

# **The Swedish Sport Model and the Influence of Sport Marketing**

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# Sweden as a Sport Nation

- Identity of health and outdoor recreation





# Sweden as a Sport Nation

- Identity of health and outdoor recreation
- Successful athletes





# Sweden as a Sport Nation

- Identity of health and outdoor recreation
- Successful athletes
- International events



- Olympic Games 1912
  - World Cup final in football 1958
  - World Championship in Athletics 1995
  - FIFA Women's World Cup (football) 1995
  - European Championship in Athletics 2006
  - Alpine World Championship 2007
  - Men's Handball World Championship 2011
  - UEFA Women's EURO 2013 (football)
  - Gothia Cup (youth football tournament)
- etc



# Sweden as a Sport Nation

- Identity of health and outdoor recreation
- Successful athletes
- International events
- The Swedish Sport Model





# The Swedish Sport Model

The State

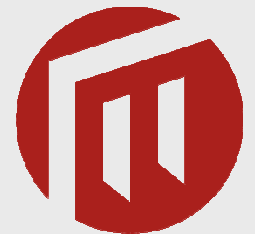
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The Sports Movement



## Providers of sports

- Public sector
- Business sector
- Non-profit, voluntary sector
- Private, personal sphere



## Swedish Sport Model: main providers

- **Public sector**
- Business sector
- **Non-profit sector – Sports Movement**
- Private, personal sphere



# **Three Reasons for the Close Cooperation between the State and the Sports Movement**



# 1. Types of organisations in a historical perspective

- Associations
- Popular Movements



Popular Movement mobilised by the middle-class



## 2. Organisational structure

Swedish Sports Confederation 1903



Linking body between the state and the sports movements

1919: 93 000 members

1939: 390 000 members

Today: 3.2 million members



### **3. Political System**

1930's: Development of Social Democracy and the Welfare State



Sport became part of the welfare project

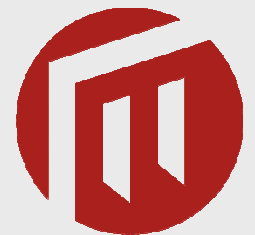


## **The Sports Movement today**

3.2 million members, 7 000 of whom are elite sportsmen or sportswomen

600 000 voluntary leaders

A very powerful and active movement, by far the most extensive of all popular movements in Sweden in the modern era





## The ten most popular sports in Sweden with regards to membership in clubs [2007]

Sports	Members
Football	1 005 000
Golf	595 000
Athletics	396 000
Gymnastics	249 000
Floorball	199 000
Equestrian	184 000
Company Sports	158 000
Motorcycle	147 000
Sailing	129 000
Aquatics	118 000



The sports with the most number of active participants  
among children and young people:

Football, equestrian, ice hockey, floorball, swimming



# Financing the sports movement

- Support from the state budget
- Grants through the revenues from AB Svenska Spel (state gambling company)
- Special 'boosting' programmes ('The sports boost')
- Special elite programmes (increased importance during the last years)
- Support from the municipalities
- Voluntary work
- Membership fees
- Sponsorship

etc



## Why is so much public money invested in the sports movement?

- Sport is considered good for the community
- Public health is considered important
- The movement has a wide geographical spread
- The movement has a democratic structure
- The movement has the potential of social inclusion
- The goal of '**SPORT FOR ALL**'



# Problems/challenges for the Swedish Sports Movement

- Drop-outs already at an early age



# Problems/challenges for the Swedish Sports Movement

- Drop-outs already at an early age
- Gender perspective

Among active practitioners women make up about 40% and men 60%

Men dominate in leading positions and among leaders



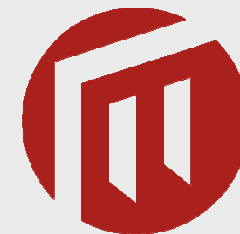
## **Sports with large gender differences [2005]**

