

Elite Sport in Finland

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- 1) Finland – facts & sports
- 2) SPLISS - model
- 3) Financing of sport and elite sport
- 4) Sport policy model and organization of sport
- 5) Elite sport unit (NOC) and athletes support mechanisms
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FINLAND

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- Finland is a republic and a member of the European Union (EU; 1995) and NATO (2023)
- The surface area of Finland is 338,432 km²
- Finland has 5.5 million inhabitants.
 - *FIN*: 18 people/km²
 - *SWI*: 207 people/km²
- Finland is divided into self-governed municipalities (309)
 - The capital of Finland is Helsinki. (665 000 inhabitants)
- The national languages are Finnish and Swedish
 - about 5% of Finns speak Swedish as their native language
- Gross domestic product per capita, (current prices, IFM)
 - *FIN* 50 818 USD (2022)
 - *SWI* 92 434 USD (2022)





Nature & Culture

- A world of wild contrasts:
 - Annual seasons (North Finland)
 - When the sun doesn't raise = Kaamos
 - When the sun doesn't set = "Nightless night", midsummer
- Water & forests:
 - 73,9 % forests (of total land area)
 - 188 000 lakes
 - Almost 500 000 summer cottages
 - 1,8 million saunas
- Six-year winning streak for world's happiest nation!



Sport in Finland – short history and current issues





Pictures: Finnish Sport museum



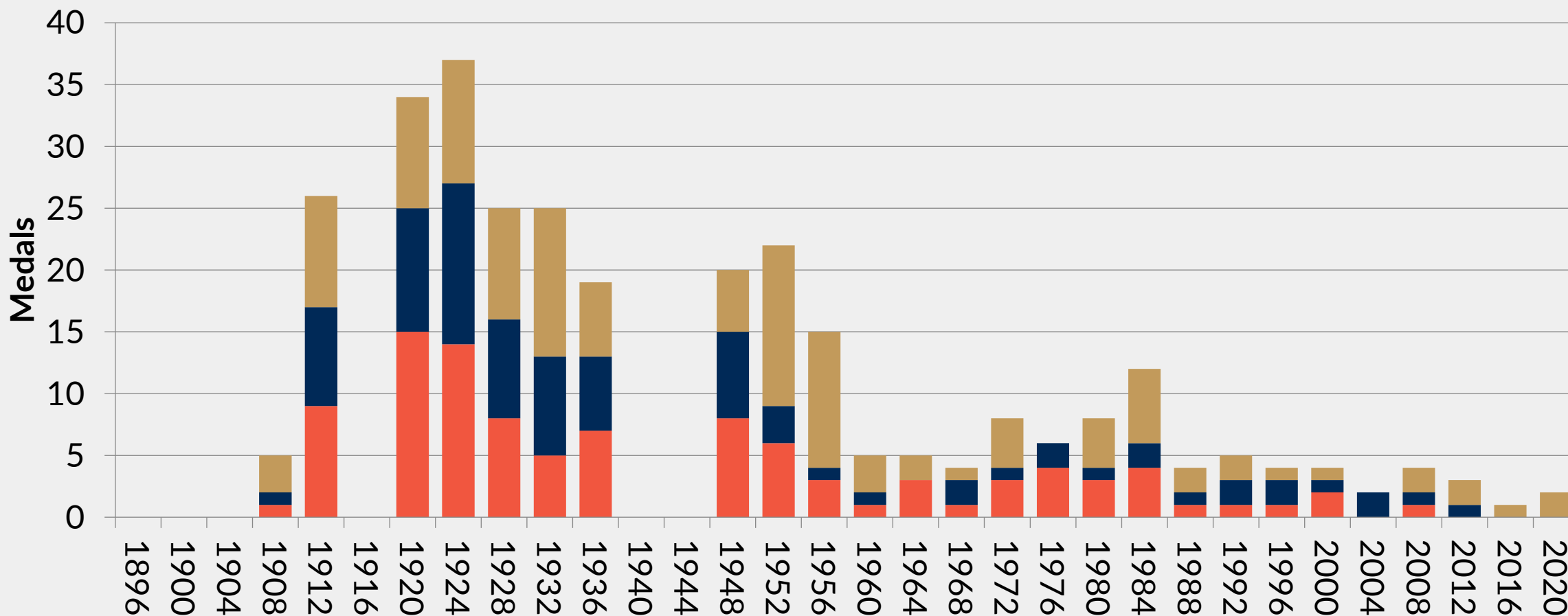
**BASKETBALL
FINLAND**







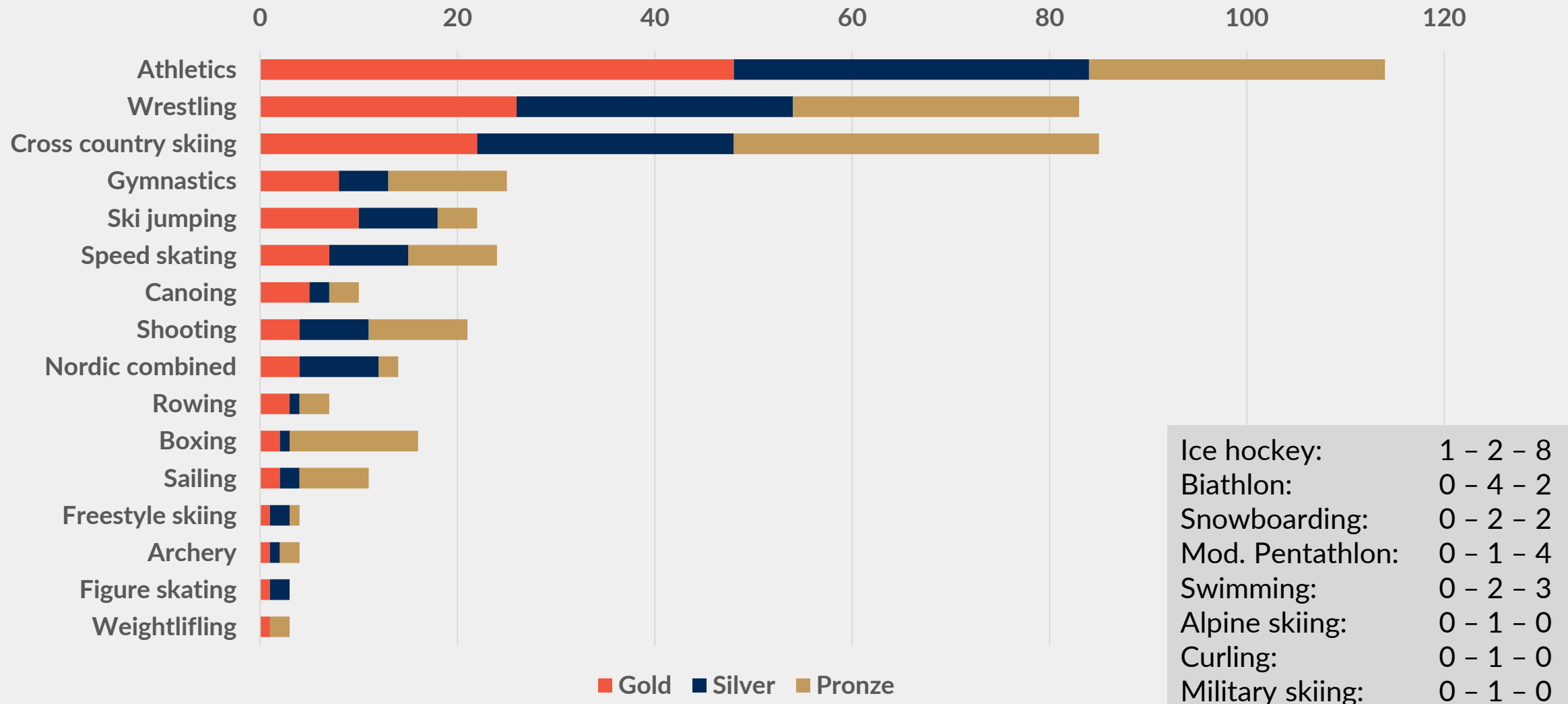
Medals won by Finnish athletes at the Summer Olympics 1908 -





