

Chapter 2

BUILDING A SOCIETY WITH A LIFELONG LOVE OF SPORTS

Part 1 Basic Measures to Promote Sports

1 Progress Made in Basic Plan for the Promotion of Sports, and Direction of Future Measures

(1) Basic Plan for the Promotion of Sports

Sports enrich our lives and make us more balanced. Also, sports satisfy both physical and mental needs. Sports are enjoyed by all people in the world. As an activity that influences our lives both physically and mentally, sport is thus essential to the creation of an optimistic, affluent, and vigorous society and in the sound physical and mental development of the individual. It is therefore of fundamental importance to allow people to partake in sports activities throughout their lives.

The Ministry of Education, Culture, Sports, Science and Technology (MEXT), based on the Basic Plan for the Promotion of Sports formulated in September 2000, is implementing various measures to promote sports. The basic plan provides the fundamental principles for promoting sports in Japan based on the Sports Promotion Law and sets out specific promotion activities, including targets for the decade from FY2001 to FY2010.

Progress of the Basic Plan for the Promotion of Sports (Example)

(1) Measures to improve the local environment to create a lifelong sports society

To increase the percentage of people doing a sport at least once a week to at least 50% (one out of two persons)

• Progress

As a result of boosting a range of different measures to create a society in which all people can enjoy sport at every stage of their lives ("lifelong sports society"), including nationwide deployment of comprehensive community sports clubs, the percentage of adults doing a sport at least once a week increased from 37.2% in 2000 to 38.5% in 2004.

(2) Integrated measures to improve Japan's competitiveness in international athletics

To increase the Olympic medal award rate to 3.5%

• Progress

The Olympic medal award rate was 1.7% for the Summer Olympic Games held in Atlanta in 1996 (immediately before formulation of the Basic Plan). As a result of carrying out a range of different measures to improve Japan's competitiveness in international athletics, the average rate for the two Olympic Games held recently (Winter Olympics in Salt Lake City and Athens Olympics) rose to 3.35%.

(2) Sports Promotion Fund

The Sports Promotion Fund was established in 1990, subsidized by the government and funded by donations from the private sector. Profits obtained from the management of this fund are used to facilitate activities to strengthen the abilities of Japanese athletes to improve the country's overall competitiveness in sports as well as to support the hosting of both national and international sports competitions in Japan. For FY2004, it was decided to give subsidies of approximately ¥1.2 billion to the following activities (Figure 1-2-1).

Figure 1-2-1

Breakdown of Subsidies Granted for FY2004 from the Sports Promotion Fund and Other Sources

Activities to be subsidized	Number of cases	Amount of subsidy (in thousands of yen)
Sports organizations strengthening the abilities of athletes	91	174,167
Sports organizations holding sports competitions	53	99,000
Sports activities engaged by athletes and their instructors	319	299,163
Sports organizations improving competitiveness in priority events	179	422,485
Sports organizations' management of top leagues	8	158,500
Total	650	1,153,315

(Source) National Agency for the Advancement of Sports and Health

(3) Sports Promotion Lottery

The sports promotion lottery “toto” was introduced to provide financial resources to improve the environment where facilities for sport so that anyone can easily take part in a sport and to train top-class athletes who can compete on a world level. Following the enactment of the Sports Promotion Lottery Law in 1998, nationwide sale of “toto” tickets began in March 2001. Subsequently in March 2003, the sale of “totoGOAL” tickets started.

One-third of the profits obtained from the sale of these sports promotion lottery tickets are passed on to local governments, and another one-third to sports organizations. They are used to support the establishment and the activities of comprehensive community sports clubs, the activities of these clubs, and the sports organizations. The remaining one-third is held in a treasury fund for a wide range of purposes, including the promotion of education and culture, conservation of the natural environment, and the healthy growth of the nation’s youth. For FY2004, it was decided to grant subsidies of approximately ¥600 million in total (Figure 1-2-2).

Figure 1-2-2

Breakdown of Subsidies Granted by the Sports Promotion Lottery for FY2004

Activities to be subsidized	Number of cases	Amount of subsidy (in thousands of yen)
Activities of comprehensive community sports clubs	191	396,912
Scouting and training of promising athletes by sports competition organizations	33	98,500
Sports activities by sports organizations	66	63,917
Hosting of international sports competitions	1	23,000
Total	291	582,329

(Source) National Agency for the Advancement of Sports and Health

Mechanism of the Sports Promotion Lottery

- (1) toto: Buyers of “toto” lottery tickets bet on the results of 13 J-League matches (from three choices: win, lose, draw).
totoGOAL: Buyers of “totoGOAL” lottery tickets give odds for the total points scored by each team in five designated J-League matches (10 teams) (from four choices: 0, 1, 2, 3 or above).
- (2) An amount equivalent to 50% (to 47% by March 31, 2005) of the lottery ticket sales will be used as prize money for winners. The maximum first prize is limited to ¥100 million per bet. If there are no winners or if there is a surplus beyond the winning limit, the money is carried over to the next lottery for each of the prizes (and the winning limit is set at ¥200 million).
- (3) Lottery tickets are sold across the country at convenient places that people visit daily. Purchasers must be at least 19 years of age and demonstrate their age at the time of purchase.



▲ “toto” logo



▲ “totoGOAL” logo

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Improvements to be Made to the Sports Promotion Lottery

Profits from the Sports Promotion Lottery are awarded as subsidies to sports and other organizations, and play an important role in the promotion of sports activities. However, sales have been constantly decreasing since FY2001, when the lottery tickets started to be sold nationwide. Specifically, sales decreased from ¥64.3 billion in FY2001 to approximately ¥19.9 billion in FY2003.

In view of this, the project team for the Sports Promotion Lottery of the Federation of Diet Members for Sports, which strongly advocated the formation of the Sports Promotion Lottery, issued a report on improvements to be made to the Sports Promotion Lottery. MEXT also drew up measures to improve the Sports Promotion Lottery at a meeting of the Sports/Youth Subcommittee of the Central Council for Education, based on the results of discussions made by the Subcommittee's Ad-hoc Committee on Sports Promotion Lottery.

Specifically, the following improvement proposals were made: to raise the odds of winning from the present level (less than 1/1000000); to introduce an online marketing method using information and communications technologies on the condition that the buyer's age must be verified, and to conduct effective public relations activities and make efforts to encourage more people to enjoy participating in the Lottery.

MEXT will implement necessary measures giving due consideration to these proposals.

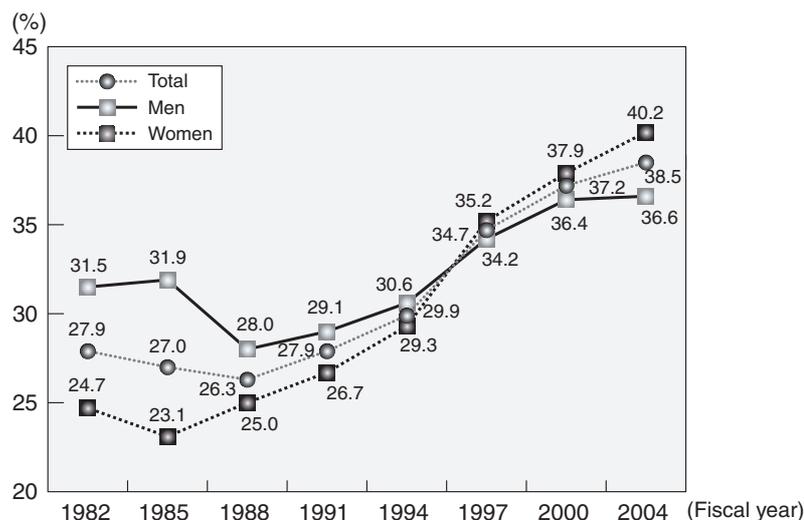
Part 2 Achieving a Lifelong Sports Society

In a lifelong sports society, sports activities become established in people's lives and they are able to partake in a sport at any time and place throughout their life. In the 21st century, it is therefore important for Japan to promote sport in the course of creating an optimistic and vigorous society.

