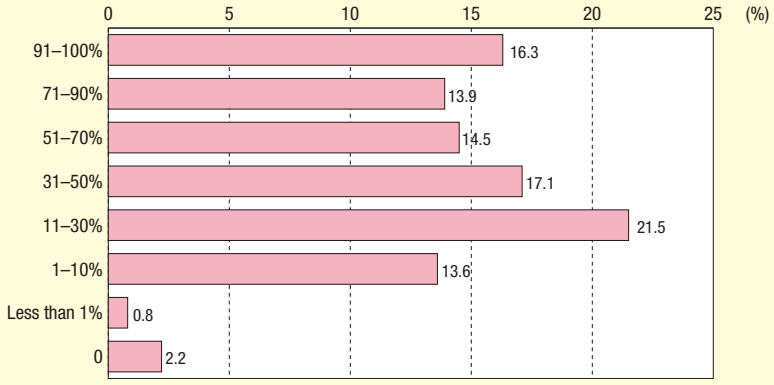
Fig. 1-1-22 **Internal Revenue Sources Ratio for Comprehensive Community Sports Clubs**



Source: *Survey Results on Comprehensive Community Sports Clubs FY 2010,* MEXT

With these efforts, MEXT seeks to support the independence of comprehensive community sports clubs which face problems in securing members, leaders and financial resources. MEXT also aims to support them in their efforts to proactively create a sports environment in the community in the form of an NPO-like community sports club operated independently with membership fees from local residents and donations, considering resolution of challenges in the community (cooperation between schools and community, support for child-rearing practice) as stated in the declaration "New Public Commons" ("New Public Commons" Roundtable Conference, June 4, 2010).

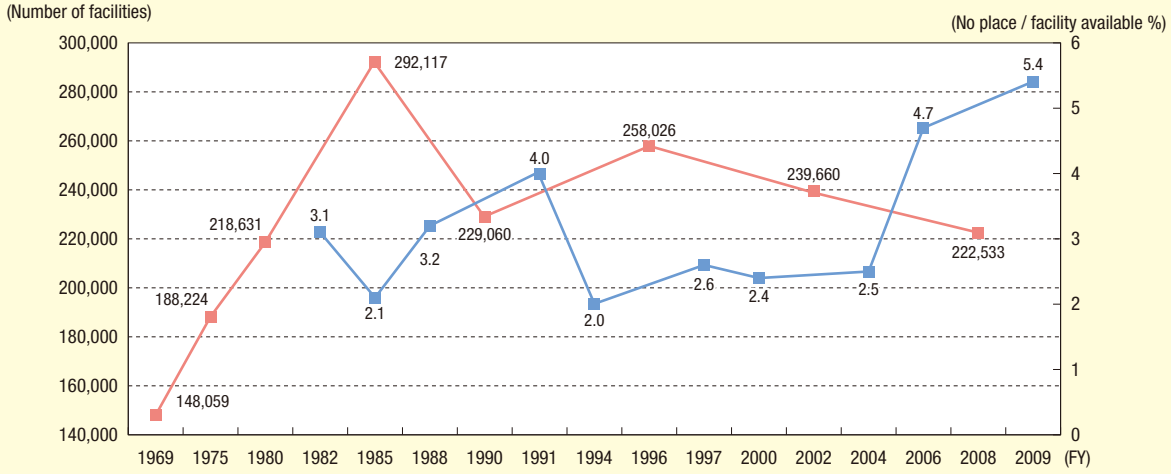
(ii) Securing and Enhancing nearby Sports Activity Locations

In order to secure places where local residents can enjoy sports conveniently and interact with others, such as operating comprehensive community sports clubs, “the Strategy for Sports Nation" outlines efforts to "secure convenient places for sports activities."

The number of exercise / sports facilities was lower by about 70,000 locations in FY 2008 as compared to the level in 1985, when the number was at its peak.

Looking at the rate of those people who cited “lack of place / facility” as their reason for not doing sports, it was more than doubled in FY 2009 compared with the rate in FY 1985. This indicates that the decrease in exercise / sports facilities that are convenient places for sports activities can have a negative effect on the amount of sports activity among the people (**Fig. 1-1-23**).

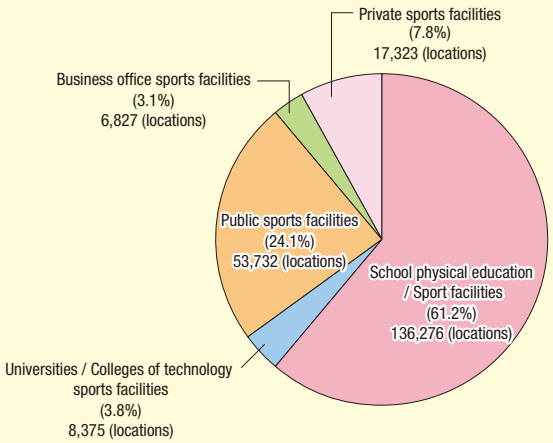
Fig. 1-1-23 **Trends in Number of Exercise / Sports Facilities and Citizens’ Consciousness in Japan**



Source: Produced by MEXT from *Public Opinion Survey on the Physical Strength and Sports,* Cabinet Office and *Current Status Survey on Exercise / Sports Facilities*, MEXT

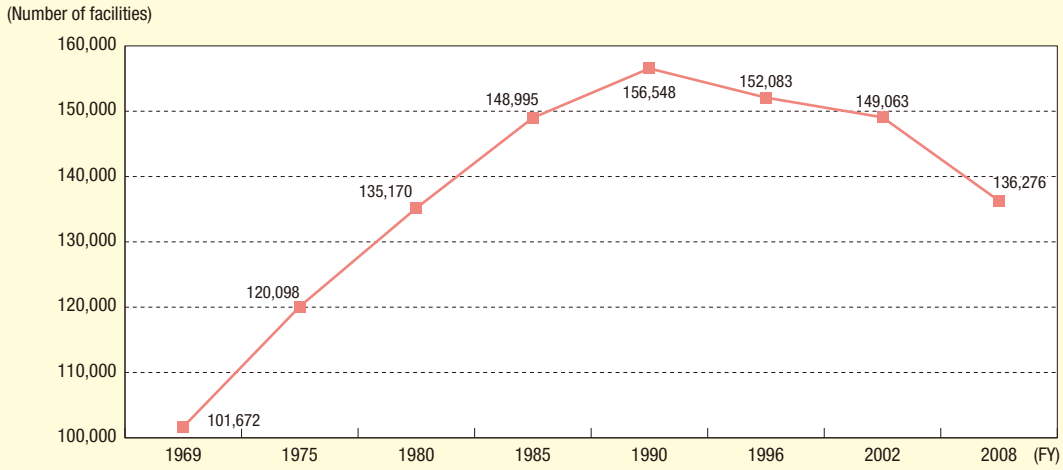
School physical education / sports facilities and public sports facilities dominate 80% of the whole (**Fig. 1-1-24**). The trends in the number of these facilities are both on the decline, and especially the number of school

Fig. 1-1-24 Number of Facilities by Owner (FY 2008)



