

# Tokyo's Master Plan for Sport Promotion

Overview

Creating Tokyo's Future  
Through the Power of Sport

March 2018



# Plan Overview

## Background to Formulation of the Plan

The sports environment in Japan has seen great change in recent years.

Rugby World Cup 2019™ and the Games of the XXXII Olympiad (Olympic Games Tokyo 2020) and Tokyo 2020 Paralympic Games—global sporting events—will serve as opportunities to further advance the development of Tokyo. The Tokyo Metropolitan Government (TMG) must

accurately grasp such changes in the environment as it pursues efforts to promote sports.

The TMG is pleased to present the new plan it has formulated to serve as the compass for envisioning the city's future with respect to the type of city it should aim to become through sports.



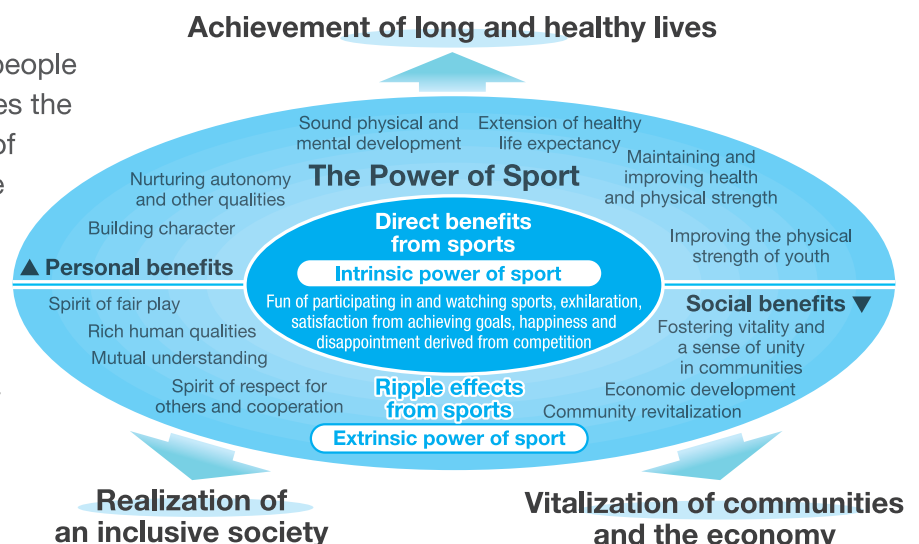
# Creating Tokyo's Future

Achieve a resident sports participation rate of 70 percent to realize “Sports City Tokyo” where anyone can enjoy

## The Power of Sport

The direct impacts sports have on people are its “intrinsic power.” This includes the happiness, disappointment, sense of achievement, and frustration people experience through engagement in sports. Impacts that have a ripple effect outward into society are its “extrinsic power,” including improved health and cultivation of a fair play mindset.

Tokyo will utilize the power of sport to contribute to resolving various issues it faces.



## Scope of Sports in this Plan

This plan defines sports broadly to include not only as sports in the traditional sense where participants compete to win or set records, but also as physical activity to maintain or improve one's health, regardless of whether the activity is performed during free time or work time, and physical activity for fun or entertainment (activities that require a reasonable amount of energy).



## ▶▶ Participating in Sports

Sports includes not only competitive sports, such as baseball and soccer, and physical training, such as running and stretches, but also any planned, continuous activity, including taking walks as a form of recreation and taking the stairs instead of the elevator.



## ▶▶ Watching Sports

Watching sports includes not only seeing top athletes compete at stadiums and other venues, but also watching children and friends participate in various sports. The concept goes beyond just watching sports in person to include following sports through TV, radio, and internet broadcasts.



## ▶▶ Supporting Sports

In addition to sports volunteers, who provide support in areas such as event operations, support also includes the activities of referees, team managers, coaches, and others who support athletes and teams. Support activities also include the provision of sporting goods and equipment and the sponsorship of events by companies and others.