The Basic Plan for the Promotion of Sports has set the goal of increasing the percentage of adults doing a sport at least once a week to 50% (one out of every two persons) as quickly as possible; this is one of the numerical targets in building a lifelong sports society.

In September 2004, the Minister for National Sports was newly appointed. This minister is in charge of popularizing and promoting sport in a comprehensive manner in cooperation with other related ministers.

Figure 1-2-3 Change in the Percentage of Adults Doing a Sport at Least Once a Week



Source: Calculated from “the Public Opinion Poll on Fitness and Sports” by the Cabinet Office.

1 Creating Comprehensive Community Sports Clubs

(1) Present State and Issues of Community Sports Environments

In Japan, companies, and especially schools, have played a range of different roles in promoting sport and training athletes. Opportunities for people to enjoy sports tend to decrease after they graduate from school. There are of course many sports clubs in local communities and workplaces other than in schools, such as local housewives’ volleyball teams. However, these sports clubs are not really open to the public because they have limitations in terms of gender, age, and events, and only those qualified can participate.

In order to improve this situation and build a lifelong sports society, it is necessary to set up new types of sports clubs where anyone, from children to the elderly, can enjoy the sport of their choice that suits their own interests and purpose.

(2) Nationwide Deployment of Comprehensive Community Sports Clubs

MEXT proposes building “comprehensive community sports clubs,” a new type of sports club, and in its Basic Plan for the Promotion of Sports gives top priority to building these clubs nationwide. MEXT thinks that this is crucial to creating a lifelong sports society.

Comprehensive community sports clubs are to be managed autonomously by and at the initiative of local citizens and have the following characteristics:

- (1) a wide age range from children to adults (multiple generations), who like different sports, can participate in
- (2) a wide range of athletic events (multiple events)
- (3) according to their own interest and level (multiple options).

These comprehensive community sports clubs are expected to contribute to building a lifelong sports community, and will act as local centers for daily sports activities and also encourage local children to take part in sports activities, help strengthen family bonds through sports activities, promote the healthy development of the young through interchange between different generations, provide children with a place where they can be themselves, and rebuild community education.

To ensure continuous and stable management of these comprehensive community sports clubs, it is also necessary to develop sports centers covering a wide area, which will deal with problems that cannot be solved by individual comprehensive community sports clubs alone and give proper instruction and advice

to members, thereby efficiently supporting the overall activities of comprehensive community sports clubs.

Regarding nationwide deployment of comprehensive community sports clubs, the Basic Plan for the Promotion of Sports lists the following as specific objectives to be attained by FY2010:

- (1) to develop at least one comprehensive community sports club in each municipality throughout the country
- (2) to develop at least one sports center covering a wide area in each prefecture

MEXT implemented numerous projects to develop comprehensive community sports clubs and sports centers covering a wide area, including setting up model clubs and centers and organizing capacity-building seminars for club managers, who play a central role in the development of these clubs. As a result of these activities, there are a total of 1,117 comprehensive community sports clubs in 702 municipalities in Japan as of July 2004 (according to a survey conducted by MEXT). Also, MEXT kicked off the “Comprehensive Community Sports Club Development Promotion Program” in FY2004, under which these clubs will be efficiently founded through the network of the Japan Sports Association (JASA). By implementing these measures, MEXT will further facilitate the nationwide deployment of comprehensive community sports clubs.

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Activities and Efforts of Comprehensive Community Sports Clubs and Sports Centers Covering a Wide Area (Examples)

(1) Tsuruoka Shimin Kenko Sports Club (TSKSC) in Tsuruoka City, Yamagata Prefecture

The 47th National Sports Festival held in Yamagata Prefecture (called “Benibana Kokutai”) in 1992 increased people’s interest in sport and encouraged them to do sports to maintain their health.

This provided a backdrop for the establishment of the Tsuruoka Shimin Kenko Sports Club (TSKSC) in April 1996, the first comprehensive community sports clubs in Yamagata Prefecture.

When the club was initially launched with the support of the administration, it had nearly 1,000 members, but after local people began to manage the club themselves independent of the administration and raised the membership fees, the number of members decreased by half. Subsequently the management employed assistant staff to improve the club’s activities and through repeated trial and error, gained the understanding and cooperation of sports instructors. As a result, the club has now almost 1,000 members again. Based on the concept that “anyone can participate and enjoy sports regardless of age or gender,” the TSKSC provides many programs suited to a health sports club, including programs for people with little experience of sport, people who have not done any sport for a long time, people who want to avoid disease related to their lifestyle, and people suffering from problems with hips and knees, and stiff necks. To ensure stability, the club needs to have more members, and to this end, it is making efforts to increase the number of members to 1,500.



▲Tsuruoka Shimin Kenko Sports Club (TSKSC)

(2) Yatsuo Sports Club, Yatsuo Town, Toyama Prefecture

The board of education in Yatsuo Town surveyed the sports activities conducted by sports-related organizations in the town in February 2002. As a result, it was revealed that (1) only a small percentage of the town’s inhabitants engaged in any form of sport, (2) there was a lack of sports instructors; and (3) the numbers of members of sports organizations remained the same or were decreasing. In order to solve these problems, the board of education and sports organizations held a series of discussions and finally determined to establish a comprehensive community sports club based on the following four key objectives: (1) to reform people’s ideas about sport; (2) to raise the percentage of people participating in sports; (3) to

encourage continuous participation in sport; and (4) to create a local sports community. Subsequently, a planning committee was founded and the committee and its sub-committees held meetings more than 40 times over two years, finally leading to setting up the Yatsuo Sports Club in April 2004.



▲Yatsuo Sports Club

At the time it was proposed, however, the new concepts proposed by the comprehensive community sports club (“independent management by local people,” “public interest,” and the “benefit principle”) were not easily accepted by the local community and the club faced difficulties. To resolve this situation, the management explained the concepts at meetings held with various organizations, solicited citizens to participate in individual sports circles managed by the club, and planned events to be hosted by the preparatory committee.

As a result of these steady PR activities and efforts, the club has more than 820 members as of August 2004, six months after it was established. It has thus already achieved the numerical target of “700 members in the initial year.” In response to requests from its members, the club is improving its sports programs for infants and elementary school pupils and is providing new training classes. These approaches to meet members’ requirements have led to a gradual increase in the number of members. The club, however, has yet to carry out effective cooperation with various sports organizations, secure and train instructors, and secure enough financial resources.

As its goal, Yatsuo Sports Club aims to help inhabitants of the town maintain and promote their health through exercise and sport, contribute to enlivening the local community, and to be recognized by the town’s inhabitants as their very own club.

