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European Co-operation for the development of SPORT FOR ALL

PLANNING THE FUTURE

II. Fed. Rep. of Germany

Preliminary survey
submitted by
Jürgen PALM

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COMMITTEE FOR OUT-OF-SCHOOL EDUCATION
AND CULTURAL DEVELOPMENT

European co-operation for the development of
Sport for All

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II. Federal Republic of Germany

A preliminary survey submitted

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SECRETARIAT NOTE

In 1971, the Council of Europe is starting a series of activities in order to determine the priorities which might be proposed for the development of European co-operation in Sport for All, taking into account the interests of governments and non-governmental organisations of member countries.

In order to prepare these activities in the best possible manner, a preliminary survey collecting a certain number of basic data appeared to be indispensable. To this end, the Secretariat has asked experts of seven countries (Finland, Federal Republic of Germany, Netherlands, Norway, Spain, Sweden and United Kingdom) to draft a report of approximately 6,000 words.

When ordering these reports, the Secretariat was aware of the fact that the problem of developing Sport for All arose - and still arises - in a different way in each member country. Certain countries are in possession of more or less complete basic data concerning all factors affecting the development of sport and have prepared a plan and a comprehensive policy. Other countries have not yet reached this stage but have carried out surveys and established sectorial plans, relating to one or several factors of development (e.g. facilities, leaders).

In order to allow some comparison, however, the rapporteurs have been invited to endeavour, as far as possible, to conform to the following brief:

1. Available basic data

Each rapporteur was invited to present:

- 1.1 in the text of his report, an annotated survey of the main data (preferably statistics) available in his country and which are, or should be, considered as a starting point for the definition of a national policy of development of Sport for All;
- 1.2 As an appendix, the main documents, that is to say, the results, as complete as possible, of the most significant surveys.

In a general way, and as far as possible, the rapporteurs were invited to provide indications offering the possibility of determining:

- how individuals learn to practise sport (e.g. at what age, the role of school, of clubs, of leaders, ...),
- in what conditions individuals practise sport regularly (facilities nearby or far out, working hours, role of the mass media, ... etc.).

2. Objectives of national policies

Under this title, each of the authors was invited to present the objectives of the policy to develop Sport for All followed by the government and/or the sports organisation (or organisations) of his country.

3. Conclusions and possible proposals

3.1 The rapporteurs were invited to specify the questions to which European co-operation should give priority.

3.2 In addition to the proposals put forward under 3.1, would it be possible to conceive or not:

3.2.1 a "European Plan for the development of Sport for All"? In the affirmative, what contents could progressively be envisaged for such a plan?

3.2.2 the organisation, in due course, of joint action, e.g. a "European Year of Sport for All"?

Given the great interest of the seven national surveys, the Secretariat has decided to publish them in a separate series under the title Planning the future. An eighth volume, drawing the overall conclusions, will close the series.

Introduction

The following report summarises the developments undergone during the past ten years by the movement launched in 1959 under the name "Zweiter Weg" (Second Way), assesses the first year's progress of the "Trimm Dich durch Sport" (Keep trim through sport) campaign and outlines Germany's long-term sports objectives for the seventies.

The report deals with nine aspects:

1. The development of Sport for All in the Federal Republic of Germany;
2. Publicity and information;
3. Programmes and methods;
4. Sport for All facilities and equipment;
5. Training of leaders;
6. Organisation and administration;
7. Sport for All associates;
8. Planning the future (1972-82);
9. Conclusions at national and European levels.

1. The development of Sport for All

In the Federal Republic of Germany, including West Berlin, Sport for All, the objective of the German Sports Federation, is regarded more and more as a major social task to be pursued under the auspices of the Federation. The German Sports Federation, a national sports body, pursues the Sport for All objective in co-operation with all sectors of public life and society such as the State, leisure bodies, cultural institutes, industry, trade unions, the Church.

The principle whereby the national sports organisation assumes tasks which far exceed the scope of its activities hitherto and discharges functions for the benefit not only of its members but of the whole population, has stood the test in every respect.

The spontaneous assumption by the German Sports Federation of responsibility for directing the Sport for All movement and its practice of co-operating with all the other social bodies concerned are appreciated by all. The State, too, has recognised the effectiveness of the solution. From the point of view of its development in the Federal Republic of Germany, this solution has the advantage of being economical, resting on a vast basic organisation, stimulating private initiative, being highly flexible and permitting extensive co-operation in the many-sided modern society.

Some figures on the development of participation in sport follow. In the broadest sense of the term, sport in the Federal Republic of Germany is practised occasionally, i.e. once a year, by 68% of the population aged over 16 years.

