

7th IWG World Conference Women and Sport, Sport and Women – Efforts by the Japan Sports Agency

Daichi Suzuki, Japan Sports Agency Commissioner

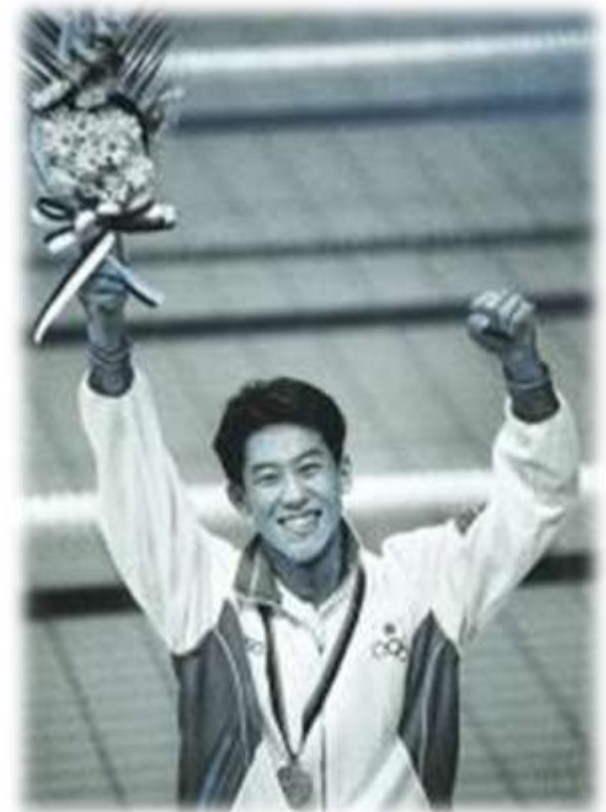


- 1. International actions for women and sport**
- 2. Japan's actions for women's empowerment**
- 3. Efforts by the Japan Sports Agency**

1988 Seoul Olympics



1988 Seoul Olympics



First Japanese gold medal in swimming in 16 years!

As a teacher/researcher



As the head of the Japan Swimming Federation



Appointed JSA Commissioner in October 2015



◆ As athlete

- 1984 Los Angeles Olympics, 11th place (100 meter backstroke)
- 1986 Asian Games (Seoul), Gold Medal
(100 meter backstroke, 400 meter medley relay)
- 1988 Seoul Olympics, Gold Medal (100 meter backstroke)

◆ As researcher, teacher

- March 1993 Masters in Coaching, Graduate School, Faculty of Physical Education, Juntendo University
- February 2007 Ph.D (Medicine, Juntendo Univ.)
- April 2013 Professor, Coaching Science course, Faculty of Health and Sports Science
, Juntendo Univ. (until September 30, 2015)

◆ As sports federation executive

- September 2003 Director, Olympians Association of Japan (until October 2015)
- April 2013 Chairman, Olympians Association of Japan
- June 2013 Director, Japan Olympic Committee (until Sept. 30, 2015)
- June 2013 Chairman, Japan Swimming Federation (until Sept. 30, 2015)
- July 2017 Director, International Swimming Federation



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International society

Sept. 2015

UN announces

Sustainable Development Goals (SDGs)
Goal 5: Gender Equality

Sept. 2015

UN announces **Planet 50-50 by 2030** to
eliminate gender gap in leadership
positions by 2030



International sports

2012 – The Los Angeles Declaration

5th IOC World Conference on Women and Sport

⇒ Recommends more resources should be
dedicated to **developing women's skills in
management and leadership**

2014

6th IWG World Conference on Women and Sport

⇒ **Brighton Plus Helsinki 2014 Declaration**

⇒ Recommends women occupy **40%** of decision-
making positions

2017

International Paralympic Committee (IPC) sets
target of women occupying **50%**, up from previous
30%, of decision-making positions

In the Japanese sports world,
Specific **ACTION** needed to realize gender equality
and a gender equitable society through sport

International recommendations for promotion of women's sports

Signing of **Brighton Plus Helsinki 2014 Declaration**

JSA, Japan Sports Council, Japan Olympic Committee, Japanese Para-Sports Association/Japan Paralympic Committee, Japan Sports Association jointly sign

**New step
for Japanese
women's sports**



3 main policy areas

1.5
Enforce gender equality / Empower girls and women

2.6
**Advance gender equality
and empower all women and girls**

5 actions

Action 4
Conduct a feasibility study on the establishment of a Global Observatory for Women, Sport, Physical Education and Physical Activity

1st ASEAN-Japan Ministerial Meeting on Sports held in October 2017 in Myanmar.
The ASEAN nations and Japan agreed to cooperate in the 4 areas below.

