

# Data warehouse concept of the German Sport Development Report

—

## A model for EU sport statistics?

Prof. Dr. Christoph Breuer

March 23<sup>rd</sup>, 2011

EU Conference on Sport Statistics

Brussels



Deutsche  
Sporthochschule Köln  
German Sport University Cologne

Institut für Sportökonomie und Sportmanagement  
Institute of Sport Economics and Sport Management



# Agenda

- The German Sport Development Report
- Data Warehouse Concept
- A model for EU sport statistics?



# The German Sport Development Report



# Sport Development Report for Germany

- I monitoring and knowledge management system for sport authorities and sport governing bodies
- I scope: improved knowledge based support for sports clubs
- I  $n_{2007} = 13,068$  sports clubs,  $n_{2009} = 19,345$  sports clubs
- I Online panel since 2005 , waves every two years
- I response rate > 30 %



Governmental sport  
management (programmes)

Competitive sports  
Integration

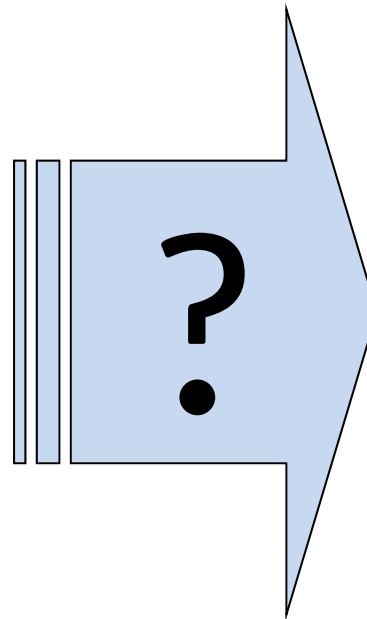
Governmental sport management  
(financing)

Reduction of public subsidies  
User fees for sport facilities  
Tax rate for sports clubs  
Decrease of trainers' tax exemptions  
...

Demographic change

Sports club management

Modification of the product  
Modification of the price  
Investment in own sport facilities  
Investment in full-time jobs  
...



Production of public welfare

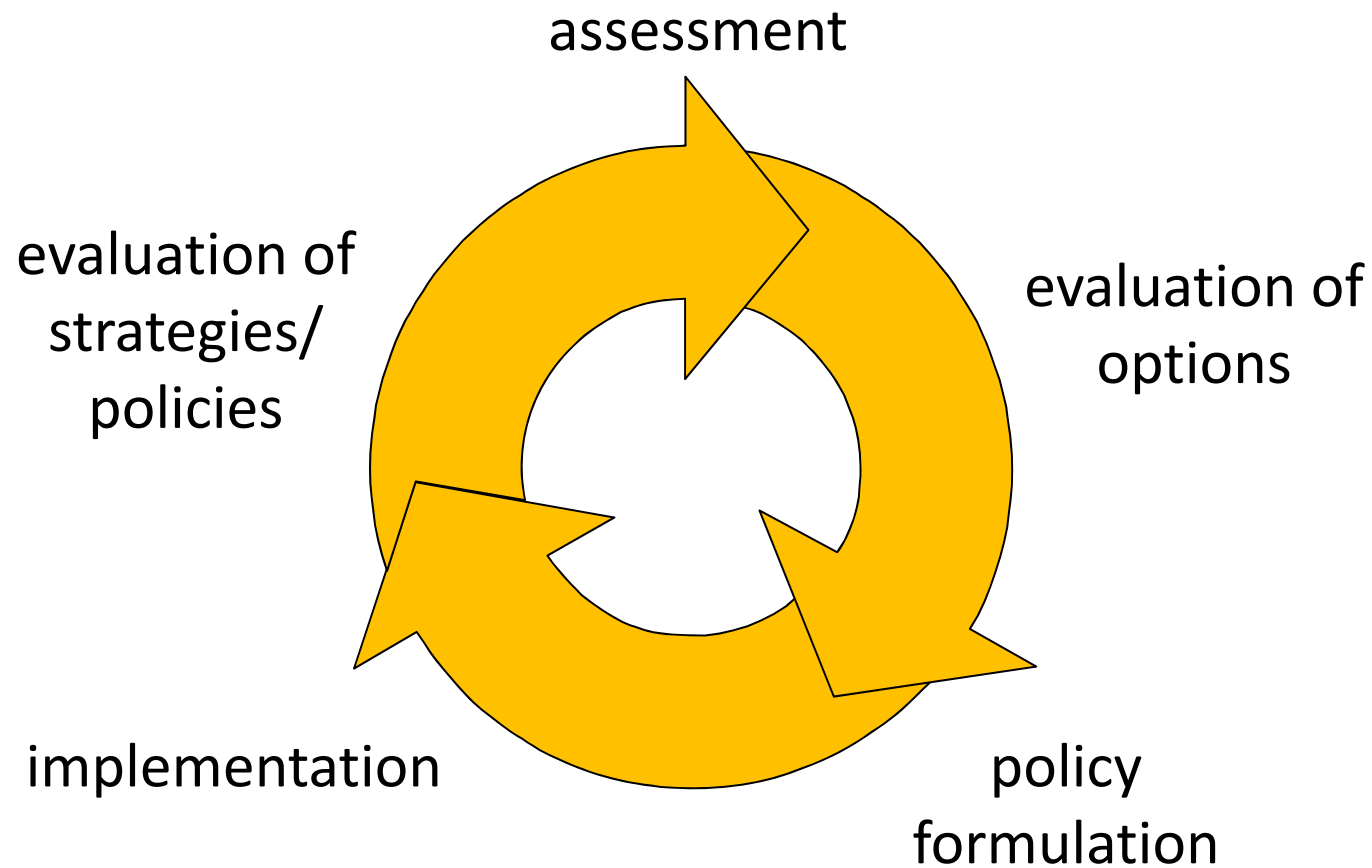
*Contribution to...*  
... national representation  
... social integration  
... supply of sport facilities  
... public health  
... democracy  
... job market  
... GDP