Sport in the narrower sense, i.e. limited to the traditional sports disciplines, is only practised regularly (twice a week or more frequently) by 13% of the population aged over 16 years. (These statistics are for 1967.) The continual increase in participation in organised sport is evident from the statistics of the German Sports Federation: the Federation's membership rose from 5 million in 1960 to 10 million in 1970 (from 5,291,788 to 10,121,546).

The results of public opinion polls justify the efforts made to attain the Sport for All objective. They show clearly that the practice of physical exercise can be extended to a much greater proportion of the population than that reached up to now.

How many persons are interested in the 17 most widespread forms of sport? (Total male and female population aged over 16 years)

The Institut für Demoskopie of Allensbach gives the following figures:

25% of the population who so far have been engaging in no sport would like to go on hikes and long walks;

26% of the population would be prepared to swim regularly;

9% are interested in badminton;

9% would be prepared to learn gymnastics;

12% are interested in cycling;

20% would like to learn to ski;

22% would like to learn to ride and 21% to sail;

14% are interested in tennis;

10% show interest in table tennis;

13% mentioned rowing and canoeing as a leisure sport they would like to learn.

In the case of already widespread forms of sport, the percentages are lower although still appreciable:

7% might be interested in gymnastics, 6% in football, 4% in athletics and 4% in handball, basketball or other games.

It is in their application to the total population that these figures assume their whole significance. This approach shows that 11 million persons are interested in walks and swimming, 4 million in badminton and gymnastics, 5.5 million in cycling, 9 million in ski tours, 9 million in riding, 6.3 million in tennis, 6 million in rowing and canoeing, and a mass of people numbering millions in gymnastics with apparatus, football, handball, athletics and other sports.

These results are not only distorted by duplication but have other misleading factors. The German Sports Federation therefore uses them only as indicative of the population's general and growing amenability to sport. There is no doubt that prospects for extending sport to new population strata remain unusually great.

It may be concluded from this that the Sport for All campaign is justified in the Federal Republic of Germany including West Berlin.

The German Sports Federation realised this almost twelve years ago. On 6 November 1959, it announced the programme, which under the name of "Zweiter Weg" (Second Way), initiated a new era for Sport for All.

During the first ten years, the "Second Way" concentrated its efforts on sports structures themselves with a view to expanding and adjusting them to Sport for All. By way of internal measures, the Second Way endeavoured to create the psychological and other conditions (organisation, staff, habits) necessary for developing sport in the leisure society.

It was logical that this first phase of the Second Way should be succeeded by a second, mainly outward-looking, phase, having as slogan "Trimm Dich durch Sport" (Keep trim through sport), and seeking to influence the population's attitude and sports habits.

Credit is due to the first phase of the "Second Way" for, inter alia, developing the training of coaches and instructors for sport and leisure, promoting popular contests, organising sports courses for all population strata, drawing up sports programmes for children aged between two and six years, for women, families, old people, beginners. This first phase also saw the introduction of modern teaching methods (books, reviews, tape-recordings, slides, films for audio-visual teaching programmes) and the development of new types of facilities and equipment for leisure sports.

The new phase of the Sport for All campaign began on 10 October 1969. A tremendous publicity campaign was launched under the slogan "Keep trim through sport". Its initial phase will last until the end of 1973. Subsequently it will have to be decided whether the campaign initiated should be continued in the same or another form.

Responsibility for directing the campaign devolves on the German Sports Federation, which has set up a committee composed of representatives of the sports world, the press, industry and trade, advertising circles, etc. Representatives of the Federal Government and of the Länder and communes take part in the committee's work.

The German Sports Federation's Sport for All Committee carries out its activities in co-operation with all social circles concerned.

The "Keep trim through sport" campaign is financed almost wholly by grants from sponsors and by donations from industry and commerce. In 1970 the cost of publicity thus financed was seven million DM.

The Federal Government helps to finance the Sport for All campaign by a basic contribution of 100,000 DM. This amount only covers the monthly flat rate fees paid to the professional advertising agencies.

On the basis of the "Sport for All - Keep trim through sport" campaign, the German Sports Federation is drawing up a general plan extending to 1982. All the necessary measures have been embodied in a list of tasks to be accomplished. In the light of this, a ten-year plan is being drawn up for the conduct of the Sport for All campaign from 1972 to 1982.

2. Publicity and information

Through the name which it gave to its campaign, the German Sports Federation associated itself intentionally with the campaign launched in Norway under the name "Trim". It regards modern recreational sport, whose key-word is "Trim", as an international development likely to be of historical importance.

With its publicity campaign, the German Sports Federation has joined the countries which, like the Netherlands and Sweden, have adopted the Trim programme, and hopes that the term "Trim" will become, in Europe and beyond, synonymous with "Leisure Sport", usable in many languages.