1. Development of physical education teachers and coaches

2. Increasing participation of women in sports

3. Advancing sports for people with disabilities

4. Capacity building for anti-doping

2. Increasing participation of women in sports

Examples of cooperation

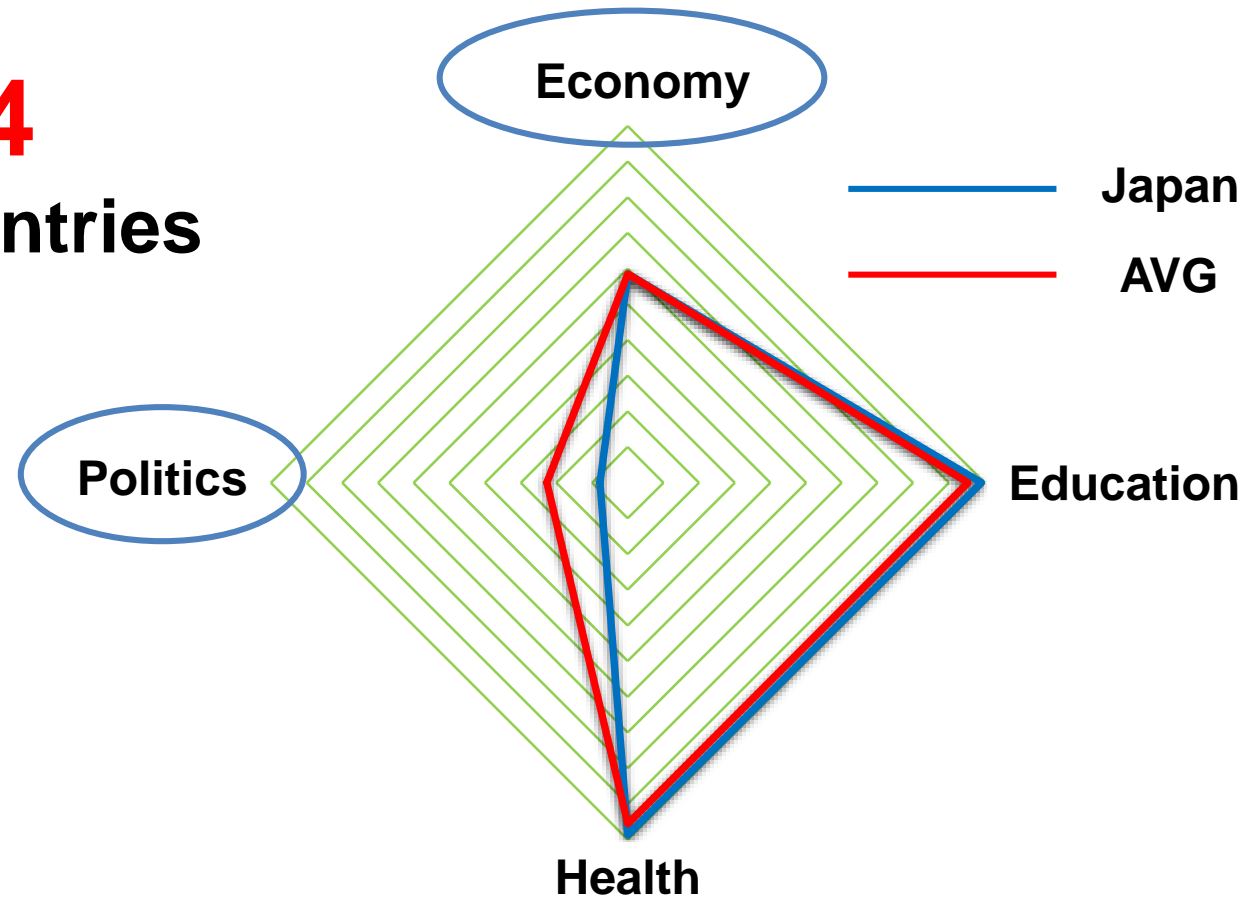
- Training for female leaders
- Holding sports events at regional level for promoting gender equality and women's empowerment
- Distributing training journals for women athletes



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World Economic Forum Global Gender Gap Report

Rank **114**
out of 144 countries



2013

Japan Revitalization Strategy

approved by Cabinet

⇒ Women's empowerment core element



2015

4th Basic Plan for Gender Equality approved by Cabinet

2016

Coming into force of Act

on Promotion of Women's Participation

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2nd Sports Basic Plan

4 pillars

Through sports, citizens can:



Change
Their Lives!