(3) Wide-area sports centers in Fukuoka Prefecture

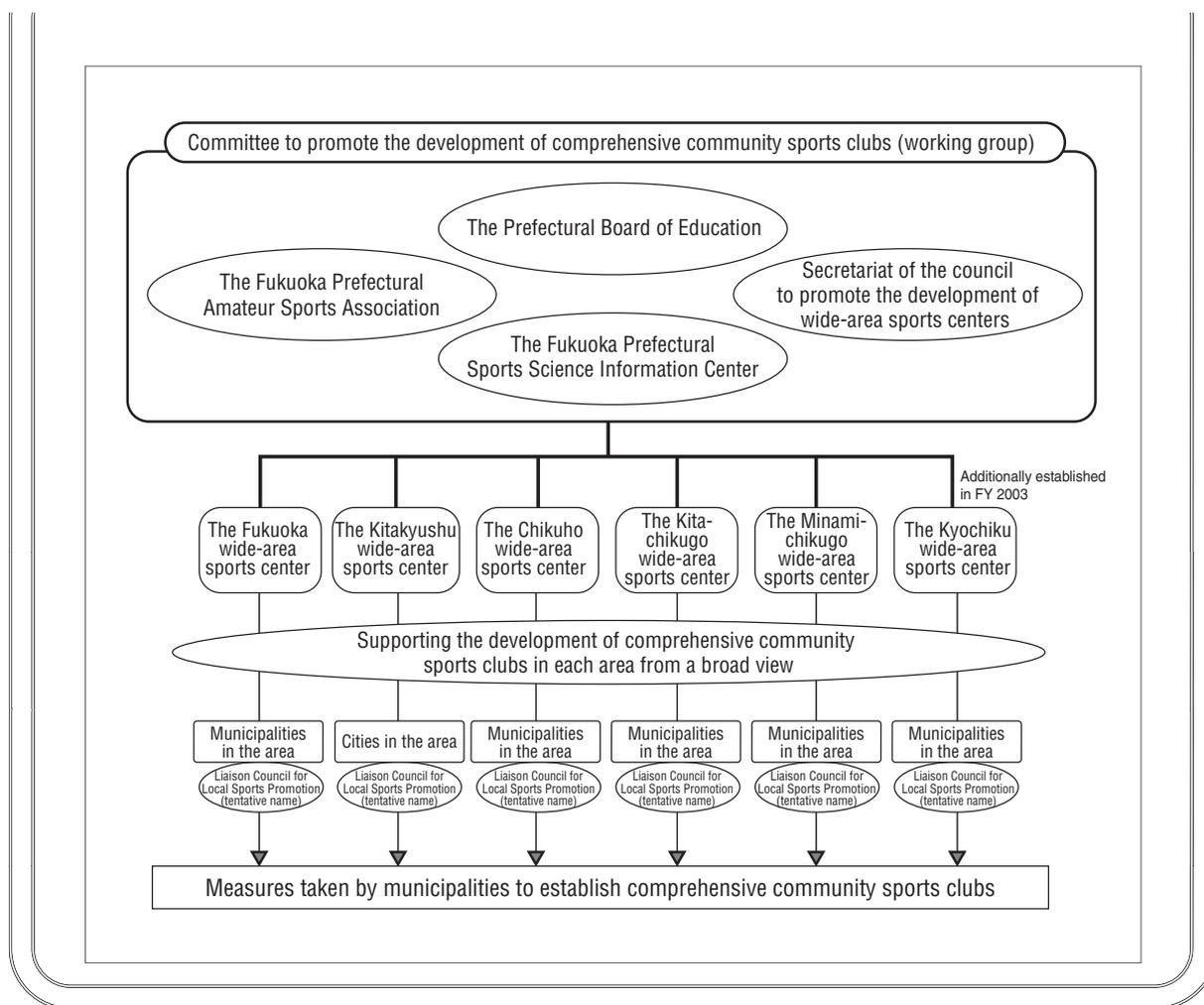
MEXT commissioned Fukuoka Prefecture to implement a model project for developing sports centers covering a wide area, and to organize these sports centers to support the development of comprehensive community sports clubs.

As features of this project, the prefectural government established sports club liaison councils, one each in the five areas in the prefecture and assigned the role of secretariat to each of the boards of education in those areas. The liaison councils were deemed necessary in view of regional disparities in terms of population, local people’s ideas about sports and sports facilities, and to establish wide-area sports centers that could respond flexibly to these disparities. Led by these councils, wide-area sports centers were then established based on the local characteristics, and a network of these sports centers was also built, centering round the Fukuoka Prefectural Sports Science Information Center. These efforts resulted in a unique model project.

At present, through this established network, municipalities covered by the wide-area sports centers are exchanging information and 28 club managers are conducting activities to give support to local communities in response to their actual needs. As a result, the number of sports clubs established and the number of municipalities planning to establish such clubs are increasing.

Since FY2002, utilizing this functional network, the wide-area sports centers have been holding seminars and exchange meetings to support the establishment of sports clubs that meet actual local needs, and they have been dispatching advisors to develop these clubs.

Furthermore in FY2004, the Fukuoka Prefectural Amateur Sports Association, which was implementing Comprehensive Community Sports Clubs Development Promotion Program joined the network of wide-area sports centers and founded a committee to promote the development of comprehensive community sports clubs, involving the Prefecture’s schools board as well. These measures have deepened the links between the related organizations, which are now implementing projects more effectively and efficiently, sharing roles in supporting the development of comprehensive community sports clubs.



2 Establishing/Utilizing Locations for Sports

(1) Sports Facilities at Present

There are approximately 240,000 sports facilities in Japan, of which approximately 158,000 are school physical education facilities, approximately 56,000 public sports facilities, and approximately 25,000 private sports facilities.

According to a public opinion survey, the increase in the number of public sports facilities to which they can easily gain access comes first as requests for public sports facilities, this shows the people's strong expectations for the upgrading of sports facilities.

(2) Upgrading School Physical Education Facilities and Public Sports Facilities

In order to provide people with substantial opportunities to enjoy a wide range of sports, MEXT is implementing measures to upgrade school physical education facilities such as swimming pools and training facilities for Budo (Japanese Martial Arts) as well as local sports facilities such as gymnasiums, swimming pools, and playgrounds.

(3) Promoting the Use of School Physical Education Facilities

School physical education facilities account for approximately 60% of sports facilities existing in Japan and are the most familiar sports facilities to local people. MEXT gives subsidies to install night lighting equipment and club houses to boost public use of school facilities and to make them centers where local people can hold sports activities. At present in schools, approximately 80% of outdoor playgrounds,

approximately 87% of gymnasiums, and approximately 26% of swimming pools are open to local inhabitants.

But among school facilities open to local inhabitants, there are some that do not fully meet local needs: for example, where facilities are not regularly available, or where the procedures for using these facilities are very complicated, or where information on how to apply to use them is not communicated well to the local people. It is therefore important to change their style of use from an “open to the public” style (simply providing a space) to “shared use” between the school and the local community and to actively encourage local people to use them to fulfill their own needs.

In addition to school physical education facilities and public sports facilities, private sports facilities also play a significant role as a place where local inhabitants can do sports activities on a daily basis. To make it effective to use welfare facilities owned by companies to promote sports in the locality, tax incentives are provided to companies which let local people use their sports facilities free of charge for at least 800 hours a year or at least 240 days a year.

3 Training and Securing Sports Instructors

According to the Public Opinion Poll on Fitness and Sports, people consider the provision of sports instructors to be one of the most important things that can be done by the national and local governments to promote sport.

To cover the diverse and complex range of sports activities people engage in, sports instructors need to have a wide range of knowledge and expertise. Accordingly, the national and local governments as well as sports organizations are implementing a range of different projects to secure and train expert sports instructors. The Minister of Education, Culture, Sports, Science and Technology awards certification to projects to develop sports instructors conducted by sports organizations if they meet certain criteria and are deemed desirable. Under the certification system, as many as 119,000 who are specialized in 82 sports are qualified as sports instructors as of October 2004. The certification system, however, will be abolished by FY2005 following the review of the administration’s involvement with public corporations. Even after it has been abolished, sports organizations will continue to implement projects to develop instructors.

There are approximately 60,000 gymnastics instruction officer, who play a role as local sports facilitators, assigned by municipalities throughout the country (for FY2004). From now on, they are expected to play an additional role as coordinators for local sports activities by actively getting involved in developing and increasing the number of comprehensive community sports clubs.

4 Implementing Lifelong Sports Promotion Projects

Various lifelong sports promotion projects are being implemented to enable people to take part in the sport of their choice as part of their daily activities. MEXT is conducting the following projects.

(1) National Sports Recreation Festival

Middle-aged and older people tend to spend less time involved in sports activities due to their busy work schedules. To support these people in enriching their social lives, it is important that they build healthy lifestyles and they should be encouraged to take the initiative in making sports activities part of their everyday lives.

To this end, MEXT has been holding the National Sports Recreation Festival since FY 1988 to provide people with an opportunity to freely enjoy sports recreation activities and to let sport lovers develop lasting exchanges with each other across the generations. This festival is composed of a range of events, including ground golf, soft volleyball, indiana, and other sports events, opportunities to experience new types of sport, and symposiums. A large number of people participate in the festival from all over the country every year, making it one of Japan’s most popular lifelong sports promotion festivals.

The 17th National Sports recreation Festival was held from October 2 to 5, 2004 at several sites in Fukui, with the motto “sports recreation can bring happiness to everyone.” As many as 19,000 athletes participated in the festival from 47 prefectures in Japan. Also, some athletes from South Korea participated in the



▲The 17th National Sports Recreation Festival held in Fukui



▲Convention on sports-for-all 2004

festival, as part of the sports exchange program for adults between the two countries. In total, 130,000 people participated in the festival during the period, including local people involved in its management.