### **Sports with a high percentage of women compared to men among the active members 2005**

Sport	Women (%)	Men (%)
Equestrian	87	13
Figure skating	84	16
Gymnastics	83	17

### **Sports with a high percentage of men compared to women among the active members 2005**

Sport	Women (%)	Men (%)
Ice Hockey	3	97
American Football	6	94
Weight lifting	8	92



# Problems/challenges for the Swedish Sports Movement

- Drop-outs already at an early age
- Gender perspective
- Competition more important than other values
- Competition from business sector



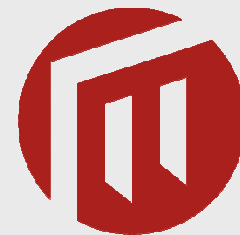


# Influences on the Swedish Model

- Globalisation
- EU Membership
- Decreasing focus on the welfare model (social democratic ideas)
- Neo liberal economy ► Segregation, polarisation
- Immigration ► Segregated leisure, Sport could be both integrating and excluding
- Commercialisation of sport



# **A growing demand for non-organised and commercial sport alternatives**



## **Providers of sports**

- **Public sector**
- **Business sector**
- **Non-profit sector**
- **Private, personal sphere**



# Commercialisation/Commodification of Sport

- Sport business
- Corporatisation of clubs, activities
- Professionalisation of clubs and athletes
- Entertainment
- Sport tourism
- Sport-media complex
- Events
- Sport as part of city marketing



Growing importance of sport marketing  
– in reality and as a field of research and education



# CITY MARKETING



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# City Marketing



Image



Attention  
Investments  
Business  
Tourists  
New Inhabitants



Sport strategies:

Arenas  
Events

Sport clubs and personalities/stars



# City Marketing

- from a sport perspective

Image

Spectacular

Outward-orientation

Attract visitors and investments

Economic driving forces









"Fuktskador ger dålig lukt i Klagshamns idrottshall"



"Betongskador på Kockum Fritid kostar miljoner"

**"Fritidsförvaltningen i blåsväder**

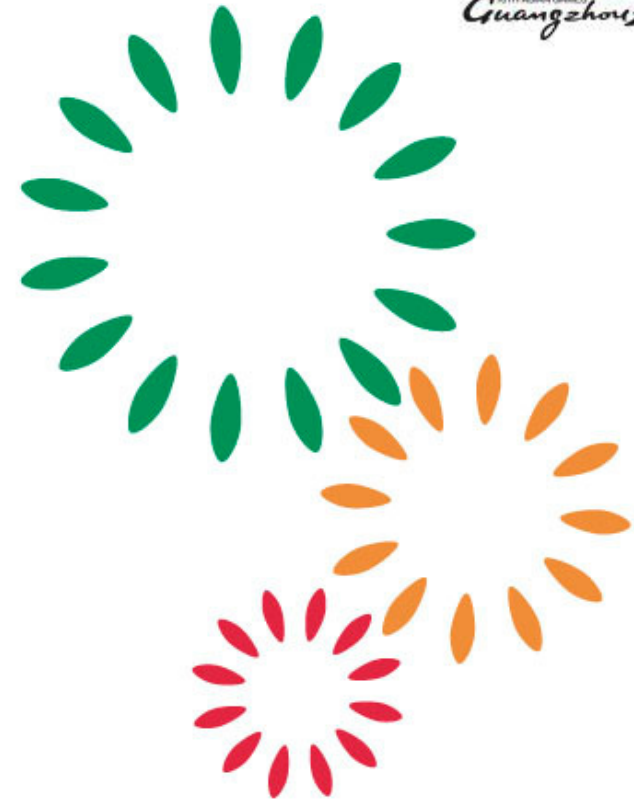
Aq-va-kul, Baltiska hallen, Ribersborgs kallbadhus.  
Turerna har varit många kring fritidsförvaltningens  
hantering av Malmös fritidsanläggningar"