Change
society!



Connect to
the World!



Create the Future!

Business people	
Athletes	Female
Disabled	Children

Etc.



**Their
lives
changed**



- Increase participation in sports
- Propose new styles of sports
- Enhance sports opportunities for children
- Expand sporting population
- Build athletes' careers
- Securing and fostering of human resources supporting sports
(Coaches, specialist staff, referees, sports volunteers, etc.)
- Promoting women's empowerment

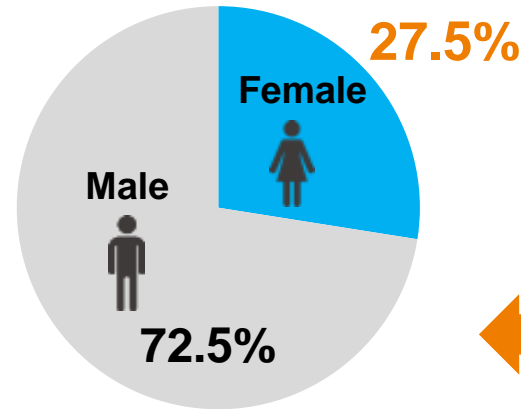
Women's "playing, watching, supporting" sports: Current issues

1 Participation in sports (at least once A week)

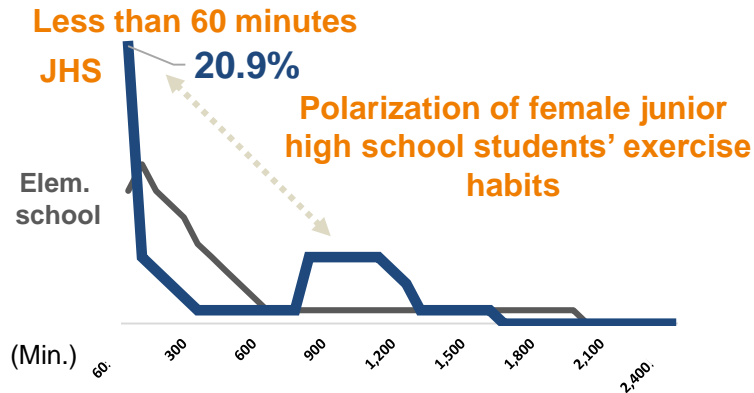


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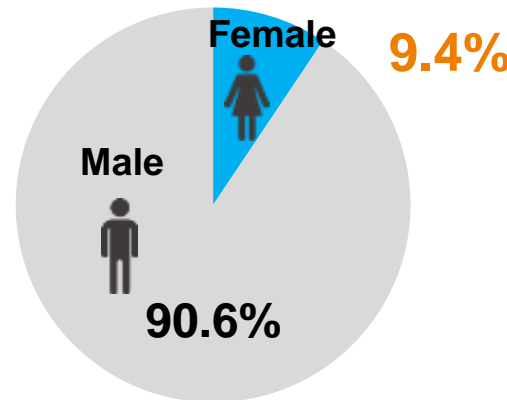
2 Sports coaches