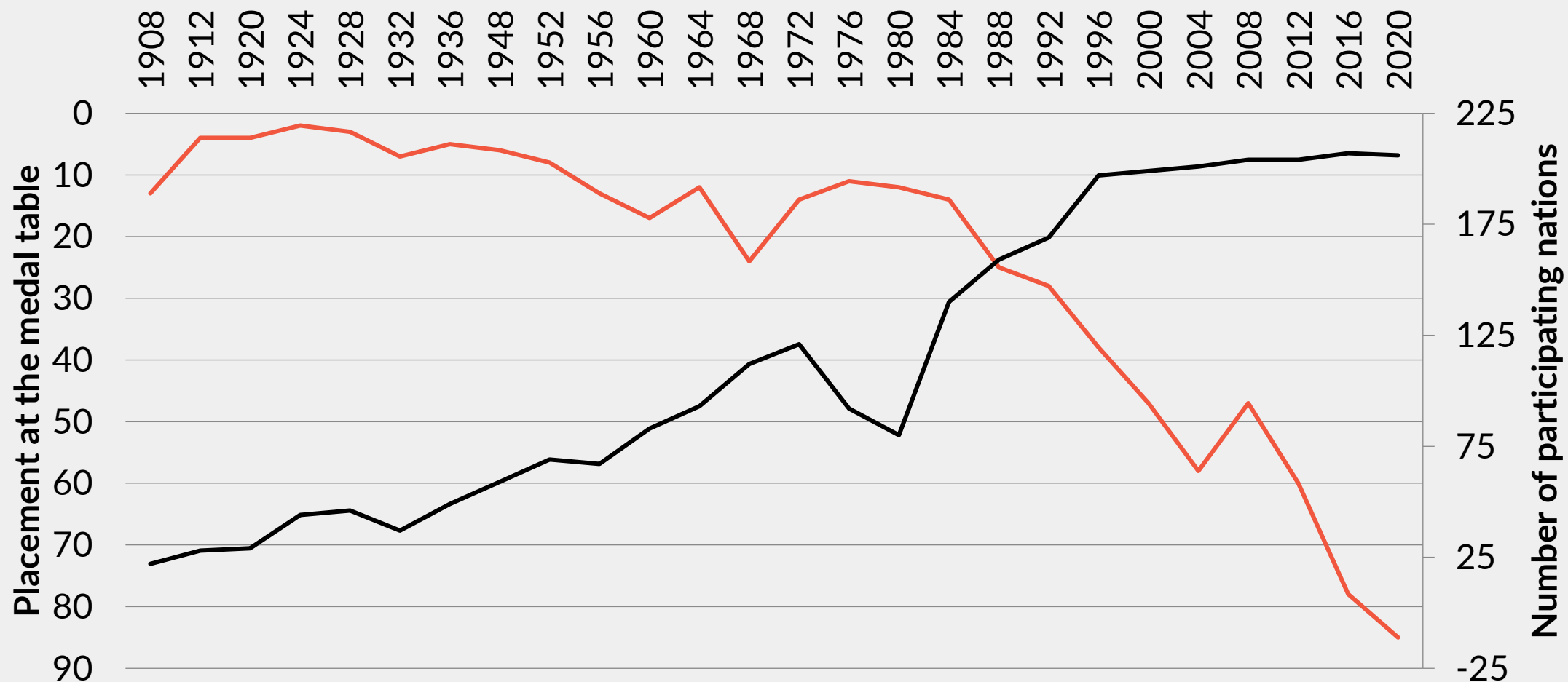
Finnish Olympic Success in different sports since 1908

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Success of Finland versus number of participating nations





Professional and semi-professional leagues

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	Ice-hockey	Football	Basketball	Floorball	Finnish baseball
Number of Clubs	354	889	207	778	181
Clubs with FTE	108	144	46	50	27
Number of FTE	792	695	143	106	44
FTE / club	7,1	4,8	3,1	1,6	2,1
Registered players	71 000	140 000	21 000	59 000	16 000
Professional players	630	298	109	93	-
League, name	Liiga (closed)	Veikkausliiga (open)	Korisliiga (open)	F-liiga (open, draft)	Superpesis (open)
Number of matches	495	167	250	227	247
Total revenue/ league+clubs (2019-20)	120 m€	27 m€	6,0 m€	7,5 m€	4,2 m€
Spectators (2018-19)	2,2 m	0,42 m	0,23 m	0,16 m	0,35 m



Milestones of the Finnish sport system

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The first sport club was founded (yachting club)

1856

Sport is historically organized as civic movement and was divided into 3-5 sport movements according to language and social classes before the 1920

- Scandinavian/Nordic model of sport – balance between mass sport and elite sport
- Olympic success at the individual sports

1906

Sport movement model collapsed in the 1993

- The role of the state increased – result based steering (NPM)
- The concept of "physical activity" (liikunta) became more important
- Service and domain organisations

1993

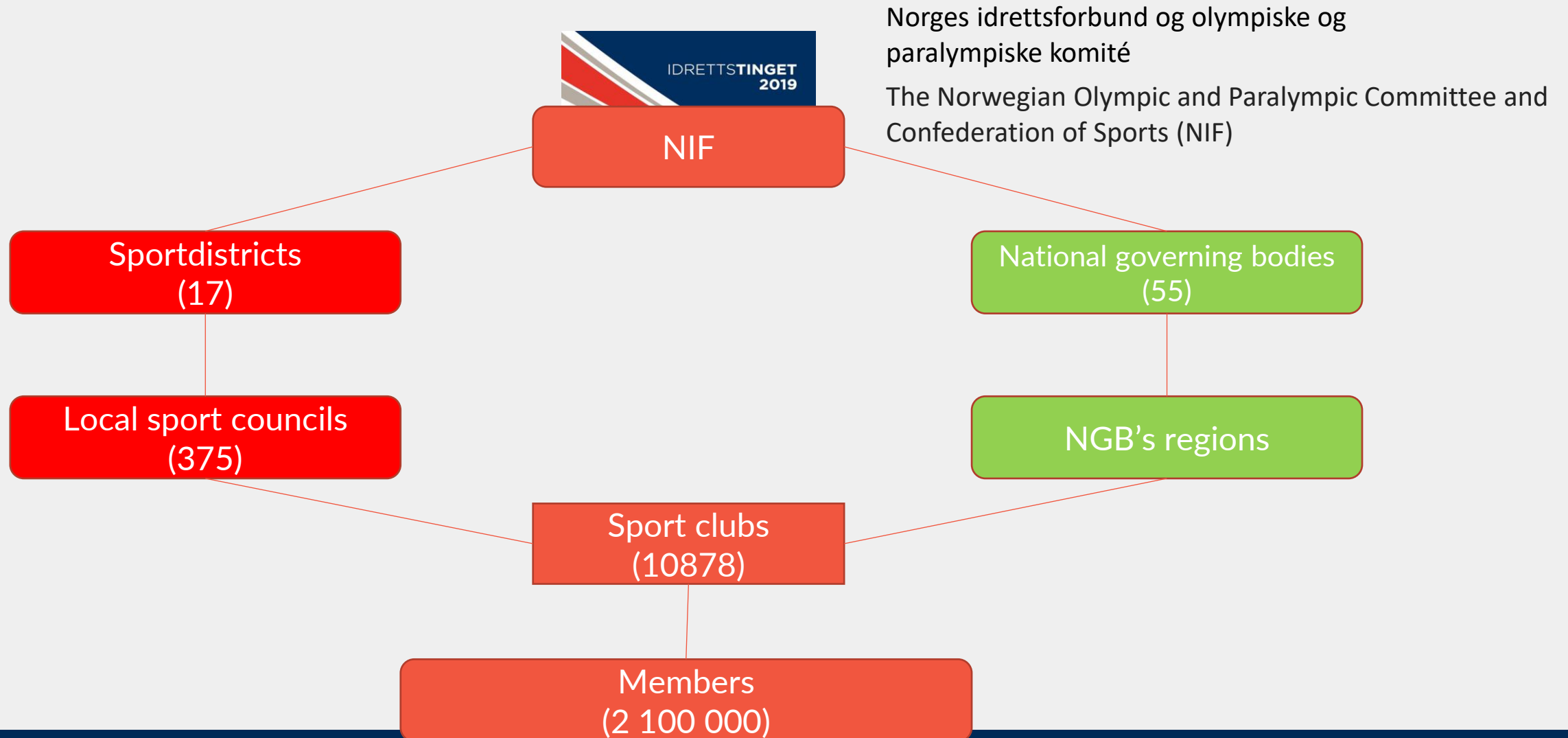
NOC as an umbrella organization 2017 -

- NOC as the umbrella organization of sport and elite sport since 2017
- Tension between the state (ministry of education & culture) and sport movement (NOC)
- NOC / Elit sport unit is coordinating and leading Finnish Elite Sport – MEC allocates most of resources

2017



Scandinavian sport model; case Norway





1,8 million membership

8000 sport clubs and associations

11+3 Sport Institutes 8 Training centers; Units of sport institutes

Sport academies 22

15 Regional Sport Federations; 2500 member sport clubs

15 TUL-regions

3 SFI regions

NSO:s reg. organisations

Association of regional Sport Federations

4 School and Student sport federations

Suomen Latu [outdoor recreation]

Other sport federations

Finn. ass. for swimming instruction and life saving

7 Associations of sport for disabled

Finnish Workers' Sports Federation (TUL) 20 sports

7 SFI-NSOs

Finnish Swedish-speaking Sport Federation (SFI)

74 National Sport Organizations (NGB)

Finnish Paralympic Committee; 20 member NGB, 265 other member ass.

Finnish high performance sport Institute KIHU

Finnish Olympic Committee: 90 full members ass. + 30 partner member ass. + 4 individual memberships



Local

Regional

national



Most popular sports: members & participants

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LICENSED PARTICIPANTS

1.	Golf	148 000
2.	Football	140 000
3.	Ice hockey	70 000
4.	Floorball	60 000
5.	Gymnastics	31 000
6.	Athletics	26 000
7.	Basketball	21 000
8.	Finnish baseball	16 000
9.	Figure skating	11 000
10.	Cheerleading	11 000
11.	Volleyball	11 000