# GOTHIA CUP

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Youth Cup

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EAST ASIAN GAMES



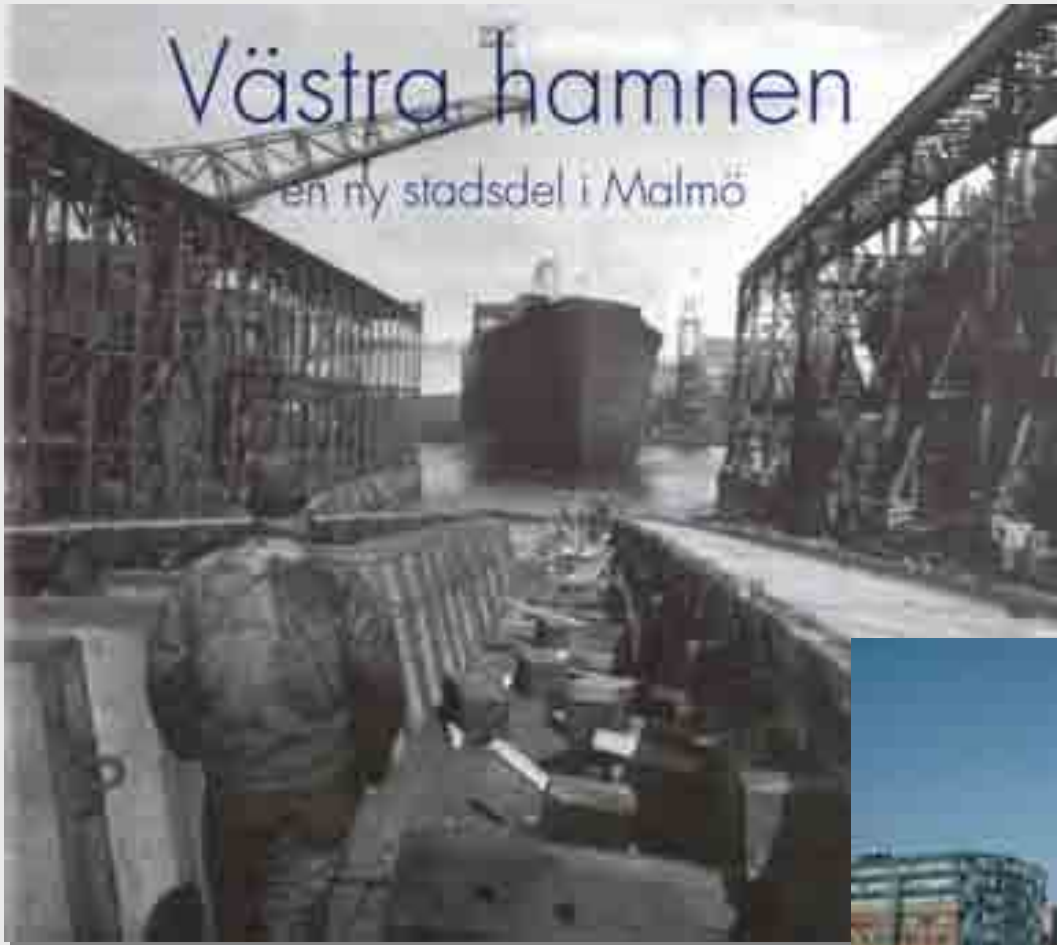
<http://www.arenastaden.se/index.php>



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# Västra hamnen

en ny stadsdel i Malmö



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# World Village of Women Sport

<http://www.worldvillage.se/splash>



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## World Village of Women Sport - WVWS

- Commodification of 'the different'/women
- Commercialisation and marketing of sports
- Spectacular flagship building and project
- Marketing of Malmö

Or/And

- Open-minded
- Conscious
- Socially sustainable
- Important opportunity structure for women sports

► **Create an image of health, sport, responsibility and future-orientation**



<http://www.sportstudies.org/>



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