3 Total exercise time per week for female Students



4 Sports organizations executives



Preparing environment for women's participation

Research on women and sports

Providing information on best practices

Facilitating usage of sports facilities

Stopping harassment

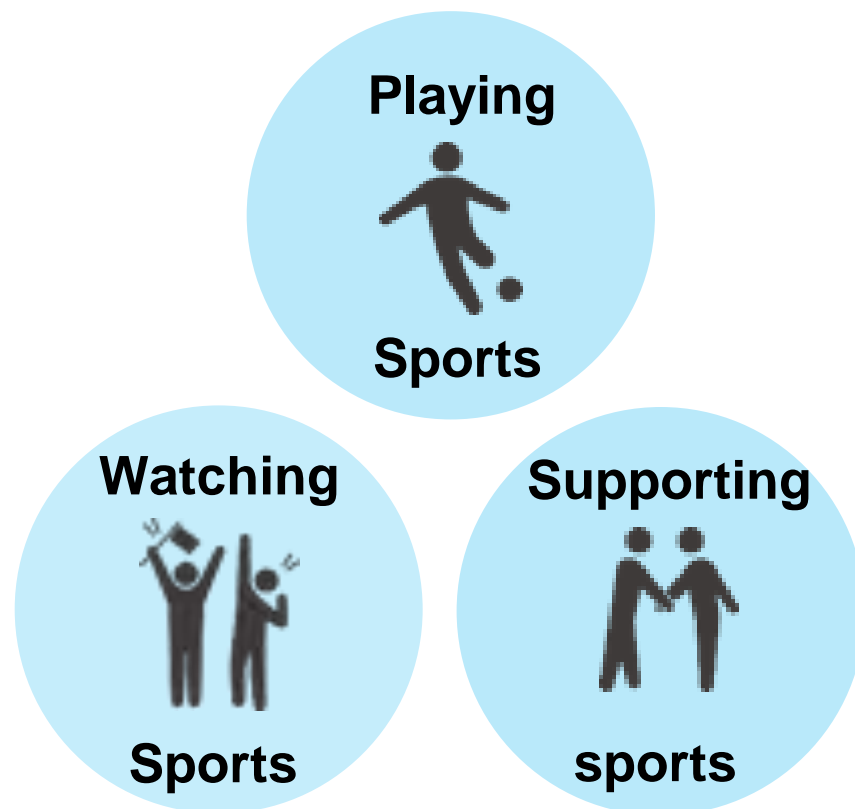
Facilitating women's acquiring of coaching licenses

More appointments of women at sports organizations

We are advancing study to ensure women's full participation.

“ Participating, lowering hurdles, building networks are essential.

Our junior colleagues carefully watch us and wonder what kind of activities will be possible from them in the future. Then they will participate. ”(Satoko Wada, council member)

