



Brussels, February 16, 2010

Main results of the e-consultation



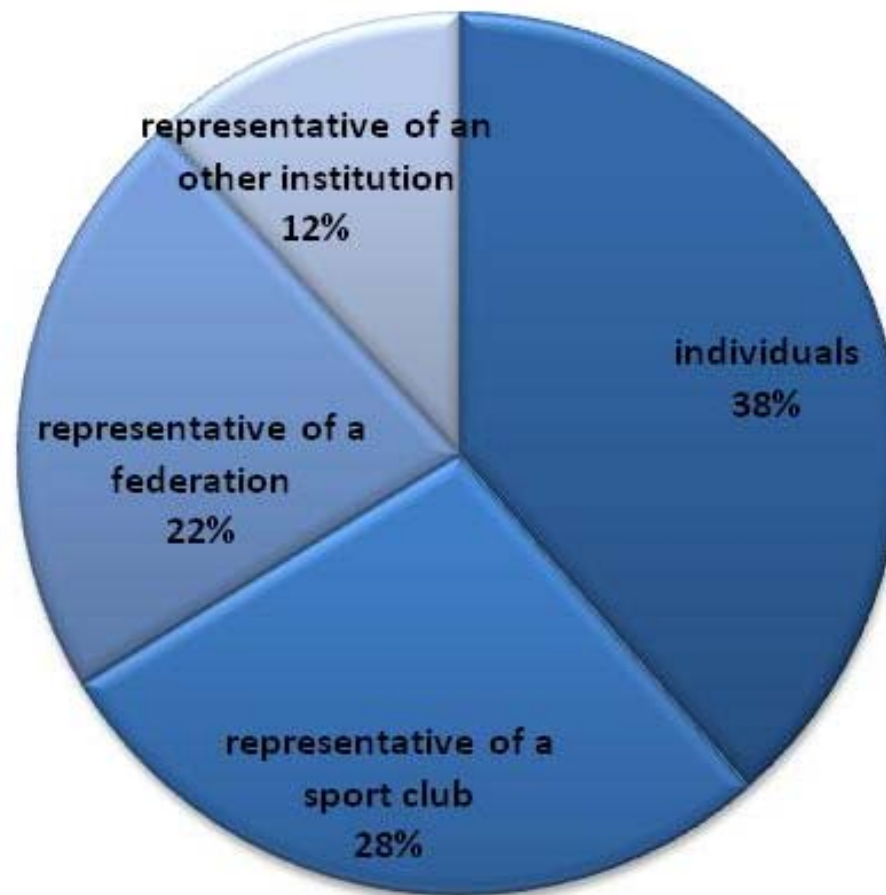
Julien Montel, Amnyos

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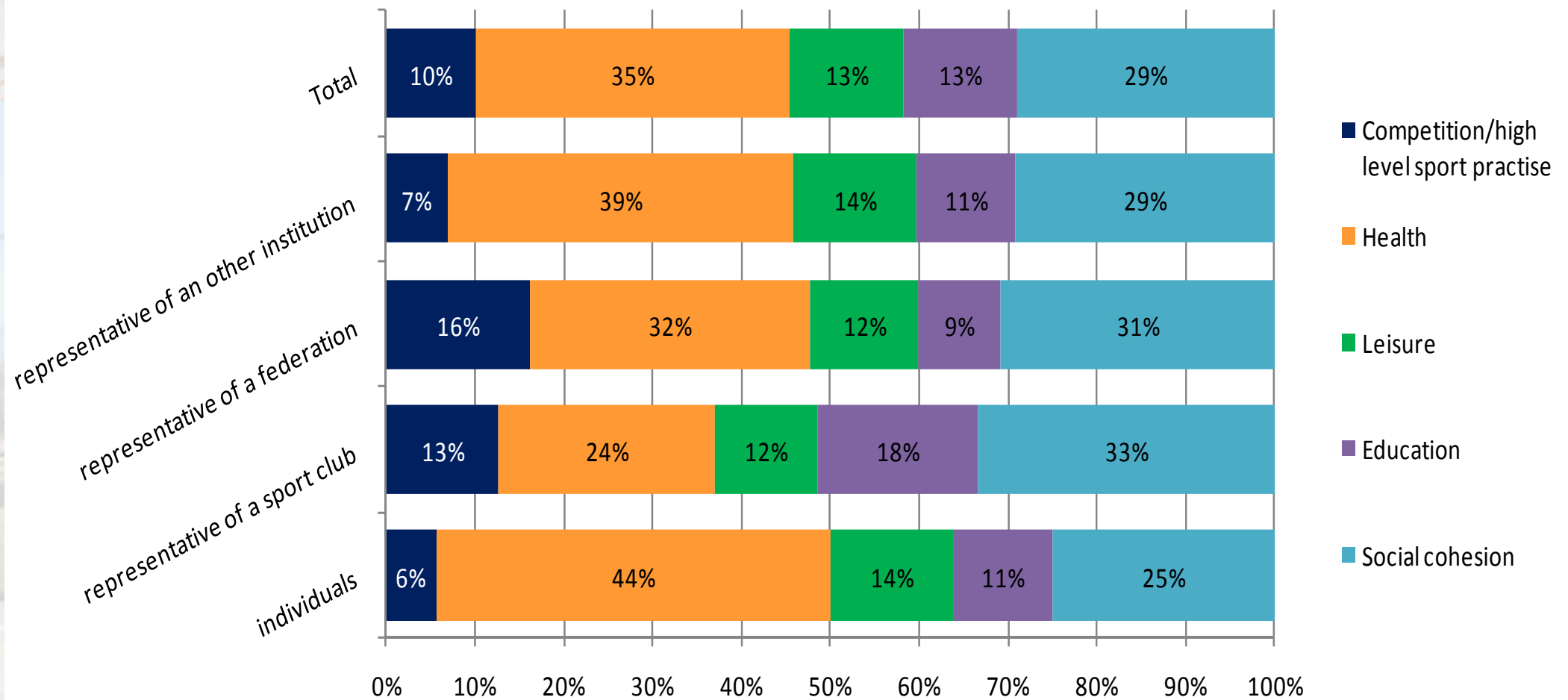


Who responded?

- 618 answers



What should be the objective of sport public policy?



Ressources for clubs and grassroots sport

- Consensus : voluntary work is the most important resource and is considered as important or essential by 90%