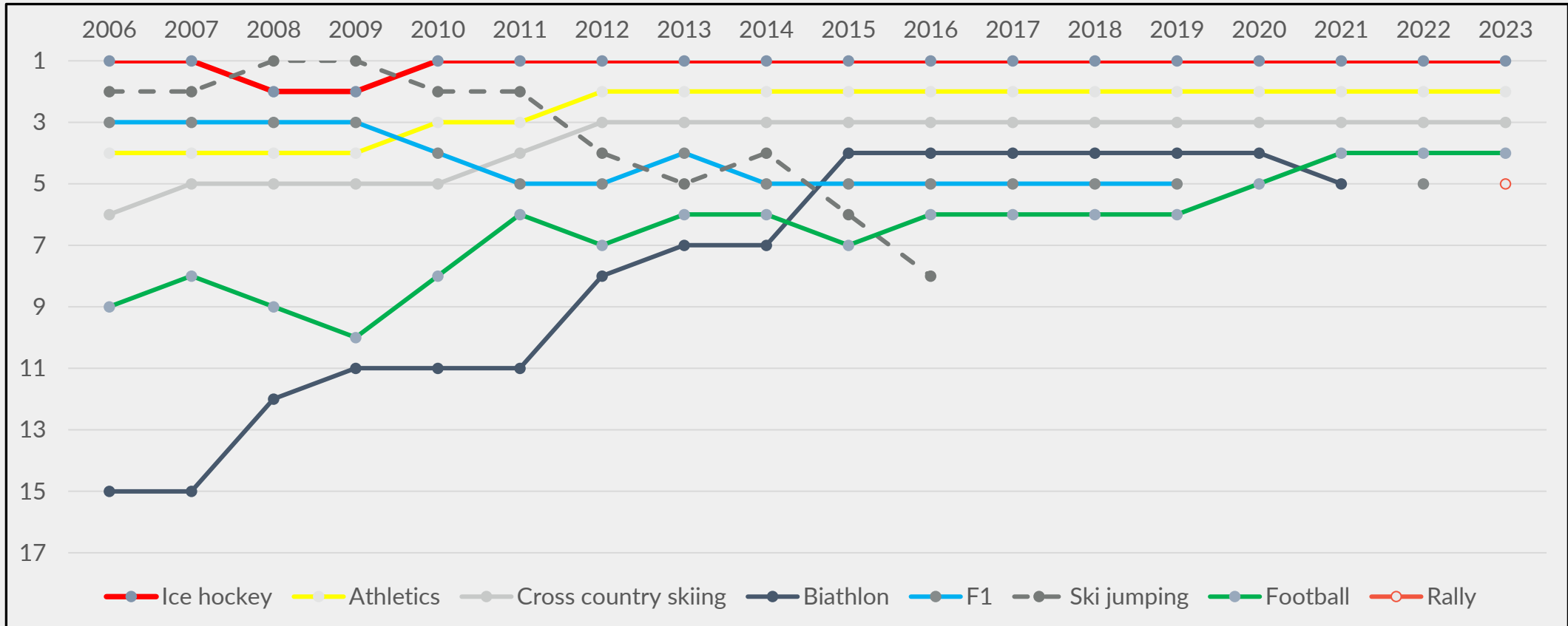


Most popular sport - Finns like to follow

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18-29 y men:

1. eSports 53 %
2. Ice-hockey 52 %



Source: Sponsor Insight



- **Finns are getting older – activating the inactive people is the Mission of the sport politics**
 - What is the role of sport? Elite sport?
- **The high costs of children and youth sports**
 - Professionalization
- **The new geopolitics of sport**
 - Case Jokerit & KHL
- **The legitimacy of Finnish sport system (sport associations + NOC) is constantly challenged**
 - Elite sport reform since 2010
 - Loose network kind of an organization
 - Bad public image of NOC
 - No remarkable rise of funding
 - No remarkable rise of Olympic success
 - Success of team sports – challenging the old Olympic system
- **Tensions between the Sport world (NOC) and state (Ministry of culture and education)**

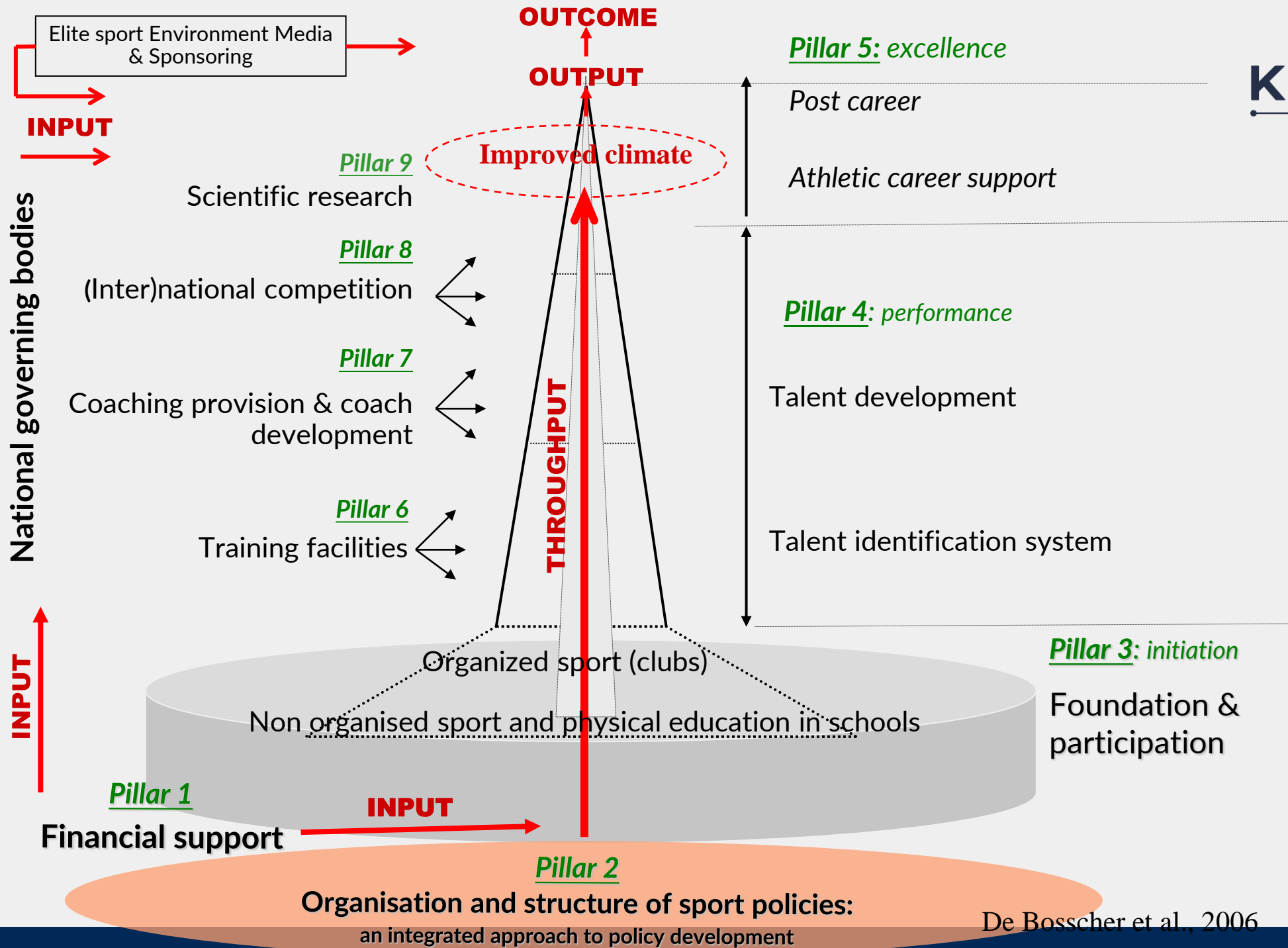
SPLISS MODEL



The Global Sporting Arms Race

An International
Comparative Study on

Sports _____
Policy Factors _____
Leading to _____
International _____
Sporting _____
Success _____





SPLISS - RESULTS 2010-2012

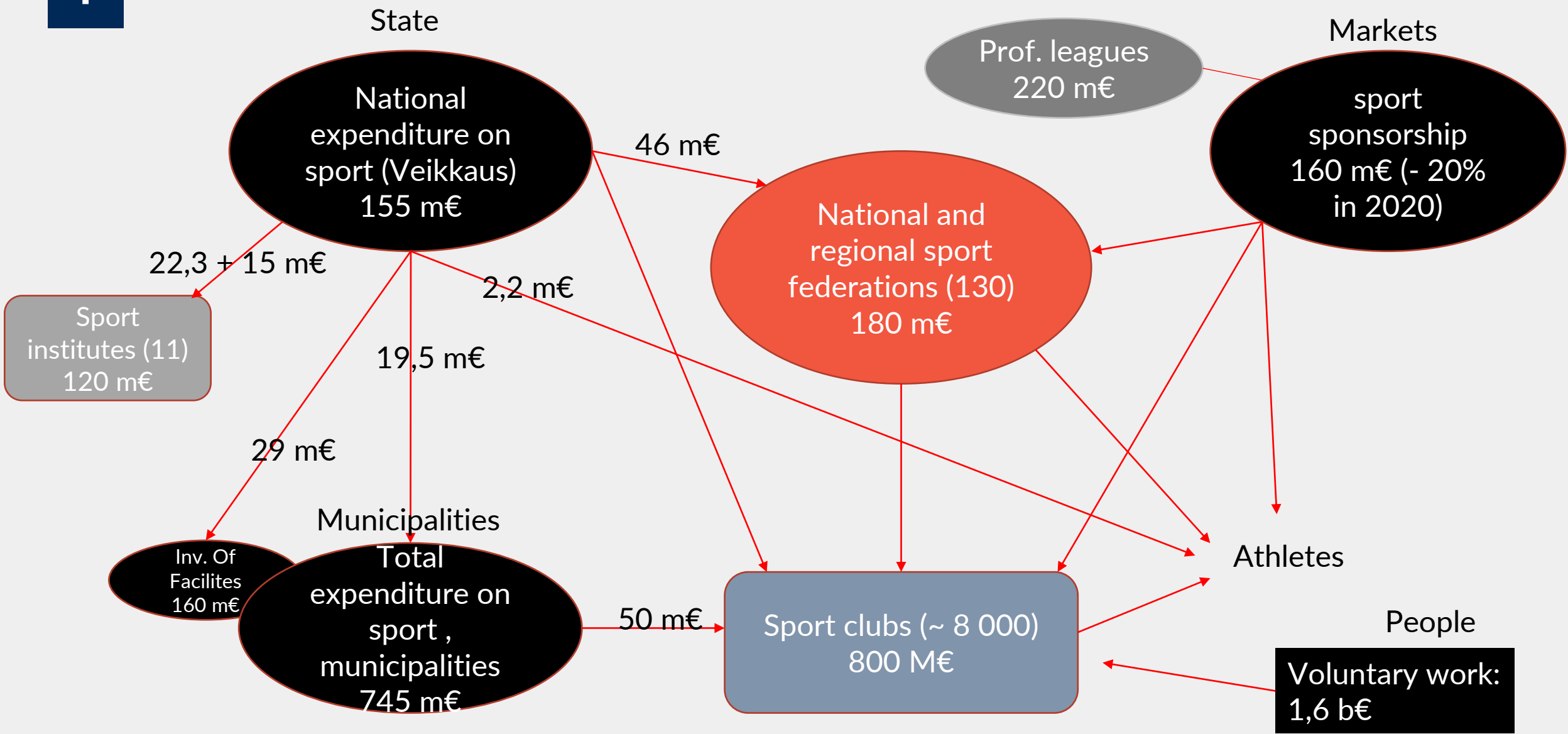
Market share summer 09-12	Market share Winter 09-12	Nation	Financial support	Governance & Organization	Participation	Talent ID & development	Athletic & post career support	Training facilities	Coaching & coach develop.	(inter)national competitions	Scientific research	Mean points
4,3 %	4,4%	FRA*	69	37	52	51	66	72	80	55	60	60
4,1 %	1,2 %	AUS	60	64	54	52	76	66	69	48	90	64
3,9 %	2 %	JPN	61	58	33	48	67	74	60	78	75	62
2,4 %	6,6 %	KOR*	70	47	38	54	54	55	59	57	59	55
1,8 %	4,8 %	NED	45	69	62	73	77	65	62	54	53	62
1,7 %	0 %	SPA	56	50	33	59	76	74	56	67	37	56
1,5 %	12,3 %	CAN	55	58	43	25	65	63	73	62	68	57
1,4 %	0 %	BRA	66	38	35	20	38	33	27	57	28	38
0,7 %	0,1 %	DEN	28	53	71	66	63	49	48	63	47	54
0,6 %	3,2 %	SWI	45	58	62	75	58	61	68	44	49	58
0,3 %	2,5 %	FIN	36	47	50	53	70	43	56	65	53	52
0,25 %	0 %	NIR	30	42	42	44	63	60	52	40	31	45
0,2 %	0,1 %	EST*	26	34	no	64	34	56	34	48	38	42
0,2 %	0,2 %	FLA	41	48	48	76	66	47	52	45	52	53
0,2 %	0 %	WAL	33	36	34	63	54	37	38	36	23	39
0,15 %	0 %	POR	25	34	41	47	49	48	52	52	35	43