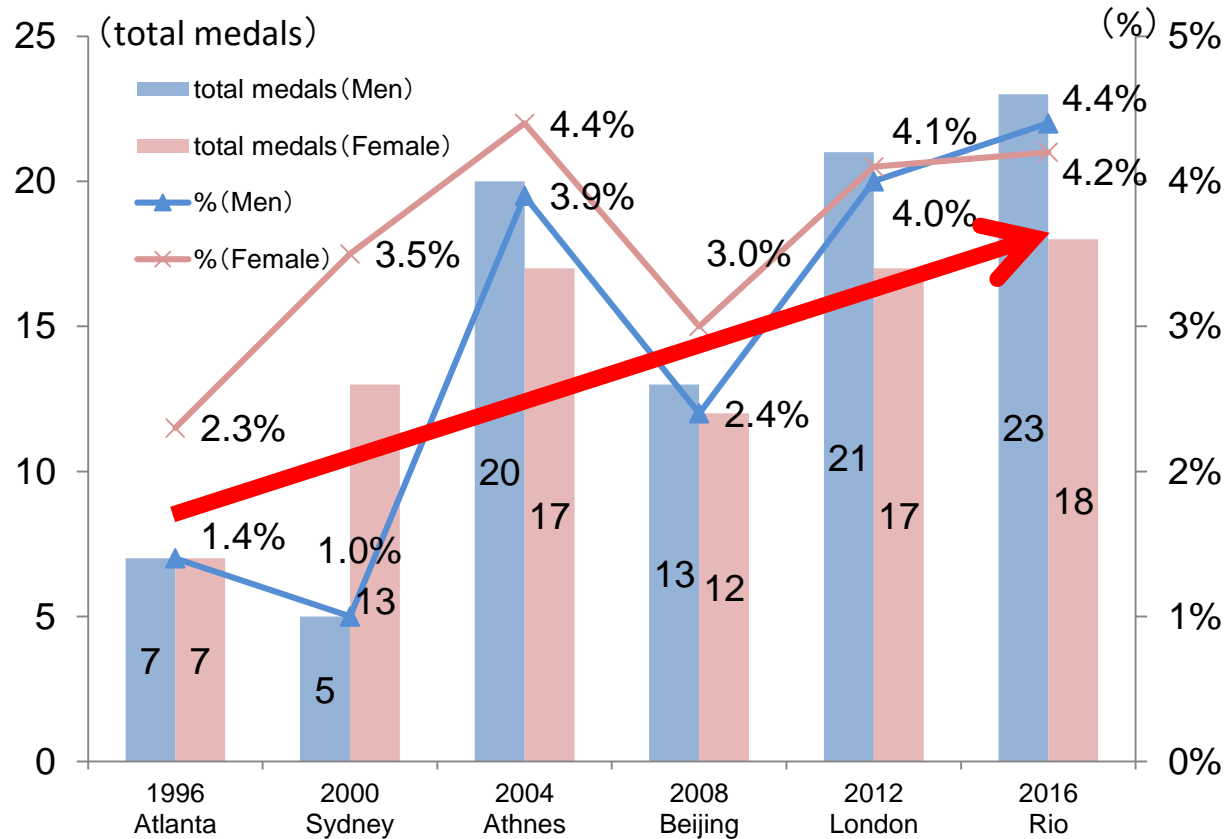


Activities of top female athletes

Rising trend of number of medals won by female athletes at summer Olympics

Since 1996, the medal acquisition rate for women is higher than for men (except for 2016 Rio Olympics).

