

The North South Dialogue in International Sports (I)

by Don W.J. Anthony

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In 1881 Jan Cuperus and a few European friends established what was to become the International Gymnastics Federation. This was the *first international sports organisation*. 11 years later international federations for rowing and skating had been formed. In England the Amateur Athletics Association and the Football Association, by their very name, assumed that their championship *were* world championships ! By the time that the international *Olympic Committee* was established in 1894 the whole area of international sports was ripe for development. The concept of Olympic Games gave a focus for this development. The Games requires the collaboration - always-of the four major power groups in world sport. The International Olympic Committee, modelled on papal principles, sees itself as the guardian of the Olympic spirit and chooses the Olympic city. The respective *national Olympic Committees* try to maintain the Olympic ideals in their country and organise participation. The International Sports Federations organise world and regional competitions.

The fourth group, *government*, both national and local has *always* been involved - either directly by using the Games to boost a tourist image, to hurry the completion of a new subway, or airport, to create a new university which starts as an Olympic village - or even to bend the financial regulations so that investments by commercial companies into the sports movement, are seen as tax allowable expenditures. Without massive governmental investments in plant and leadership the

“Sports for All” cry - and even “Citius, Altius, Fortius” - would be mere slogans. Public financial support gives the chance of actuality.

If we concentrate on these four major power groups for a moment we can identify some main ways in which there is an interplay.

The international *federations* are all independent bodies. There are more than fifty. New organisations are still developing. In the last six months there have been created - the International Association of Marathon Runs. the World Federation of Sport Film and Television, the International Society of Sports Shoe Manufacturers. Some bodies like FIFA (soccer) and IAAF (track and field) can support permanent headquarter buildings and a substantial administrative staff. Some are still managed by honorary staff in the main and find their archives in the attic of some suburban house. Collectively they meet under the umbrella of GAISF (the General Assembly of International Sport Federations) with headquarters in Monte Carlo.

National Olympic Committees have grown in number from the two existing at the time of the first Olympic Games to more than 150. To have an Olympic Committee recognised a country has to show that it has national sports associations affiliated to five or more international federations. Again there are wide differences in constitution and role. The Italian NOC (CONI) employs more than 2000 fulltime experts, controls the national “toto” fund raiser, and has its own training camps.

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Less fortunate committees exist by the skin of their teeth and through the charity of commercial organisations. Internationally however they feel the strength of their muscle. At least, they say, "we can organise on a "one committee - one vote" basis. At world level there is now the Association of National Olympic Committees with permanent headquarters in Paris (ANOC). Within this framework there is also the Association of European National Olympic Committees (AENOC) and the African Association of NOC'S (AANOC). Plans are in hand for other regional groupings ; the Asian group is meeting to formalise its association very shortly.'



Nicolas J. Cuperus
President & Founder of the FIG

The International Olympic Committee is a self electing body but the process of electing a member is now a more sophisticated arrangement than hitherto; soundings are taken by the IOC to establish whether a proposed member would be satisfactory to the country concerned. In principle however the IOC consists of some 83 men and 3 women who play the role in sport that the Vatican plays in Roman Catholicism ; they are ambassadors from the IOC - taking the message of Olympism out from the centre to the periphery. IOC members have a seat by right on their national Olympic Committee.

At the Olympic Congress in Baden Baden in 1981 the IOC created the new "*Commission for the Olympic Movement*". It is chaired by the President of the IOC, and contains; the Executive Board of the IOC plus the Chairman of the newly formed Athletes Commission ; nine members representing the international federations ; and nine representing the national Olympic Committees. 16 working groups have been established to monitor such matters as eligibility, cultural affairs, finance, sports medicine, press, television, and the Congress itself.