For use in German the word "Trim" is spelt with two "m's", "Trimm". Its relationship with "Trim" is thus obvious.

The happy figure called "Trimmy" was conceived as a visual symbol of this campaign. The allegorical symbol is strengthened by the hand with extended thumb signifying optimism, efficiency, well-being.

In November 1970, after seven months' activity, an opinion poll was conducted in the Federal Republic of Germany on the impact of the Trimm campaign. According to the results recorded by the "Emnid" Institute, 60% of the population are acquainted with the campaign. In the view of experts, this result, after so short a period, can be regarded as excellent.

In 1970, eight publicity slogans were launched on the basic theme "Keep trim through sport" to encourage the public. They took the following concrete forms:

Try walking again.

Try swimming again.

Try cycling again.

Try kicking a ball again.

Try playing table-tennis again.

Ski!

Go out in the car and then walk!

Sport is not only for men.

For 1971 the following are proposed:

Keep trim at the office

Keep trim while travelling

Keep trim during holidays

Keep trim during weekends

Try taking long walks again

Sport can be practised at all ages

Sport drives boredom away

It is not necessary to win in sport.

It was established through opinion polls that in 1970 television was the Trimm campaign's most effective publicity medium for reaching the public. For that reason special attention will also be paid to it in 1971, 1972 and 1973. The programmes will comprise not only film spots, fitness series and publicity flashes, but the Trimm campaign will, as far as possible, also be embodied in pop-music sessions, entertainment programmes, satirical sketches, children's programmes, etc..... New publicity aids will also be introduced:

Announcements

Radio flashes

Booklets

Posters

Stickers

Dolls

Mats for beer glasses

Publicity in transport vehicles, etc.

In its first year, the Trimm campaign used 4 million booklets, 1 million posters, 4,000 advertisements published in 200 newspapers and magazines with a circulation of 25 million, 3 million car stickers, 10 million cards for participation in the Trimm Spiral, 80 million mats for beer glasses, 50 million Lotto vouchers, 4 million paper bags, 50,000 dolls and 5,000 vans with extensive publicity space.

The 7 million DM needed for financing this publicity campaign were secured thanks to the support of 370 enterprises including radio and television, the cinema, record shops, the food industry, sports goods manufacturers, publishers and bookshops, the dairy industry and others.

The information material was introduced and distributed through many institutions. As is known, the distribution of information material is a costly operation. Yet this service was also offered to the German Sports Federation free of charge. The following participated in this operation, inter alia:

Post offices

Lottery offices (Lotto and Toto)

Savings banks

Sports shops

Doctors

Travel agencies and tourist information offices

Clinics

Insurance companies.

The German Sports Federation and the other participating bodies received 200,000 letters and cards asking for advice and information material.

The popularity of the Trimm campaign can also be measured by cartoonists' many references to it. Trimm is an idea full of humour. This in turn has a positive effect on the campaign preventing it from being too serious.

Public relations play a special role in the Trimm campaign. A few examples follow:

Ministers train in public

A number of towns organise Trimm festivals

Award of a "Trimmy" in stainless steel (1971)

"Trimm-mobil", a mobile Trimm station (van with sports equipment and information material)

The Minister of Transport inaugurates a Trimm station along a motorway

Plans for a first Trimm-motel (1971) (a hotel providing many Trimm programmes).

3. Programmes and methods

With a view to attaining the Sport for All objective, methods which can be applied even under the simplest of circumstances must be developed and popularised.

It is therefore necessary to disseminate by means of television, the press and booklets, exercises and games which everyone can practise at home, at factory or office, in the garden or the park, over the weekend or on holiday. The "Keep trim through sport" campaign therefore acquaints the public above all with "do it yourself" methods of practising sport in all fields of human activity. Apart from individual training, it will also be necessary to disseminate forms of exercises which can be practised without prior specialist knowledge whenever a number of persons are together. To this end, thought must be given to individuals meeting as members of a family, guests at a party, participants in a weekend excursion, patients taking a cure, people travelling on holiday, students at adult education courses, etc.... Thirdly and lastly, steps must be taken to ensure that sports associations make their programmes sufficiently attractive to draw new members and provide, apart from activities concerned with competitive and performance sport, Sport for All activities offering leisure facilities to all sections of the population.

The establishment of attainable performance standards is one of the main tasks of Sport for All. The right to succeed does not belong exclusively to persons capable of outstanding performances, but to those of average ability, to elderly people and even weak persons and convalescents. From this standpoint, popular contests whose principle consists in recompensing most of the performers in a similar way, play a vital role in the achievement of Sport for All. From 1971 onwards many popular contests involving many sports will be organised under the name "Trimm games".