Summer
Olympics

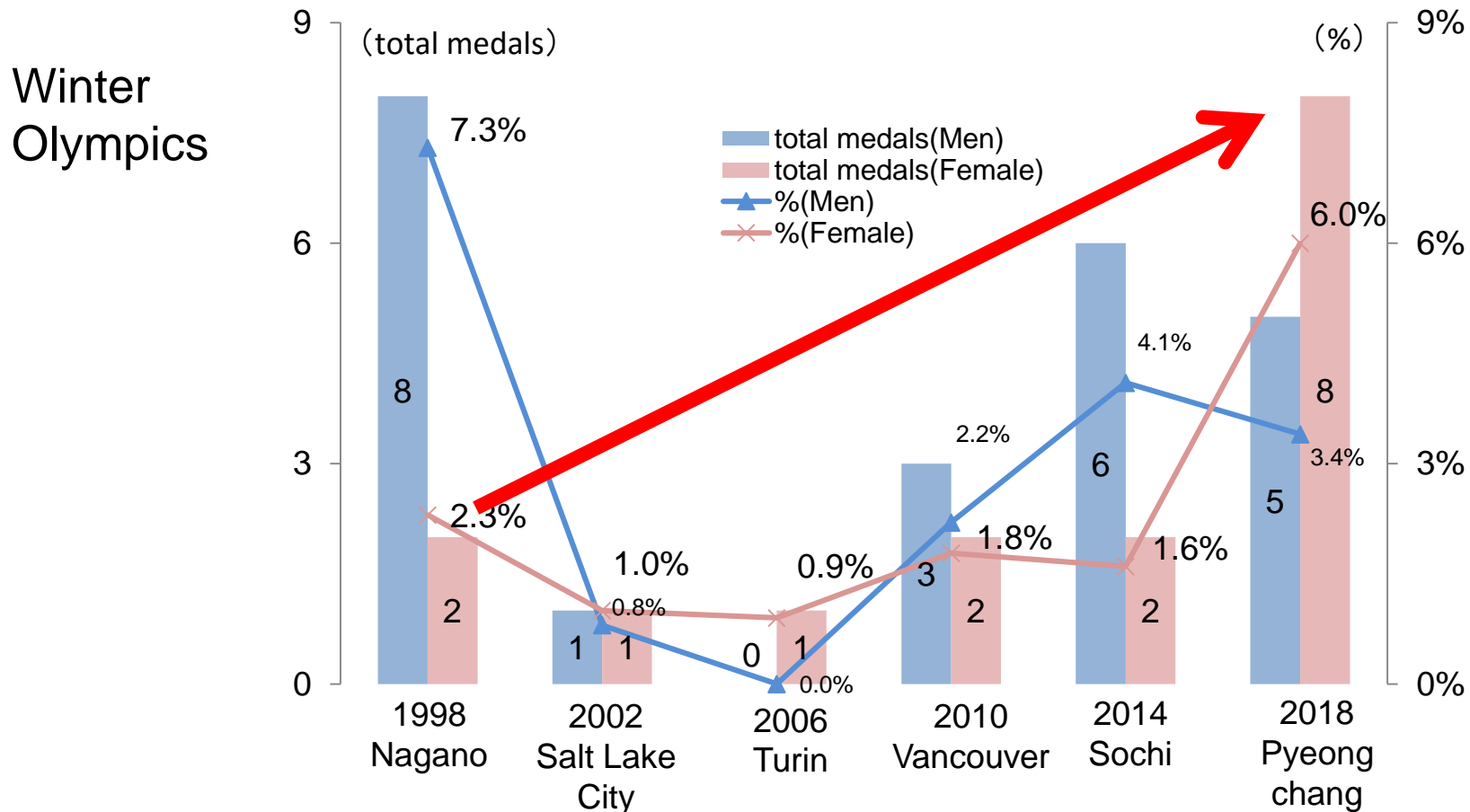


Success of female athletes in summer Olympics
is one factor in supporting Japan's competitiveness

Activities of top female athletes

Performance of Japanese female athletes at 2018 Winter Olympics achieves record high.

At Pyeongchang, women outperformed men in number and proportion of medals won.

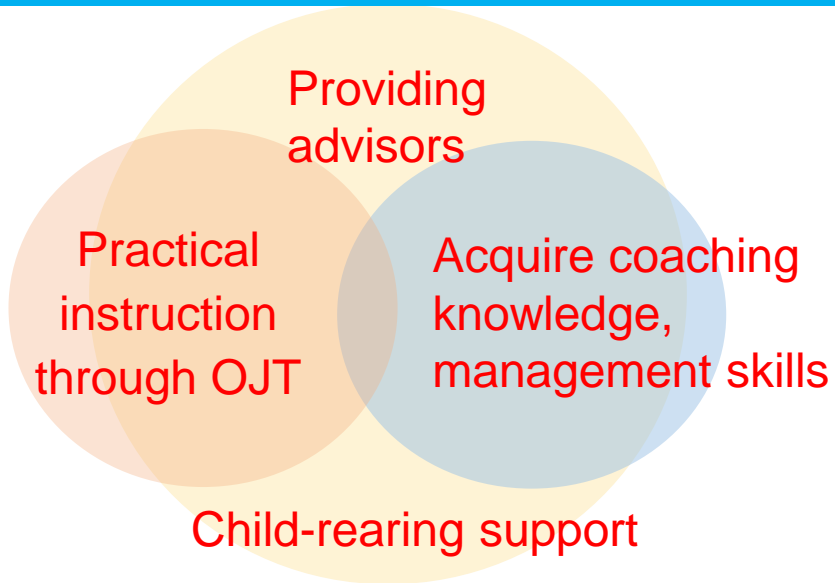


Female athletes performance at the Olympics is one factor enhancing Japan's competitiveness.

Research on strengthening strategic support for female athletes

- ◆ Training, support programs for female athletes
- ◆ Development, preparation of organizations, environment, systems
- ◆ HRD, leadership training
- ◆ Surveys, research (medical, social, environmental)

Support for fostering female elite coaches



Junior female athletes

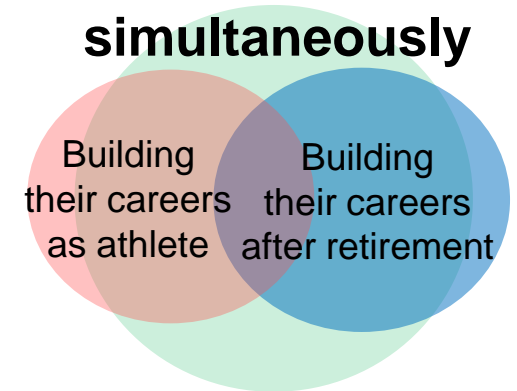
- ◆ Nutrition support for female athletes
- ◆ Development of training programs
- ◆ Assistance for psychological growth