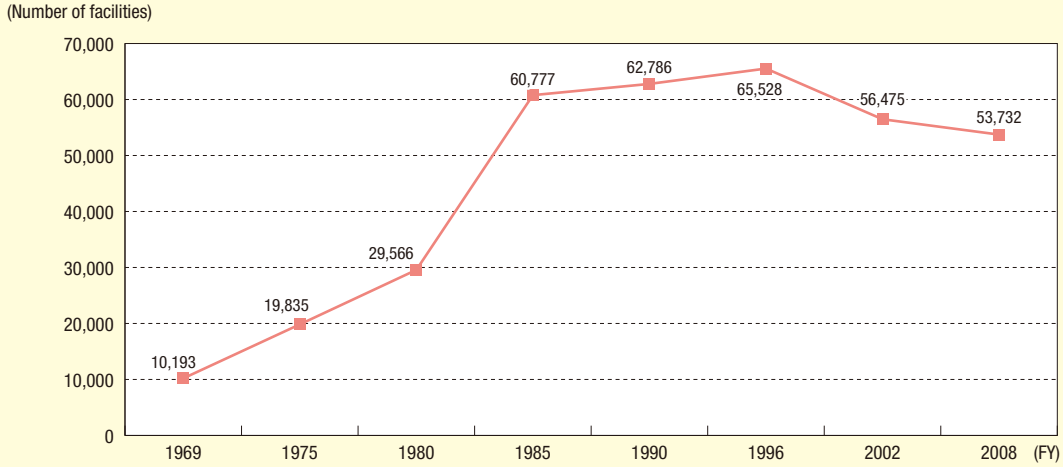
Source: *Current Status Survey on Exercise / Sports Facilities* (March, 2010), MEXT

Fig. 1-1-25 Trends in the Number of School Physical Education / Sports Facilities



Source: *Current Status Survey on Exercise / Sports Facilities,* MEXT

Fig. 1-1-26 Trends in Number of Public Sports Facilities



Source: *Current Status Survey on Exercise / Sports Facilities,* MEXT

physical education / sports facilities has significantly decreased by over 20,000 locations from its peak in FY 1990 to FY 2008 (**Figs. 1-1-25**, **1-1-26**).

The possible reasons behind this decrease are (1) an overall decline in the number of schools due to school consolidation resulting from Japan's declining birthrate, and (2) a closure of existing facilities and a stop to the establishment of new sports facilities because of tight financial conditions of local governments.

To respond to such a decrease in exercise / sports facilities, one possible measure is a more practical use of school physical education / sports facilities that are the closest sports facilities to local residents.

Currently, approximately 80% of outdoor grounds, approximately 87% of gymnasiums, and approximately 27% of swimming pools are open to the public. In some cases, however, they do not sufficiently meet local residents' needs. For example, the facilities might be open but not on a regular basis, usage procedures are cumbersome, and insufficient information about how to use them is available.

Therefore, in the future, it is important for school physical education / sports facilities to plan to more proactively promote use keeping the local residents' needs in mind. They must change from an "availability-based approach" that simply provides the place, to a "sharing-based approach," one which coordinates schools and communities.

MEXT seeks to support the design of local sports facilities, and also to make various efforts towards the following in order to promote sharing of school physical education / sports facilities with their communities: promoting efforts to build facilities which the local residents can easily use; supporting improvements of club houses with changing-rooms, warm-water shower, etc.; and supporting the necessary facilities / equipment needed for effective use of school physical education / sports facilities which have been shut down or abandoned.

(C) Promotion of sports activities appropriate for various life stages of the people

Aiming to improve the amount that adults are involved in sports at least once per week, and keeping the distinctions between generations discussed in 2) (A) in this section in mind, the Strategy for Sports Nation lists measures to promote sports appropriate for the various life stages of the people. These include establishing guidelines for children to acquire habits of doing exercise and sports, keeping a target in mind, expanding opportunities for adults to participate in sports, and supporting physical fitness promotion among the elderly.

Therefore, beginning in FY 2011, MEXT is making efforts to produce exercise guidelines for early childhood, presenting concrete examples of exercise, and is seeking to promote participation in sports by survey and analysis of the realities of sports participation of each generation among males in their 20s, females in their 30s and the elderly, all who participate in sports once or more per week. With the goal of encouraging people to enjoy sports according to their own interests and will, and to make sports a more integral part of people's daily lives, MEXT annually holds the Japan Sport and Recreation Festival (the 23rd festival was held at various locations in Toyama Prefecture in October, 2010), offers physical fitness tests and various sports events around its Health and Sports Day, a national holiday on the second Monday of October, and has designated every October as "fitness month," during which MEXT promotes the importance of health and fitness through intensive activities and events it holds across the nation.

Furthermore, the Minister of MEXT gives an award to honor the work of people and associations which, over many years, have advanced sports in the community or at the workplace, recognizing them as people of lifelong sports merit or organizations of lifelong sports merit.

(D) Improving physical education / school sports club activities

(i) Outline for the complete implementation of new Course of Studies

As discussed in 2) (A) (i) in this section, the steady decline in children's physical fitness and a bipolarized tendency among children to either exercise or not exercise has raised the importance of school physical education even more.

In the New Course of Study, physical education / health and physical education shall aim to develop the talent and ability of people to enjoy exercise over a lifetime and to improve their physical fitness through better understanding exercise and reasonably practicing it, while recognizing that mind and body cannot be separated in the process.

In response to the Policy Report by Central Council for Education, "Improving Courses of Study for Kin-

dergartens, Elementary Schools, Lower and Upper Secondary Schools, and Schools For Special Needs Education (January 17, 2008) ," MEXT revised the Course of Study for elementary and junior high schools in March, 2008, and the Course of Study for high schools in March, 2009. At the same time, MEXT decided to increase annual standard target class hours of physical education / health and physical education from 90 to 105 hours at the elementary / junior high school level (class hours for upper grades of elementary school remains at 90 hours).

The New Course of Study includes implementation of exercise for physical fitness from the lower grades of elementary school, and compulsory martial arts and dancing at the junior high school level (**Fig. 1-1-27**). The New Course of Study is to be fully implemented at elementary schools from FY 2011, and at junior high schools from FY 2012.

MEXT plans to implement this at high schools from FY 2013, but it will apply only to the first grade, and will be followed by annual progress.

MEXT will upgrade necessary facilities, tools, and instructors for the smooth introduction of the new Course of Study. For example, MEXT will make intensive efforts to prepare martial art gyms at junior high schools to allow for the safe and smooth execution of martial arts education which is now compulsory at the junior high school level.

Fig. 1-1-27 **Points of Revision in the Physical Education Area by School Stage**

(Common for elementary / junior high / high school)
- Articulate concrete instruction for each exercise area
  (Current revision defines exercise items only for a certain area.)
- Regarding “games” (middle grades at elementary school), “ball exercises” (upper grades at elementary school), “ball games” (junior high / high school) – define each category as “goal type,” “net type,” and “baseball type”
  (Currently defined as basketball, football etc.)

(Elementary school: physical education “exercise area”)
- Configure the class with six areas – first/second, third/fourth, and fifth/sixth.
  (Currently configured with two areas for lower grades, and five areas for middle grades)
- “Exercise for physical fitness” is defined as one area also at lower / middle grades.
  (Junior high school: health and physical education “physical education area”)
- Show goals and contents separately for “1st grade,” “2nd grade,” and “3rd grade.”
- Through 1st and 2nd grades, make all areas compulsory including “martial arts” and “dance,” both which used to be optional.
- Defined as allocating seven unit hours or more to “exercise for physical fitness” at each grade level, and three unit hours or more to “theory of physical education.”