The German Sports Federation will organise "Trimm games" in 1972 before the Olympic Games. They will be, in a manner of speaking, everyman's equivalent of the latter. The 1971 games will involve several thousand organisations and will cover 15 different branches of sport. A competitor achieving the stipulated minimum performance will receive a medal which will differ according to the sport. The sports will include, for example:

- Hikes
- Running
- Walking
- Swimming
- Cycling
- Table-tennis

Skittles
Bowling
Ski-ing
Skating
Shooting
Football
Gymnastics
Driving skill tests with fitness tests

The German Sports Federation has an organising bureau which co-ordinates many individual events. Their execution devolves on the sports associations and in particular the associations responsible for organisation. The central organisational and publicity measures are financed by a sponsor who publishes one of the most widely circulated German magazines (QUICK); this revenue is supplemented by contributions from other sponsors.

Two aspects play an important role in the Sport for All programmes and methods. Firstly, a young person must be enabled to acquire, during his first 20 years, a lasting inclination for sport based on sound knowledge and associated with the idea of pleasure (physical education at school as leisure education). Programmes for children and for schools, adequate education of the parents and the provision of appropriate playing and sports fields are important in this respect. There is a second aspect to which particular attention should be paid, the propagating of forms of sport that lend themselves to practice in daily life and are able to interest the individual, if possible, from childhood to the end of his life. These two aspects rest on scientifically established principles. It is recognised that on the one hand, "hobbies" which form part of a person's habits, go back, in most cases, to before the age of 20 years and that, on the other hand, personal habits of recreation which persist at the age of 30 years are maintained until an advanced age.

4. Sport for All facilities and equipment

Just as the "Sport for All - Keep trim through sport" campaign benefited, as regards ideas, from the organisation, methods and experiments of the "Second Way", it can also profit from the ten years' experience of a general programme for the construction of sports facilities, i.e. the "Golden Plan" (Goldene Plan).

The Golden Plan, drawn up by the German Olympic Committee, lays down a future strategy in the field of construction of sports facilities. It was introduced in 1960 simultaneously with the "Second Way" campaign. It had two objectives: make good the lack of facilities due to the second world war and draw up the necessary plans in this field for a period extending to 1975, i.e. for half a generation.

The Golden Plan lays down the scope of facilities which, after acceptance by the authorities concerned, have become reference criteria. The plan provides for the creation of:

- 31,000 children's playgrounds
- 14,700 sports fields
- 10,400 sports halls
- 5,500 gymnasia
- 2,625 swimming pools for beginners
- 2,420 open-air swimming pools
- 435 indoor swimming pools.

Seven years after the introduction of the plan, i.e. half-way through its execution, an intermediate assessment led to the conclusion that the objectives of the Golden Plan were being realised. During this period, 16,370 children's playgrounds, 8,506 sports fields, 7,127 gymnasia and sports halls, 1,000 indoor swimming pools and beginners' pools and 722 open-air swimming pools had been constructed.

The Golden Plan will continue in 1975 with a second phase devoted mainly to meeting new needs and the development of amenities under the Sport for All scheme.

As the provision of sports amenities must answer the needs of the nascent society of leisure, it presupposes that planning is based on two primordial questions:

- (1) How should existing amenities be adjusted to the special needs of recreational sport, bearing in mind particularly population groups which do not yet practise sport?
- (2) What new types of facilities for sport, fitness and recreation, consistent with the needs and aspirations of the public, should be developed, tested and multiplied independently of competitive and performance sports?

In the Federal Republic of Germany, plans are currently being drawn up, model facilities are being tried out and directives are being prepared based on new criteria:

- (1) Individual factors: age, family status, membership of groups, sports level, interests of the individual.
- (2) Time factor: working days, weekends, holidays, cures, workbreaks, travel.
- (3) Space factors: home, residential district, work place, convalescent place, holiday place, etc.

A special characteristic of fitness-sport facilities is that they are also developed outside the traditional sport amenities, particularly in housing settlements, parks in health resorts, commercial centres, motorway rest areas, holiday centres, natural parks and beaches. In this connection I would like to list, by way of example, new sports amenities such as:

"sweat courses"

"orienteering courses"

signposted routes for walks or cycle or horseback rides

ski tour circuits

physical fitness halls

artificial ski slopes

bowling alleys

playgrounds

tennis courts

golf courses and bowling greens

exercise areas beside motorways

permanent popular cross-country circuits

sport test apparatus

natural stadiums

areas for water sports.