Support for top athletes during pregnancy, pre- post-natal care, child rearing

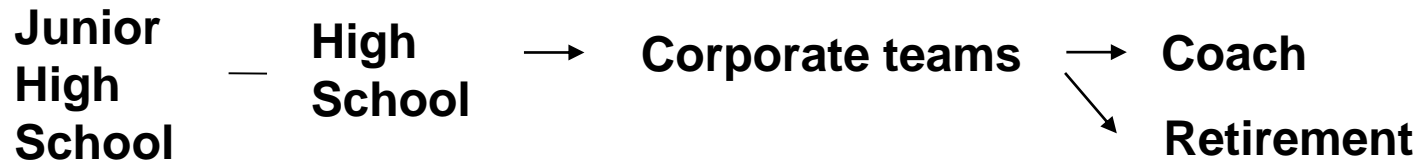
- ◆ Training to ensure health and safety of mother and child
- ◆ Child-rearing support so female athletes can continue to compete
- ◆ Establishment of Mama Athletes Network (MAN) to disseminate information on pregnancy, delivery, child rearing during competitive career.
- ◆ Disseminating knowledge to coaches about pregnancy, childbirth, post-natal care

Supporting athlete's dual careers

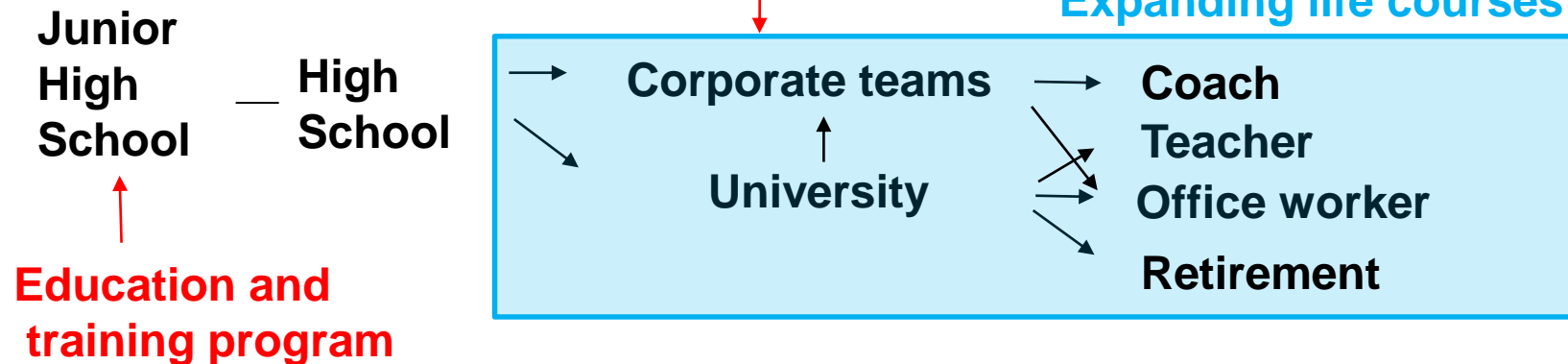
Ex. Women basketball player



<past>



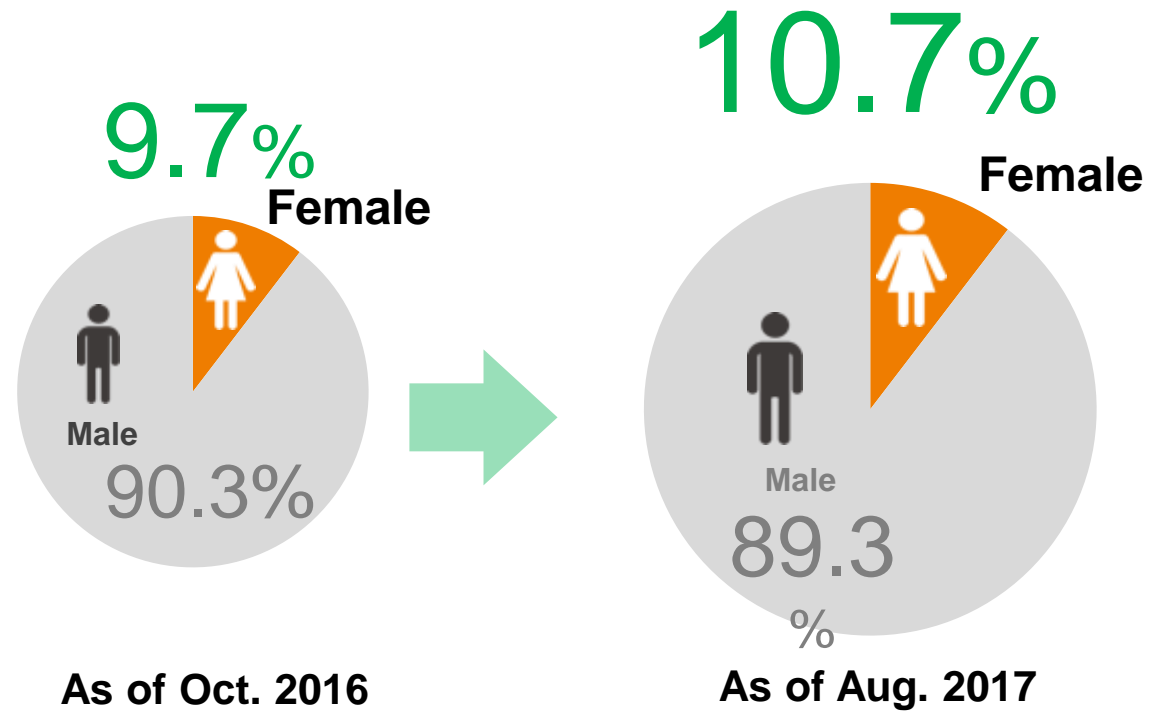
<present>



We ask all the sports associations in Japan to set a common target that by 2020 women will hold 30% of all executive positions.

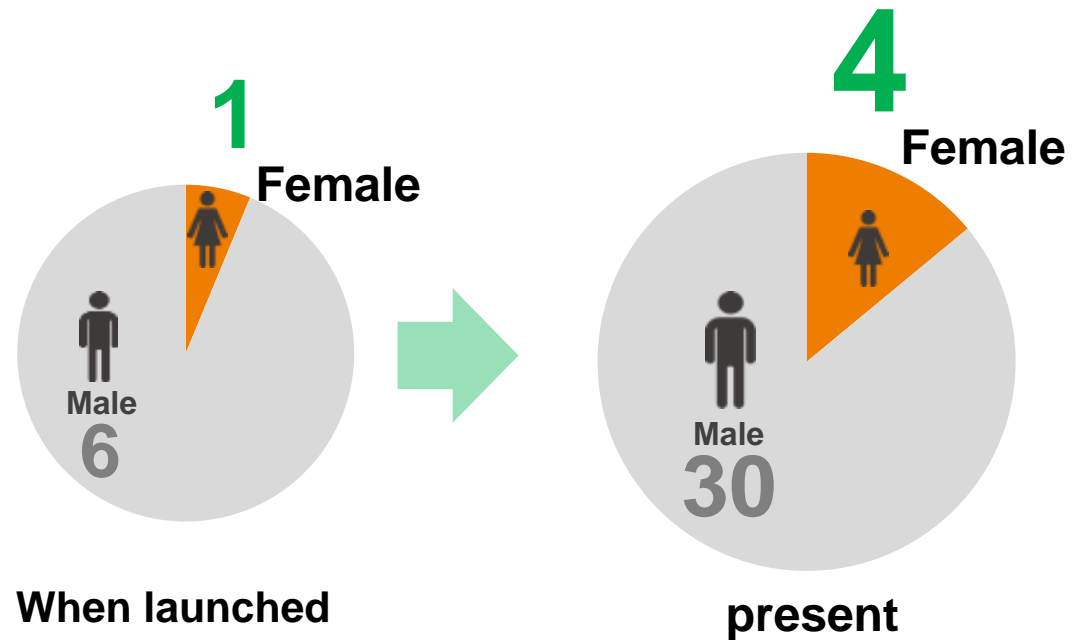


**Conference
for Enhancing the Management
Capabilities of Sports Associations ,
May 29, 2017**



High expectations for international activities of Japanese women in sports

Global Sport Initiative (Support for appointments to executive posts at international sports associations)



2020 Tokyo Olympics and other events great opportunities for raising interest in sport



In and **Through** Sport



Creating the Future through sport!



Sport for Everyone

Self-directed engagement in sport for self-realization

Making a forward-looking, energetic society
and forging strong ties with the world



**The next 4 years: greatly enhancing the value of sport,
leaving a legacy for Japan's future.**

Sports can change and create the future.

Enjoy Sports, Enjoy Life



Please take a look at the wealth of information the JSA is disseminating on Facebook and Twitter.



(japansportsagency)



(@sports_JSA)