

# Olympism and Youth

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# Background

- Sharp decline in physical activity and an increased rate of obesity.
- Sports youth participation decline
- Teenage high sport dropout rate
- Young people's expectations are different
- Need to listen to the youth.



# Background

- The current format of sports must meet the expectations of young people
- They must promote physical activity and competition, and highlight the personal and societal benefits that it can bring.



# Topics of Study

- Moving towards an active society
- Is competitive sport still appealing
- Youth sport events





# Moving towards an active society

- What are the reasons for the decline in physical activity and sport participation in young people?
- What measures can be addressed to reverse this trend?
- What does physical activity mean to young people?
- How can young people be encouraged to participate in sport and physical activity?
- Does sporting competition amongst young people help them to resist the ills and temptations that are endemic in today's society?



# Is competitive sport still appealing?

- What is the appeal of competitive sport?
- Are clubs and federations able to attract and keep young people in competitive sport? How to achieve that?
- Is there an effective administrative framework in place to support the involvement of young people in competitive sport?
- Which sports are currently most appealing to young people and why?
- How does the Olympic Movement best foster competitive sport for all?



# Youth sport events

- What motivates young people to watch and participate in sporting events?
- Through competition, what measures must be taken to respect the physical, mental and social development of a young person?
- How will the Youth Olympic Games and World Championships develop and mature in the future?
- Should the Olympic Movement create and organize events for young people, whether sports-related or not? If so, how?





# What happened?

- The reality of our ever advancing technological society is that all of us, including our children, are becoming less active, increasingly spending their education and leisure time sitting in class rooms or in front of the television or computer.



# What is happening!

- Growing health problems are rapidly declining enjoyment and happiness and increasing national debt.
- The fact is that human activity, sport and exercise are natural requirements for a full and healthy life, both for physical and mental health.



# Moving towards an Active Society

There are many causes for this problem including:

1. Lack of sporting facilities
2. Poor resourcing of sports within the school system
3. Difficulties in communication and access to individuals living in remote areas
4. An ever increasing demand on children's time to study
5. Poor role models from parents and the community in general
6. General misunderstanding of the important role of sport and exercise on the body's health and wellbeing

# Preventive Health vs Clinic

- In the past decade increasing funds have been spent on Medical Costs
- This can be overcome by encouraging people to live with:
  - **Healthy Lifestyle**  
(Sports, Exercise, Nutrition)
  - **Balanced Lifestyle**  
(Olympism : balanced education, work, sport, leisure, exercise, family and culture)

# Smart Programs

- The Indonesian First Lady has initiated an innovative program of education and interaction with Indonesian children located in many regions throughout the vast territory of Indonesia.
- The “Smart House” program has as its aim that every house in Indonesia has adequate learning and playing facilities for the children. This aim is extended to all children throughout Indonesia and innovative technologies such as Smart Cars and Smart Boats are used to interact, educate and bring necessary resources to children located in the most remote islands and villages



# Smart Programs

- This program can serve as an example to the Olympic Movement in spreading the message of Olympism throughout the world using innovative and diverse approaches such as Smart Cars and Smart Boats which have natural appeal to the youth.



# Why is Competitive Sport not appealing

- Losing their appeal to the young because it is very difficult to qualify for the Youth Olympics.
- Dominated by the advanced and developed countries
- Core Olympic Sports not getting enough Media and Broadcasting Coverage compared to Football and Basketball





# Why is Competitive Sport not appealing

- Children naturally gravitate towards team sports which they can play with their friends basketball, football, handball, volleyball, water polo, etc
- More team sports need to be included in youth sports events including the Youth Olympics.



# Bali Asian Beach Games 2008

- Last year Indonesia hosted the first Asian Beach Games on the beautiful shores of Bali and included many popular fun sports enjoyed by youth such as beach football, beach volleyball as well as surfing and dragon boat racing.
- The Bali Beach Games included an interesting mix of culture, dance and sport on the lovely beaches of Bali and were truly a sporting/cultural festival for all to enjoy.
- Introduced new beach sports
- Such an approach needs to be considered in the future hosting of sporting events, especially for the young.



