

I Goals of the Strategy for Sports Nation

A New Era for Sports Culture

~ Sports for everyone ! Create a society in which everyone shares the joy and the excitement of sports and supports sports. ~

II Basic concept

1. A focus on persons (participants, spectators, supporters/educators)

Ensure athletic participation opportunities for everyone, create an environment in which sports can be enjoyed in a safe and equitable manner.

III Five key policies

2. Promotion of cooperation and collaboration

- ✓ Create a virtuous cycle of competitive sports and community sports
- ✓ Develop infrastructure to ensure support for sports from the entire society, such as creation of "New Public Commons"

(2) Development and reinforcement of top athletes to compete on the world stage

- Establish a system for implementing fully integrated instruction from junior to top athletes, in order to upgrade their competitiveness to be on a par with the world leading nations.
- With regard to future summer and winter Olympics Games, measures should be undertaken to increase Japan's medal rate to surpass the previous record of 37 in the summer Olympics in Athens and 10 medals in the winter Olympics in Nagano. Measures will also be undertaken to increase the number of Japanese athletes to be among top 10 athletes in every competition in future Olympics Games and various international competitions to surpass the previous record of 52 persons in the summer Olympics in Beijing and 25 persons in the winter Olympics in Salt Lake City. Furthermore, measures will also be undertaken to substantially increase Japan's medal award rate in junior sports competitions from the viewpoint of pursuing the medium- to long-term development and reinforcement strategy with a focus on the future.
- Create an environment in which top athletes can concentrate to optimize their performance without worry or concern from the time when they compete in junior competitions and also well after retirement.
- Be active in submitting a bid to host international sports competitions, as well as in actually organizing such events, thereby promoting sports and boosting Japan's competitiveness and revitalizing local communities.

(1) Creation of athletic participation opportunities proportional to life stage

- Achieve a society that is active in sports throughout life by giving everybody the opportunity to engage in sport anywhere, anytime and forever, regardless of physical strength, age, capability, interest and purpose.
- The target is to achieve at the earliest possible time a level of engagement in sports whereby two out of every three adults (65%) engages in sports activities at least once a week and one out of every three adults (30%) engage in sports activities at least three times a week.
- Foster physical education and sports club activities at school in order to bring about a fulfilled lifelong sports life.

(3) Creation of a "virtuous cycle" through cooperation and collaboration within the sports industry

- In order to create a virtuous cycle of competitive sports and community sports, deploy outstanding instructors such as retired top athletes at comprehensive clubs in every regional municipality (300 municipalities nationwide) that should serve as a hub ("hub club").
- In order to establish a closer link between the schools and the local communities and to ensure a virtuous cycle of human capital, measures will be undertaken to increase the pool of sports personnel in the local community for physical education and sports club activities at school.

(4) Measures to increase transparency, fairness and equity in the sports industry

- Enhance the governance of sports associations to increase the management transparency in these associations and lend support for prompt and smooth settlement of sports-related disputes, thereby building a fair and equitable sports industry.
- Build a clean and equitable sports industry free of doping incidents.

(5) Measures to develop infrastructure to ensure support for sports from the entire society

- Facilitate the creation of "New Public Commons" through promotion of community sports activities, and develop infrastructure to ensure support for sports from the entire society through a nationwide campaign and tax measures to raise interest in, and promote awareness of, sports among the general public.

IV Develop the legal, tax, organizational and financial framework

Consideration of the formulation of the Basic Sports Act, a comprehensive structure for sports administration, and financial resources for sports promotions, etc.

Goals of the five key policies and main measures(1)

Key policy 1

Creation of athletic participation opportunities proportional to life stage

- Achieve **a society that is active in sports throughout life** by giving everybody the opportunity to engage in sport anywhere, anytime and forever, regardless of physical strength, age, capability, interest and purpose.
- The target is to achieve at the earliest possible time a level of engagement in sports whereby **two out of every three adults (65%) engages in sports activities at least once a week** and **one out of every three adults (30%) engage in sports activities at least three times a week.**
- Foster **physical education and sports club activities at school** in order to bring about a fulfilled lifelong sports life.