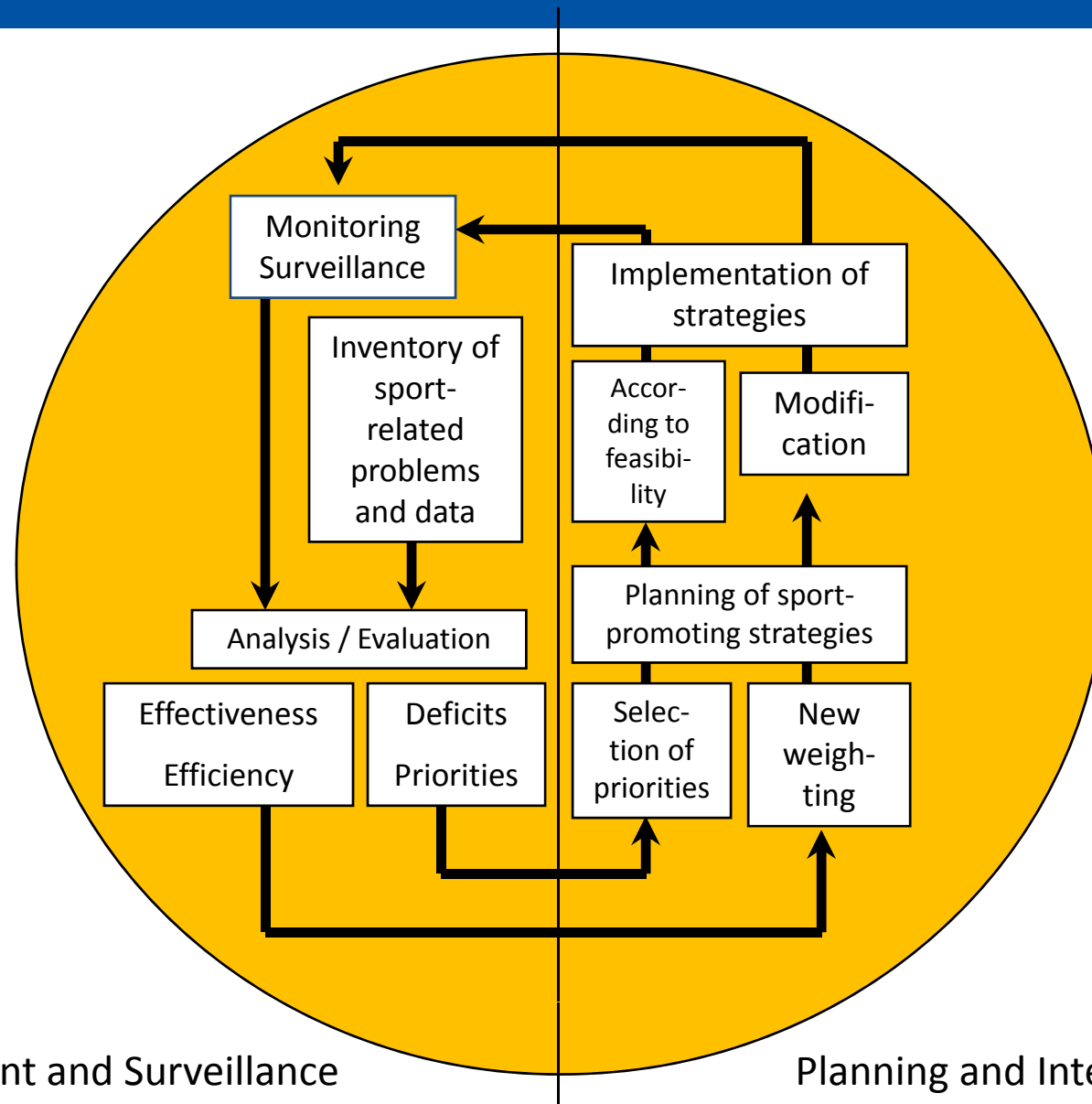
Social and economic key  
numbers

Income-expenditure-balance  
„ Club insolvencies “  
Membership fees  
Number of sports club offers  
Number of members  
Number of  
Trainers/ voluntary posts  
Need of advice  
...



# SDR life cycle





Assessment and Surveillance

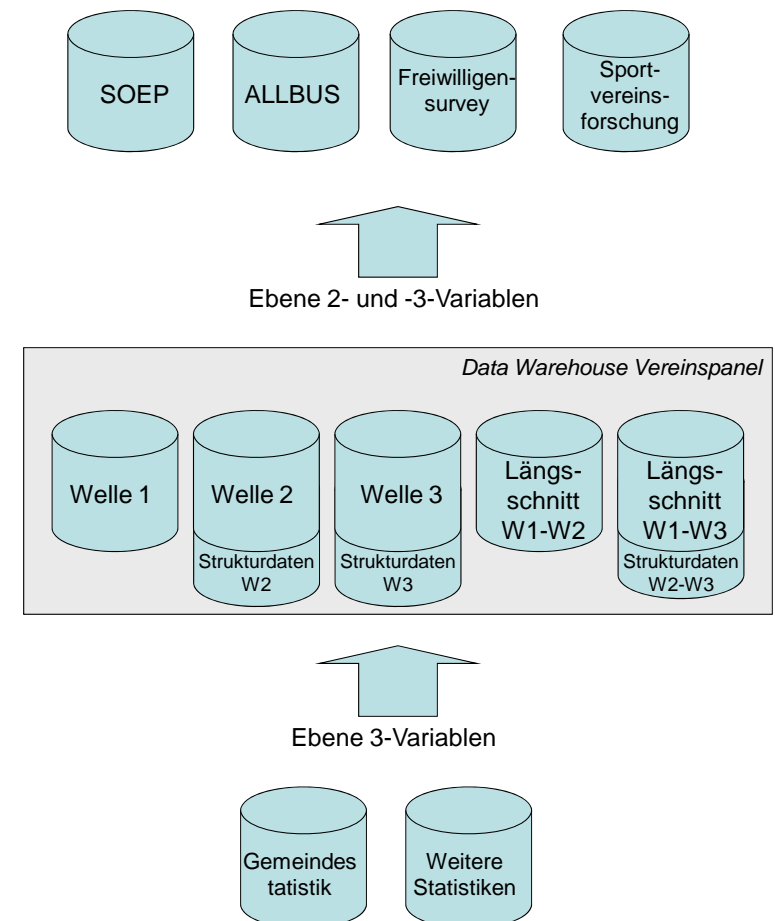
Planning and Intervention



# Data Warehouse Concept

# Why a data warehouse solution?

- Creating an added value
- Combining survey data with official statistics and further survey data
- Linkage via community codes etc.





# Why an „open“ data warehouse solution?

- Creating an added value
- Many interested potential users of the data sets (academia, governments and authorities, sport governing bodies)
- More general and organisational knowledge



# Model for EU sport statistics?



## A model for EU sport statistics?

- Lots of surveys and other sport related empirical research work
- Mostly with a national or regional focus
- Mostly funded by national or regional governments
- Difficulties of cross-national comparisons and European analysis
- Idea of a EU data warehouse of sports statistics and data
- A lot of more information would be available  
(e.g. Sports clubs surveys in Belgium, Denmark, Finland, Spain, UK etc.)
- A more effective and efficient research, monitoring and EU policy formulation would be possible



***Thank you very much for your kind attention!***