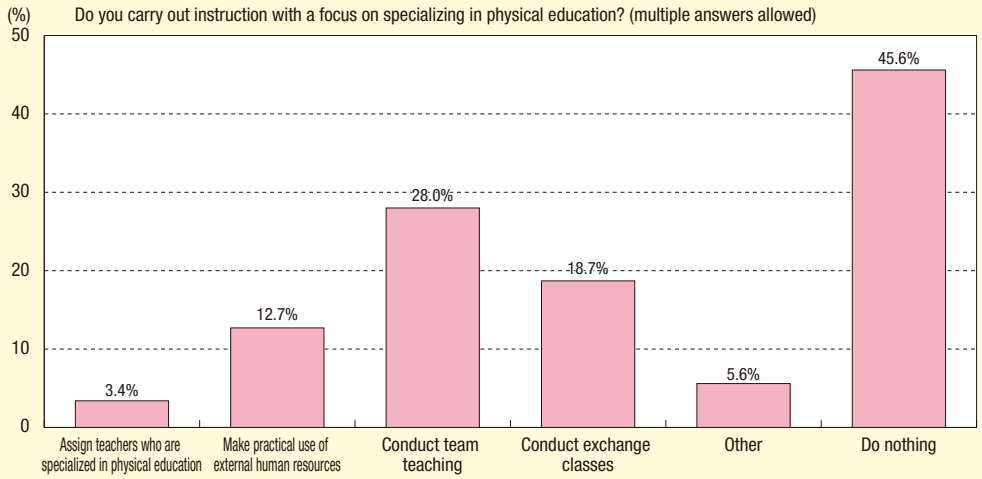
(High school: health and physical education “physical education courses”)
- Choose one or more from “apparatus gymnastics,” “track and field,” “swimming,” and “dance,” and one or more from “ball games,” and “martial arts” at the freshmen grade level, and after that grade choose two or more from all areas except for “exercise for physical fitness” and “theory of physical education.”
- Defined as allocating approximately seven to ten unit hours for “exercise for physical fitness” and approximately six unit hours “theory of physical education” at each grade level.

(ii) Assignment of coordinators for elementary school physical educational activities

Few elementary schools have dedicated physical education teachers, but this is required to enhance the instruction system.

Further, almost half of all schools don't make any instructional efforts with a focus specifically on physical education, and this is a challenge (**Fig. 1-1-28**).

Fig. 1-1-28 **Efforts to Focus on Specialty in Physical Education**



Source: *National Survey Results of Physical & Athletic Capacity and Exercise Habits FY 2009,* MEXT

Therefore, MEXT is making efforts to enhance the instruction system by cooperating with the community, such as planning physical education classes and activities across the school, assigning coordinators for elementary school physical educational activities who work on physical education with class teachers, and improving outside instructors for physical education classes and sports club activities.

(iii) Support to school sports club activities

Sports club activities bring students with similar interests in a particular sport together to enjoy it and experience a more colorful school life, while aiming at higher levels of accomplishment. These club activities are also quite effective for improving the physical fitness and health of its participants. In FY 2010, 64.1% of junior high school students and 40.9% of high school students participated in sports club activities (**Fig. 1-1-29**).

The club activities are newly defined in the general provisions of the revised Course of Study for junior and senior high school, noting their value, connection with the curriculum, and points that teachers need to consider such as being creative when they are conducting a class.

Fig. 1-1-29 **Number of Students Belonging to Sports Clubs in FY 2010**

Category	Number of students belonging to sports clubs			Number of students			Rate of participation		
	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total
Junior high school	1,359,597	921,646	2,281,243	1,817,273	1,740,893	3,558,166	74.8	52.9	64.1
High school	936,204	441,208	1,377,412	1,703,397	1,665,296	3,368,693	55.0	26.5	40.9

Source: Regarding the number of students: Survey by the *School Basic Survey,* MEXT
Regarding the number of students belonging to sports clubs at junior high school: Survey by the Nippon Junior High School Physical Culture Association
Regarding the number of students belonging to sports clubs at high school: Survey by the All-Japan High School Athletic Federation and Japan High School Baseball Federation.

Because there has been a decline in the number of students participating in school sports club activities because of the overall recent decrease in the number of total students, sometimes difficult situations arise at some athletic events where a single school does not have enough members to make up a team (**Fig. 1-1-30** and **Fig. 1-1-31**).

Therefore, MEXT is also implementing programs to promote sports club activities where multiple schools organize a team, using outside instructors to lead the sports club activities.

In terms of the way school sports club activities are carried out, MEXT is urging associations that host All Junior High School Sports Festival and Inter-Highschool Athletic Meets to look into approving the participation of students who are playing for local sports clubs, making up teams from multiple schools and conducting exchanges with local club events to enhance opportunities students have to be involved with sports.

Fig. 1-1-30 **Trends in Number of Sports Clubs by Major Sports Event at Junior High Schools**

	Event name	2000	2010	Change in number (△ indicates negative)	Change in rate (△ indicates negative) (%)
Boys	Soft baseball (Japanese version of baseball played with a hard rubber ball)	8,992	8,919	△ 73	△ 0.8
	Basketball	7,511	7,176	△ 335	△ 4.5
	Table tennis	7,212	6,903	△ 309	△ 4.3
	Football	7,085	6,909	△ 176	△ 2.5
	Track-and-field events	7,250	6,336	△ 914	△ 12.6
Girls	Volleyball	9,087	8,962	△ 125	△ 1.4
	Basketball	7,765	7,456	△ 309	△ 4.0
	Soft tennis (using soft rubber balls instead of hard balls)	7,696	7,252	△ 444	△ 5.8
	Track-and-field events	7,138	6,242	△ 896	△ 12.6
	Table tennis	6,270	5,928	△ 342	△ 5.5

Source: Survey by Nippon Junior High School Physical Culture Association

Fig. 1-1-31 **Trends in Number of Sports Clubs by Major Sports Event at High Schools**

	Event name	2000	2010	Change in number (△ indicates negative)	Change in rate (△ indicates negative) (%)
Boys	Baseball	4,183	4,115	△ 68	△ 1.6
	Basketball	4,406	4,553	147	3.3
	Football	4,267	4,185	△ 82	△ 1.9
	Track-and-field events	4,337	4,377	40	0.9
	Table tennis	3,864	4,265	401	10.4
Girls	Volleyball	4,347	4,159	△ 188	△ 4.3
	Basketball	3,976	4,064	88	2.2
	Track-and-field events	4,040	3,961	△ 79	△ 2.0
	Badminton	3,386	3,845	459	13.6
	Kendo (swordsmanship)	3,320	3,043	△ 277	△ 8.3

Source: Survey by All-Japan High School Athletic Federation and Japan High School Baseball Federation

(2) Train and Improve Top Athletes for World Competitions

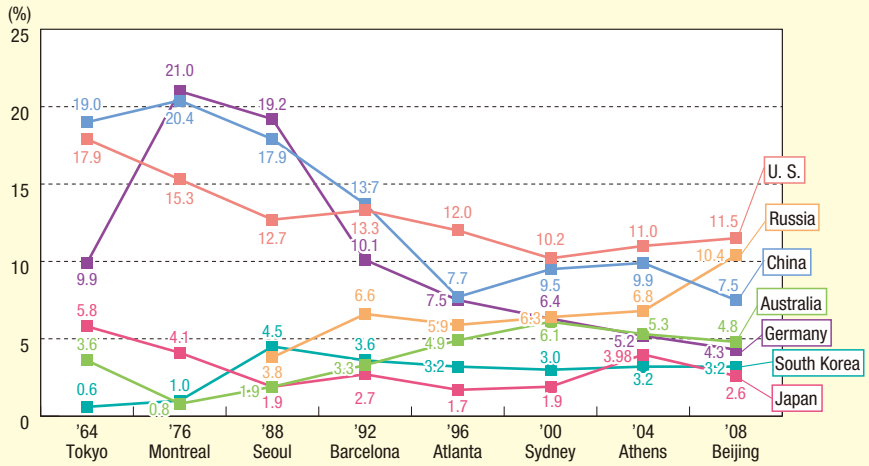
1) Current Situation and Challenge of Japan's International Competitiveness

The year of 2011 is the 100th anniversary for both the Japan Amateur Sports Association (JASA) and the Japanese Olympic Committee, and 2012 marks the 100th anniversary since Japan's first participated in the Olympic Games. Japan's medal acquisition status in past Olympic Games, however, began to gradually decline after Tokyo hosted the Olympics in 1964, and Japan's international competitiveness had been on a long-term downtrend, making it relatively inferior among the major nations. For example, Japan's medal acquisition rate (number of total acquired medals at an Olympic Game over the number of total available) has been poor.