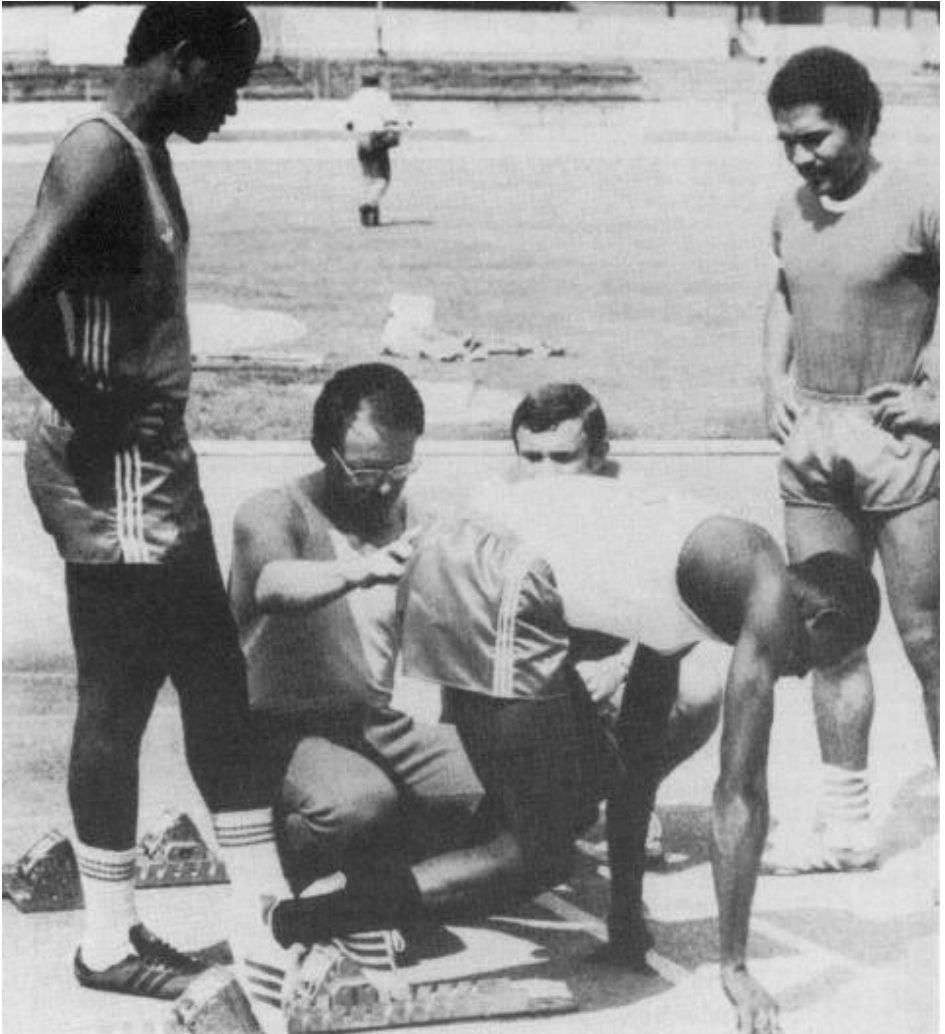
These three groups represent, of course, the voluntary sector of sport. Sport does seem to provide the world with a remarkable potential for selfless public service. There is no "system" of sports organisation in the world which does not depend heavily on voluntary service by tens of thousands of those whose only - or main - motive is that they love sport.

The *state sector* came into the scene, in a structured way, much later. The first international governmental action was taken by the League of Nations in 1928 when its Health Committee commissioned the Polish expert Eugeniusz Piasecki to visit and study physical education and sport in 13 European countries. In 1962, the United Nations, through its specialised agency UNESCO, began to take an interest. Recognising the fact that sport depended on a "mixed economy" of state and voluntary interests, UNESCO then encouraged the development of the International Council of Sport and Physical Education (ICSPE) and similar bodies, from 1956 onwards. By 1976 the time had been reached when a fully fledged UNESCO Inter Governmental Committee for Sport and Physical Education, together with an International Fund, could be established. Ministers of sport also meet regionally : West Europe ; East Europe ; West Africa, etc.

The interplay between these four major groupings in world sport takes many forms. UNESCO delegates are welcomed as observers at meetings of GAISF. Delegations to the Olympic Congress tried to include in their number a member who represented the state sector. UNESCO and the IOC try to collaborate at administrative level mainly by delineating areas of operation - UNESCO in the schools physical education system ; the Olympic Movement in competitive sport.