As the festival went on, participating athletes became more relaxed and performed more dynamically. Confidence spread among the athletes and to the local inhabitants who welcomed them. Thus they expanded the wave of exchange. In one event held during the festival, children from a local kindergarten presented hand-made medals to all the participating teams and this warmhearted gesture made everyone smile, whether winners or losers.

The festival enabled the participants to rediscover the wonder of sports recreational activities. It is expected that after the participants have returned to their local communities, they will make further efforts to enable sports recreational activities to take root in their community, which in turn will contribute to the nationwide growth in lifelong sports activities.

(2) Conventions on Sports-for-All

In promoting lifelong sports, the national and local governments as well as individual sports recreation organizations are playing important

roles, and it is vital that these stakeholders work in cooperation with each other.

To this end, MEXT has been holding an event called “convention on sports-for-all” since FY 1989, gaining support from organizations like the central supervising sports associations. At the convention, stakeholders from various circles and groups meet together to exchange opinions about the challenges faced in promoting lifelong sports activities, deepen mutual understanding, strengthen the system of mutual cooperation and harmonization, and motivate each other in promoting lifelong sports.

In FY2003, the convention was held at the Sapporo Convention Center in Hokkaido from February 2 and 3, focusing on building a rich environment for sports as the overall theme for the convention. More than 1,000 people participated in the convention from all over the country.

At the beginning of the convention, a keynote speech was given addressing the conditions needed to develop sport as a way of life for people. Also a symposium was held on building a rich environment for sports with the initiative taken by the local inhabitants, in which discussions were held on the role of wide-area sports centers in supporting the nationwide deployment of comprehensive community sports clubs and on examples of approaches taken by comprehensive community sports clubs.

Following the symposium, four study meetings were held on four more specific themes, where issues were discussed, including the future direction of sport, linkage and cooperation between comprehensive community sports clubs and wide-area sports centers, and ways to improve child fitness. Examples were introduced and these examples were discussed enthusiastically, with the audience invited to participate.

(3) Health Sports Day and National Physical Fitness Campaigns

In order to encourage people to deepen their understanding of and interest in sport, Health Sports Day, which is a national holiday, is the day on which fitness test and other sports events are held and the results of the “Physical Strength and Motor Fitness Survey” are announced.

The Tokyo Olympic Games held in 1964 led to a national movement for the active pursuit of health and fitness in everyday life. Since then, notably every October, which is appointed as a special

“fitness month,” MEXT has been implementing activities to make more citizens aware of the importance of health and fitness in cooperation with related organizations.

(4) Lifelong Sports Merit Awards

MEXT gives official commendations to people and organizations who have contributed over extended periods of time to promoting lifelong sport in their local communities and workplaces.

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Present Level of Adult Fitness

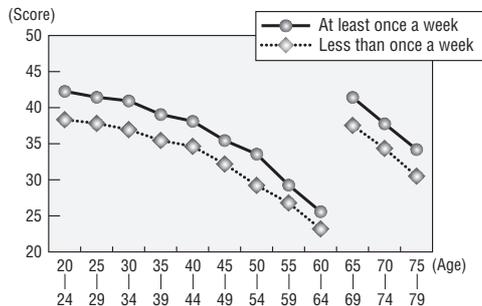
In addition to the present level of child fitness (mentioned in Foreword, Part 2), in its “Physical Strength and Motor Fitness Survey,” MEXT continuously studies the present level of adult fitness.

According to the result of the Survey conducted in FY2003, adults who are engaged in some form of exercise or sport show higher physical fitness levels than those not doing any form of exercise or sport across all age ranges (Diagram 1). This implies that the regularly exercising and doing sport contributes to the maintenance of physical fitness.

Also, compared with five years ago, middle-aged and older people (aged 40 to 79) have higher strength levels across almost all age ranges (Diagram 2), which might be because regular exercise, such as walking, has taken root among people in this age group.

Diagram 1

Results of the Japan Fitness Test, since 1998 by frequency of doing exercise and sports (for men aged 20 to 79)

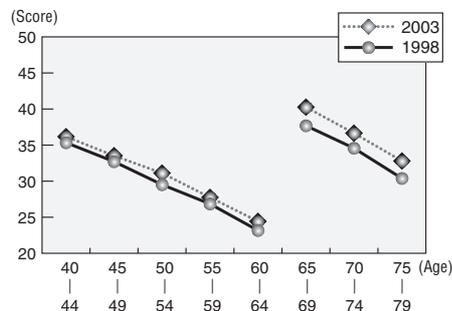


(Notes)

1. The total scores are calculated based on the scoring table contained in the Japan Fitness Test, since 1998 guidelines.
2. The scoring criteria were set separately for each of the age groups (20 to 64 age group, and 65 to 79 age group) and for men and women.
3. Those doing exercise and sports “at least once a week” include those who do exercise and sports “almost every day” (three times or more a week) and “sometimes” (once or twice a week).”
4. Those doing exercise and sports “less than once a week” include those who do exercise and sports “seldom” (one to three days a month)” and “never.”

Diagram 2

Comparing the total scores for the Japan Fitness Test, since 1998 between 1998 and 2003 (for men aged 40 to 79)



(Notes)

1. The total scores are calculated based on the scoring table contained in the Japan Fitness Test, since 1998 guidelines.
2. The scoring criteria were set separately for each of the age groups (20 to 64 age group, and 65 to 79 age group) and for men and women.

(Source) “Physical Strength and Motor Fitness Survey,” by MEXT

1 Significance of Promoting Competitive Sports

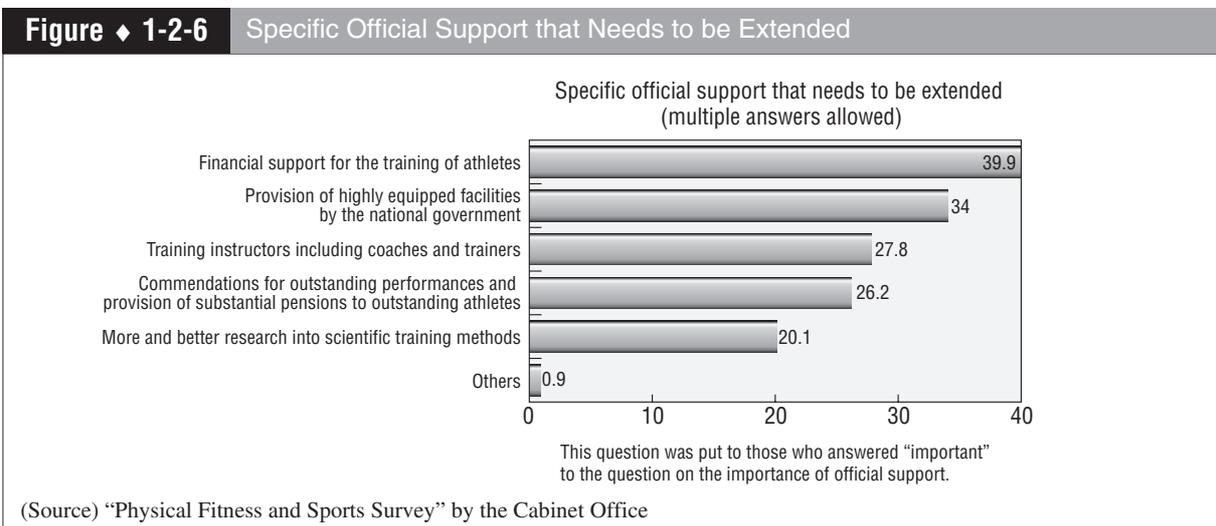
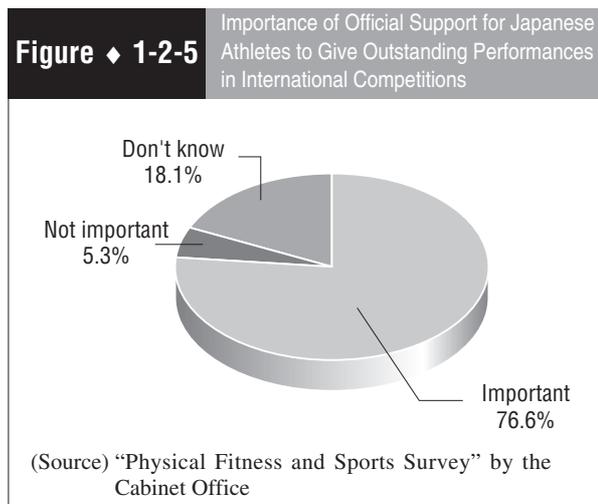
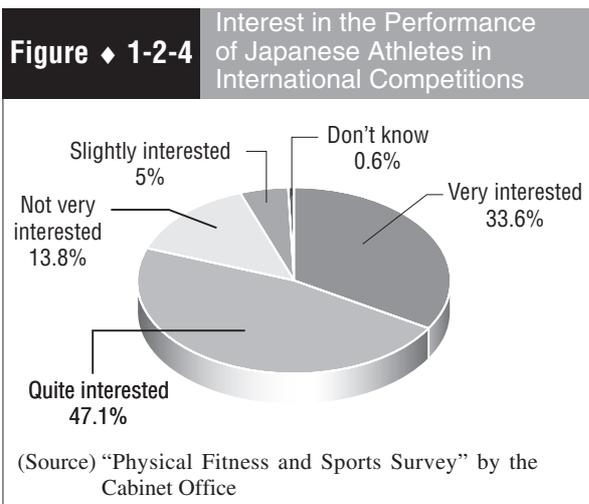
(1) Significance of Promoting Competitive Sports