# inspire the world

BALI 2008  
1st Asian Beach Games

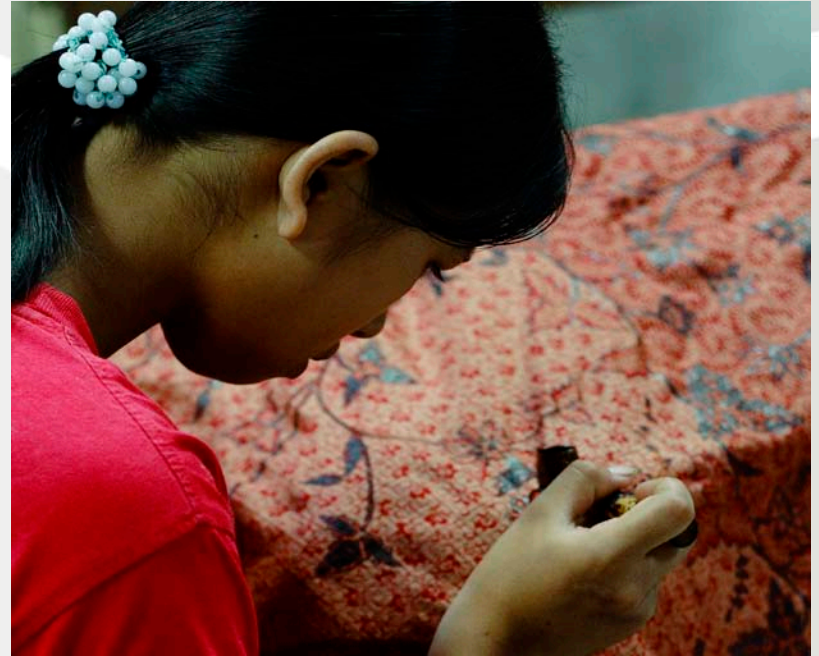






















INDONESIA

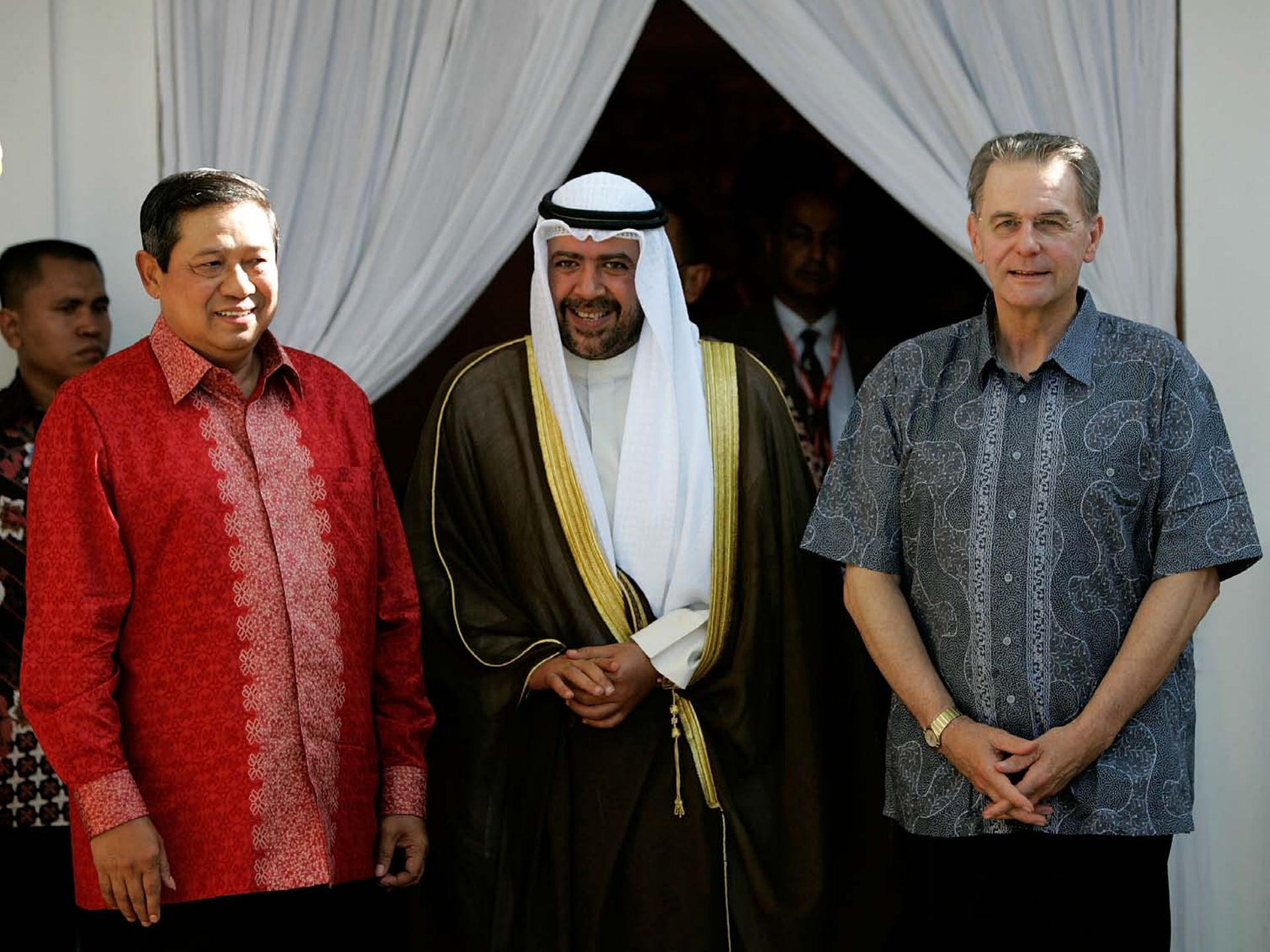
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# Sport for All