It isn't quite so simplistic however. Sports decisions cannot be made in a political void. In the Commonwealth we have become acutely aware of this factor. There are also other organisational developments which have to be taken into account. Currently the "multisport organisations" which have a role in many countries are organising themselves interna-

tionally and will want to key in to the total pattern somewhere. There are the international forces of the media which have pumped into sport the financial resources for which the power groups compete - and would, if they were able, take charge of the driving wheel as well. There are a large number of regional Games modelled on the Olympic Games:



Helner Rothig (GDR) athletics coach, explains the runner's starting position to athletes from Mali and Mozambique.

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these exist in the Central Americas, there and the Caribbean, in Asia, in Africa, the Indian Ocean, the South Pacific, the Mediterranean, and in South America, and in South East Asia. There are other political/cultural groups like the Pan Arab Sports Confederation, the Supreme Council for Sport in Africa, the non-aligned group of 77 countries which has a new sports profile. The Indonesian « Games of the new Emerging Forces » (GANEFO) of the early 1960's, although later aborted, did shock the world sports establishment and made them aware of dissatisfaction in the developing countries. Specialised world bodies exist for the military, for the workers, for students, for schools, for the press, for doctors, the handicapped, for coaches, psychologists, historians, information specialists, sociologists, architects, and for teachers. Most of these manage to relate in some way to the "big four" ; by membership, associateship, observer status. Those who search for a more tidy structural pattern should look no further. In an area of voluntary choice there can be no complete administrative tidiness. I am also reminded of the thought that complete orderliness equals complete death. This constant eruption of energy at the frontiers does, at least, suggest, life.

The problems which exist are manifold. There are quarrels about status, about control, about ethics ; between the different sports, between the paid professional staffs and the honorary officials. The national debates about these matters are reflected also at international level.

It is not my remit to go into them in detail in this paper. My remit is to focus on one area where there seems to be a fusion of interests - *the North/South* dialogue.

There are few who would dispute the admirable aim that we should try - in the democracy of the sports movement - to ensure that the gap between rich and poor should be eliminated. True competition should not reflect national and individual advantages. Mere charity is impertinent - damaging both for the giver and the receiver. The best approach, for me, is the Chinese submission that we should not give a starving man fish ; we should teach him *how* to fish.

I first trace the development of the "sports aid" concept. Not much attention has yet been given to this. It has a long history. There are important stepping stones like Coubertin's wish to organise an African Games as early as 1923, and the institution of the first regional games - for the Central Americas and the Caribbean in 1926. But, I think we could reasonably consider the stage following the breakup of the Empires after the second World War, as a new beginning.

In the early 1950's the colonial contacts were still strong. The French-speaking countries of Africa followed French sports tendencies and taught French physical education in their schools. The ex-British colonies sent their students to Loughborough and Carnegie and taught Danish gymnastics in their schools ! As healthy nationalism took root there was a craving for a less "dependent" status; and there was the search for traditional roots. Students were sent not only to countries where there was a shared language but also to Eastern Europe where a new form of social organisation had elevated sports knowledge, sports performance, and sports research.

At an international level there were two major developments :

1. The institution of *practical aid schemes*
2. The growth of the idea of "*sport in development*".

I give an overview of major works in these two areas. I do not claim these overviews are *totally* comprehensive. They are based on work in the English language.

Practical aid schemes

« *Olympic Solidarity* » was firmly established in 1973. Its role had been made feasible by the provision of gigantic funds emanating from television royalty agreements concerning the Olympic Games. The IOC itself took a percentage ; the international federations likewise.

The percentages accruing to the NOC's was kept intact and spent on "Olympic Solidarity".