- Individuals think members' participation (through fees and voluntary work) must remain important but express strong expectations about local public funding and sponsoring
- Representant of clubs and federations have more expectations about public funding (local for clubs, State for federation) than private funding (including sponsoring, membership fees or events)

Barriers

Individuals	Overall percentage
Lack of time	53%
Cost	26%

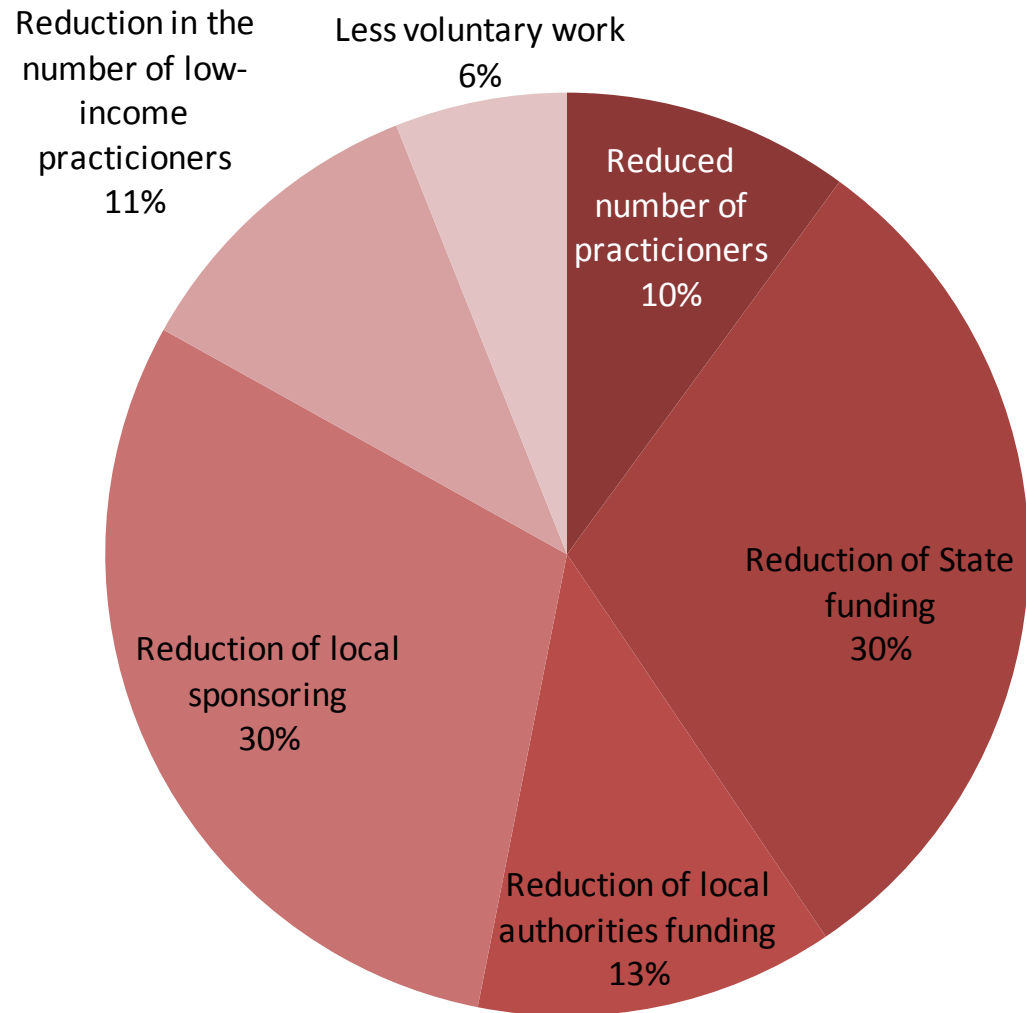
Clubs	Overall percentage
Cost for the participant	25%
Quality or availability of infrastructures	22%
Inadequate schedules	16%
Lack of equipment	13%