Pillar 1. National financing of sport



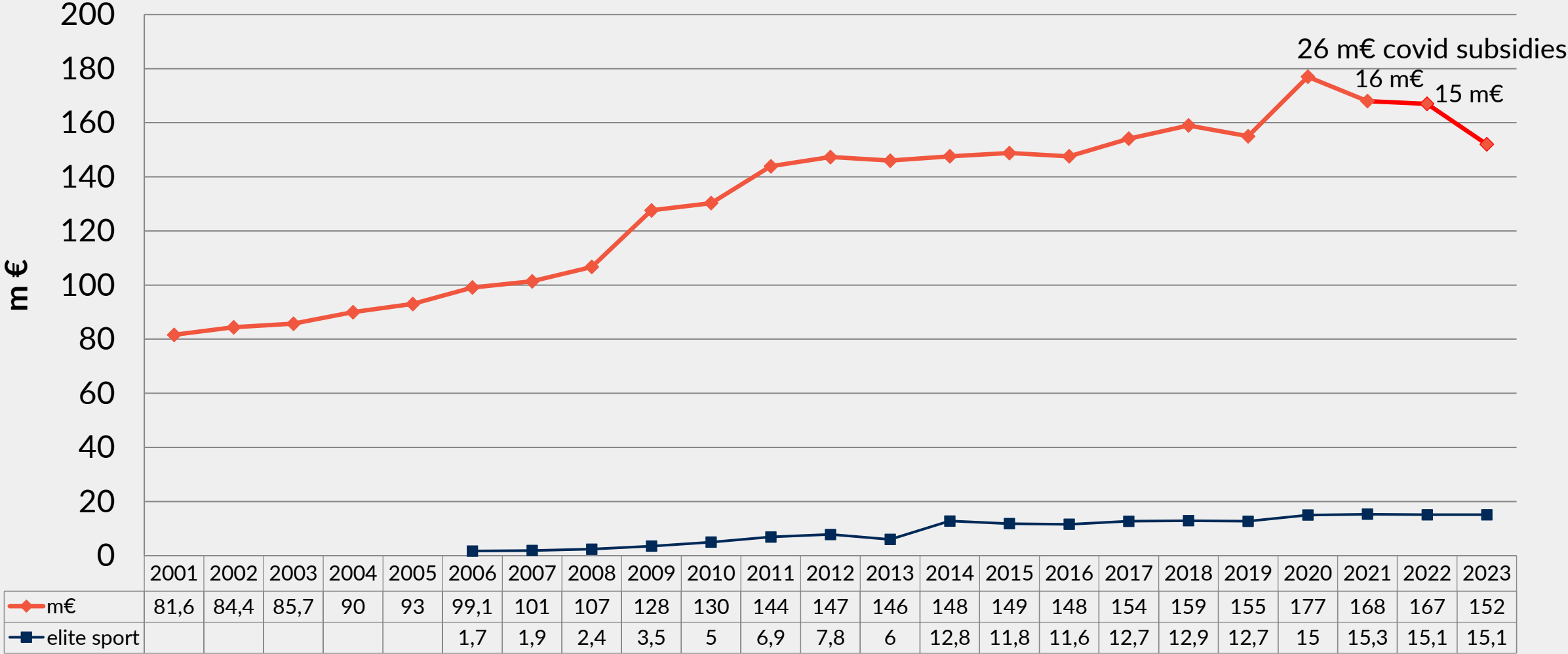
Overall picture of the financial resources 2019

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National sport budget 2001-2019



Not included: 2011-18 Government invest 130,5 m€ to the renovation of the Helsinki Olympic stadion (total budget over 300 m€)

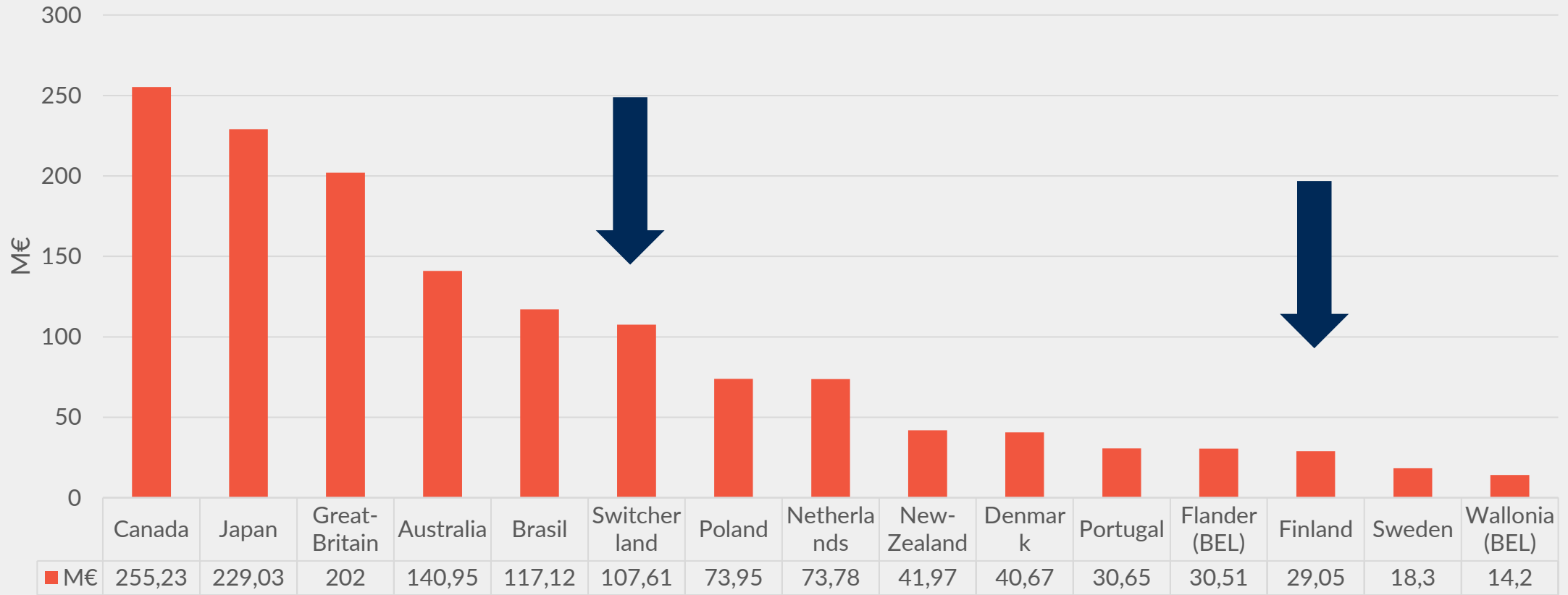


Sport budget 2021

- **Civic Activities in sport** 45,7 m€
 - *Regional and national sport associations* 42,8 m€
 - *Sport clubs (projects)* 2,9 m€
- **Equal accessibility of sport/physical activity** 31,1 m€
 - *Sport facilities* 28,2 m€
 - *Facilities at the sport Institutes* 1,9 m€
 - *Equal accessibility of sport* 1,0 m€
- **Municipalities (sport sector)** 19,6 m€
- **Sport Institutions** 19,1 m€
- **Elite sport** 12,5 m€
- **Promoting an active lifestyle** 6,2 m€
- **R&D and educational activities** 4,2 m€
- **Sport science and research projects** 3,6 m€
- **Sport policy project 2021-23** 6,2 m€
 - *Elite sport* 2,5 m€
- *Total 152 – 217 m€*