In contrast, recent results show some trends of recovering from the past slump; for example, Japan acquired a record high 37 medals at the Athens Olympics (2004), and at the Beijing Olympics (2008) acquired the second highest number of medals among the past five Summer Olympic Games (**Figs. 1-1-32 (1) – 1-1-33 (2)**).

However, the medal acquisition rate (number of total acquired medals at most recent Summer and Winter Olympic Game over the number of total medals available) did not reach 3.5%, which is defined as a goal in the Basic Plan for the Promotion of Sports, and regarding the total number of acquired medals, Japan follows China and Korea, Japan's rivals in Asia (**Fig. 1-1-34**).

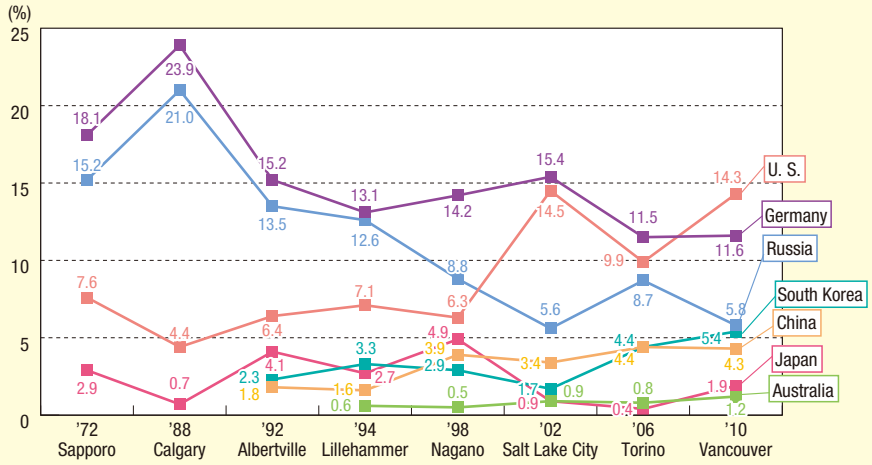
Fig. 1-1-32 (1) Trends in Medal Acquisition Rate at the Olympic Games (summer games)



(Note) 1. Number for Germany is the total of East Germany and West Germany through the Seoul Olympic Game.
2. Regarding Russia, the acquisition number for the former Soviet Union is used through the Seoul Olympic Games, and the acquisition number for the CIS is used for the Barcelona Olympic Games.

Source: Survey by MEXT

Fig. 1-1-32 (2) Trends in Medal Acquisition Rates at Olympic Games (winter games)



(Note) 1. Number for Germany is the total of East Germany and West Germany through the Calgary Olympic Games.
2. Regarding Russia, the acquisition number for the former Soviet Union is used through the Calgary Olympic Games, and the acquisition number for the CIS is used for the Albertville Olympic Games.

Source: Survey by MEXT

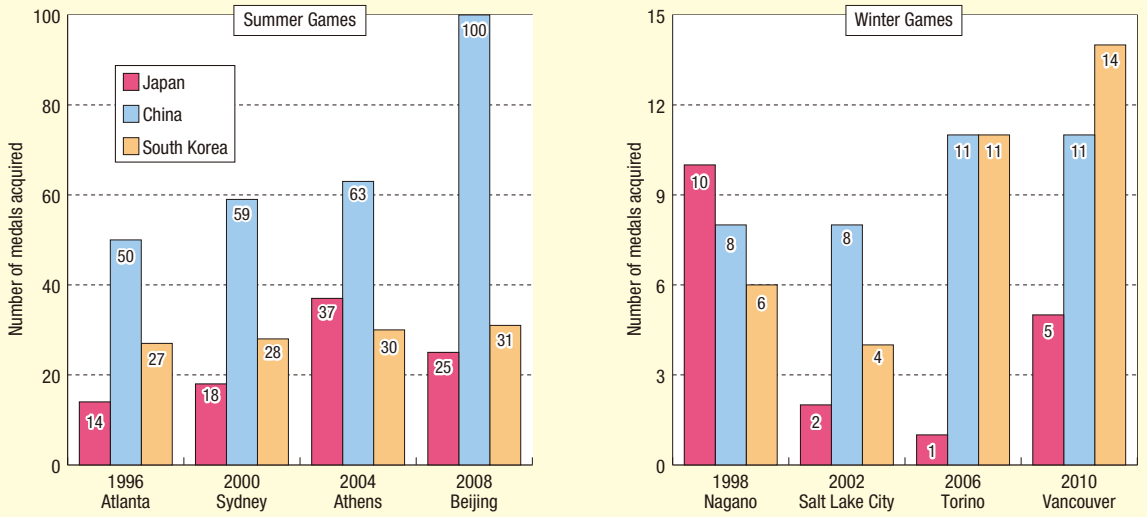
Fig. 1-1-33(1) Status of Medal Acquisition at the Olympic Games (summer games)

Year	City (Nation)	Number of medals acquired			
		Gold	Silver	Bronze	Total
1976	Montreal (Canada)	9	6	10	25
1988	Seoul (Korea)	4	3	7	14
1992	Barcelona (Spain)	3	8	11	22
1996	Atlanta (United States)	3	6	5	14
2000	Sydney (Australia)	5	8	5	18
2004	Athens (Greece)	16	9	12	37
2008	Beijing (China)	9	6	10	25

Fig. 1-1-33(2) Status of Medal Acquisition at the Olympic Games (winter games)

Year	City (Nation)	Number of medals acquired			
		Gold	Silver	Bronze	Total
1972	Sapporo (Japan)	1	1	1	3
1988	Calgary (Canada)	0	0	1	1
1992	Albertville (France)	1	2	4	7
1994	Lillehammer (Norway)	1	2	2	5
1998	Nagano (Japan)	5	1	4	10
2002	Salt Lake City (United States)	0	1	1	2
2006	Torino (Italy)	1	0	0	1
2010	Vancouver (Canada)	0	3	2	5

Fig. 1-1-34 **Medal Acquisitions of Japan, China, and South Korea at Olympic Games**



2) Enhancement in the training activities for top athletes

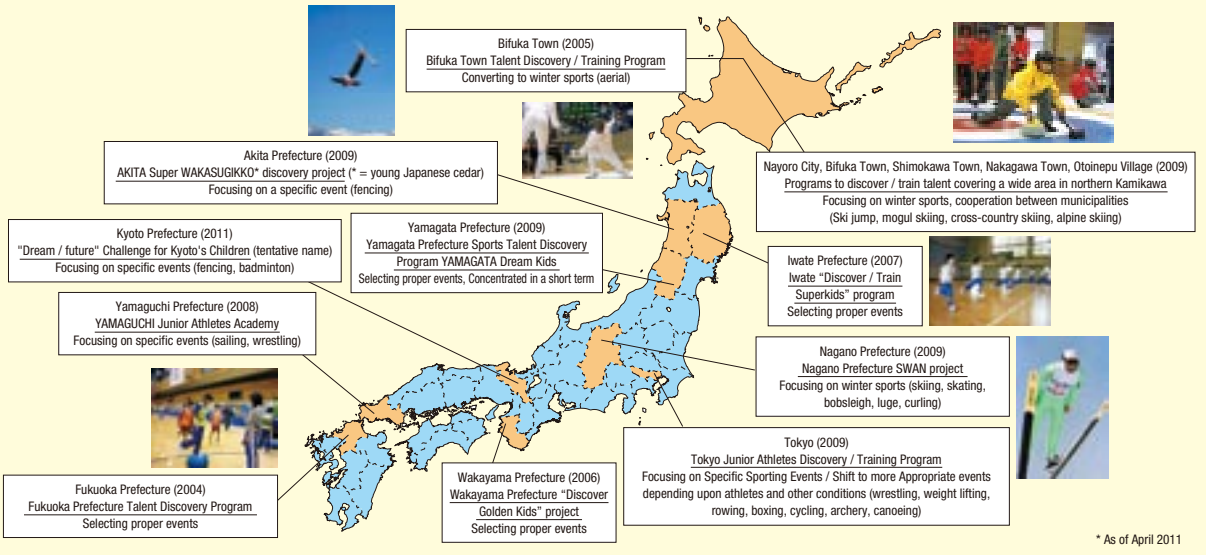
(A) Creation of an integrated instruction system

MEXT has implemented the "Discover and Develop Local Talent Program" in cooperation with the Japanese Olympic Committee, the Japan Institute of Sports Science, and central sports associations.