- The Olympic Movement needs to position itself towards the “Sport for All” direction and away from elite “competitive sports”.
- The population at large sees the Olympic Movement principally as a 4 year event called the Olympic Games where 11,000 of the world’s best athletes compete over a 2 week period.





# Sport for All

- However, the Olympic Movement is much more than this and we need to be placing far greater emphasis on a “Sport for All” approach for the nearly 7 billion inhabitants of planet Earth.



# Olympic Solidarity

- Need to balance funding for Youth Development
- Need to fund more for Sports for All activities
- Not only focus on Elite Athletes



# Development in Indonesia

- Olympic Solidarity funded a Sport for All program to develop exercise videos and associated written materials for Indonesian elementary school children from 7 to 14 years of age. Available at [www.olympic.or.id](http://www.olympic.or.id)
- This program will be disseminated through our Ministry of Education System



# Development in Indonesia

- It is our hope that this one program will aid the physical development of millions of Indonesian school children over many years.
- Over the past years we also have introduced Sports to School Program: Football School League, Volley Ball etc. But much more work in this area is needed.



# Talent Development

- Too many of us spend our scarce resources trying to identify the one in a million athlete who will win a gold medal at the next Olympics.
- The focus should be on enhancing the physical standards and activity levels of all our citizens and from this universal elevation the champions will naturally emerge.
- The new message of Olympism should be one of universal talent development for all, not selective talent identification of a few



# Youth Sports Event

- The upcoming Youth Olympic Games (YOG) is an innovative and exciting development for the Olympic Movement.
- Some Regional Youth Games have also been initiated (AYOG)
- The YOG will involve only 3,600 athletes. This figure need to be increased for future YOG to increase participation.



# Youth Sports Event

- Innovative modifications to sports events such as mixed sex events, and events involving a combination of different NOCs competing on the same team alongside each other, which will be a feature of the Youth Olympic Games, should aid to help co-operation and interaction between athletes from various countries.
- Increased preparation time for these modifications may be useful.



# Youth Sports Event

- We have only just begun in this area of youth sports events and the need for more multi-event regional games at the elementary school level is absolutely vital and for these events to have a sports festival appeal.





# Youth Sports Event

- All NOCs should follow these examples and organize National Youth Games.
- Indonesia will introduce this national youth event to its General Assembly 2010 and 2011 is the commencement target date for this annual event.
- All IFs should follow suit to adjust its age grouping regulations to accommodate the pathway to the Youth National-Regional-Olympic Games.



# Other Programs

- UN Global Sports Fund Camps involve groups of 10-14 year old children in a variety of sports and educational activities in various countries, a good model to be extended by the Olympic Movement.



# Other Programs

- Indonesia will launch the Asia Sports for Development Camp and Games in Maluku 2010 (Peace Through Sports) involving how to train, educate and involve the youth to organize, officiate, coach and participate in sport events natural to the region (Boxing, Athletic and Water Sports).



# Final Remarks

- As this Congress considers the important question of “The Olympic Movement in Society” there is no greater consideration than “Olympism and Youth”.
- The youth are our future, we will listen to them and fulfill their needs and requirements.
- Need to develop the best fit Youth Program.
- Much work needs to be done to enhance the understanding of a balanced lifestyle.
- With a greater emphasis on Sport for All activities and an effort to enhance participation in those events and activities that youth find appealing.





# Thank you

To all participants in this XIIIth IOC Congress please proceed into the breakout sessions and utilize your abilities and intelligence to further discuss these subjects in order to further the Olympic Movement in Society and enhance the spread of Olympism to all our youth wherever they are located throughout the world.