Lotteries and TV rights

LOTTERIES	Overall percentage
Funding grassroots sport through clubs	41%
Funding grassroots sport through federations	19%
Funding sport facilities	16%
Funding sport events	9%
Promoting sport towards population	6%
Giving better preparation to top level athletes	5%
Theses revenues must not finance sport at all	2%
Other	2%

TV RIGHTS	Overall percentage
Funding grassroots sport through clubs	35%
Funding sport events	17%
Funding grassroots sport through federations	16%
Funding sport facilities	12%
Giving better preparation to top level athletes	12%
Promoting sport towards population	6%
Allowing professional clubs to attract the best sportsmen and sportswomen	1%

Impact of the crisis: main consequence



Impact of the crisis

- Reduction of funding....

... but the resources that are quoted are not the main resource of grassroots sport

- The reduction of participation may not be a direct impact, but may be a mid-term effect

Outlook : opportunities and threats for grassroots sport

The situation is worrying ...

- State funding is reducing and focusing on elite sport : the added value of sport is not recognized enough in public policies
- Grassroots sport is dependent on local authorities funding → random support
- No solidarity between media-exposed sport and other sport,
- Increase of membership fees → reduction of participation?

Outlook : opportunities and threats for grassroots sport

... but not desperate

- Clubs and federations have a key role to play in the promotion of the added value of sport : health, community development
- Incent private funding for small clubs and events
- Incent projects in common : between clubs of different sports, between clubs and local authorities, between clubs and firms (including sport for the employees)

Questions for the round table

- Can high level/professionnal sport and grassroots sport be part of global strategy of sponsors?
- Will revenue from lotteries, gambling and betting supplement declining revenues from central and local governments?
- What are the risks of distortions of revenue allocation in the absence of coordination?
- Will voluntary work be sufficient and appropriate to face the challenges?

Present ressources for clubs

Present ressources for the clubs (individual)	%
Membership fees	38%
Voluntary work	31%
Local authorities funding	12%

Present ressources for the clubs (representative of a club)	%
Voluntary work	50%
Local authorities' funding	15%
Membership fees	15%

Future resources for clubs and grassroots sport

Future resources for the clubs (individual)	%
Local authorities funding	31%
Membership fees	20%
Voluntary work	19%
Private funding : sponsoring	14%
Revenue from the organisation of sport or non sport events	7%

Future resources for the clubs (representative of a club)	%
Voluntary work	30%
Local authorities' funding	22%
Other public funding	14%
Private funding : sponsoring	12%
Membership fees	9%

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Thank You