The program screens children at a relatively young age who are perceived to have the talent needed for a certain sport. This screening takes place at elementary / junior high schools among a wide range of candidates, including those who are not involved in either exercise or sports (beyond mandated in-school physical education), and supports them by providing them with the best choice of sporting event and instruction.

MEXT is aiming to set up a system that develops top, world-class athletes systematically through a long-term plan that provides instructions from the earliest years based on consistent leading philosophies and guidelines according to the individual's character and developmental stage (**Fig. 1-1-35**).

Fig. 1-1-35 **List of Local Talent Discovery / Training Programs**



(B) Offering high-level support to top athletes from various parties

The UK and Australia, which have achieved world-class competence in sports, have already deployed comprehensive improvement / support strategies, such as policies to help their top athletes recover from fatigue, and have developed some of the world's highest quality sports gear by focusing on certain events as part of their national strategy, and such measures are becoming global standards these days. Similarly, Japan sets targets

for events which hold a high probability for medal acquisition, comprehensively supports top athletes with practical use of sports medicine / science / information, and develops cutting-edge sports gear / training equipment, and carries out technical and advanced support from various parties in a strategic and comprehensive way (**Fig. 1-1-12**).

(C) Support to female athletes

"The Strategy for Sports Nation" had taken into consideration the specific needs of female athletes in its support policies.

As shown in **Fig. 1-1-36**, the number of female events has expanded and a number of medals (events) won by female athletes has increased at every Olympic Game since 1996, while medals acquired by Japanese male athletes has remained flat.

With respect to the participation rate of Japanese athletes in Olympic Games during that same period, females scored higher than males, with females exceeding males in the medal acquisition rate (**Fig.1-1-37**) as well.

Fig. 1-1-36 **Increase in Medals Acquired by Females at Olympic Games**

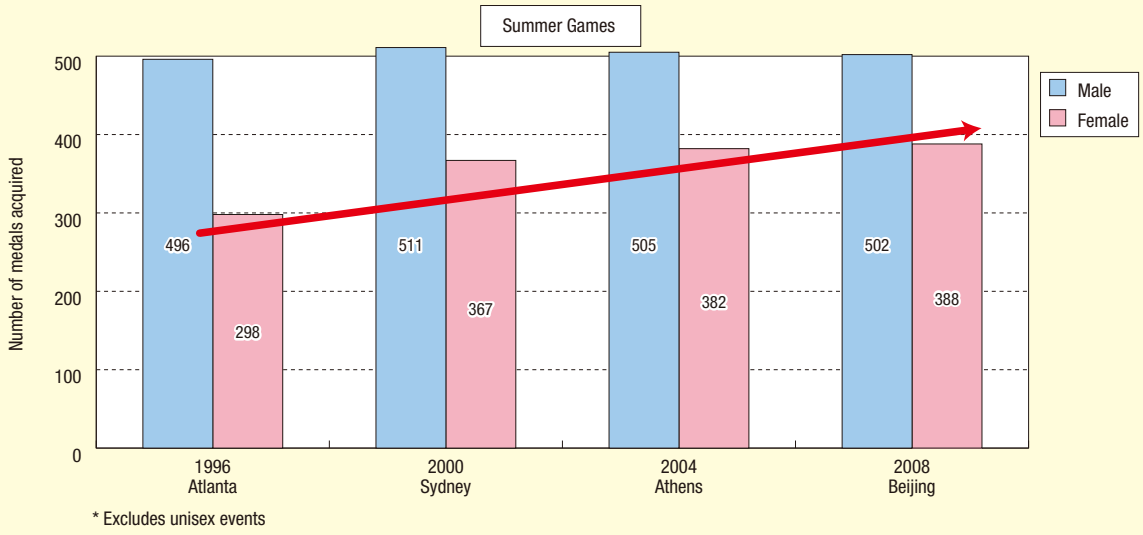
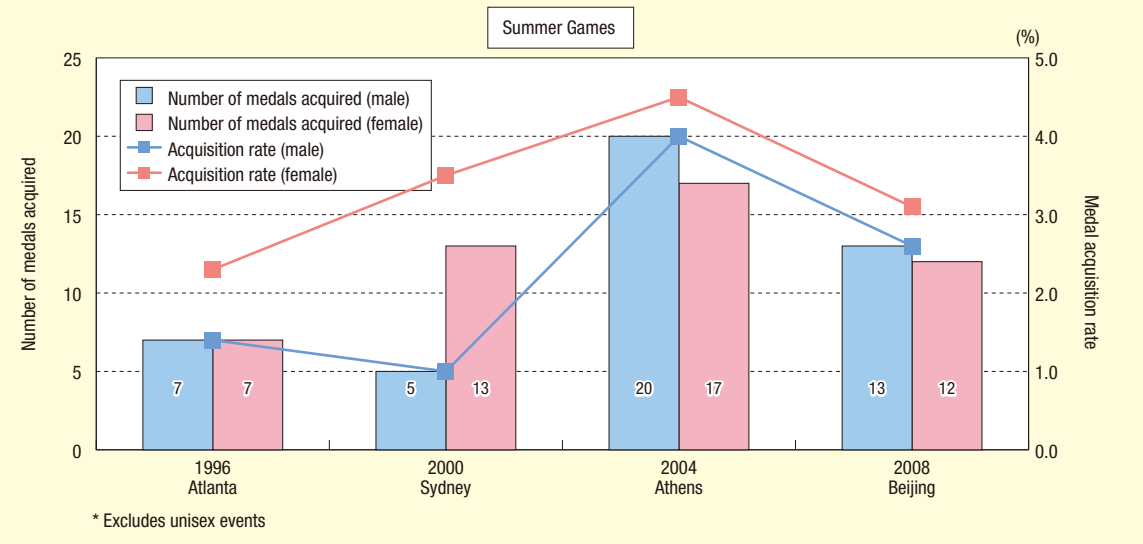


Fig. 1-1-37 **Medal Acquisition Rate of Japanese Athletes at Olympic Games (by gender)**



Other than Olympic Games, top female athletes are also demonstrating excellent performance. For example, Japan's National Women's Football Team (nickname: *NADESHIKO* Japan) won the championship at 2011 FIFA Women's World Cup and was presented the National Honor Award by the Prime Minister.

Recognizing these trends, it seems effective to focus on the development of female athletes who perform brilliantly in order to acquire more medals.

Therefore, MEXT is focusing its R&D efforts, taking the gender gap into consideration, by paying attention to the female life cycle.

Column No. 13

Round-Table Conference on Competence-Building Support for the 2012 London Olympic Games (2012 London Olympic Games Competence-Building Taskforce)

MEXT sets a goal to achieve a "record high number of medals" as its new goal for Olympic Games in "The Strategy for Sports Nation", with urgent measures undertaken for the 2012 London Olympic Games.