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A sum of several million dollars has been quoted. The Olympic Movement was able to develop a programme - of technical aid - which will go down in history, I am sure, as an exciting and creative project. Together with the federations and the NOCs courses in different parts of the world are organised in the coaching, officiating, and training aspects of many sports. Courses in general sports administration have been organised. Expertise is provided freely by developed countries : the IOC provide travel ; the host country, accommodation and hospitality. "Olympic Solidarity" is by far the most lively international operation in sports aid.

UNESCO's International Fund for the development of physical education and sport came into being in 1976. It sets out to formulate strategies, policies and programmes : to strengthen institutions, structures and facilities, to train specialists, to establish meetings, and to inform. By 1979 about 200,000 dollars in hard cash had been banked. A further 400,000 dollars had been assured in "services" from member states. These services involved the provision of experts, the giving of advice, and the establishment of scholarships at physical education institutions, for students from developing countries. By 1981 the cash flow had reached 628,000 dollars but only 22 of 186 members states had made contributions.

The International Council of Military Sport (CISM) has for many years been active in helping needy nations. In many developing countries the armed forces play a prominent part in sport especially where there is national military service. Special attempts have been made to make the forces aware of their expertise in such matters as sports medicine and stadium management and maintenance.

Among the international sports federations, with aid schemes should be mentioned *FIFA* who have conducted a world football development programme since 1976. The technical aid programme conducted by the *IAAF* which started in 1977 ; and the *ITF* (tennis) programme to aid African tennis. *FILA* for wrestling is one of many other federations which are becoming more and more conscious of the need to make their sport truly available worldwide. *FIBA* (basketball) just celebrating

its 50th anniversary, was early into technical aid in Africa. organising its "100 spaces" campaign in the 1960's. Here a country was asked to provide 100 spaces ; *FIBA* would then provide 100 balls and two hundred baskets plus a team of experts who would spend six weeks developing the game intensively. At the end of the visit, hopefully, there would be two hundred teams - at least - playing on each space. The hand of the commercial sponsor can be traced in many of these endeavours.

International sports aid is an excellent "image builder" for commercial companies. It would not be fitting for me to single out the major multinational companies whose names speak out to us in the sports stadiums and on the television screen. Many do however make a powerful and valuable input into international sports aid and this factor is important if we are to make an objective study of the area.

At the *bilateral* level there have been some extremely imaginative developments. *France* has maintained its interest in the French-speaking world by assembling regularly meetings of experts. In 1979 France, Belgium, and Quebec financed 17 projects in Africa and the Caribbean. Ministers of Youth and Sport from 22 countries meet in Paris to coordinate strategy. Japanese expertise is also to be found throughout the world ; a unique factor is their aid to volleyball ; in 1981 they had coaches placed in the national teams of 17 countries. China's aid has been mainly in the building of stadiums. Since 1972 stadiums and sports halls have been built in more than ten developing countries among which are Somalia, Sierra Leone, and Syria. From now until 1985 projects are envisaged in nine countries including Pakistan and Upper Volta. These aid schemes have involved the expertise of 1200 Chinese engineers. Bulgaria has signed agreements to help Mexico, Syria, Tanzania, Morocco, Angola, Mozambique, the Congo and Benin. A particular feature of Bulgarian aid has been the development of "Sports toto" schemes which are cash raising schemes based on the lottery principle. Statistics issued in 1982 show 210 Bulgarian coaches have worked in 14 developing countries. Polish expertise helped Cuba, and other countries, to make progress in international sport. The USSR has offered the expertise it gained in running the Olympics to developing

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countries - and even to Los Angeles ! USSR sports organisations have regular contracts in 30 African countries.

In the Moscow Central Institute special six month courses are organised in English, French, and Spanish, for sports coaches.

Concessions on air travel to help athletes from developing countries to attend such events as the "Spartakiade" are offered. The GDR High School for Sport and Physical Culture has become recognised as one of the leading institutions in international sports aid. There are 25 years of history to this aid project in Leipzig. More than 2000 coaches have completed the nine month special course for overseas students. Over 300 experts have been sent to 40 plus countries in Africa, Asia, and Latin America.

The Director of the Coaching Association of Canada recently called for Canada to become "an exporter of sport" and set out details of the areas of expertise which Canada, boosted by its 1976 Olympic Games effort, could muster.

