Japan Sport Council
Investment for sports promotion

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Japan Sport Council
June 2011: The Basic Act on Sport
(the first comprehensive revision of the Sport Promotion Act in 50 years)

March 2012: The Sport Basic Plan

Creating sport environments enabling participation in sport by a wide range of people in accordance with their specific interests and aptitudes, regardless of age, gender or disabilities.

1. Increasing sport opportunities for children
2. Promotion of sport activities in line with life stages
3. Improvement of community sport environments where residents can actively participate
4. Enhancement of international competitiveness
5. Promotion of international exchanges and contributions
6. Improvement of the transparency and fairness/equity in the sport world
7. Creation of a virtuous cycle
JSC Mission

- Promote and enhance the nationwide sporting culture through the investment in the community and high performance sport

- Provide the state-of-the-art sporting facilities and the best environment to inspire the nation through sport

- Support elite athletes and coaches to maximize their performance and achieve the utmost goals at highest levels of international competition, based on the cutting-edge research of sports sciences

- Contribute to the global sport movement with assisting the national sports organizations and cities to attract and host major sporting events
## JSC Sports Promotion Funding

### Sports Promotion Fund Grant
- ¥1.3 billion / A$14.2 million
- Enhancing international competitiveness
- Expanding sports population

### Sports Promotion Lottery Grant
- ¥17.3 billion / A$183 million
- Creating an environment everyone can enjoy sports as part of everyday life

### Funding Sources
- **Sports Promotion Fund**
  - Operating profits
  - Government investment
  - Private sector donations

- **Sports Promotion Lottery**
  - Sales profits
  - Local government / Local sports club / Sports organization

The funds allocated through the JSC Sports Promotion Funding are used to support various initiatives aimed at enhancing international competitiveness, expanding the sports population, and creating an environment where sports can be an integral part of everyday life.
50% of Sports Promotion Fund Grant (in 2012 – 13) allocated to High Performance Athletes and Coaches

- **High Performance Athletes and Coaches assistance**
  - ¥640 million (A$6.4 million)

- **Training camp assistance**
  - ¥395 million (A$4.0 million)

- **Hosting the National Competitions**
  - ¥305 million (A$3.1 million)

- **Total**
  - ¥14.9 billion (A$157 million)
Sports Promotion Lottery Grant (in 2012 – 13) allocated to Regular programs and Specified purpose programs

- Regular funding programs: ¥14.9 billion (A$157 million)
  - Development of local sports facilities
  - Comprehensive Community Sports clubs
  - Sports activities organized by local government
  - Talent identification and development
  - Sports activities organized by sports organization
  - Hosting the International Competition Events

- Specified purpose funding programs: ¥2.4 billion (A$24.9 million)
  - Development of large-scale sports facilities
  - Recovery assistance of the Great East Japan Earthquake
  - Tokyo 2020 bidding assistance

¥17.3 billion (A$183 million)
2/3 of Sports Promotion Lottery Grant (in 2012 – 13) allocated to Local area

- Hosting the International Competition
  ¥381 million (A$4.0 million)

- Development of local sports facilities
  ¥6.3 billion (A$66.1 million)

- Comprehensive community sports clubs
  ¥3.6 billion (A$38.5 million)

- Sports activities organized by local government
  ¥609 million (A$6.4 million)

- Talent identification and development
  ¥1.1 billion (A$11.3 million)

- Sports activities organized by sports organizations
  ¥2.9 billion (A$30.3 million)

Total: ¥14.9 billion (A$157 million)
Prize payments (50%)

Expenses

Total sales of Sports Promotion Lottery
(¥80 billion / A$844 million)

Profits
(¥26 billion / A$27.4 million)

Sports promotion activities
(¥17.3 billion / A$183 million)

Payments to the national treasury
Sports Promotion in Japan

**Sports Promotion Fund**
- Subsidies (¥1.3 billion / A$14.2 million)
  - Enhancing international competitiveness
  - Expanding sports population

**Sports Promotion Lottery**
- Subsidies (¥17.3 billion / A$183 million)
  - Creating an environment everyone can enjoy sports as part of everyday life

**Subsidies to Programs to Support Enhancing Competitiveness**
(¥530 million / A$5.6 million)
- Enhancing international competitiveness

**Sports Promotion Fund Operating profits**
- ¥700 million / A$7.4 million

**Profits from Sports Promotion Lottery**
- ¥640 million / A$6.8 million
- ¥17.3 billion / A$183 million

**Government Subsidies**
- ¥530 million / A$5.6 million

**Government investment**
- ¥25 billion / A$264 million

**Private sector donations**
- ¥4.4 billion / A$46.5 million