In August 2004, the 28th Olympics Games were held in Athens, Greece, the birthplace of the Olympic Games, for the first time in 108 years. The Japanese Olympic delegation came home with 16 gold medals, 9 silver medals, and 12 bronze medals, a grand total of 37 medals. The whole nation was filled with excitement at these impressive results (see the beginning of this document).

Athletes such as the Japanese athletes at the Athens Olympic Games, who take on a challenge that needs great concentration, move great many people with their performances and victories and inspire them. This increases public interest in sport.

According to the "Physical Fitness and Sports Survey" conducted by the Cabinet Office in February 2004, approximately 80% of Japanese show an interest in the performance of Japanese athletes. Furthermore, more than 70% of respondents say that it is important to give official support to Japanese athletes so that they can perform outstandingly in international competitions (Figures 1-2-4 to 1-2-6).

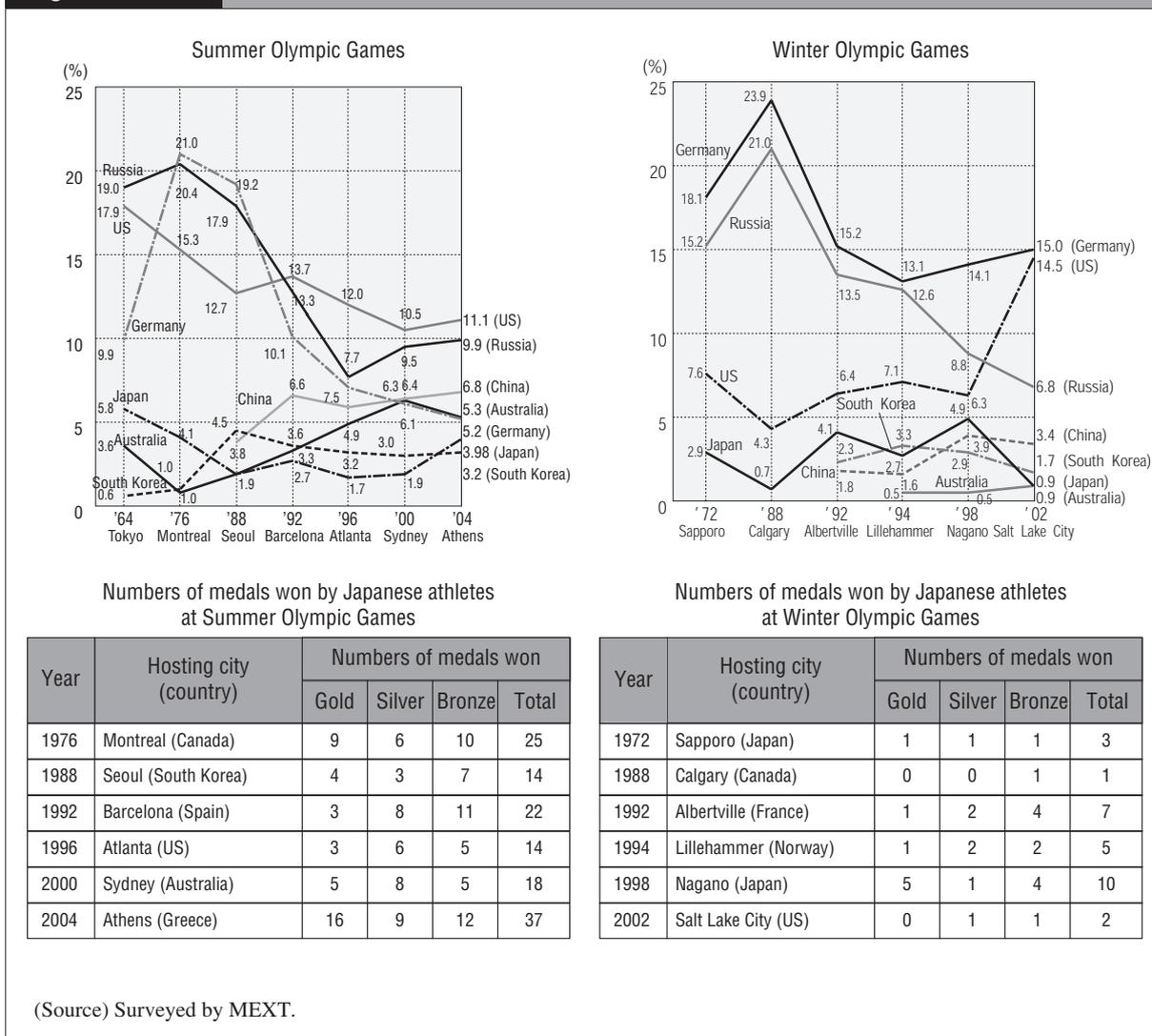
Sport is conducted under the same rules across all language barriers, and plays an important role for Japan in deepening mutual understanding with other countries and promoting international friendship. Competitive sports thus contribute to building a vigorous and stable society and this can be said to form a culture that is common to all people in the world.



(2) Japan's Competitiveness in International Athletics at Present

It is an important challenge for Japan to improve its competitiveness in international athletics. Based on a comparison with other major countries of the numbers of medals won at the Olympic Games, Japan's competitiveness in international athletics has been showing a declining trend for some time (for changes in the medal award rate, see **Figure 1-2-7**). The Japanese Olympic delegation won 29 medals at the Tokyo Olympic Games held in 1964 (medal award rate: 5.8%), but subsequently the number of medals won at the Olympic Games gradually decreased to as few as 14 medals (medal award rate: 1.7%) at the Atlanta Olympic Games held in 1996.

Figure 1-2-7 Numbers of Medals Won at the Olympic Games



In view of this situation, MEXT formulated the Basic Plan for the Promotion of Sports in September 2000, which set out as one of its core objectives the implementation of comprehensive measures to improve Japan's competitiveness in international athletics. According to the Plan, MEXT has been assiduously implementing measures to this end in cooperation with the Japanese Olympic Committee and competitive sports organizations, including establishing a consistent system to instruct athletes at all levels from juniors to top-level competitors, establishing the Japan Institute of Sports Sciences (JISS) and a national training center, securing and training instructors, and providing support for projects to make our athletes stronger, such as training camps.

As a result, at the Athens Olympic Games held in 2004, Japan was awarded a record-breaking 37 medals, a result that clearly demonstrated to the world the country's improved competitiveness in international athletics. It can be said that the glowing performance of Japanese athletes at the Athens Olympic Games was

due to the aforementioned measures in addition to the efforts made by the Japanese Olympic Committee and competitive sports organizations.