Olympian Mal Whitfield has been active in Africa for the US State Department ; keeping his ear to the ground; identifying needs; organising group visits. The United States Sports Academy has gone into the front line in the last five years especially to gain sports construction and training contracts in the Gulf States. A major USA contribution has been, however, its ability to provide athletes from developing countries not only with athletics scholarships but also high level competitive circuits at Universities. Without the USA contribution here the famous athletes from Kenya, Tanzania, and the Sudan would never have reached the pinnacles of success.

There are a number of smaller bilateral arrangements of interest. A Hong Kong company offered assistance to the Chinese national table tennis team taking part in the 1982 Asian Games in Delhi. The Yugoslavs maintain a high profile in sports coaching appointments overseas. In Australia there are the useful initiatives of Nedlands College where, each year since 1974, students have taken part in a special one year course. In 1979 they came from St. Lucia, Barbados,

Indonesia, Pakistan, Jamaica, Kenya, Papua New Guinea, Fiji, Western Samoa, Thailand, and Sri Lanka.

As with Leipzig in the East it is *Cologne* in the West which has built up the most specific expertise in overseas aid. Not only are there special arrangements to attract overseas students to the Sporthochschule in Cologne ; the German National Olympic Committee runs courses in the English-language - in sports administration. The Berlin Carl-Duisberg Company sponsored, in 1981, eight Indian organisers of the 1982 Asian Games for special courses at Kiel University. The Germany equivalent of the Ministry of Foreign Affairs backs the appointment of experts and helps to develop courses in South America and elsewhere. The Goethe Institute sent Dr. Erich Beyer to lecture, in English, to Kenya, Tanzania, and Ethiopia in 1981, and six countries of West Africa in 1982.

British aid has mirrored its national sports patterns. It has been uncoordinated and casually structured. The flood of Commonwealth students dried up as returning students established their own home based initial teacher training courses. However the traditional British colleges have continued to receive a *trickle* of students. The British Council has used its small budget to support lecture visits. Loughborough University has now received its one year Diploma course for overseas student. The Sports Council has encouraged the development of overseas-oriented courses. One enterprising sports promotion company has done-for football in Kuwait and Nigeria, what the Americans do for athletics ; they provide high level exposure in the world competitive circuits for top teams in the developing countries. The Centre for International Sports Exchange, at the Central Bureau of Educational Visits and Exchanges, has collaborated keenly with the British Olympic Association to design and service the four major Olympic Solidarity Sports administration courses organised by the IOC. Lastly there is an increasing tendency for the developing nations to organise their own aid schemes in sport. The Supreme Council of Sport organised a course for 45 athletics coaches with lecturers from East and West Germany, the USA. and Africa. The oil-rich Arab states have

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Don Anthony with the participants in a seminar for sports administrators, organised by Olympic Solidarity in Nairobi (KEN).

also been able to introduce new forms of aid to sports. In Riyadh the Pan Arab Sports Confederation has its headquarters; it is planning inter-Arab sports development. In 1978 a consortium of Arab states came together to finance the administrative costs of the Asian Games in Bangkok. This form of support - with the rich participants helping to fund the organisation of regional games - could be a pointer to the future - even at full world level. The United Arab Emirates have just concluded an agreement with Morocco to underwrite the 1983 Mediterranean Games ; another fact which reinforces my view.

We thus see the disparate nature of sports aid ; the many possibilities for overlap of effort ; the lack of evaluation ; the possibilities for

donor nation rivalry; the need for a form of coordination which will avoid waste of effort but which will not stifle imagination.

It is only one side of the coin. The other side represents the development of the concept which I encapsulate in the title "Sport in Development".

(To be continued)

D.A.



* The Olympic Council of Asia (OCA). was founded in New Delhi in December 1982 at the close of the IXth Asian Games. The Constituent Assembly was composed of the delegates of thirty-two countries. The President, elected for four years, is Sheikh Fahid Al-Ahmad Al-Sabah (KUW)