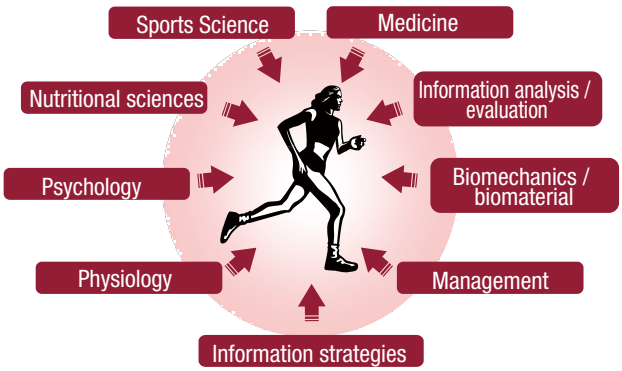
Therefore, on March 15, 2011, the "Round-Table Conference on Competence-Building Support for the 2012 London Olympic Games (2012 London Olympic Games Competence-Building Taskforce) (hosted by Kan Suzuki, Senior Vice Minister of MEXT Executive chairman and Takeshi Okada, Advisor to MEXT) was set up to swiftly explore concrete measures to support the needs of athletes so that top Japanese athletes can acquire medals as they compete with athletes from the world's leading nations.

The first meeting was held on April 11, and participants discussed ways to improve the support athletes receive to increase their agility and competence, and ways to support for female athletes to build their strategic competence.

Column No. 14

"Multi-support" to Assist Olympians

To carry out "research and development" of cutting-edge sports gear and training equipment, leveraging the science and technologies at which Japan excels, in addition to providing "athlete support" of top athletes by expert-staff from various fields such as sports science, medicine, nutritional science, psychology, physiology, and information strategies. The mechanism to improve international competitiveness with such comprehensive and systematic support is referred to as a "multi-support system."



<Examples of "athlete support">
- Image analysis support and nutrition support at training camps,
- Support for conditioning recovery and mental support at sports meets/games,
- Recording, analysis, and immediate feedback of images of competitors' game at tournament competitions, and
- Collection, analysis, and feedback on athletes and strategies of leading nations.

<Example of "research and development">
- Development of innovative clothes appropriate for the needs of each event.
- Development of bicycles optimized for Japanese physique and physical power.
- Development of training equipment that can train the body core efficiently and effectively

Condition check by medical support staff

Information analysis by information strategy staff

Also, we will provide a "multi-support house," which is a center outside of the athlete's village that focuses on helping athletes achieve maximum performance at the Games since the actual output of each athlete's potential is a key factor at Games / Meets.

We are aiming to acquire more medals through "improving international competitiveness " and "maximizing performance."

3) Establishing a foundation for strengthening / research activities for top athletes

(A) Japan Institute of Sports Sciences

The Japan Institute of Sports Sciences (JISS) was established in October, 2001, triggered by examples such as Australia, which, like Japan, had been acquiring a low number of medals, but then created the Australian Institute of Sports (AIS) in 1981 and experienced a noticeable rise in the total number of medals it was garnering. Another influence was that China exceeded Japan in the number of medals it won at the 1982 Asian Games (New Delhi), and Korea followed at the 1998 Asian Games (Bangkok).

JISS contributes to increasing the number of medals acquired at Olympic Games and other international athletic events by working on various tasks in a consolidated way. These tasks are the development of effective training methods based on scientific analysis, medical support for sports injuries, and collection / analysis / storage / provision of sports-related information.

JISS supports Japanese athletes

(B) Preparation of National Training Center

It is essential to prepare a base location that is a dedicated practice venue for each sporting event, along with accommodations, enabling top-level athletes to train extensively and continuously. In most of the nations with higher rankings in medal acquisitions at Olympic Games, such as the U.S., Russia, China, Australia, Germany, France, and Korea, these types of National Training Centers (NTC) with the functions mentioned above are already in place and have greatly contributed to improvement in athletic competence. Given this situation, the establishment of an NTC is also a clear need for Japan.

Therefore, MEXT decided to set up an NTC in the Nishigaoka area (Kita-ku, Tokyo) where the JISS is located, and it has been in operation since January 2008. It has also designated existing facilities as event- specific training centers for winter games NTC (Nishigaoka) cannot handle. Those facilities will network with the NTC (Nishigaoka) (**Fig. 1-1-38**).

(i) NTC (Nishigaoka)

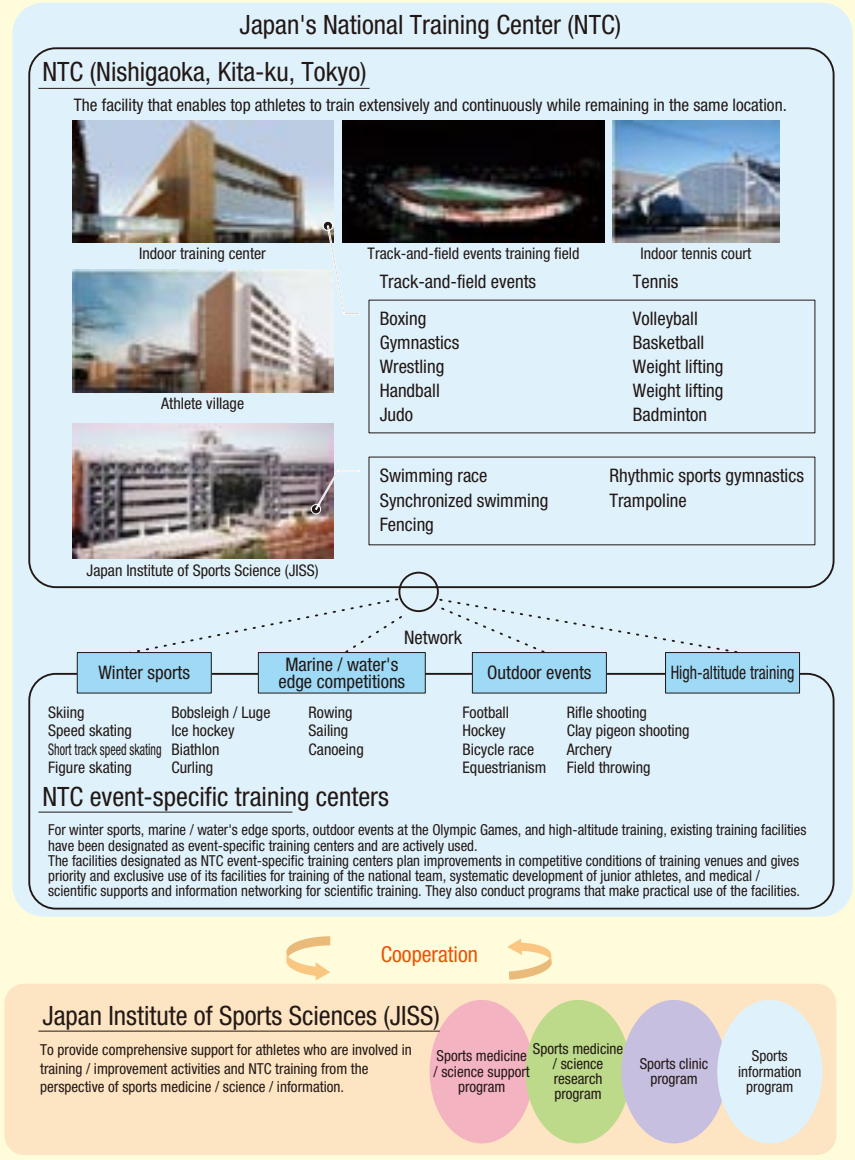
MEXT has been driving the development of an NTC which enables top athletes to train extensively and continuously in a single location since FY 2004. The facility, which is comprised of an indoor training center, track-and-field events training field, indoor tennis court, and accommodations (athlete village), started its full operations from January, 2008. Additional accommodations were completed at the end of March, 2011, and then the environment has been further enhanced in preparations for the London Olympic Games.

(ii) Event-specific training centers

For winter sports, marine / water's edge sports, outdoor events at the Olympic Games and high-altitude training, existing training facilities are designated as event-specific training centers, and plans are in place for them to be networked with medical / scientific support and other partners. MEXT has programs underway to make these facilities more sophisticated as training centers.