People in Japan are looking forward to watching even more outstanding performances from Japanese athletes in future international competitions, including the 20th Winter Olympic Games to be held in Turin in 2006, Italy, and the 15th Asian Games to be held in Doha, Qatar.

MEXT will foster measures to further improve Japan's competitiveness in international athletics, building on the results of the Athens Olympic Games.

2 Training and Supporting Top-Level Competitors

(1) Utilizing the Japan Institute of Sports Sciences

The Japan Institute of Sports Sciences (JISS; <http://www.jiss.naash.go.jp>) was opened in October 2001 to support organizational and planned approaches to improving the country's competitiveness in international athletics from the aspects of sports medicine, sports science, and information and thereby to contribute to improving competitiveness. These approaches include training Japan's top-level competitors, identifying junior athletes who have great potential, and a consistent instruction system for developing top-level competitors.



▲Training at the Japan Institute of Sports Sciences



▲Outside view of the Japan Institute of Sports Sciences

Towards the achievement of these objectives, JISS develops effective training methods based on scientific analysis, gives medical support for sports disorders, and collects, analyzes, stores, and provides sports-related information in an integrated manner, with the aim of contributing to an increase in Japan's medal award rate at international athletic competitions including the Olympic Games. (For support extended by JISS at the Athens Olympic Games, see the beginning of this document.)

(2) Creating a National Training Center

In order to train and strengthen the abilities of top-level competitors, it is vital to establish a training center equipped with training and living facilities for all of the athletic events, where intensive and continuous training can be provided. Most countries who ranked high in the number of medals won at the Olympic Games, such as the United States, Russia, China, Australia, Germany, France, and South Korea, have such national training centers, and these functional centers contribute greatly to improving the athletic competitiveness of those countries (see Chapter 3, Part 1). In view of these situations, the establishment of a national training center has long been demanded also in Japan (**Figures 1-2-8** and **1-2-9**).

MEXT announced that it would establish a national, full-scale training center in the near future under the Basic Plan for the Promotion of Sports. Also, MEXT launched a study survey on the actual situation in Japanese competitive sports organizations in July 2001. The survey was conducted by external experts in the field. The survey team examined how to establish a national training center in cooperation with JISS, issued an interim report in April 2003, and submitted their final report in June 2004.

In the final report, the basic ideas of training and strengthening top-level competitors were laid out, making use of the functions of JISS, and stating that effective training should be provided based on the results of research in the areas of sports medicine and science, and making use of the latest information technology. Specifically, the report presented the following basic ideas:

- (1) To establish a center equipped with indoor and outdoor training facilities and living facilities in the Nishigaoka District (Kita-ku, Tokyo) where JISS is located
- (2) To utilize existing facilities for those athletic events for which sufficient training facilities cannot be

provided by the center, such as winter sports and outdoor sports including ocean sports and other water sports, and training at high altitude; and to designate these facilities as training centers for relevant competitive sports and network them with the national training center.

Regarding facilities and others to be built or installed within the premises of the national training center, the report pointed out matters to be noted for each athletics event and recommendations in building and installing the facilities.

MEXT launched a full-scale project to establish a national training center in FY2004, in order to provide the necessary training facilities in time for the Olympic Games that will be held in Beijing in 2008 (Figures 1-2-8 and 1-2-9).

Outline of the Study Report on Establishing a National Training Center (Issued in June 2004)

1. Facilities to be built within the national training center located in the Nishigaoka District

(1) Indoor training facilities

- For competitive sports for which JISS currently provides dedicated training facilities, including gymnastics, wrestling, and synchronized swimming, the existing JISS facilities will be utilized.
- For competitive sports that do not have dedicated training facilities, new facilities need to be established. These sports include volleyball, basketball, handball, badminton, table tennis, rhythmic sportive gymnastics, judo, and trampoline.

(2) Outdoor training facilities

- A 400-meter track should be provided for training for field and track events as well as for basic training in other sports.
- For competitive sports that require grassed grounds such as football and rugby, the Nishigaoka Soccer Stadium will be utilized for training in cooperation with JISS, which will involve camps to maximize the athletes' physical condition and training involving motion analysis.

(3) Lodging facilities

- JISS has lodging facilities that can accommodate up to approximately 80 persons. In order to accommodate more people when participating in large camps and camps for multiple athletic sports organizations held concurrently, it is necessary to add a large number of extra rooms.

2. Training centers for competitive sports for which the national training center that will be located in the Nishigaoka District cannot provide sufficient training facilities

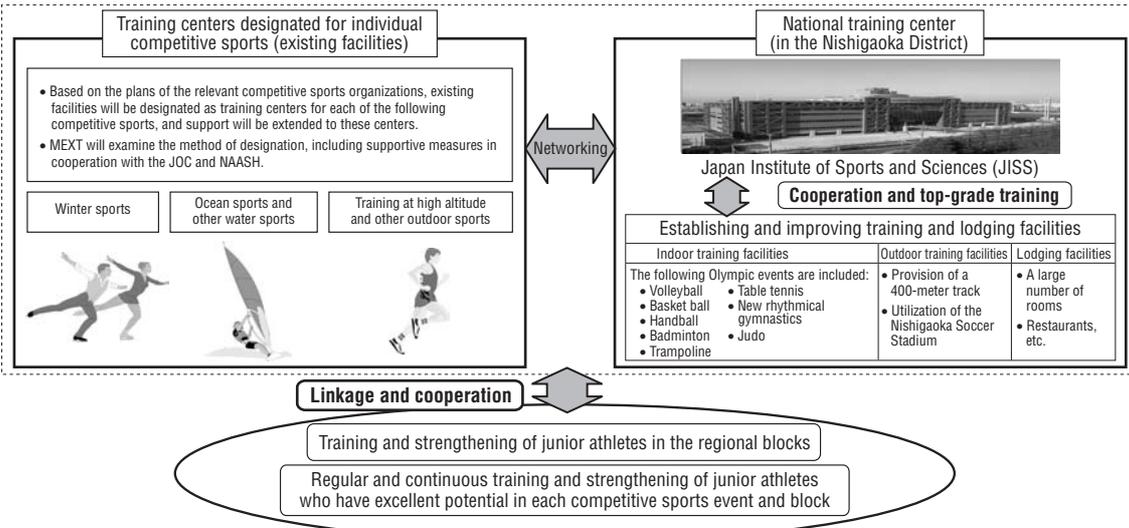
(1) Concept

- For winter sports, ocean sports, and other water sports, and training at high altitude, for which the national training center cannot provide enough training facilities, existing facilities will be utilized as training centers for each of these sports.

(2) Designation as training centers

- In designating existing facilities as training centers, it is necessary to give consideration to the current use of these facilities by separate competitive sports organizations and their opinions of the facilities as well as to their organizational systems and plans for improving the facilities to ensure linkage and cooperation with the national training center.
- MEXT will further examine the specific method of designation, including supportive measures for the designated training centers, in cooperation with the Japanese Olympic Committee and the National Agency for the Advancement of Sports and Health (NAASH).