National support for elite sport from government, lotteries and NOCs



Nations elite sport expenditures 2020

Source: SPLISS 2021. www.spliss.net



State subsidies to the elite sport 2020

• Finnish Olympic Committee / Elite sport unit (reallocated)	6,3 M€
• <i>Finnish Olympic Committee, elite sport share from the general subs.</i>	2,0 M€
• State athlete grants	2,3 M€
• Sport academies and training centre's	3,8 M€
• Organizing int. Competitions in Finland	1,6 M€
• Finnish Institute of High-performance Sport KIHU	1,7 M€
• Sport high schools and occupational education (dual career)	3,1 M€
• <i>National governn bodies (74), evaluation (30 %) of elite sport</i>	7,0 M€
• <i>Finnish Paralympic Committee (icn. athlete grants)</i>	1,1 M€
• ALL TOGETHER	29,0 M€

In addition

- FOC and PARAFIN sponsor money ~ 1,5 m€



Gambling markets (gaming)

- The new Veikkaus (2017 -)
- Fintoto, Finland's Slot Machine Association (RAY), and Veikkaus merged
- State monopoly – annual turnover 13 bn€ (2019)
 - Slot machines over 85 %

- Veikkaus' profits are allocated 2021:
 - Social and Health associations: 253 M€
 - Culture and arts: 193 M€
 - **Sports and physical activity: 110 M€**
 - Science 77 M€
 - Youthwork 40 M€
 - Horse sports 35 M€
 - War Veterans 68 M€
 - **ALL TOGETHER 776 M€**

was 1 000 M€ in 2019

- **Next step - Liberalization of the gaming market!**



VEIKKAUS



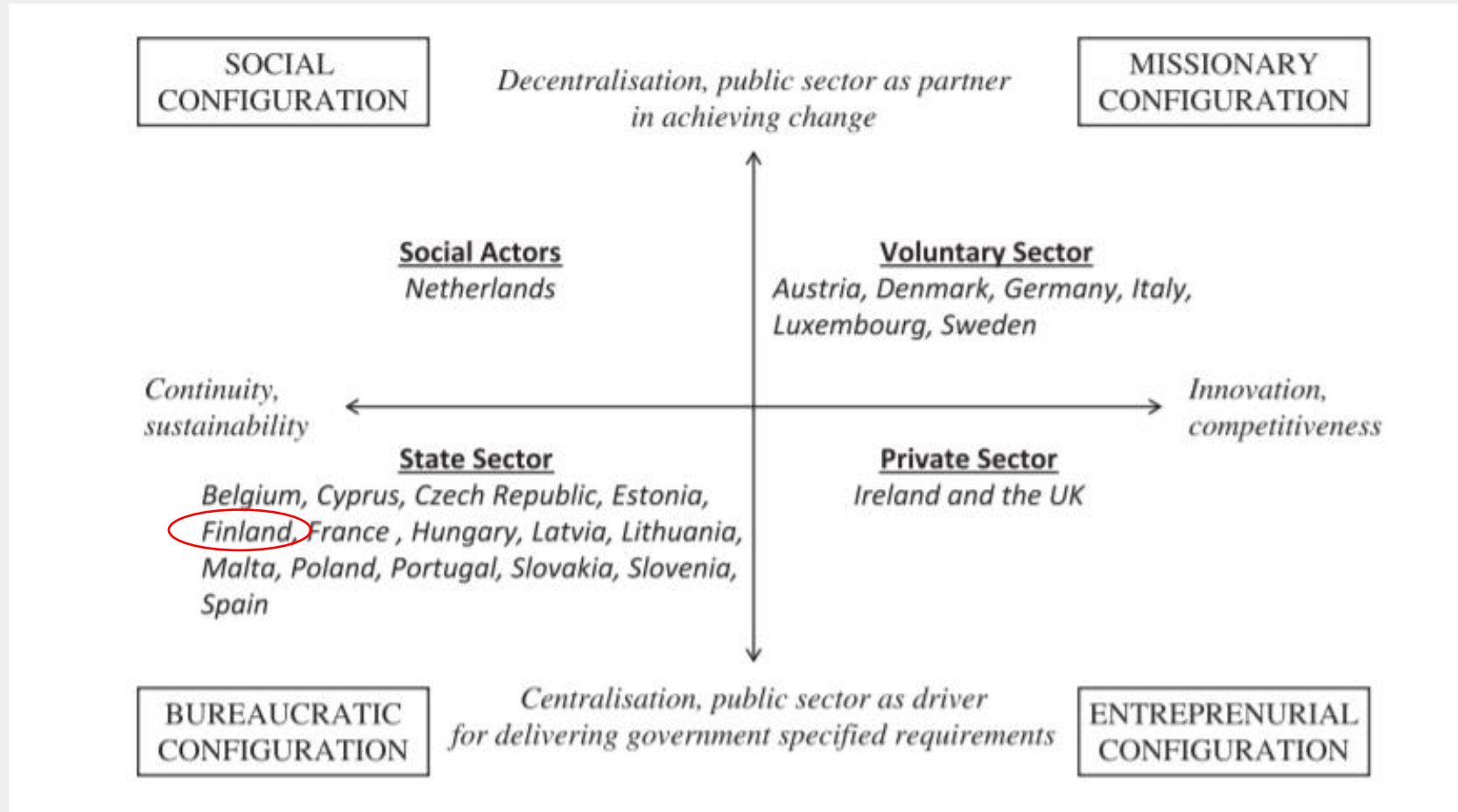
Pillar 2

Organisation and structure of sport policies: an integrated approach to policy development





Four types of national sport policy

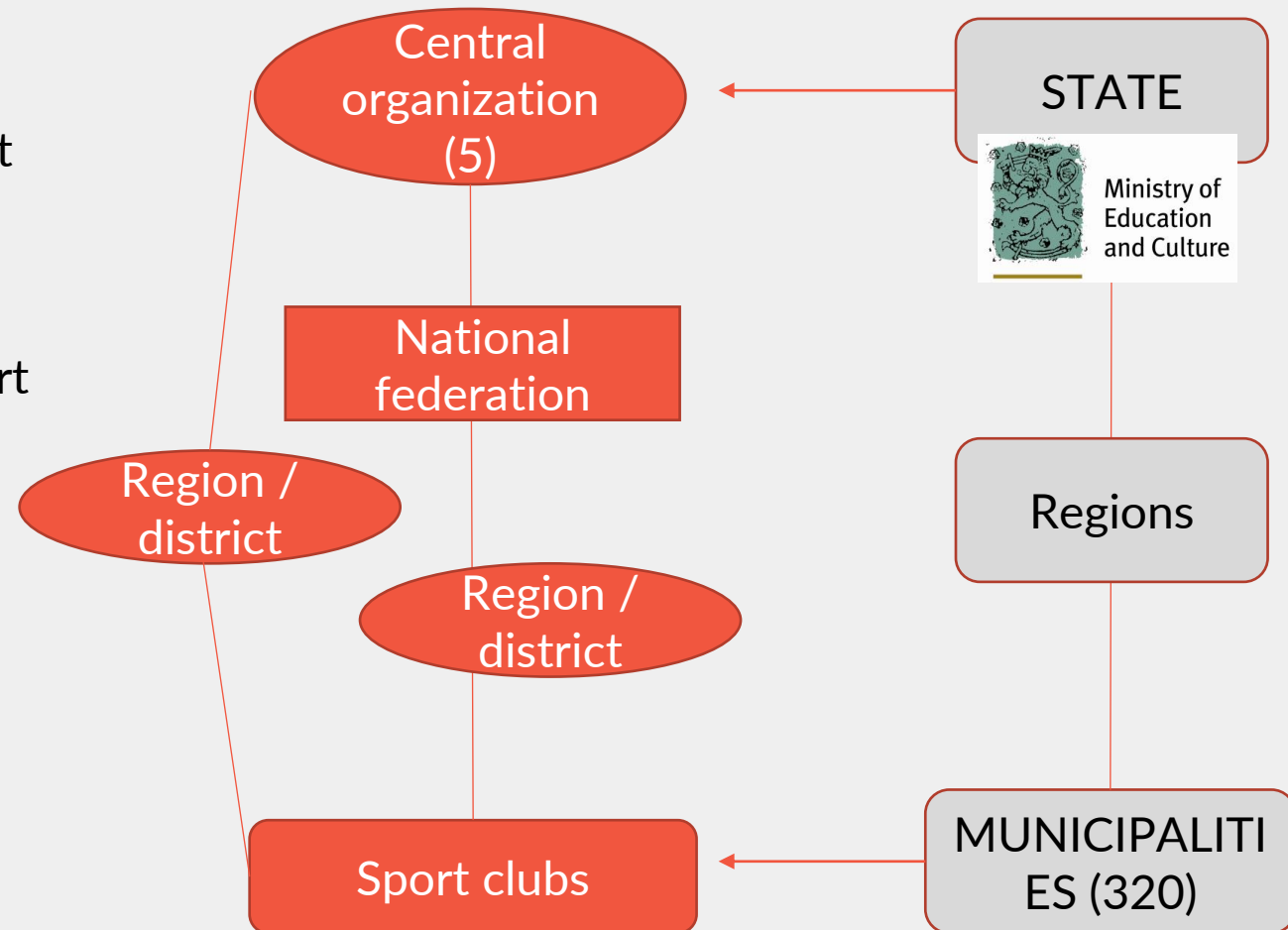


Source: Henry, I. 2009. *European Models of Sport: Governance, Organisational Change and Sport Policy in the EU*. *Hitotsubashi Journal of Arts and Sciences* 50 (2009), pp.41-52.



