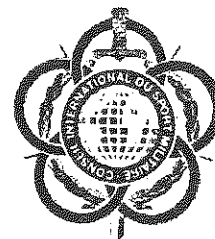


International Symposium on *Sport for all!*



AIMS AND STRUCTURES OF THE INTERNATIONAL SPORT FOR ALL MOVEMENT

Prof. Dr. Jürgen PALM, President of TAFISA

I begin with two critical questions:

Is Sport for All something important?

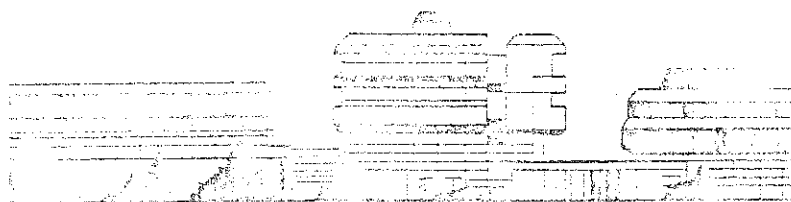
Is Sport for All possible?

Is Sport for All important? Yes. If the human body and the adequate development of its capacities are an elementary condition for living a true life, then Sport for All is an essential approach to a more human life in the future. When we learn that sport is not just a physical activity which can be measured in points or seconds, but it is an interhuman act, a social process, a stimulus to health, a resource of joy, a chance to play conflicts instead to fight conflicts: then indeed Sport for All is a message to the world. It is a message for politicians, for scientists, for city planners, for educators, for doctors, social street workers, environmentalists and many more.

Standing at the threshold of the 21st century we are confident that Sport for All can contribute to a moderate but definite improvement of human life.

It is this new and by far wider understanding of Sport for All as the contemporary synonym of "playing man" of "homo ludens" what we have to manifest. There has in the meanwhile sufficient scientific prove been assembled. Yes, sport can have a definite impact on health, wellness, social life and culture. Science has made it a certainty.

We have the prove in our hand. We are in a politically convincing position of sport in a future oriented society because of:



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- the cost reduction in national health care',
- the contribution of sport as a counter-measure to social conflicts,
- the role of sport in contemporary popular culture,
- the development of a market of leisure goods and services with a growing importance for the national economy.

But is Sport for All possible? No. Not yet and by far not everywhere. But "Sport for More" people? Yes, now and everywhere.

I feel challenged by a very curious paradox:

- on one hand I know the poor realities for Sport for All today in the majority of countries. Sport for All in the meaning of 100 % of the people participating is far away from realisation. Mathematically Sport for All today is not possible.
- On the other hand I see right now the most dramatic up-swing in sport participation that ever has happened in the history of mankind. And this boom in participation is not limited to the highly industrialised countries. We have a smaller but considerable growth also in the developing world.

Do you feel the irony of this paradox?

Do you imagine inside of your head the bright picture how a world of Sport for All would look like in your home country when everybody, young and old, rich and poor, talented and average could join in joyful activities?

But you have to remember the true sport situation in your cities and in the villages. You know that there are by far too few sport grounds, gymnasiums, swimming pools. For those that exist the access is limited to much less than all a small part of the population, they are not enough for "all". Sport activity is in most countries a minority affair. Sport for All is often still Sport for Few.

And yet, if today we are seriously proclaiming the access to sport, to games and physical activities as a basic human right then we must look for solutions which are applicable to most if not all the people and not only to the privileged.

How to realise Sport for All in metropolises like Buenos Aires, Manila, Lagos where one sport centre or swimming pool or gymnasium is statistically shared by up to 100.000 people?

What can you do in rural areas of Africa or Asia or in parts of Latin America where over hundreds of kilometres you find no sport facility at all?

How to proclaim Sport for All with limited money, limited space, limited manpower, limited understanding, limited impact on the ruling powers in sport?

Take this serious - but don't despair. The first thing we have to accept is indeed the reality. The second thing is that we keep our firm believe in the possibility of changes. These changes may be moderate but they are effective.

In the world of Sport for All, in large parts of our globe we have to miss the beauties and attractions of many sports because people just can't afford them. Out of the Olympic program unfortunately only a minority of sports can give access to "all". But with certain modifications, with some simplifications of rules, with using closed streets, market places, squares, neighbouring forests, parks, school grounds, even shopping centres, a creative planning of Sport for All is possible.

Those who develop Sport for All must stand the pressure of this paradox: of being a believer and being a realist. A missionary and a worker. A thinker and a runner.

The recent and definite growth of sport participation in economically rather poor countries around the world shows good proof for the hope of change.

We can say that rapidly developing countries like for instance Portugal, Singapore, Malaysia, Korea have reached in just the last decade a sport participation level which the highly industrialised countries only held 20 years ago. And we can say that quite some less developed countries in spite of the difficulties now are beginning to touch the participation status which the faster developing ones had a generation before and the industrialised countries half a century ago.

So, Ladies and Gentlemen, neither the blindfolded believer nor the sceptic is the right person for our work. Sport for All as a 100 % participation is not possible today.

But the ever growing number of exercisers in sport pushes the degree of participation forward from 5 to 10 to 20 percent and more, the highest now being 79 % (Finland).

Which services are offered by TAFISA?

The services of TAFISA help to better know what other countries do in Sport for All, how national Sport for All policies are working elsewhere and which structures are successful in national Sport for All Organisations.

HOW TO KNOW WHAT OTHER COUNTRIES DO IN SPORT FOR ALL

TAFISA holds world-wide conferences every two years. They are strictly directed to the practice and methodology of Sport for All. They are attended by the national experts in this field. So in Netanya/Israel last June, 1995, we had national Sport for All directors from 49 countries of all continents. Here you could have experienced how the Canadians finance their Sport for All program, how the Australians approach their youth with fitness, how in Peru Sport for All programs are directed to poor living areas, how in Africa traditional dances can be understood as Sport for All are and much more.

