

## The Economics of Judo in France

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## Sport in France

### Evolution

- 1936 Popular Front government (sport for the masses)
- 1940 Vichy Regime (control of the State)
- 1958 V<sup>th</sup> Republic (Maurice Herzog: « A Public Service »)

### The role of the State

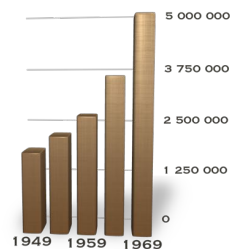
- Coordination and regulation (police)
- Risk prevention
- Public interest prevailing over individual interest

### Missions

- To guarantee the security of sport players and sport facilities
- To support elite sport
- To develop sport practice for the general public



Maurice Herzog



Sport membership in France  
1949-1969

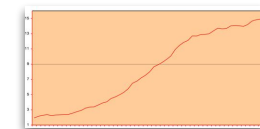
## A Specific Context

The role of the State  
« Judo is good business ! »  
Elite sport and sport for all



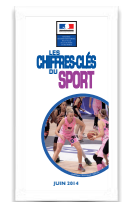
## « A Third Way »

- The specificity of sport organization in France
  - Law regulation about **non profit-making association** (1901)
  - An intermediate system in-between liberal and state-controlled
- Sport spending in 2012 : 36,5 billion € (+1,4 % in 2012 against + 4,8 % in 2011)
- About 170 000 sport clubs
- About 1 500 000 volunteers



Sport membership in France 1949-2012

Sport associations without employee	Sport associations with employees	Total
216 200	48 500	264 500



LE POIDS DU SPORT DANS L'ÉCONOMIE

1. LE DÉPENSEMENT EN SPORT

Année	En milliards d'euros	Evolution (en %)
2011	35,5	+4,8
2012	36,5	+1,4

2. LE BÉNÉFICIAIRE DES DÉPENSES EN SPORT

Année	En milliards d'euros	Evolution (en %)
2011	12,5	+4,8
2012	12,8	+1,4

# Occupation: Judo Teacher



- November 1954, **death** of a self-labeled judo teacher
- **November 1955, Law** promulgated to **organize the status of judo teaching occupation** and combat sport gymnasiums



Professeurs de Judo Fédération Française de Judo	±5 700 clubs
	±7 000 teachers
	6% full time
	38% part time
	56% under 40yrs
	22% Godan +



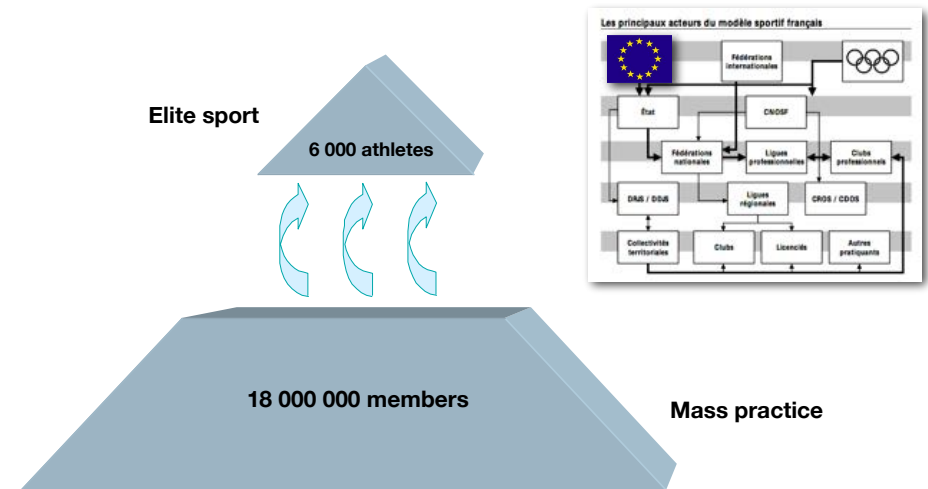
Kawaishi Mikinosuke  
« Judo is good business ! »

## Some Data

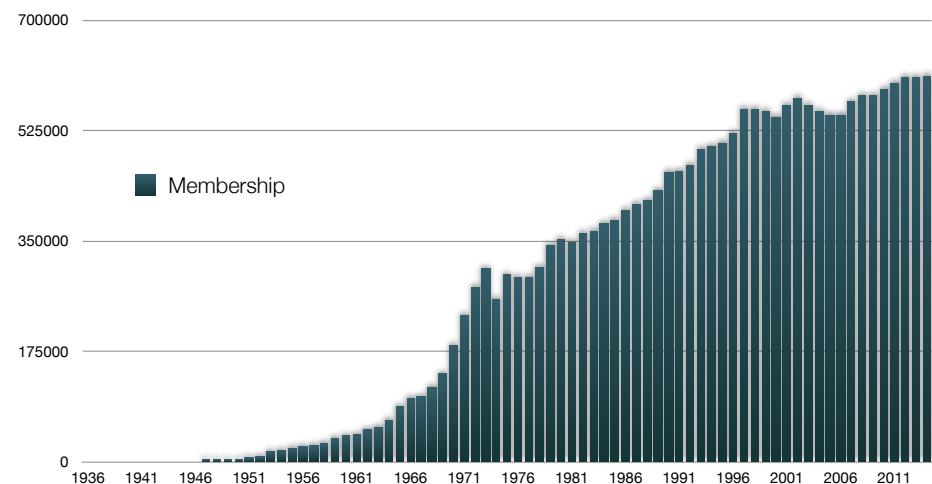
Judo, a national sport



# Sports for All and Elite Sport



## Massification



# The French Judo Federation (2012-2013)



[http://www.ffjudo.org/portal/desktopmodules/odes/Odes\\_FFJDA.aspx](http://www.ffjudo.org/portal/desktopmodules/odes/Odes_FFJDA.aspx)