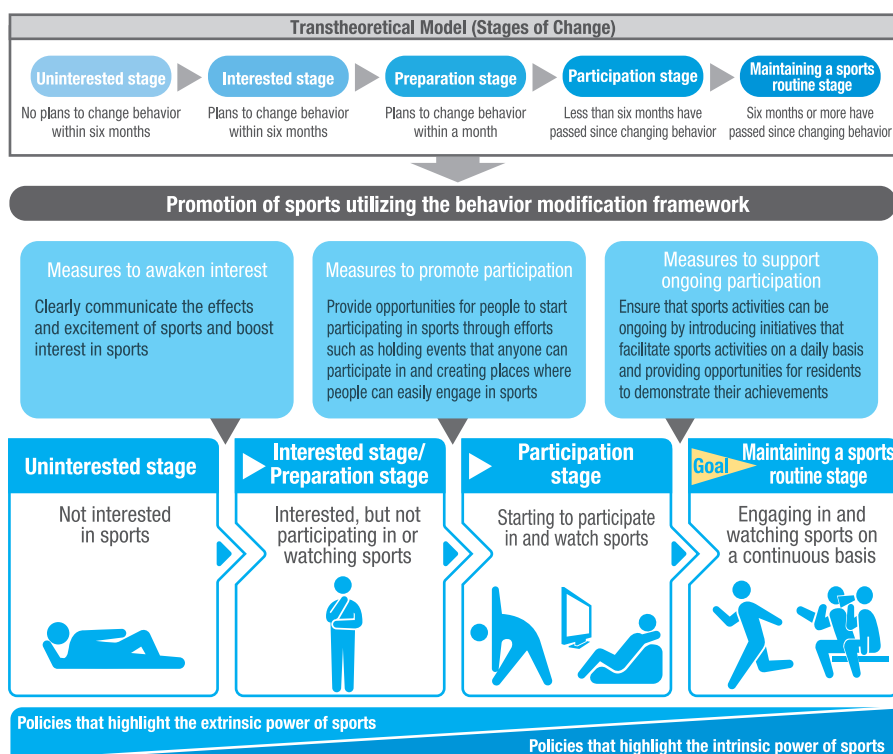
# Through the Power of Sport

sports anytime, anywhere, throughout their lifetime, energizing the people and city through the power of sport.

## ▶▶ Approach to Policy Implementation

Although the degree of interest and involvement in sports by Tokyo residents varies by individual, using the transtheoretical model for change, individuals can be classified into five categories or stages according to their level of sports involvement. This model illustrates how it is necessary for people to go through stages and change gradually in order to modify behavior and establish new habits.

Incorporating this concept, the TMG will develop sports policies tailored to each “sports involvement stage” so that all Tokyo residents can enjoy sports daily.







## Sports participation by Tokyo residents



The sports participation rate of Tokyo residents was 39.2 percent in fiscal 2007. After that, the percentage rose steadily and reached 60.5 percent in fiscal 2014. In the fiscal 2016 survey, however, participation dropped to 56.3 percent.

Nationwide sports participation, on the other hand, was 42.5 percent as of fiscal 2016. As the participation rate of Tokyo's residents far exceeds the national average, Tokyo can be considered as one of Japan's top-class cities, when it comes to resident engagement in sports.



**Tokyo residents  
(18 years old and older)  
participating in sports  
in 2016**

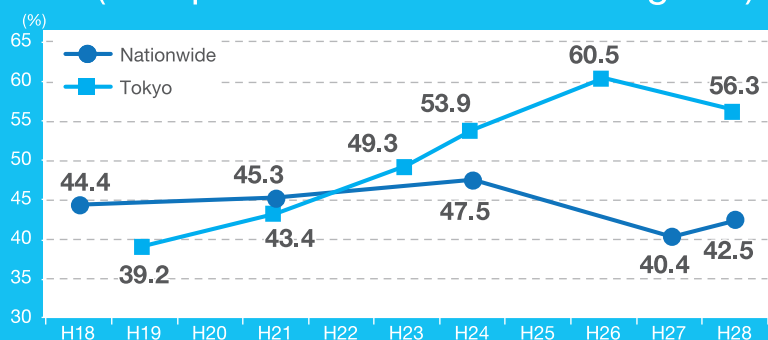
# 56.3 %

What is the sports participation rate?