Figure ◆ 1-2-8 Japan's National Training Center (Planned)



(Source) Study report on the establishment of a national training center (made in June 2004)

Figure ◆ 1-2-9 National Training Centers Established by the Major Countries

Country	US	China	Australia	France	South Korea	Italy	UK	Canada	Germany
Name of representative facilities	ARCO Training Center	Olympic Training Center	The Australian Institute of Sports	National Institute of Sports and Physical Education	Taenung Training Center	Tirrenia National Training Center	Lilleshall National Sports Center	National Sports Center Calgary	Olympic Training Center
Location	Suburbs of San Diego, California	Suburbs of Beijing	Suburbs of Canberra	Suburbs of Paris	Suburbs of Seoul	300 km north of Rome	Stafford	Calgary (in the University of Calgary)	22 Olympic training centers throughout the country
Founding and managing entity	Founded by: US Olympic Committee Managed by: US Olympic Committee	Founded by: General Administration of Sport Managed by: General Administration of Sport	Founded by: Federal Government Managed by: Sports Commission (a special corporation)	Founded by: Ministry for Youth, Sports and Voluntary Associations Managed by: Ministry for Youth, Sports and Voluntary Associations	Founded by: Government (Ministry of Culture & Tourism) Managed by: Korean Sports Council	Founded by: Italian Olympic Committee Managed by: Italian Olympic Committee	Founded by: English Sports Council Managed by: Lilleshall Sports/Conference Center	Founded by: National Government Managed by: University of Calgary	Founded by: Federal Government Managed by: Committee composed of federal and state governments, sports associations, companies and others
Year of foundation	1995 (partially opened)	1987	1981	1975	1966	1971	1951	1994	1960 (expanded for the 1984 Los Angeles Olympic Games)
Area	60 ha	66 ha	65 ha	34 ha	31 ha	41 ha	81 ha	2.6 ha	—
Outline of facilities	1) Athletics track 2) Soccer facilities 3) Tennis courts 4) Archery facilities 5) Hockey facilities 6) Track for competitive cycling 7) Rowing facilities 8) Research institute of sports medicine and science 9) Lodging facilities (for 150 persons)	1) Athletics track 2) Hockey facilities 3) Tennis courts 4) Baseball and softball facilities 5) Comprehensive gymnasium 6) Indoor pool 7) Judo and handball facilities 8) National sports research institute 9) Doping test center	1) Athletics track 2) Soccer facilities 3) Multipurpose playing fields 4) Indoor and outdoor fields 5) Indoor and outdoor tennis courts 6) Outdoor pitches for ball sports 7) Indoor pool 8) Gymnastics hall 9) Gymnastics facilities 10) Sports science and medical center 11) Lodging facilities (for 300 persons)	1) Athletics track 2) Indoor stadium (for field and track events and competitive cycling) 3) Facilities for rugby and other ball sports 4) Indoor pool 5) Archery facilities 6) Many indoor fields 7) Indoor and outdoor rifle ranges 8) Rowing facilities (on the Marne River) 9) Physiology, psychology, and other laboratories 10) Sports information center 11) Sports medical center 12) Lodging facilities (for 631)	1) Athletics track 2) Indoor stadium (for field and track events, badminton, and handball) 3) Tennis courts 4) Archery facilities 5) Indoor skating rink (400 m) 6) Indoor skating rink (for figure skating, etc.) 7) Research institute of physical education and science 8) Lodging facilities (for 600 persons)	1) Athletics track 2) Outdoor field 3) Gymnastics facilities 4) Multipurpose gymnasium 5) Rifle range 6) Lodging facilities (for 150 persons)	1) Many outdoor pitches for ball sports 2) Tennis courts 3) Gymnastics facilities 4) Many comprehensive gymnasiums 5) Indoor cricket and archery facilities 6) Center for sports disorders 7) Human performance center 8) Lodging facilities (for 230 persons)	1) Speed skating rink 2) Short-track speed skating rink 3) Ice hockey facilities 4) Athletics track 5) Sports medicine and science facilities (university facilities)	Example) Munich 1) Bobsled facilities 2) Ice hockey facilities 3) Figure skating rink 4) Judo facilities 5) Skating rink 6) Athletics track (for canoes) 7) Rowing facilities (for rowing) 8) Rifle range 9) Pool 10) Skiing facilities 11) Tennis courts 12) Gymnastics facilities 13) Volleyball facilities 14) Rowing facilities (for boats)
Other training centers	• Colorado Springs Olympic Training Center (established in 1977 at elevation of 1,800 meters) • Lake Placid Olympic Training Center (winter sports facilities established in 1982) • Northern Michigan University (US Olympic Education Center) • The US Sailing Center Miami • Pettit National Ice Center in Milwaukee (for speed skating) • Gladstone Equestrian Center	• Schools for motor skills (41 throughout the country)	• Six similar but smaller facilities, including hockey facilities in Perth and golf and tennis facilities in Melbourne	• CREPS (23 regional training centers) throughout the country • Training centers – National climbing and skiing school – National yachting school – National skiing and ski jumping center – National equestrian center	• High-altitude training center in Taepok (established in 1998 at an elevation of 1,350 meters, with an area of 4 ha and lodging facilities for 60 persons)	• Training centers – Formina (in the suburbs of Naples) – Madonna di Campitello (in Trento, in the north of Italy) – Water sports center (in the suburbs of Rome)	• Training centers – London – Berkshire – Nottingham – North Wales • UK National Training Center (to be established under the seven-year project started in 1996)	• National training centers – Montreal – Toronto – Manitoba – Vancouver – Atlantic – Victoria	• Olympic training centers – Berlin – Chemnitz – Cottbus – Frankfurt – Freiburg – Hamburg – Hanover – Koln – Leipzig – Magdeburg – Mainz – Rostock – Potsdam – Heidelberg – Dortmund – Essen – Saarbrücken – Stuttgart – Taubertshofheim – Erfurt – Hallendorf

(Source) Study report on the establishment of a national training center (made in June 2004)

(3) Enhancing Activities to Strengthen Top-Level Competitors

It is important to enhance activities to strengthen top-level competitors in order to improve Japan's competitiveness in international athletics. To this end, MEXT substantially expanded the budget for improving the country's competitiveness in athletics under the "Nippon Revival Project" in FY2003. As part of this project, activities to strengthen top-level competitors for some priority sports were launched, in addition to training camps for top-level competitors conducted by competitive sports organizations.

Also, MEXT extends support to the Japanese Olympic Committee in holding camps both within and outside Japan, assigning full-time trainers and other staff to help athletes hone their skills, and dispatching athletes to international competitions, such as the Olympic Games and Universiade.

(4) Training/Securing Instructors

As a prerequisite for training and strengthening top-level competitors, it is essential to secure and train highly-skilled instructors who can give appropriate instruction to those athletes who have excellent potential.

To this end, MEXT supports the Japan Amateur Sports Association and other competitive sports organizations in training sports instructors and the Japanese Olympic Committee in assigning full-time, top-level instructors for each competitive sport.

Also, MEXT held a meeting named "Sports Coach Summit" for coaches, sports doctors, and scientific researchers engaged in training and strengthening top-level competitors to study and discuss problems in their respective areas and exchange information on these issues, thereby enhancing the system to promote mutual understanding and cooperation among stakeholders.

(5) Developing a Consistent Instruction System

Traditionally in Japan, athletics competitors are trained and strengthened by instructors at the schools, companies, or other organizations that the competitors belong to, based on the instructors' own instruction methods. From among these competitors, those who have gained excellent results at national competitions are then chosen as competitors to be trained for international competitions.

This traditional system, however, does not necessarily help competitors appropriately improve their abilities for the future in many cases, because the instruction principles and the menus differ depending upon which organization the athlete belongs to. Accordingly, problems have been pointed out regarding instructions for junior athletes, who are at the most important stage in terms of capacity building. In order to solve these problems, a consistent instruction system needs to be established, under which optimal instructions will be given to competitors who have excellent potential according to their individual characteristics and stage of development based on consistent instruction principles regardless of where and by whom they are trained. In this way, they will be trained as top-level competitors who can perform well internationally.

In FY2001, MEXT launched model projects in cooperation with the Japanese Olympic Committee and competitive sports organizations. Specifically under these projects, instruction guidelines on training and strengthening athletics competitors were created and specific programs for training these competitors based on their stage of development were formulated; consortium meetings were held for instructors, and research and development activities were conducted on ways to find athletes with excellent potential. As a result, there are now programs for training athletics competitors prepared for 23 events in 19 competitive sports.

In the future, based on the model projects, all competitive sports organizations will create their own programs for each sport, and the organizations, the Japanese Olympic Committee, and MEXT will cooperate towards establishing a system to train and strengthen athletics competitors based on the training programs.

(6) Supporting Company Sports

Many of Japan's top-level competitors belong to sports teams in private companies and their daily activities are conducted as members of the team. Companies support their lives and enable them to exercise in a sta-

ble environment. Companies thus play an important role in bolstering Japan's competitiveness in athletics.

Due to the recent severe economic situation, however, some of these company sports teams were forced to suspend or discontinue their activities, and this has seriously undermined the foundation of activities for top-level competitors at these companies.