The quantity of sports goods offered for sale and the amount of business conducted on the occasion of sports goods exhibitions such as those held in Cologne and Munich are a proof of the growing economic importance and success of the market in sports and gymnastics equipment. In the last few years a number of novelties have appeared and asserted themselves in this field for the training at home of vast sections of the population but also for organised sport. Such appliances, used for keeping fit and for recreation, include:

mini-football and mini-hockey equipment
"bali" equipment
stationary bicycle
multi-sport apparatus
skibob
fibre-glass canoes
short skis
gymnastics apparatus
"Drehmomentgerät"
"Speckbrett"
Indiaca
plastic luges
ski training apparatus
combined wall-bar fixtures
"rollers"

One of the most important points in this connection is the value of home training apparatus in creating habits. It is unlikely that persons buying such apparatus really use it for long. It is therefore necessary regularly to give fresh stimulus to personal training (for example, by television) and to introduce new apparatus to this end.

From 1971 onwards, the German Sports Federation proposes to name "The sport apparatus of the year" with a view to methodically encouraging the production of attractive medically safe apparatus capable of stimulating the non-initiated. A competition will be arranged for inventors and manufacturers of sports articles. A jury composed of sports specialists, doctors and production and marketing specialists will choose the best-designed apparatus which might be awarded the following commendation:

"Awarded the 1971 Trimm-sport apparatus prize by the German Sports Federation".

The German Sports Federation will receive, for each apparatus, a percentage mentioned on the packing. The income thus obtained will again be used in the public interest, for example for the provision of paths for major walking tours, forest circuits, Trimm stations, etc.

5. Training leaders

Between 1960 and 1970, the period when Sport for All developed under the name of "Second Way", the German Sports Federation devised a plan for the training of leaders.

This plan is the result of statistical assessments. In 1963, leaders were lacking for 6,144,360 hours' training. Just as for the Golden Plan, it was necessary to look ahead, with a view to (a) determining needs, (b) assessing the expenditure entailed, (c) proposing means of financemement.

When the plan was conceived, account had to be taken of the fact that for every million persons practising a sport under the aegis of associations affiliated to the German Sports Federation, leaders able to give 2.7 million hours of instruction each year had to be found and trained.

Such a staff shortage, which threatens to increase with the progress of Sport for All, can only be remedied if in addition to those who perform this work voluntarily it is possible to find trained leaders who have proved their worth and can do this work for pay in addition to their normal work.

For every million new members, at least 10,000 part-time leaders have to be trained, tested and remunerated. The German Sports Federation expects its membership to increase by some 6 million between 1970 and 1980. This means that at least 60,000 additional leaders will be needed.

Apart from leaders paid by the hour, greater recourse than in the past will have to be had to voluntary helpers. However, their help can only be called on if they have sufficient free time and if their qualifications are acceptable. At present, some 5,000 leaders undergo training and pass examinations every year. In the seventies, this figure will have to be raised to 10,000 a year, taking into account those who will have to undergo refresher training and the increase in participants.

Part-time leaders are trained in accordance with general directives established by the German Sports Federation in consultation with all member associations. The training is given at sports schools belonging to specialised associations and sports federations of the Länder. The amount devoted annually to the training, further training, and remuneration of leaders is 47,980,000 DM (1963 estimates).

The German Sports Federation considers that in submitting its objectives and proposals to the State it relieves the State of a vital health policy task and that the form of sport it is developing represents the most economical way of accomplishing it. In most Länder of the Federal Republic of Germany, half the pay of approved leaders comes from public bodies and half from the club for which they work.

The problems and measures peculiar to Sport for All are treated systematically in all types of training during both practical exercises and theory lessons. The objective is to ensure that all specialised leaders trained in the Federal Republic are acquainted with the problems of Sport for All in the modern society of leisure. They are made conversant with its methods and organisational forms, which differ in purpose and scope from those of competitive sport. In the Federal Republic of Germany, there are three basic kinds of training for leaders:

A = general

F = specialised

J = coaches for children

Leaders trained in accordance with system A are assigned to Sport for All.

6. Organisation and administration

Effective and maximum promotion of Sport for All will not be achieved without a central administration possessing appropriate resources in staff and equipment. In the Federal Republic of Germany and West Berlin, as in other countries which have successfully organised Sport for All campaigns (for example, Sweden, Finland, the Netherlands, Norway, Israel, Japan), the setting-up of a central office within a national sports organisation has proved effective.

The main administration of the German Sports Federation comprises a special division for mass sport which is responsible for Sport for All. Under the establishment chart, six specialists are assigned to this division (excluding secretarial staff);

A head of division (who is at the same time Manager of the German Sports Federation)

A training adviser

An adviser for popular contests and fitness tests

A TRIMM campaign adviser

Two specialist administrators.

The central administration of the German Sports Federation also comprises a permanent Working Party which meets at least once a week, and, under the chairmanship of the head of the mass sport division, co-ordinates the Sport for All work of the Federation's various divisions. This permanent Working Party is composed of:

The head of the mass sport division

The head of the press division

The representative of the advertising agency

The press officer responsible for youth publications

The administrator responsible for women's sport

The administrator responsible for popular contests and fitness tests

The head of the finance division (when necessary).