- ▶ The percentage of adults who engage in sports at least once a week.  
(Adults aged 20 and older until fiscal 2014 and 18 and older from fiscal 2016)



**Sports participation rates  
of Tokyo residents  
(Comparison with nationwide figures)**



# Three policy goals and 30 po

Policy approach

Plan period: From fiscal 2018 through fiscal 2024

Policy goal

# 01

## Achievement of long and healthy lives through sports

Future image

All residents are maintaining or improving their physical and mental health by freely engaging in sports, and leading vibrant lives.

Percentage of Tokyo residents aged 18 and older not participating in sports over the past year

Percentage of eighth-graders responding that they “dislike” or “somewhat dislike” sports

Percentage of the Tokyo residents aged 18 and older engaging in activities supporting sports over the past year

Policy goal

# 02

## Realization of an inclusive society through sports

Future image

All people are enjoying sports as equals regardless of differences in age, sex, nationality, and others, or whether they have impairments, and are living harmoniously based on mutual understanding and respect.

Percentage of Tokyo residents with impairments aged 18 and older participating in sports

Percentage of women in their 20s and 30s residing in Tokyo participating in sports

Percentage of Tokyo residents aged 60 and older participating in sports

Policy goal

# 03

## Vitalization of communities and the economy through sports

Future image

Residents are enjoying a variety of sports on a routine basis, while organizations, such as companies and local groups, are offering a range of services that let citizens experience the joy of sports, leading to vitalization of communities and the economy.

Percentage of Tokyo residents 18 and older who watched sports live over the past year

Number of athletes discovered, trained, and made stronger by the Tokyo Metropolitan Government (TMG) competing in the Tokyo 2020 Games

Size of the sports market in Tokyo (sports GDP)

\*1: Activities supporting sports refer to activities providing support to persons engaging in sports, including coaching, volunteering, and keeping a watch over

# Policy approaches



## Key targets

Current	2020	FY2024
15.0 %	7.5 %	Maintain at 7.5 %
Male 11.8 % Female 21.8 %	—	Male 5 % Female 10 %
13.1 %	20 %	Maintain at 20 %
19.2 % (Nationwide) <sup>*2</sup>	—	40 % <sup>*3</sup>
42.0 %	50 %	55 %
65.5 %	75 %	Maintain at 75 %
39.3 %	50 %	Maintain at 50 %
—	Olympics 100 people Paralympics 25 people	(To be studied based on results and other factors)
0.57 trillion yen	1.04 trillion yen	1.46 trillion yen

## Participating in sports

- 01 Awakening interest in sports
- 02 Creating opportunities to begin sports
- 03 Securing places where people can easily engage in sports
- 04 Improving physical fitness of school children in the stage of growth
- 05 Promoting sports participation through initiatives to boost competitiveness

- 11 Advancing understanding on sports open to everyone
- 12 Promoting equal opportunities in sports to persons with impairments
- 13 Promoting sports for children
- 14 Promoting sports for elderly citizens
- 15 Promoting sports for women and others

- 21 Vitalizing communities with sports clusters at their core
- 22 Fostering momentum for sports through public-private collaboration
- 23 Holding sports events and others to invigorate Tokyo
- 24 Promoting sports activities in communities