"NTC event-specific training centers" are designated for twenty events such as winter sports and have been actively used since FY 2007.

Fig. 1-1-38 **Status of Training Centers in Japan**



4) Support to corporate sports

Many of Japan's top athletes belong to corporate sport teams and continue their athlete activities. Corporations have long played an important role in the improvement of athletic competency in Japan. For example, they often will support these top athletes throughout their lives as a whole, and provide for a secure training environment.

However, in the severe economic downturn of more recent years, there have been an increasing number of cases where a corporation has suspended or abolished its sports team, and this has caused significant problems for the basis of activity of corporate-sponsored top athletes.

In response to this situation, MEXT has been supporting top sports league operations thorough the National Agency for the Advancement of Sports and Health to make the leagues stable and successful by doing such things as assigning professionals who are excellent in organizational management and highly capable of operating top-level leagues in Japan.

In FY 2010, MEXT also created a "commendation of sports federation" award to recognize organizations such as corporations that contribute to producing Olympic medalists, and it held its first commendation ceremony (see photo).

○ Awarded corporations and their athletes

School Corporation Kansai University (Daisuke Takahashi), School Corporation Umemura Gakuen (Mao Asada), Daichi Corp. (Maki Tabata, Masako Hozumi), NIDEC Sankyo Corporation (Keiichiro Nagashima, Joji Kato), Kozuki Foundation for Sports and Education (Keiichiro Nagashima, Joji Kato, Daisuke Takahashi), Sohgo Security Services Co., Ltd. (Saori Yoshida), School Corporation Tenri Gakuen (Takamasa Anai), School Corporation Yamanashi Gakuen University (Haruna Asami), Mitsui Sumitomo Insurance Co., Ltd. (Yoshie Ueno)

5) Support for international / domestic athletic events

(A) Hosting international athletic events such as the Olympic Games

Excellent performance of Japanese athletes at international athletic events gives citizens a dream and excitement, and it also raises the presence of Japan in the world community. An example of this is when the Japanese national football team performed extremely well at the 2010 FIFA World Cup.

Thus it is clear that holding Olympic Games and other international athletic events in Japan contributes tremendously to the promotion of sports and international goodwill. The opportunity for the Japanese people to see the world's top athletes perform in person would nurture dreams and impress many Japanese people and would, in addition, strengthen Japan's top athletes as well.

The effect of hosting such events also spills over into many other arenas. For example, it can enhance Japan's standing as a travel destination and can revitalize the economies of local areas.

MEXT is coordinating with various preparatory / governing bodies and related ministries to bring about a smooth invitation to host various international athletic events.

In FY 2010, MEXT supported Japan's bid to host the 2022 FIFA World Cup, but Qatar won the bid. MEXT also supported Japan's bid to host the Rugby World Cup, and Japan won the bid to host that event in 2019.

(B) Hosting National Sports Festivals

The National Sports Festival is the largest comprehensive domestic sports event that is jointly sponsored by MEXT, JASA, and the specific hosting prefecture, and it is held annually in the form of an inter-prefectural competition, aiming to promote sports and culture at a regional level, as well as improve citizen's physical fitness by encouraging widespread sports involvement at various levels.

In the 65th festival in 2010, a total of 40 events both at the winter and main festivals were held, and approximately 24,000 athletes representing prefectures throughout Japan competed for the Emperor's Cup and the Empress' Cup (**Fig. 1-1-39**).

Fig. 1-1-39 **Events and Number of Athletes / Managers at the 65th National Sports Festival (2010)**

Season (venue)	Medal sport	Demonstration sport
Winter festival (Hokkaido)	3 events – Skating, Ice hockey, Skiing 2,937	None
Main festival (Chiba)	3 events – Skating, Ice hockey, Skiing 20,973	2 events – High school baseball, triathlon 467
Total	40 events 23,913	2 events 467

Source: Survey by MEXT

In order to enhance and bring vitality to the National Sports Festival, and to make the festival operation simpler and more effective, various reforms were carried out, such as making practical use of existing facilities as well as facilities in adjacent prefectures; promoting the participation of top athletes; introducing the "hometown athlete system" which allows athletes to participate as a representative from the prefecture where their junior or senior high school is located; consolidating the summer and autumn festivals; and moderating the scale of the festival. We are also working to bring about venue rotation to stabilize the operations of the winter festivals.

Aiming at further reforms, JASA established the "National Sports Festival Vitalization Project" in June 2010, then organized challenges and issues the current National Sports Festival is facing, and explored what would be required to make the National Sports Festival even more attractive and popular.

6) Setting up of an environment which allows top athletes to devote themselves to competition

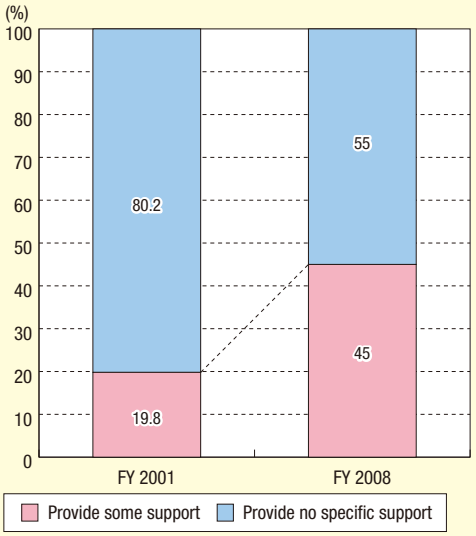
Helping athlete develop the career paths they will follow after they retire from sports competition not only allows them to devote themselves freely to competition but it also attracts more young talent to the sports world. Therefore, it is very valuable to make such arrangements so that Japan can improve in its overall international competitiveness.

The average age of men and women who are certified athletes for the JOC or belong to a member team of Japan's Top Leagues are 25.4 years old and 22.4 years old, respectively, and most of them are in their 20s. Specifically, men and women in their 20s make up 72.6% and 64.8%, respectively, of all top athletes in these categories. The question of how to build their second career is a very important one for such young athletes in their life planning.

Also, due to the recent economic downturn in Japan, many corporate teams have suspended their activities, and second-career support for corporate-sponsored athletes has become a social concern.

As for the rate of corporate teams which offer second-career support, the level has increased in 2010 as compared with that in 2001. Namely, the corporations providing such support have increased, but, on the other hand, half of all corporations provide no support (**Fig. 1-1-40**).

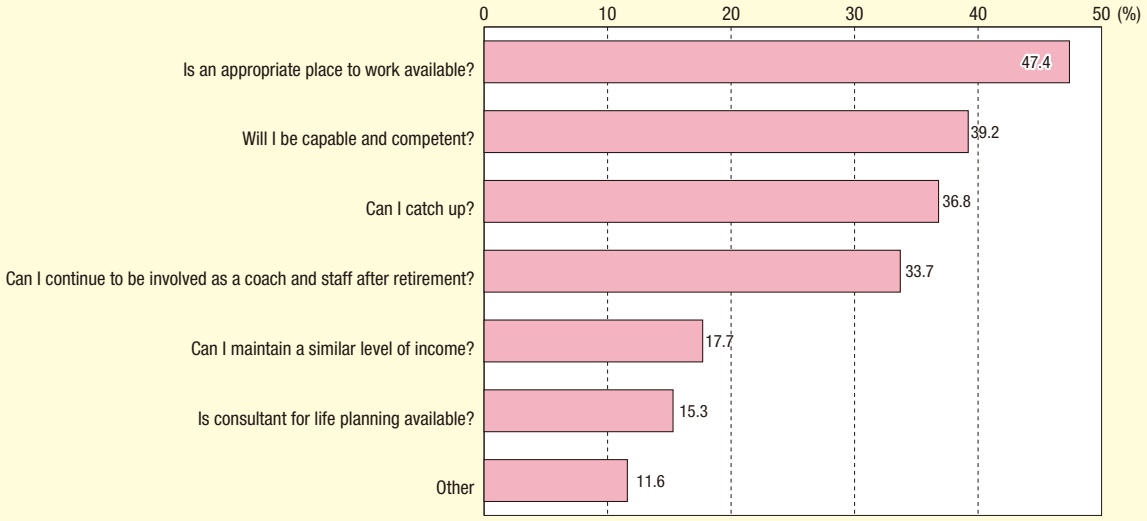
Fig. 1-1-40 **Status of Second-career Support for Corporate Teams**