Sport policy - history

- **History of sport movements (5)**
 - Active people (members) produce the sport at the grassroots level
 - Horizontal and vertical connections
 - Bourgeois, workers & swedish speaking sport movements
 - The balance between mass sport and elite sport
- **Supportive, but passive state**
 - Nordic model of welfare state

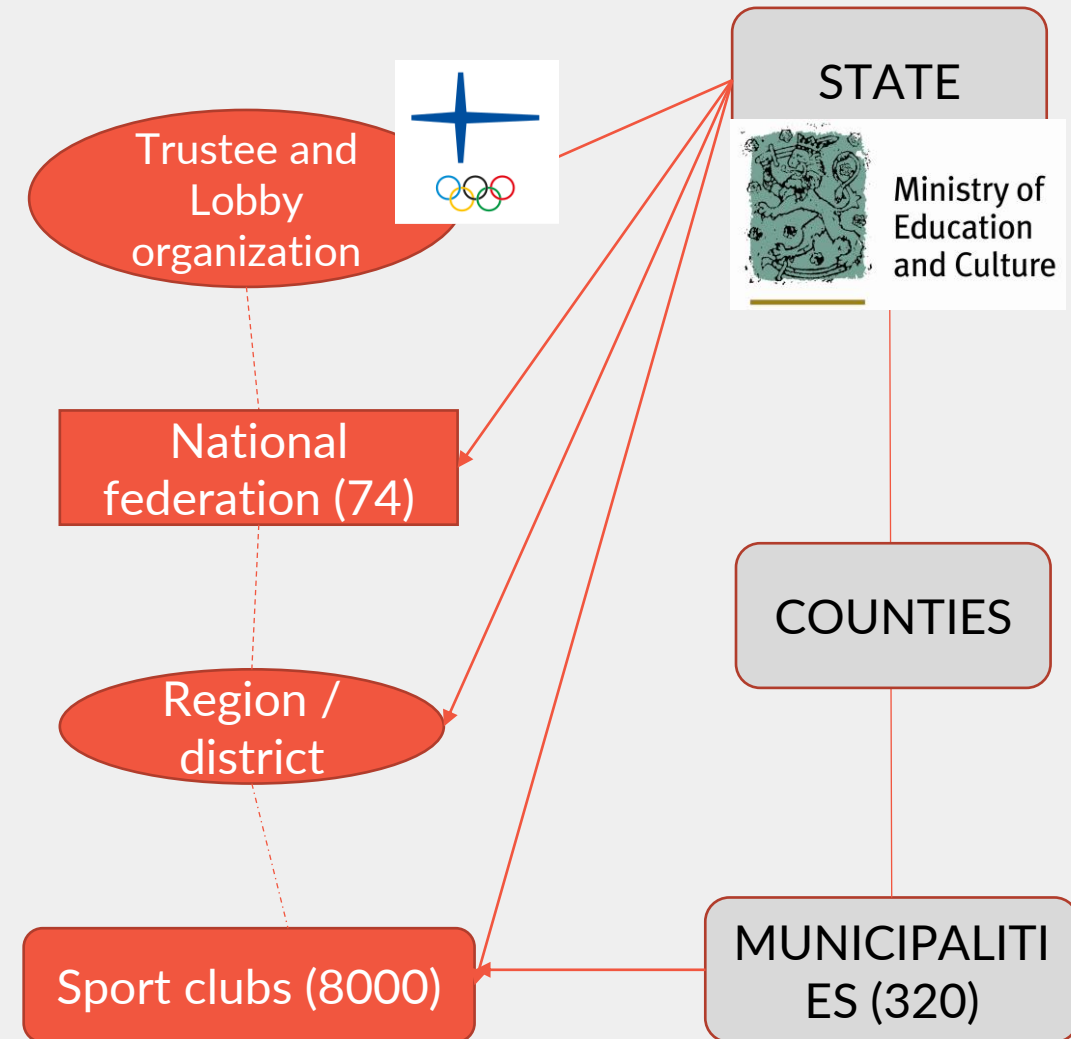




Sport policy – current state of affairs

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- The collapse of the sport movement model in 1990's
- The role of state strengthened, however still arm's length distance
 - Many supporting institutions (KIHU, Sport institutes, Medical centres, Antidoping)
 - Allocating subsidies to every org.
- Currently a mixed –model!
- Sport clubs - service providers
 - Professionalisation, commercialisation
 - Hybridization





Changes in the organization of sport and the role of NOC

SPORT MOVEMENTS (1906-1993)

1. **SVUL** (bourgeois / NGB's 1906-93)
2. **TUL** (worker's 1918-)
3. **TUK** (worker's II; 1959-79)
4. **CIF** (swedish speaking pop. 1912 -)
5. **SPL** (football NGB. 1907-)

NOC (1907 -)

- Olympic Sports support
- "travel agency"
- co-operative forum

DOMAIN ORGANISATIONS (1994-2012)

SLU (service and trustee org.)

Young Finland (youth sport and p.a.)

Sport for all association

NOC (Olympic sports / elite sport)

REFORMS 2010 -

VALO 2013-16

NOC / elite sport unit 2013 -

SECTOR ORG.

NOC

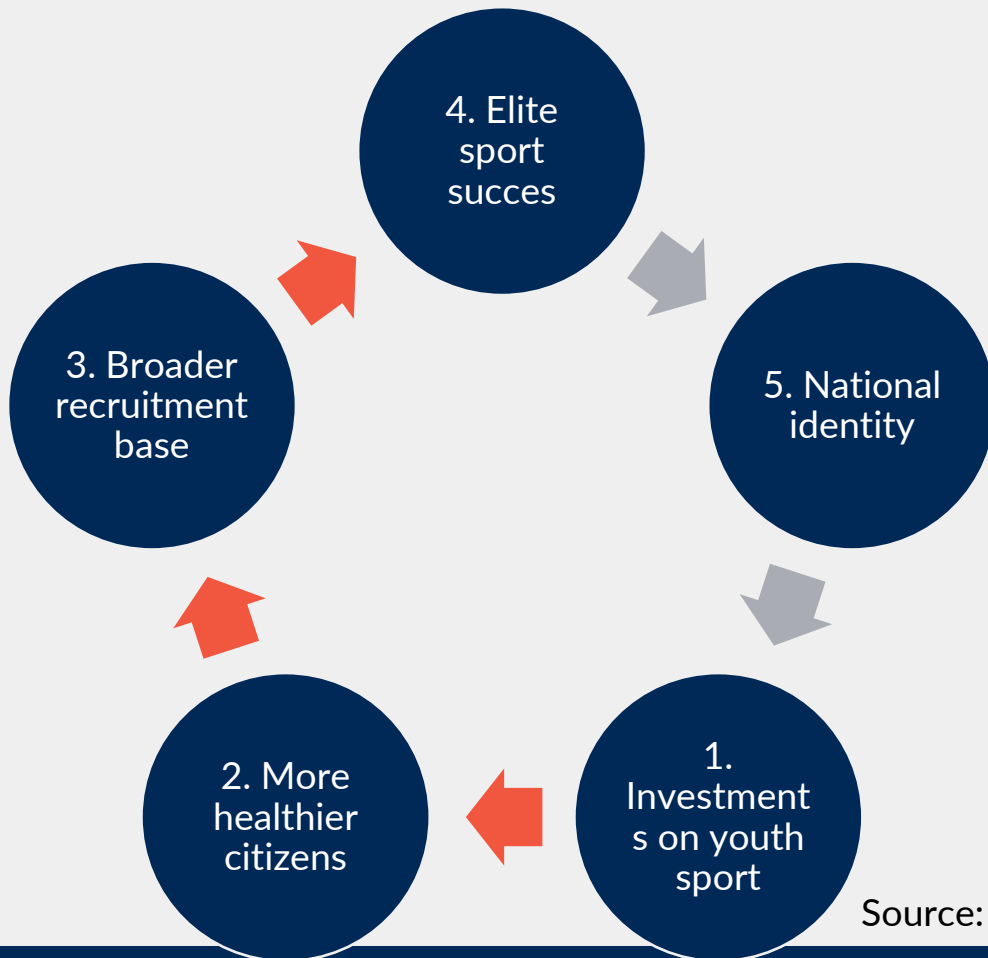
- Physical activity
- Sport clubs
- Elite sport



Top down or bottom up?