The German Sports Federation does not carry out all the tasks entailed by the Sport for All campaign itself. After calling for offers of assistance and examining them, it has entrusted various tasks to professional organisations which constantly harmonise their activities with those of the Federation. The professional organisations taking part in the Trimm campaign are:

Advertising agency

Public relations institute

Distribution firm

Licensing administration.

The advertising agency which works for the German Sports Federation (Werbeting 2000, 6078 Neu-Isenburg - Gravenbruch, Am Forsthaus 5-7) devises and produces the various publicity material and arranges for its publication through all publicity channels. It also deals with most public relations questions. The public relations institute which works for the German Sports Federation (Dr. Klaus Becker, 205 Hamburg 80, Reimboldweg 12), devotes its efforts to a single but large-scale propaganda campaign, namely the preparation and promotion of the campaign for the "Sports apparatus of the year". The co-ordination and execution of all the distribution work, which involves hundreds of thousands of consignments each year, has been entrusted to a specialised firm (Fritz Busche, 46 Dortmund, Kaiserstr. 129). The German Sports Federation has also entrusted this firm with negotiating and concluding contracts with commercial firms concerning the licences for the exploitation of the Trimm campaign symbols.

In the Federal Republic of Germany, 22 persons in all at central level are now devoting the bulk of their professional activities to the Trimm campaign.

In view of the daily increasing requests for information from the population, groups and clubs and organisations participating in the Trimm campaign, the German Sports Federation felt the need for setting up a new department. It has become necessary for the central administration to set up a "Sport for All advisory bureau".

The repercussions of the Sport for All campaign are felt not only at central level but also in the Länder and municipalities of the Federal Republic of Germany. For that reason an effort is being made to set up regional and communal Sport for All advisory bureaux. The regional advisory bureau should form part of the regional sports organisations (Länd Sports Federation), whose headquarters are more often than not in the Länd capital. The municipal advisory bureau, from which

any citizen can request information by telephone or in writing, on how to engage in some sport, should logically be integrated with the municipal sports offices or the public body responsible for sports questions.

In response to the interest shown by the public in the practice of many branches of sport, as confirmed by a public opinion poll, the German Sports Federation has also judged it necessary for the specialised associations (for example, those concerned with athletics, swimming, **skiing** etc.) to appoint Federal administrators for mass sport, to which they would devote their main professional activities with financial help from the Federal Government.

However, the implications of the Sport for All objectives go beyond the fields already mentioned and have a general effect, on staff structures in the field of recreational sports.

The Chairman of the German Sports Federation, Dr. Wilhelm Kregel, said on this subject (Frankfurter Allgemeine Zeitung, Die Gegenwart, 19.1.1971):

"Sport is suffering from a shortage of instructors. Its foreseeable expansion until 1980 will compel us to meet an unprecedented demand for staff. Sport will fail in its social role unless it can increase the number of its workers to over one million persons. Some 750,000 are working today for our associations and groups. Nine-tenths of them draw no pay whatever for their activity ...

The sports movements, thanks to the voluntary participation of these workers, assume social and cultural tasks which, without them would place an exceptionally heavy burden on the State".

After drawing this picture, the Chairman of the German Sports Federation said in conclusion that paid training leave should be granted yearly to persons participating in the sports campaign. The German Sports Federation would approach the Federal Government with a view to **arranging** for certain training courses for leaders and administrative staff to be attended during special training leave (for twelve or fourteen working days, for example) to be granted yearly. The Government of the Federal Republic of Germany was anxious to come to some conclusion on the training period during the current legislature.

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In this connection, it must be borne in mind that the persons who give active help in all sports disciplines and today number 670,000 must be increased to over one million by 1980 at the latest, if the foreseeable increase in the number of participants (the German Sports Federation will probably have over 16 million members in 1980) is to be coped with and adequate attention is to be given to them.

7. Associates in Sport for All

The Sport for All objective excludes from the outset any monopoly of the sports movement.

No-one wishing to give everyone the chance to practise a sport can hope to do everything alone. It is imperative to have the help of associates when pursuing such an objective. That is why the German Sports Federation stated clearly in its "German Sports Charter", published on 15 October 1966, that to make progress sport must collaborate with many other bodies and groups of society (training, health, leisure, etc.). Once this fact had been recognised, the German Sports Federation drew practical conclusions from it. The Federation thus sits as a main member on the "Deutsche Arbeitsgemeinschaft für Freizeit und Erholung", which co-ordinates the work of all the chief bodies and persons concerned with leisure. Similarly, the way in which the Trimm campaign is conducted is an example of close and constructive collaboration.

