster and in the right way in the future.

We suggest to put Good Governance on your agenda. You can get inspiration from our Good Governance “Self Assessment tool”

<http://www.goodgovsport.eu>

If governance in grassroots sport was at the level of FIFA – organized grassroots sport would not exist!!



Are you prepared for the future?



Is your political influence sufficient?

Grassroots sport organisations act in various political environments. You have political relations at local, regional, national, and even at international levels. These relations are often important to secure the important links between your organisation and public authority – at local and national level.

Are you engaging sufficiently with politician?
Are the politicians respecting you and considering you as a valuable civil society player?

Membership of ISCA gives you access to an international network of organization with similar mission as yours and you can use this to build your case at national level.



Are you prepared for the future?



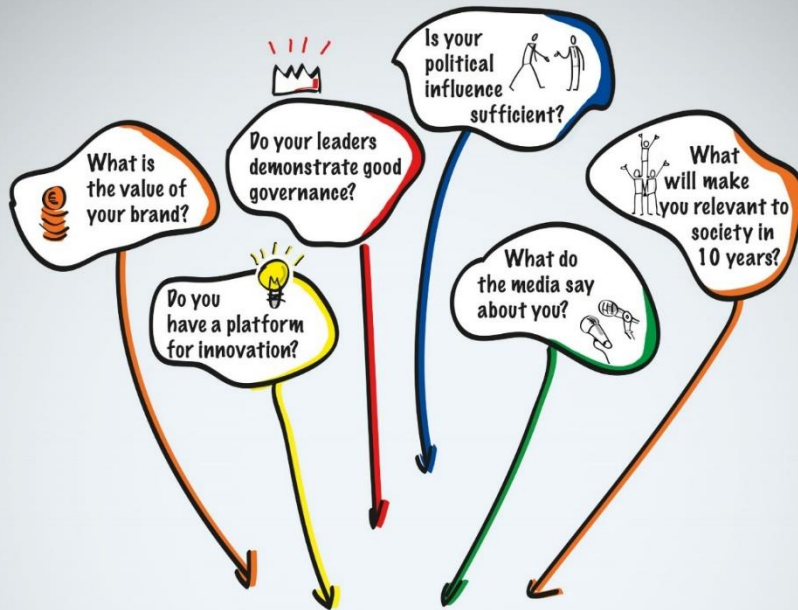
What do the media say about you?

Media is playing a major role when you want to communicate sport political opinions as well as your brand. How is your brand accepted by the media? Have you build strong relations to media? When was the last time you hit the “front page” with an important message/story? Most traditional media tend to give preferences to stories about professional entertainment sport. Who did win and who has been caught in a doping test.

Making the way to the media is tough – so you need to be smart. National or international data, such as the level of sport participation in various countries or the cost of physical inactivity can be a one platform to build a national story. Data and evidence can be useful to build you case both towards media and politicians.



Are you prepared for the future?



What will make you relevant to society in 10 years?

Many sport organizations have been around for many years – in decades, some even in centuries. But having a long history is not a guarantee for a bright future. Some grassroots sport organizations will come under pressure the coming years. Some will be challenged on the existence. What makes you believe that your organization are playing an important role in 10 years? Do you have a clear strategy ?



Are you prepared for the future?





Are you prepared for the future?



Advocacy **SUCCESS** Factors:

Simple
Unexpected
Concrete
Credible
Emotional
Stories

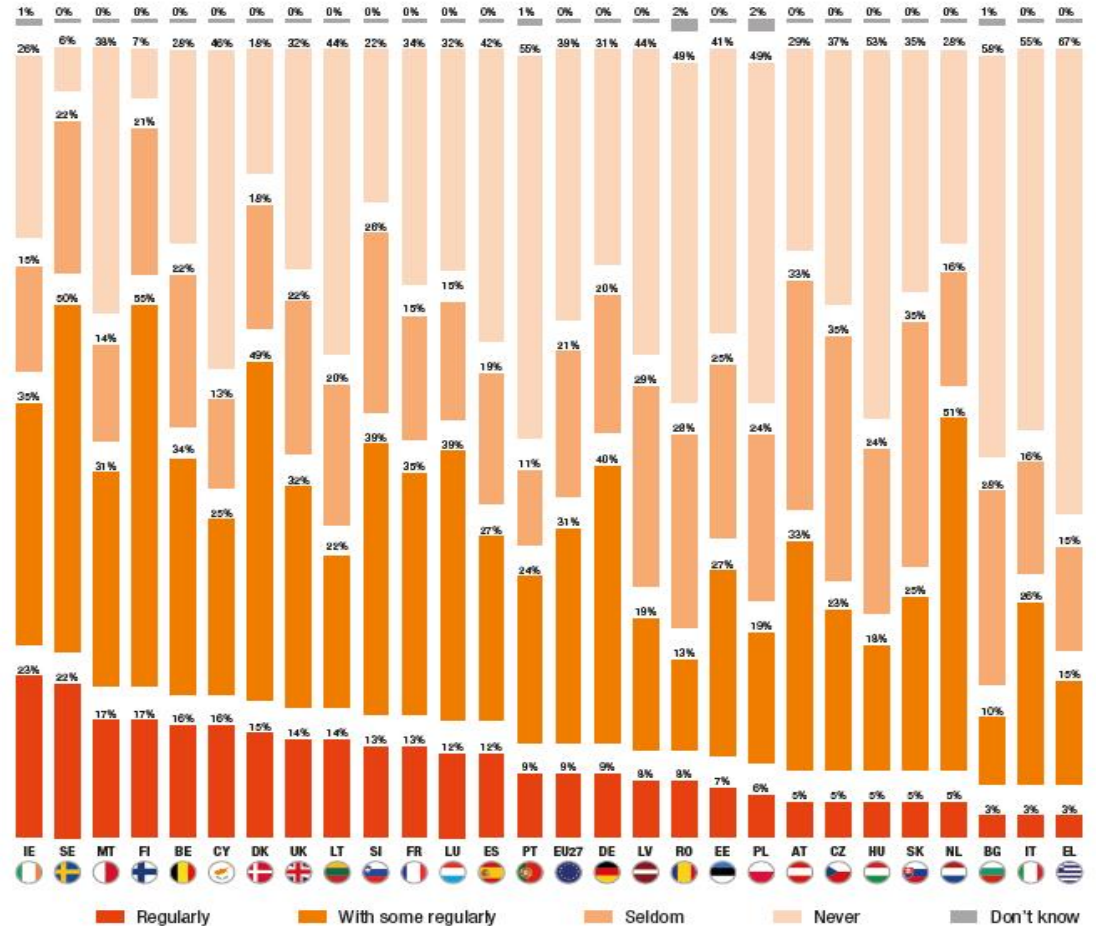


FINDYOURMOVE
MOVEWEEK

How often do you EXERCISE OR PLAY SPORT?

This is STATISTICAL INFORMATION

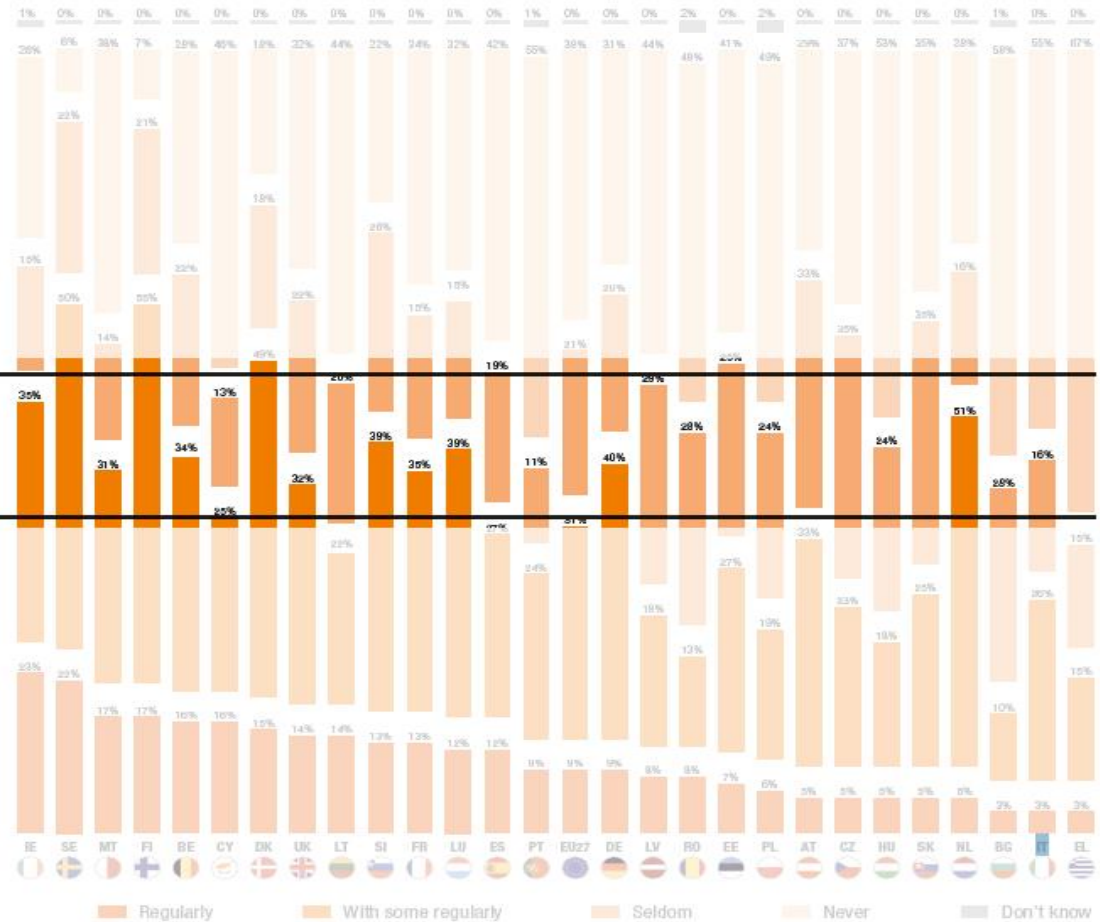
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