Another platform to learn about modern methods in Sport for All are the Continental Academies of Sport for All which are held annually for about one week. The first one founded is located in Budapest/Hungary, the second one is in Bogota/Colombia, for the American hemisphere. For Asia/Oceania a planning is on the way.

HOW TO DEVELOP A NATIONAL SPORT FOR ALL POLICY

Through TAFISA one has access to Sport for All concepts, to documents and organisational materials. Think for instance of the concept of the President's Council on Physical Fitness and Sport in USA or the Norwegian Trim Campaign. There are many more examples like the German Trimming 130-Campaign. You might be interested how the government of Malaysia or Indonesia integrate the Sport for All movement into the national development and into the tourism strategy or which role Sport for All could play in the South African unification process? Maybe it is good to know how under limited economical conditions Hungary is aiming at Sport for All or Lithuania or even Vietnam. You might have additional arguments for convincing political leaders with the knowledge how Sport for All ideas got into the Swiss, the Brazilian constitution or into the Indonesian nation concept.

HOW TO INTRODUCE MAJOR PROGRAMS OF SPORT FOR ALL ?

Walking is the most simple activity, it can be practised by nearly everybody and nearly everywhere. So around walking a lot of programs have been developed, whether the Sunday

morning walks in Jakarta, the Saturday walks all over Israel, the mass walking events which started in Sao Paulo or the 4-Day-Walks which hold a tradition in the Netherlands. The biggest Walking event ever was held on June 9, 1992, as a highlight at the World Ecological Summit in Rio de Janeiro, when 250.000 walkers turned up to demonstrate for a new alliance of body and environment, organised by TAFISA and Earth Day.

We have already mentioned dancing as an activity which is highly attractive and highly aerobic as well. The dances originating in Latin America or in Spain are especially fine examples for the motivation of music to template body exercise. Sport for All can be built upon hundreds and even thousands of years old physical cultures like in China, Thailand, Iceland etc. Think of the indigenous physical cultures of the American continent, for instance with the running rituals of Canellas Amazone Indians or the Tarahumara of Mexico. There is also the wide field of popular winter sports to explore. There is a number of aquatic sports. The variety of Sport for All activities is surprisingly rich and the exchange of such programs is one of the most productive factors.

HOW TO BRING SPORT FOR ALL INTO THE MEDIA ?

In quite some countries Sport for All campaigns were started via the media. We may think of Sweden's Torna med TV, of Australia's "Life.Be in it", of Germany's Trimming 130-Campaign. The recent Belgium example of the "Kribels" or the former one of "Kunto Urheilu" in Finland are further examples. Every two years at TAFISA's International Conferences there is an exhibition of posters, brochures, advertising material and television commercials. Some of the finest of these Sport for All commercials have been produced by PARTICIPaction, Canada.

HOW TO ORGANISE A MASS EVENT IN SPORT FOR ALL

If a world record constituted in split seconds or in meters is the Trade Mark of Olympic sport, than the participation of big masses constitutes a trade mark of Sport for All. I told you about the 250.000 walkers at Rio's Ecological Summit, I remember 120.000 turning up at the World Festival of Traditional Sports in Bonn, we will recall the Thousands of runners and

skiers coming to the big marathon events like in Montevideo or in Melbourne, in New York or London in summertime, or the WASA-Run in Sweden, the King Ludwig-Run in Germany or Country-Skiing in Canada in the wintertime.

Perhaps the highest attraction and an enormous variety of activities is found in the International Challenge Day, a contest between pairs of cities in which the city wins that on the

last Wednesday in May from midnight to 9 o'clock in the evening activates the highest percentage of inhabitants to participate at least for 15 minutes in some kind of sport or physical activity. Outstanding examples are Hongkong, with five million participations last year or Bucharest with over a million. Cities are turned into a big and peaceful sports ground.

It is not the individual bests that count here but the most. Next year, on May 28, cities on all continents will compete against each other.

HOW TO INTEGRATE TRADITIONAL GAMES INTO SPORT FOR ALL ?

Four years ago, June 23 to 27, the first World Festival of Traditional Sports took place in Bonn/Germany. With its 34 participating nations from Latin America, Africa, Europe, Asia and Oceania it proved that many of the games, sports and physical activities which we have inherited from our ancestors provide us with activities of Sport for All. Not only do we highly esteem the cultural values incorporated in these dances, games and sports, not only do they present the identities of the many different populations of the world, not only do they symbolise the depth of history in which physical culture is involved. No, they also offer elements of a very attractive and economical programming of Sport for All. Nearly all the dances, most of the callisthenics, many of the martial arts, quite some of the strength proofs and at least half of the games can be applied in low cost or no-cost Sport for All programs. Let me invite you to attend the 2nd World Festival, organised by TAFISA and the National Sports Authority of Thailand. December 10 to 16, 1996 in Bangkok.

I come to the end.

A generation ago in the middle of the Sixties, the term Sport for All was used for the first time officially, in Strasbourg at a meeting of European Sports representatives. At that time it was an idea of good will, it was an evolution of thought. Now, thirty years later, we have already covered quite a distance from the little sport participation at that time to the much higher sport participation of today. In my eyes the first modern revolution of sport was constituted by the Olympic Games and the internationalisation of competitive sport. Now we all are part in the second revolution of sport in which the basic human right of access to the benefits of sport is declared open to everybody. The chances that we proceed to a Sport for more then for the most and may be some day for all are not so bad.