In response to this situation, MEXT examined the future of competitive sports organizations, sports leagues, company teams, and sport clubs, especially focusing on team sports and compiled a report in March 2003. The report summarizes the present situation with company sports and makes recommendations on the desirable future partnership between companies and sports.

Also since FY2003, MEXT has been implementing a project named "Top League Support Project" in order to stabilize and activate the management of sports leagues. Under the project, people with management abilities are dispatched to organizations that manage the top-level national leagues in Japan. Furthermore for those top-level sports clubs who are pursuing managerial independence from their companies, MEXT has been running a "Top-Level Sports Club Activities Support Project" and supporting these clubs in strengthening their financial foundations and in running projects to cooperate with the local community, which will provide good examples for similar clubs.

3 Supporting Domestic and International Competitions

(1) Hosting International Competitions

In Japan, many international competitions have been held by central athletics sports organizations and local governments, supported by the national government and private companies (Figure 1-2-11).

These international competitions greatly contribute to the promotion of sport, improvements in competitiveness, and international amity through sport. In addition, many people are deeply moved when watching the performance of world-class athletes with their own eyes.

According to the "Physical Fitness and Sports Survey" conducted by the Cabinet Office in February 2004, 84.5% of respondents answered "good" to the question regarding the hosting of international competitions by Japan. Most Japanese citizens thus actively support the organization of international competitions in Japan (Figure 1-2-10).

Japan hosted the 2002 World Cup, the top soccer tournament in the world jointly with South Korea. It was the first time that two countries had jointly hosted the World Cup. MEXT gives support to inviting and organizing international competitions in a variety of forms, and acts as liaison and coordinator between organizations preparing and managing the competitions and related governmental ministries and agencies, as well as an advisor on management plans.

(2) Hosting National Athletics Festivals

The National Athletics Festival is Japan's largest national sports meet and held jointly by the Japan Amateur Sports Association, MEXT and the hosting prefecture. In order to promote sports widely and improve people's physical fitness as well as to foster local sports and culture, the festival is held every year, in which athletes representing each prefecture participate and compete with those from other prefectures.

At the 59th National Athletics Festival held in 2004, the skate and ice hockey competitions were held in Aomori Prefecture from January 28 to February 1 and the ski competition in Yamagata Prefecture from February 21 to 24 as the Winter Session of the Festival. The Summer and Fall Sessions were both held in

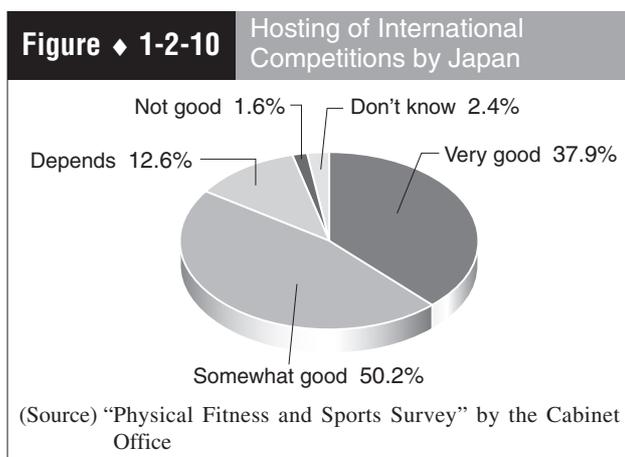


Figure ♦ 1-2-11 Major International Competitions to be Held in Japan

Year	Name of the competition	Planned venue	Period
2005	2005 Special Olympics World Winter Games*	Nagano Prefecture	February 26 to March 5
	2005 World Rowing Championships	Gifu Prefecture	August 28 to September 4
2006	34th World Cross Country Championships in Fukuoka	Fukuoka City	April 1 and 2
	15th World Basketball Championships for Men	Saitama and other cities	August 19 to September 3
	2006 Volleyball World Championships	Tokyo and other prefectures	November
2007	2007 Nordic Ski World Championships	Sapporo City	February 22 to March 5
	2007 World Track and Field Championships	Osaka City	August 24 to September 2

* The Special Olympics Winter World Games is a world competition for the mentally handicapped and held every four years.

(Source) Surveyed by MEXT

Saitama Prefecture, from September 11 to 14 and from October 23 to 28, respectively.

The Japan Sports Association started to examine reorganizing the National Athletics Festival in 2001, in order to make it more substantial and active and to simplify its management to increase efficiency. Subsequently in 2003, the Association formulated a document on reorganizing the National Athletics Festival in pursuit of new formats for the Festival. At present, measures are being implemented to reorganize the Festival based on the document and it was decided to start doping control tests at the 58th Summer Session held in 2003 in Shizuoka Prefecture, to integrate the Summer and Fall Sessions at the 61st Festival held in 2006 in Hyogo Prefecture, and to reduce the number of participants at the 63rd Festival held in 2008.

4 Promoting Anti-Doping Activities

“Doping” refers to the practice of athletics competitors using prohibited substances and other banned methods to improve their competitive abilities. Doping in sports is harmful in that (1) it impairs the competitors’ own health; (2) it is against the spirit of fair play in sport; and (3) it may lead to addiction and cause social damage. It is therefore important to promote anti-doping activities.

In 1999, to boost anti-doping activities in countries throughout the world, the World Anti-Doping Agency (WADA) was established and gained worldwide support from those involved in sport as well as from officials and other related persons in national governments. At WADA, Japan serves as the executive director representing the Asian region and is engaged in international activities for education and elucidation. WADA has regional offices for communication and coordination with headquarters in Montreal, Canada and its Asia Oceania regional office was established in Tokyo (within JISS).

Concurrently with the opening ceremony of the Asia Oceania regional office, MEXT hosted the first intergovernmental meeting in the Asian region to discuss anti-doping problems in Asian countries. At the meeting, the participating governments decided on further improvements to the system to allow them to work in cooperation in the Asian region.



▲ First intergovernmental anti-doping meeting in Asia

In Japan, the Japanese Olympic Committee and the Japan Amateur Sports Association have been providing correct information to raise the awareness of athletes and their coaches about doping tests in cooperation with their member organizations. In 2001, the Japan Anti-Doping Agency (JADA) was founded as an independent organization to conduct doping tests in Japan in a fair and neutral manner.

MEXT will promote anti-doping activities in linkage and cooperation with WADA and JADA.

5 Pursuing Measures to Promote Competitive Sports

(1) International Exchange Through Sport

International exchange through sport contributes to the promotion and development of sports in Japan and also plays an important role for Japan in deepening mutual understanding and amity with other countries. Many exchange events are therefore held throughout the country, including exchange competitions by sports lovers and joint camping with athletes from overseas.



▲ Grand sumo tournament held in South Korea



▲ U-18 Iraqi team

The 2002 World Cup, which Japan hosted jointly with South Korea, gave both countries an opportunity to promote mutual amity and the two countries agreed to give the necessary support to a bilateral project to expand youth exchanges through sport (Japan-South Korea Joint Future Projects). Under the project, a grand sumo tournament was held in South Korea and exchange events have been actively held by sports organizations and local governments.

MEXT supports international exchange events hosted by local governments, the Japan Sports Association, the Japanese Olympic Committee, and competitive sports organizations.

(2) Promotion of Professional Sports

Professional sports are enjoyed widely by different age groups as “spectator sports.” They play an important role in increasing the number of people interested in sports. In recent years, there have been an increasing number of cases in which professional athletes were allowed to participate in international amateur competitions represented by the Olympic Games, and the barrier between amateur and professional sport has slowly been lowered. Accordingly, improvements in competitiveness in professional sports lead directly to higher performances for Japanese delegates at international competitions. It is therefore important to promote professional sport and to strengthen the links between amateur and professional sport.

MEXT is working to promote professional sports, in cooperation with the Japan Professional Sports Association (established in December 1990 as an organization to supervise professional sports) and with its member professional sports organizations.

In view of the fact that the Sports Promotion Law was revised in May 1998 and the revised law provides for professional athletes to make use of their advanced competitive skills, MEXT has been running a project to encourage professional athletes to give instruction to their amateur counterparts since FY 1999.