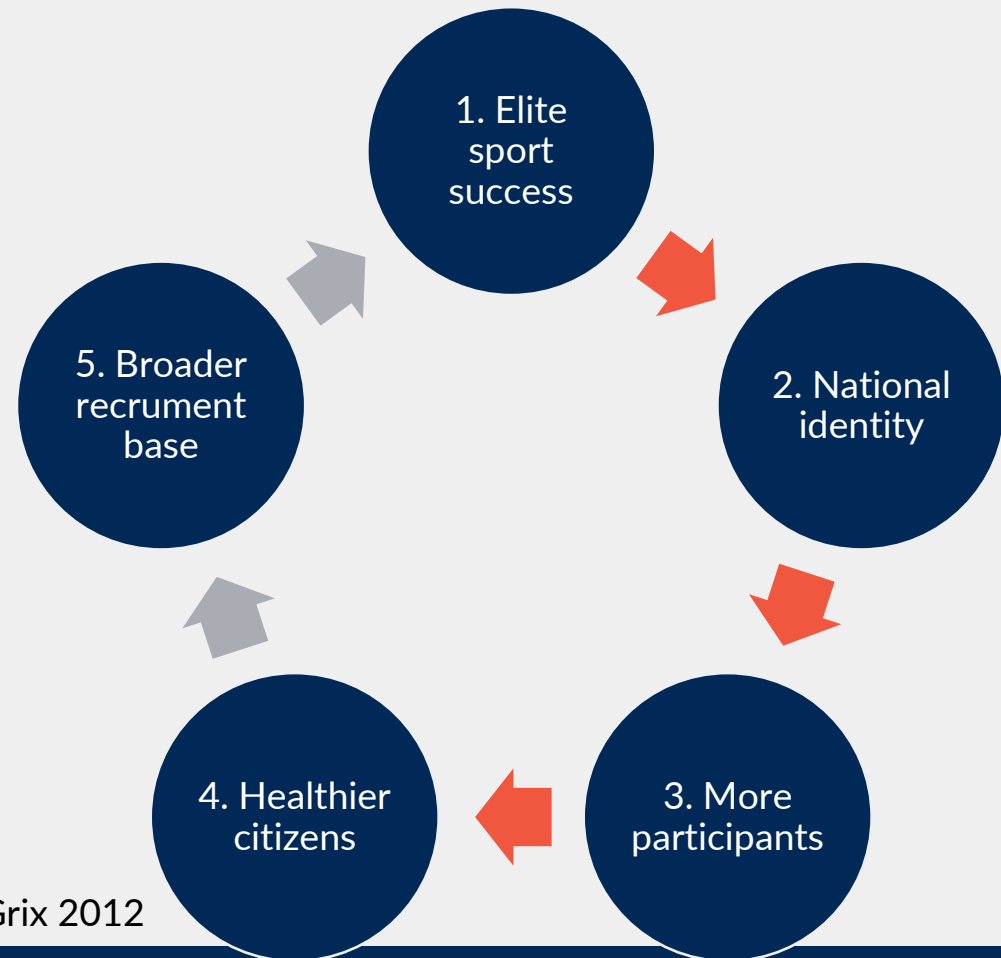
BOTTOM UP:

without large participant base, there is no elite sport



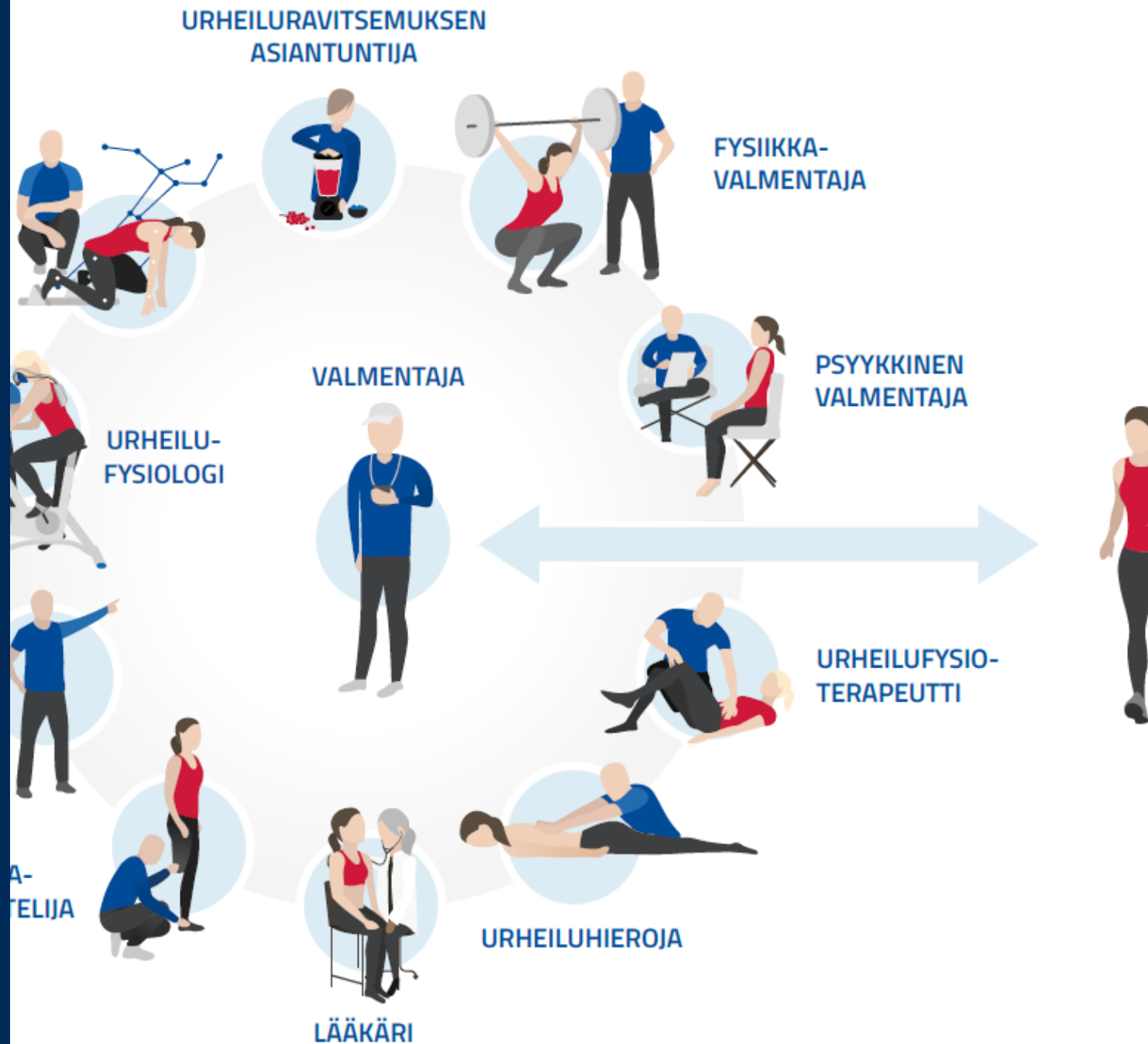
TOP DOWN:

without elite success there will be no new participants



Source: modified from Grix 2012

Pillar 5 Athletic career support





NOC - HIGH PERFORMANCE UNIT (HPU) 2013 - 2022

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Re-organization in 2023

HIGH PERFORMANCE UNIT



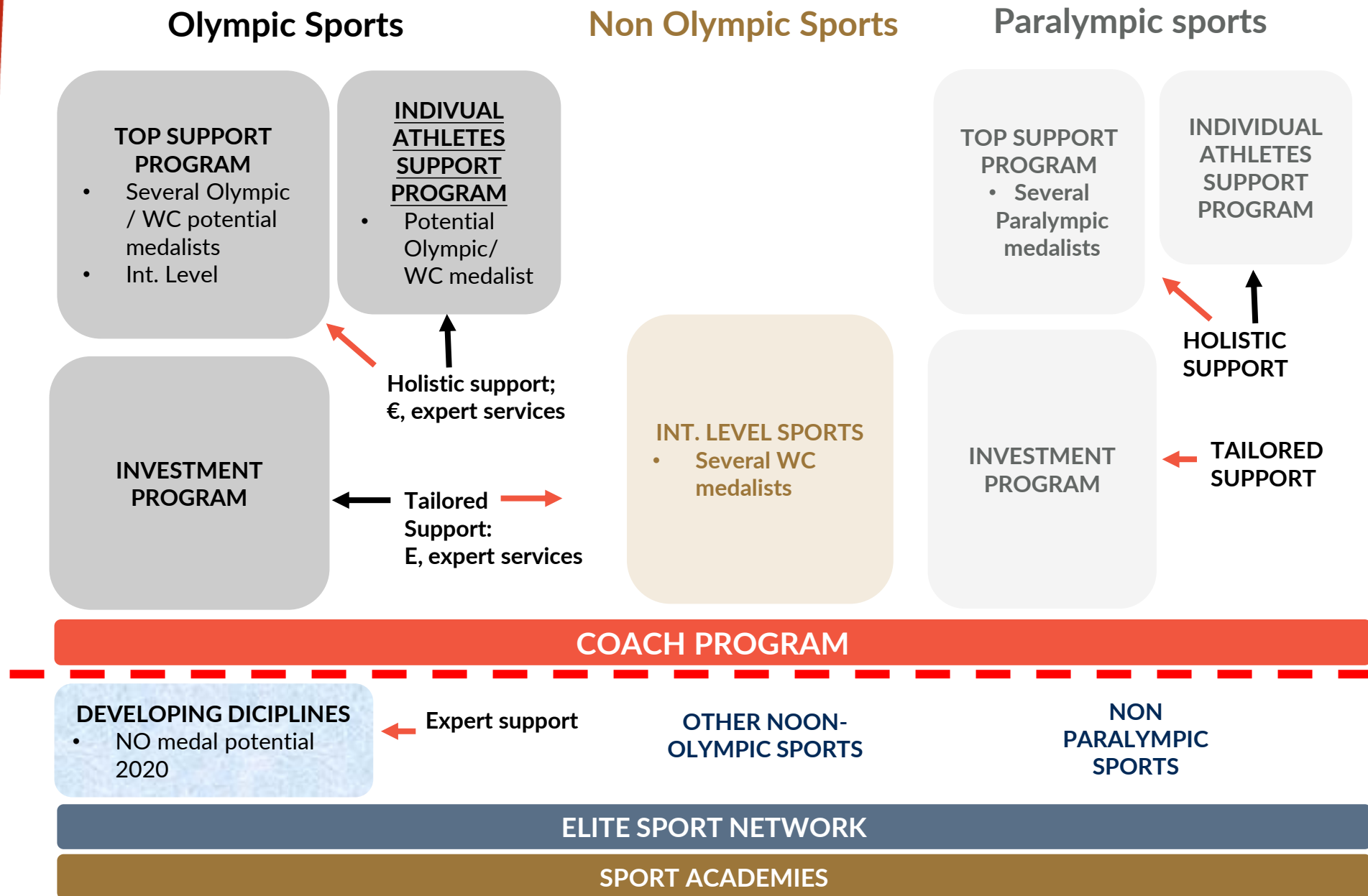
The Top Programme assembles, develops and distributes top-level know-how and financial resources in support of the coaching of elite athletes and teams.