This collaboration must be developed and differentiated for the future. In this connection we think mainly of methods of co-operation in the following fields:

- Housing
- Work
- Holidays
- Cure and holiday centres
- Children's nurseries
- Adult education
- Third age

The following are invited to co-operate as associates in the Sport for All campaign:

- Leisure associations
- Church training centres
- Youth movements
- Evening class associations
- Building societies
- Principal organisations of the medical profession
- Federal health information office
- Insurance companies at Land level
- Life insurance companies
- Health services
- Travel agencies
- Automobile clubs
- Services of the German trade union confederation responsible for recreation and training
- Services concerned with questions of recreation and training in industry
- Specialised commercial sports concerns.

8. Planning the future (1972-82)

This is the first time that in the interest of Sport for All the German Sports Federation is carrying out long-term planning. To this end, it takes the following data as its basis:

- (a) Experience and trends in the decade 1960-70;
- (b) Estimation of the increase in the number of participants and in the needs in staff, premises and equipment;
- (c) Results of public opinion polls giving an idea of requirements in the matter of content.

The planning of the German Sports Federation for the current decade provides for the following:

- (a) a list of tasks to be accomplished in the field of mass sport, enumerating the measures to be taken by the German Sports Federation;
- (b) a 10-year development plan for Sport for All.

(a) List of tasks to be accomplished:

1. (no details as yet)

2. Short-term measures 1971-72.

2.1 Federal board

Drawing up of a 10-year sports expansion plan;
Competence of the Federal Government in regard to measures concerning mass sport adopted at central level;

Development of the advisory service;

Investigation of the interest shown in sport by certain population groups;

Analysis of the interest aroused in competitive sport and mass sport among members of clubs;

Introduction of "rest break" gymnastics;

Organising of model events in co-operation with schools and universities;

European Trimm Conference 1971;

Promotion of physical education at pre-school age;

Participation in the drawing up of the objectives and themes of the "Bundesjugend Spiele" (Federal Youth Games) treated as a mass sport event.

2.2 Specialised board for Sport for All

Planning of publicity measures for 1971, 1972, 1973;
Recruitment among society and the public of associates for the campaign;

Seeking of fresh support for the campaign in economic circles;

Organising of the 1971-72 Trimm Games in the form of joint action by the German Sports Federation and member associations with the support of the review "QUICK";

Preparation and free distribution of press announcements and radio and television flashes;

Steps to have the Trimm campaign mentioned in publications, at events and in broadcasts other than those concerned with sport, for example in recreational broadcasts;

Production of special supplementary information material in liaison with the press service of the German Sports Federation;

Devising of programmes of exercises for publications and series of radio and television broadcasts devoted to practical exercises;

Production of publicity aids and information material of all kinds - including booklets (in liaison with member organisations), posters, car stickers, Trimm Spiral participation cards;

Conducting of special Trimm campaigns with the help of institutions, associations and firms (for example, schools, trade unions, employers, adult education officials, natural parks, Toto-Lotto societies, Federal Railways).

2.3 Special board for training questions

Applying of guiding principles and rules in force in all Federal Länder and in all the major specialised associations;

Steps to introduce training leave;

Preparation of an outline plan for further training measures;

Recruitment of teachers and sports students;

Investigation into the need for leaders and into the training situation;

Determination of acceptability of guiding rules for associations;

Advisory service, availability of specialists and aid to facilitate the work of leaders and directors of training.

Devising of organisational models for the planning of training courses (network techniques);

Model training courses for directors of training;
Testing and recommending of work and teaching material (literature, films, etc.);
Publication of new works in the series "Zweiter Weg" (Second Way); publication of new handbooks covering theory and practice, developing of the review supplement "Der Übungsleiter" (the Exercise Guide);
Assembling and testing new apparatus, facilities and methods for mass sport;
Provision at central level of cards for coaches.

- 2.4 Special board for popular contests and fitness tests
Creation within member organisations of specialised supervisory posts and boards;
Devising of outline plans;
Planning the organisation and general conduct of the Trimm Games;
Extension of popular contests to new branches of sport in the context of the Trimm Games including swimming, football, dancing, volleyball, basketball, table-tennis;
Trying out new activities in the context of the Trimm Games (including a popular sports day, family contests, Trimm-mobil, "Walkers live longer" (Langläufer leben länger);
Provision at central level of resources for organising and publicising the Trimm Games and popular contests;
Publication of works on popular contests;
Publication of a calendar giving the dates of popular contests;
Concentration and development of fitness tests, inter alia, by requesting IfL to carry out studies on the subject; devising assessment standards and equipment for these tests.
- 2.5 Specialised board for the German sports diploma
Field of activity:
Drawing up regulations for the test;
Provision of resources for organisation;
Assembling of material at central level;
Measures to facilitate the work of the examiners;
Co-operation in data processing;
Collaboration with schools and the army ("Bundeswehr");
Measures to promote the holding of competitions for the award of the sports badge;
Award of this badge abroad;
Experimenting with organisational forms;
Statistics on the increase in the number of sports badges awarded;
Preparation of publicity measures.