Main measures

- Improve sports environments with deployment of comprehensive community sports clubs (Provide attractive sports programs with the deployment of top athletes, Promote community sports clubs that embody “New Public Commons”, etc.)
- Develop and foster human resources to be in charge of community sports
- Secure a location for daily sports activities (establish regional sports facilities, Promote effective utilization of school sports facilities, A plan to convert a property into grass field, etc.)
- Formulate the guidelines on physical exercise and sports during early childhood and school-age years
- Promote initiatives for provision of sufficient athletic participation opportunities to improve children’s physical fitness
- Provide greater athletic participation opportunities for youngsters and adults
- Lend support for elderly people to improve their physical fitness
- Foster physical education and sports club activities at school (Deploy an “elementary school physical education activity coordinator”, Increase the number of visiting instructors, produce and distribute digital health and physical education materials, Provide greater athletic participation opportunities for students at junior high and high schools)
- Create a safe environment for sports activities

Key policy 2

Development and reinforcement of top athletes to compete on the world stage

- Establish a system for implementing fully integrated instruction from junior to top athletes, in order to upgrade their competitiveness to be on a par with the world leading nations.
- With regard to future summer and winter Olympics Games, measures should be undertaken to increase Japan’s medal rate **to surpass the previous record of 37 in the summer Olympics in Athens and 10 medals in the winter Olympics in Nagano.** Measures will also be undertaken to increase the number of Japanese athletes to be among top 10 athletes in every competition in future Olympics Games and various international competitions **to surpass the previous record of 52 persons in the summer Olympics in Beijing and 25 persons in the winter Olympics in Salt Lake City.** Furthermore, measures will also be undertaken **to substantially increase Japan’s medal rate in junior sports competitions** from the viewpoint of pursuing the medium- to long-term development and reinforcement strategy with a focus on the future.
- **Create an environment in which top athletes can concentrate to optimize their performance without worry or concern from the time when they compete in junior competitions and also well after retirement.**
- **Be active in submitting a bid to host an international sports competition, as well as in actually organizing such event,** thereby promoting sports and boosting Japan’s competitiveness and revitalizing local communities.

Main measures

- Lend increased strategic support for junior– to top-level athletes
- Lend increased support for overseas training of top athletes, instructors and umpires
- Establish a network of “enhanced distribution / research activity bases” by making full use of universities
- Upgrade the role and functions of the Japan Institute of Sports Sciences (JISS)
- Review the structure of national training centers
- Lend support for the *career development* of athletes from the time when they compete in junior competitions and also well after retirement and promote their social contribution
- Create an environment friendly to female athletes
- Give an award to corporations that have contributed to reinforcement activities
- Increase cooperation with disabled sports
- Lend support for a bid to host *international sports competitions* as well as for actual organization of such events, and promote sports tourism
- Upgrade measures to prevent and combat doping in sport

Key policy 3

Creation of a “virtuous cycle” through cooperation and collaboration within the sports industry

- In order to create a virtuous cycle of competitive sports and community sports, **deploy outstanding instructors such as retired top athletes at comprehensive clubs in every regional municipality (300 municipalities nationwide) that should serve as a hub (“hub club”)**.
- In order to establish a closer link between the schools and the local communities and to ensure a virtuous cycle of human capital, measures will be undertaken to **increase the pool of sports personnel in the local community for physical education and sports club activities at school.**

Main measures

[Create a virtuous cycle of competitive sports and community sports]

- Develop a structure that will enable top athletes to make the most of their abilities in the area of community sports
- Deploy an “elementary school physical education activity coordinator” (provisional title)
- Increase the number of visiting instructors for physical education and sports club activities
- Lend increased strategic support for athletes from the time when they compete in junior competitions
- Lend support for the *career development* of athletes from the time when they compete in junior competitions and also well after retirement and promote their social contribution
- Establish a one-stop service system to support the development of sports careers

[Promotion of cooperation and collaboration within the sports industry]

- Establish a network of “enhanced distribution / research activity bases” by making full use of universities
- Upgrade the role and functions of the Japan Institute of Sports Sciences (JISS)
- Promote effective utilization of school sports facilities
- Establish cooperation between sports associations
- Enhance international exchange and cooperation in sports

Key policy 4

Measures to increase transparency, fairness and equity in the sports industry

- **Enhance the governance of sports associations** to increase the management transparency in these associations and **lend support for prompt and smooth settlement of sports-related disputes**, thereby building a fair and equitable sports industry.
- Build a clean and equitable sports industry free of doping incidents.

Main measures

- Formulate the guidelines on management of sports associations
- Ensure the fair and equitable management of sports associations
- Upgrade the management functions of sports associations
- Lend support for prompt and smooth settlement of sports-related disputes
- Upgrade measures to prevent and combat doping in sport

Key policy 5

Measures to develop infrastructure to ensure support for sports from the entire society

- Facilitate **the creation of “New Public Commons”** through promotion of community sports activities, and develop infrastructure to ensure support for sports from the entire society through a **nationwide campaign** and tax measures to raise interest in, and promote awareness of, sports among the general public.

Main measures

- Promote community sports clubs that embody “New Public Commons”
- Create an environment to lend support for community sports activities
- Launch a “Sports Promotion Movement” Campaign (provisional title)
- Consider tax measures, such as donations tax, in order to facilitate the creation of “New Public Commons”
- Upgrade the award system in the area of sport