The Sports Academy Programme is responsible for managing the network of academies (20) that covers the whole athlete's path. Finnish model of dual career.

The Research and Development Programme is responsible for developing and implementing research, development and coaching expertise within elite sport. (KIHU + Sport Institutes)



FOC / High Performance unit: classification of sports





Athlete classification

KIHU

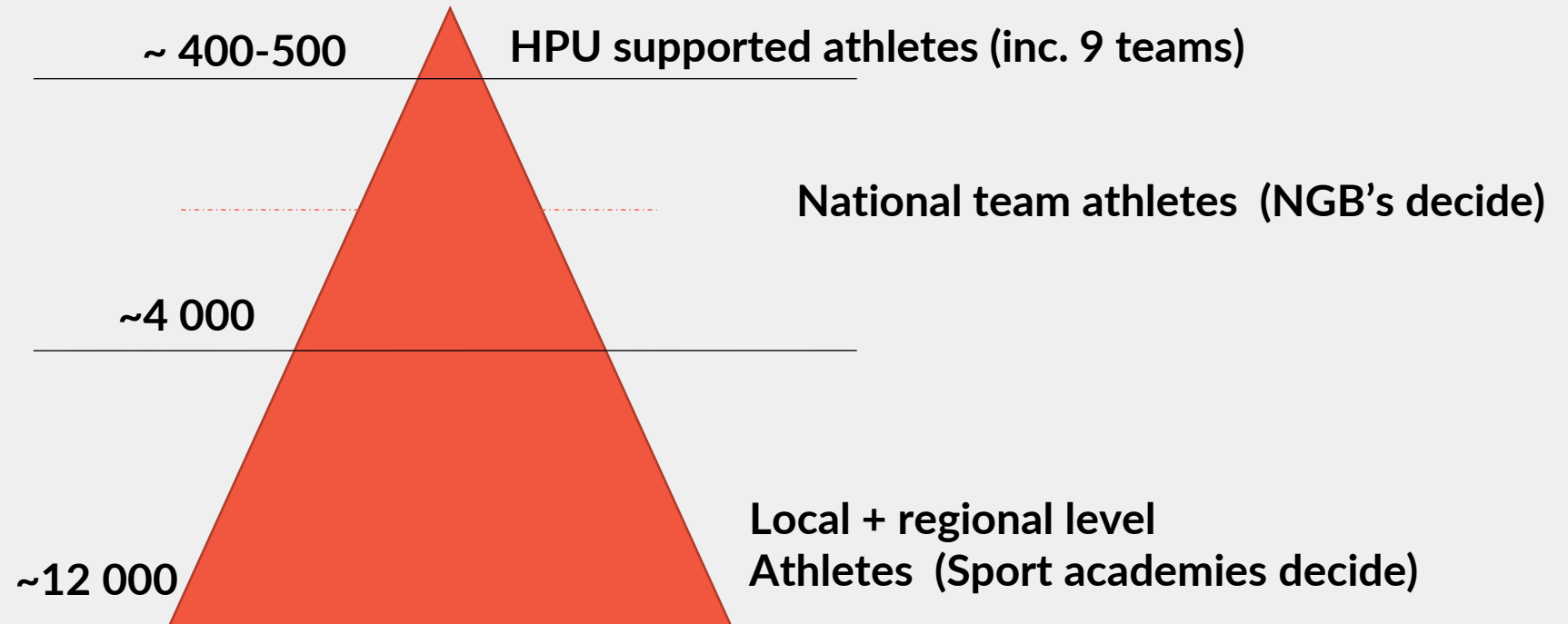
HPU athlete classification:

- Podium potential
- Supertalent
- Other

Ministry of culture & education:

Athlete grants

- 20 000 € / year
- 10 000 € / year
- 6 000 € / year





Athlete support mechanisms

1. State athlete grant 2,3 m € (2021)	→	20 000 €	19 athletes
- 20 000 €, 10 000 €, 6 000 € (free from taxes)		10 000 €	72 "
- Limit for income: 80 000 € / year		6 000 €	180 "
		TOTAL	271 athletes
2. Individual support for the elite athletes 225 (FOC/HPU+NGB)			
- Always tailored to individual athlete			
- Includes expert services (sport science, coach, medical, insurance, travel expenses...)			
3. Support for talented athletes (FOC/Sport academy program)			
- Support to dual career / career guidance			
- Extra training hours during school day			
- Support services (psychology, physiotherapy, massage...)for free or reduced prize) - 8 m€ investment in experts			
4. State study grant (every student over 18 y.)			
- Max. 336 € / month + housing supplement (max. 200 € / month)			
- Government guarantee for student loan			



Sport facilities

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- There is enough (32 000 facilities in 309 municipalities) of sport facilities:
 - 234 athletic tracks (300-400m track) with artificial surface
 - 200 swimming pools (indoor): 8 (50 m)
 - 230 indoor ice rinks; 3 arenas (Turku, Helsinki, Tampere) – NEW: Turku, Helsinki, Oulu?
- Prioritized use for elite sport?
 - No prioritized use for elite athletes, 70 % of facilities is owned by the municipalities, and the policy is that all kind of groups (equality) should be able to use the facilities.
 - SPLISS –study (2015) 64 % elite athletes didn't have free access to training center's







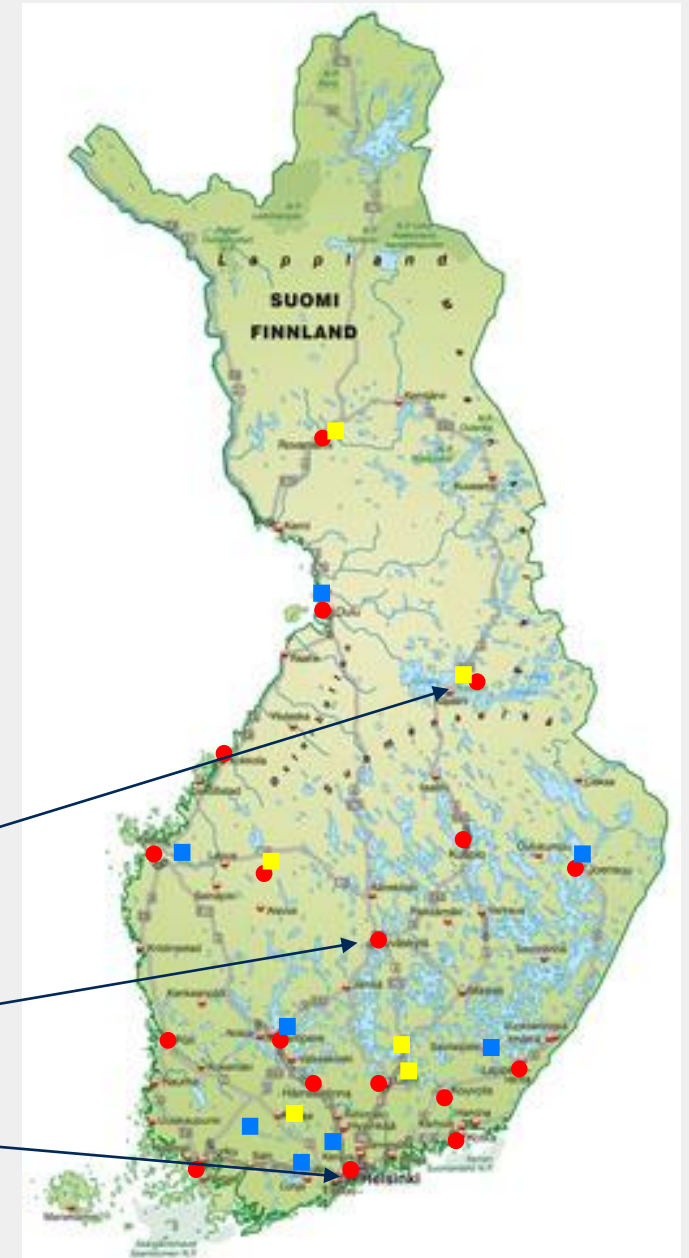
Joensuu – centralized sport facilities





Sport Center structure in Finland

- Long tradition of Sport Institutes
 - Sport and gymnastics movements from 1902
 - High performance units from 1987
- KIHU – research Institute integrated with science
- Sport academies in cities to combine sport and study (dual career)
- **NEW CLASSIFICATION: 2 + 4 model**
 - **2 Olympic training center's**
 - 3 city center's + 1 sport institute
 - Tampere, Turku, Jyväskylä,



National Olympic Training Center Helsinki

House for athletes

Gymnastics
Rhythmic gymnastics
Track and field
Basketball
Judo
Wrestling
Gym for fitness

Swimming center

Indoor arena

Sport high School





Summary

- Strong tradition in elite (Olympic) sports
- Nordic welfare state facing challenges (aging of population, geopolitics – economy, voluntary work)
- Sport policy – emphasis on the physical activity and sport for all – not elite sport

- Reforms made in early 2010's were not successful
 - Problems to create centralized model (top down)
 - The role of NOC as sector organisation
 - More money – not more (Olympic) success!

- Positive signs
 - new sports can create success stories (cheerleading, frisbee golf, basketball...)



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Thank you