## Policy approach

### Watching sports

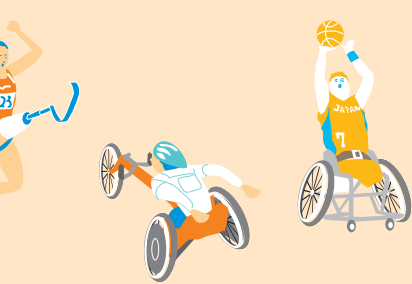
Conveying the appeal of watching sports

Creating opportunities to watch sports



Further conveying the appeal of parasports

Preparing a sports environment where anyone can easily enjoy watching sports



Conveying the appeal of watching sports

Fostering sports momentum through the success of athletes

Enhancing customer satisfaction at sports facilities



### Supporting sports

**08** Cultivating human resources to support sports

**09** Promoting efforts to prevent sports accidents and others

**10** Honoring Tokyo residents and others who support sports



**18** Cultivating human resources to promote a diversity of sports

**19** Building the foundations to support a diversity of sports

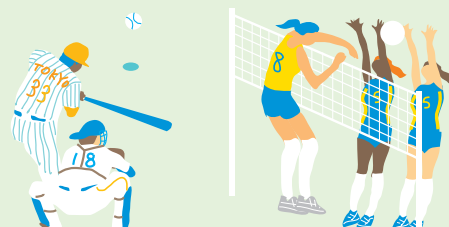
**20** Supporting disaster-hit areas through sports



**28** Supporting sports-related technology and market development

**29** Honoring groups and others that contributed to vitalization of communities and the economy

**30** Promoting international exchange through sports



Attain a

**70 %**

sports participation rate for Tokyo residents aged 18 and older by 2020

(Maintain this level after 2020)

# Main Initiatives to Achieve Objectives

Policy Goal

01

Policy approach 3 ▶ **Securing places where people can easily engage in sports**

▶ **Tokyo sports facility supporters**

Conclude agreements with universities and companies that have sports facilities with the aim of expanding the number of sports facilities available to residents.



Policy approach 8 ▶ **Cultivating human resources to support sports**

▶ **Maintaining enthusiasm for volunteering**

To steadily maintain enthusiasm for volunteering after the Games, study initiatives to enable volunteers to truly feel their activities contributed to the Tokyo 2020 Games, and establish a system for managing volunteers with an eye to beyond the Games.



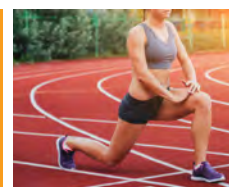
Policy Goal

02

Policy approach 15 ▶ **Promoting sports for women and others**

▶ **Supporting female athletes to boost competitiveness**

Work to boost competitiveness by advancing the promotion of accurate information and understanding related to sports and health issues unique to female athletes among coaches, athletes, and others.



Policy approach 17 ▶ **Preparing a sports environment where anyone can easily enjoy watching sports**

▶ **Making Tokyo 2020 Games venues barrier free**

Based on the Tokyo 2020 Accessibility Guidelines, ensure the appropriate proportion of wheelchair accessible seating and line-of-sight for wheelchair users, promote the establishment of specially equipped restrooms, among other efforts to complete a more barrier-free environment.



Policy Goal

03

Policy approach 21 ▶ **Vitalizing communities with sports clusters at their core**

▶ **Development and utilization of sports clusters (waterfront area)**

Build six new permanent facilities for the Tokyo 2020 Games. In addition to utilization as sports centers after the Games, use facilities as multipurpose venues for cultural events, and create an area-wide legacy by advancing integration of plans for new facilities with local urban planning.



Policy approach 22 ▶ **Fostering momentum for sports through public-private collaboration**

▶ **Promoting engagement in sports using radio calisthenics**

Promote radio calisthenics, a form of exercise people can engage in anytime and anywhere, among companies and the general public with the aim to foster momentum for the Tokyo 2020 Games and improve health.



Published : March 2018

Coordination Section, Sports Promotion Division,  
Bureau of Olympic and Paralympic Games Tokyo 2020 Preparation  
Tokyo Metropolitan Government  
2-8-1 Nishi-shinjuku, Shinjuku-ku, Tokyo 163-8001

Phone : +81-3-5320-7723  
WEB : <https://www.sports-tokyo.info/>

Print No.29(128)