France

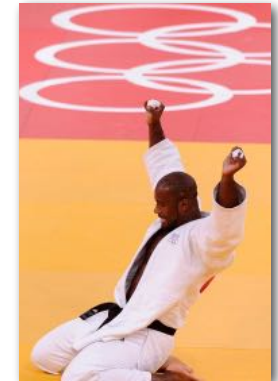
	Σ	♂	♀
	612 898	450 021 (73,4%)	162 877 (26,6%)
<b>Clubs</b>	<b>5 672</b>	<b>2 120</b> (>100 membres)	



# The French Judo Federation



- Mudansha : 92,2%
- Yudansha 7,8%
- 12 Olympic champions
- 40 World champions



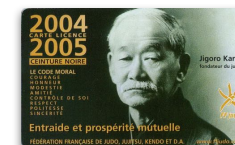
Teddy Riner

# The Mutualization of Funds

- **Annual** French Federation **membership fee: 36 Euros**
- **Free access** to all FFJ members to FFJ championships, dan grading, clinics for teachers, referees...

# Strong points, weak points

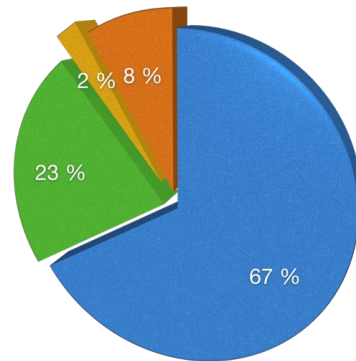
Strong financial support  
Mutualisation  
The problem of customer loyalty



## The Budget of Judo in France



- **Total income: ± 30 M€**
- Membership fees: ± 74%
- Sponsors + State: ± 26%



- Administration
- Sports
- Teaching
- Communication

## The Economics of Judo in France

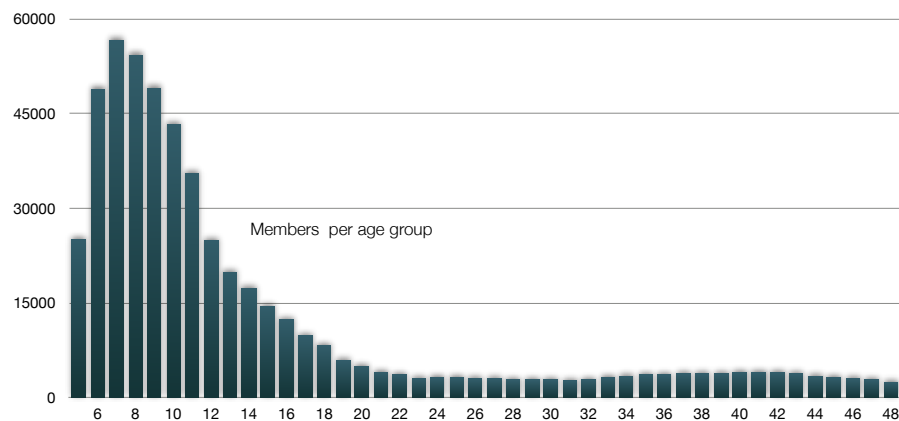


- National French judo budget (±30 M€)
- Regional and local budgets (±30 M€)
- Club membership fees (±100 M€)
- Volunteers (±25 000)
- Employees (headquarters, leagues, departments, clubs: 5 to 6 000)
- Judo products (tatami, judogi, DVDs...)
- Events (housing, spectators, side costs...)

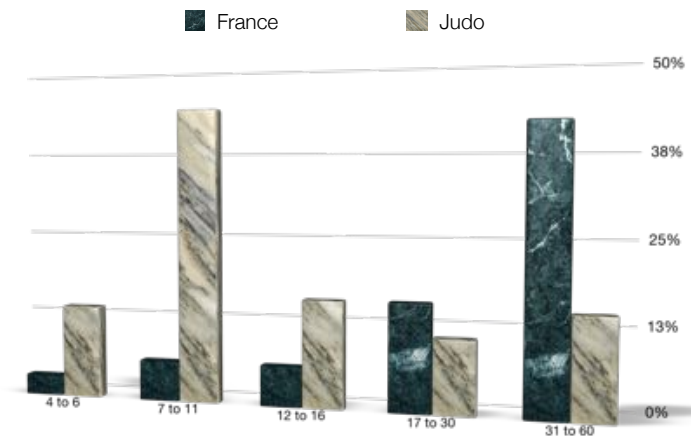


Paris Grand Slam

## Juvenilization (2013-2014)



## Judo Membership per Age Group (2012)



# Adapting Judo Teaching to New Generations

## Planning the Future

Adaptation  
Diversification



6 ans
7 ans
8 ans
9 ans
10 ans
11 ans
12 ans
13 ans
14 ans

Age limits

A new grading scale

## Adapting Judo Teaching to New Generations

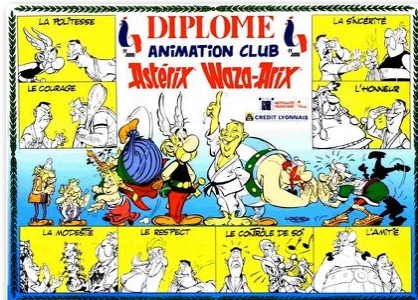
Politeness



Courage



Modesty



Respect



Self-Control



Sincerity



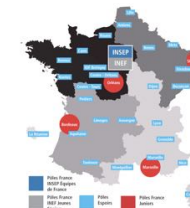
Honor



Friendship



## Competition and Education



# Market Diversification



université  
BORDEAUX



ご清聴ありがとうございました  
Thank you for your kind attention

