



Case Finland

*Sport club development knowledge
exchange in Netherlands 20.1.2020*



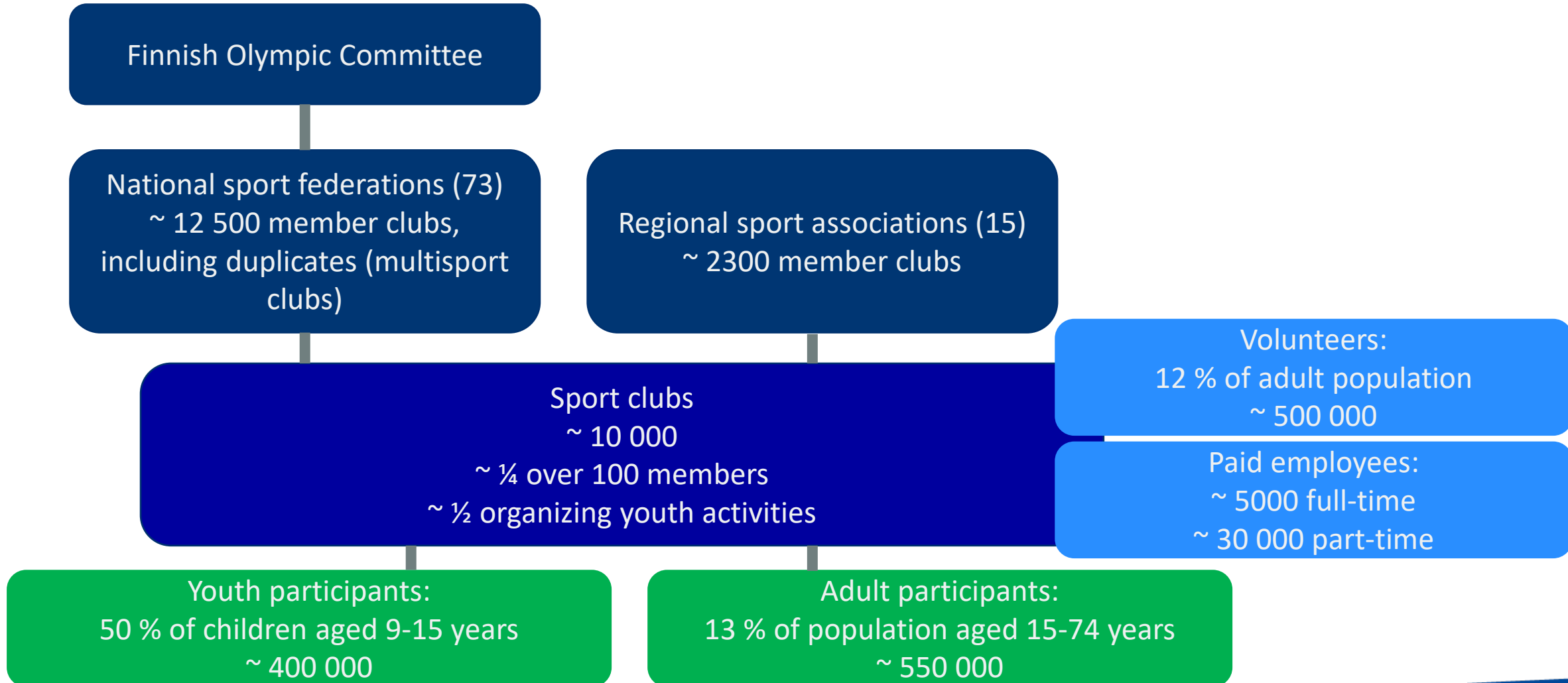


Themes

- + Basic information of Finnish sport clubs
- + Star Club Programme – quality management programme
- + Competence Development Programme for Sport Club Developers
- + Sport club developers in Finland & Club development in Finnish Swimming Association



Sport clubs in Finnish sport system





Sports clubs' role in Finland

- + A basic unit for sport-for-all and elite sports, "supermarkets for sport", but changing:
 - + School sport activities growing
 - + New structures for elite sport: co-operation with sport federations and strengthening regional sport academies (service providers for athlete support)
 - + Growing demand and new service providers in adult sports → responding to demand?
- + Future challenges for sport clubs:
 - + Changes in population: urbanization, growing numbers of ageing and a strong decrease in birth rate
 - + Identifying their role as actors in the third sector → controlled change (e.g. professionalisation, commercialization)