3. Long-term measures 1971-80.

3.1 Federal board

- Drawing up the 10-year sports expansion plan;
- Organisation at Federal level of mass sport;
- Provision by the Bund and the Länder of resources for the recruitment of full-time officials for member associations;
- Collaboration with centres carrying out research on mass sport;
- Mass sport handbook;
- International mass sport days;
- Model sports facilities and events devised in collaboration with leaders in other fields (for example, work, holidays, cures, adult education, old people's homes);
- Promotion of sports activities for older people (also appropriate as sport to be practised throughout life);
- Collaboration with specialists in rehabilitation sports;
- International exchange of experts in the context of work projects of the partner country.

3.2 Specialised board for Sport for All

- Decision on whether or not to continue the Sport for All campaign or to launch a Sport for All publicity campaign after 1973.

3.3 Special board for training questions

- Outline plan on the qualifications required of training directors;
- Participation in preparing a general plan;
- Recommendations on the content of physical education training courses;
- Recommendation on the content of the training to be given to kindergarten staff, youth leaders, leaders for organised journeys, etc.;
- Co-operation with the officials in charge of the training of sports coaches in the army (Bundeswehr);
- Central register of trained sports leaders;
- Improvement in the social status and training level of leaders trained up to now.
- Production of a series of slides, diagrams and books for further training;
- Publication of a handbook;
- Participation in the application of new training methods by member associations;
- Seminars devoted to a critical examination of new developments;
- Testing and approval of apparatus and facilities;

Experiments and development of long-range teaching methods;
Introduction of new teaching and training aids (for example, audio-visual teaching programmes, programmes of exercises recorded on cassettes).

- 3.4 Specialised board for popular contests and fitness tests;
Extension of popular contests to new branches of sports;
Application of new organisational forms to popular contests;
Devising of new organisational methods and new facilities;
Testing timing and measuring equipment;
Devising competition equipment with automatic results indicators;
National fitness test and physical fitness certificate devised in the light of data-processing results;
Provision of permanent facilities for popular contests and fitness tests (for example, forest sports circuits, routes for ramblers; cycling routes, "test parks" (Tessgärten);
Opening of centres for promoting popular contests and fitness tests;
Devising competitive sports tests at a level intermediary between the Trimm Spiral and the sports badge level;
Publication of works on fitness tests.

(b) 10-year development plan for Sport for All

In 1971 a 10-year plan will be drawn up and then discussed with all persons and bodies called on to participate in it whether they belong to the world of sport or not. A final version of the plan will be published in 1972. The experiences and observations described, for example, in the Netherlands memorandum "Sport 70" and the Swedish "PGM" project will prove highly useful in drawing up this plan.

The content of this 10-year plan cannot yet be made known. It will probably concentrate on the following centres of interest:

Development:

Development of leisure
Leisure pursuits
Interest in sport
Sports associations

Needs: Exercise and recreation centres
(Golden Plan II)
Sports leaders
Supervisory and administrative staff
Training leave
Training and research centres
Information

Associates desired: Federal Government
Länder governments
Municipalities
Employers
Trade unions
Churches
Radio, television and press
Health organisations
Travel agencies
Building societies
etc.

9. Conclusions and proposals on promoting Sport for All at national and European level

The proposals that follow reflect the author's personal ideas. They are necessarily incomplete, as they are presented solely from a national viewpoint, are based on the first developments of a new movement and above all on the idea that in instituting Sport for All, each country will emphasise different aspects in the light of its own cultural, sports, economic and social circumstances.

Each European country could:

recognise that Sport for All is a social policy question of primary importance;

arrange for the government to help the national sports organisation to pursue this objective or give initial support to an organisation set up to this end;

set up, under the guidance of the national sports organisation, a campaign committee on which other important associations would be represented;

arrange for the government to make available to the national sports organisation the resources required for this campaign;

arrange for the national sports organisation to publish a long-term action programme taking into account needs in staff, premises and publicity facilities;

carry out the Sport for All campaign under a popular name and symbol and the slogan "Trimm".

The Council of Europe could

propose that practical experiences and information be exchanged;

address a recommendation to its member States urging them to encourage national Sport for All action;

give an impetus towards developing Sport for All in countries which have not yet initiated national action;

subsidise supranational research projects entailing team-work by specialists from the various countries who have first stated the problems in identical terms.