Source: *Field Survey on Teams Belonging to Japan's Top Leagues and the JOC-Certified Athletic Teams* (2009), MEXT

Furthermore, according to the "Survey on Second Careers" (in which multiple choice responses were allowed), approximately half of the JOC-certified athletes and other top athletes expressed concern about their place of employment after athletic retirement, and they are also concerned with whether or not they will be able to "capably work in the business world," and whether they can "catch up when [they] return to the work-

Fig. 1-1-41 **Concerns after Retirement**



Source: *Attitude Survey on Second Careers for JOC-Certified Athletes and Olympians* (2010), JOC

place," as well as whether they "can continue to be involved in athletic competition as a coach or other staff" (**Fig. 1-1-41**).

As such, support for the athlete's career building after retirement remains problematic, so measures by each association to support this type of second-career building further into the future through such endeavors as an "enterprise of career academy*1" conducted by the JOC are needed.

On the other hand, according to the "Survey on Second Careers (JOC, 2010)" (in which multiple answers are allowed), only 30.7% of the athletes answered, "I think about my second career in concrete terms before retirement," it is true that the importance of career design is not sufficiently understood among active athletes themselves yet. Therefore, it is also necessary to promote educational activities for them about the importance of career design when they are still active as athletes.

Therefore, MEXT is working to enhance the environment which allows top athletes to devote themselves to competition by educational activities on the side which cover the importance of career design, support the development of programs for career building through graduate school, and provide aid and financial resources for learning.

(3) Improve Transparency, Fairness and Justice in Sports Circles

1) Governance of sports associations

Recently, the media reported conflict among boards of directors, leader's violence against athletes, and drug-related crimes by athlete in some associations.

Such scandals by some sports associations can destroy people's credibility of sports as a whole, so the sound judgment and accountability of sports associations require a crucial social responsibility nowadays.

For example, the scandals in the Japan Sumo Association through such problems as baseball gambling and game-fixing are not only the problems of the Japan Sumo Association but become viewed as overall social problems. A lack of comprehensive reform within the Japan Sumo Association organization has been pointed out as part of the background for these repeated scandals.

In addition, there are some disputed resolutions by the Japan Sports Arbitration Agency over the selection of national team members and suspension of eligibility due to doping violations.

Therefore in today's sports world, further improvement is needed in the operation of sports associations to gain societal trust, namely better “governance” is needed.

For that purpose, MEXT is to establish guidelines for the way the organizations operate their sports association systems, as well as to support these organization’s effort to improve their governance.

2) Support quick and smooth resolution of sports disputes

Since the decision of sports association has to do with all athletes' activities, measures to bring about fairness in a broad sense as well as appropriate, fair decisions for all competitors in specific incidences are needed.

Therefore MEXT urges JOC and sports associations belonging to JASA to make efforts at quick and smooth resolutions of sports disputes. These include adoption of automatic trust provisions for sports arbitration, and support improvement of the Japan Sports Arbitration Agency's functions, including better understanding among associations / athletes related to dispute-resolution procedures, and the development of arbitrators and adjusters.

3) Concerning the doping issue

Doping is the use of a banned drug to improve an athlete's competence. Various issues of concern are associated with doping such as (1) it causes significant health damage to the athlete; (2) it violates the spirit of fair play and devalues sports which usually inspire people with dreams and provide excitement; and (3) it negatively affects young people when top athletes that serve as role models for society are discovered to be involved in doping. Further, anti-doping activities are now being carried out broadly on a global scale.

In 1999, the World Anti-Doping Agency (WADA) was established to wipe out this doping problem, and

*1 Enterprise of career academy
Carry out career training for athletes, as well as plan and operate program which make practical use of their competition experiences to benefit society as well as help support life-planning for top athletes.

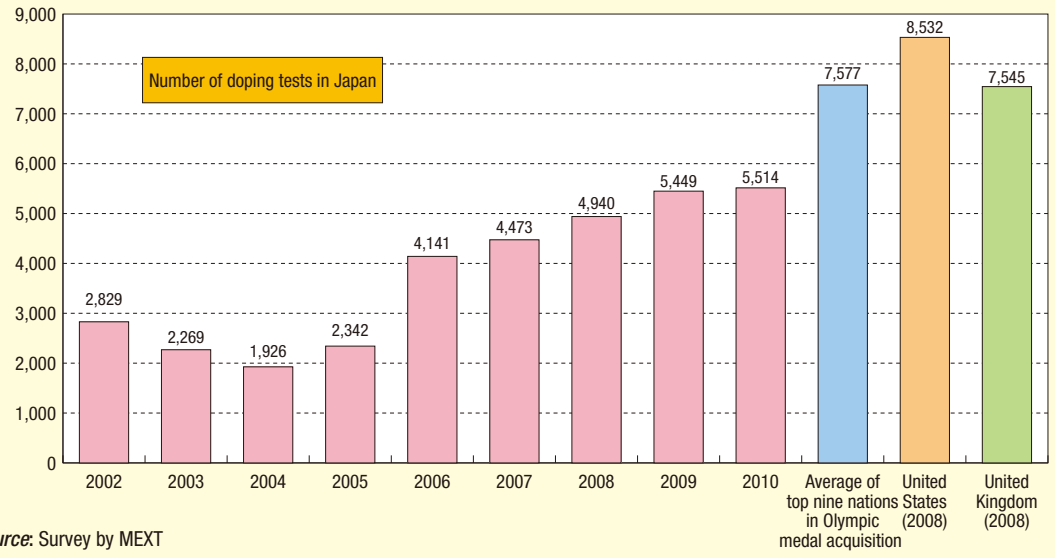
WADA began to plan international activities to promote this agenda. Following these efforts, the Japan Anti-Doping Agency (JADA) was established in 2001 as a domestic organization to carry out doping tests in a neutral manner.

In 2005, in order to strengthen anti-doping activities led by WADA, the "International Convention against Doping in Sport" was adopted at the UNESCO General Conference. Japan has improved systems such as concluding the code in 2006, and established "Guidelines against Doping" to designate JADA as a domestic anti-doping organization in 2007.

The doping tests are conducted jointly by JADA and central sports associations.

The number of doping tests in Japan has increased to 5,514 in 2010 from 2,829 in 2002 after JADA was established. They have reached a level on par with the nations leading in Olympic medal acquisitions, such as the United Kingdom and the United States (average 7,500 in 2007), which indicates steady progress in setting up the test execution system (**Fig. 1-1-42**).

Fig. 1-1-42 **Trends in Number of Doping Tests**



Source: Survey by MEXT

On the other hand, the importance of education and educational activities about anti-doping is increasing, since promotion of education became the international mandate by World Anti-Doping Code since 2009. Athletes and leaders do not understand doping well enough yet, however. For example, there are still many unintentional doping violations, such as those resulting from doses of cold medicine. Further, it is also necessary to develop new analysis technologies and update analysis equipment to respond to new doping methods which are emerging every day.

Therefore, MEXT plans to enhance the system of inspection / research for world-level doping and promote R&D of test technologies and equipment used to deal with recent increasingly sophisticated doping in cooperation with JADA.

MEXT is also conducting programs such as education regarding anti-doping, which is defined as the government role by UNESCO's international convention, and it is promoting anti-doping activities such as education / training as well as public awareness / educational activities.