

Sport Development and Sport Events in an Active City

Presentation ISCA-Congress Kopenhagen

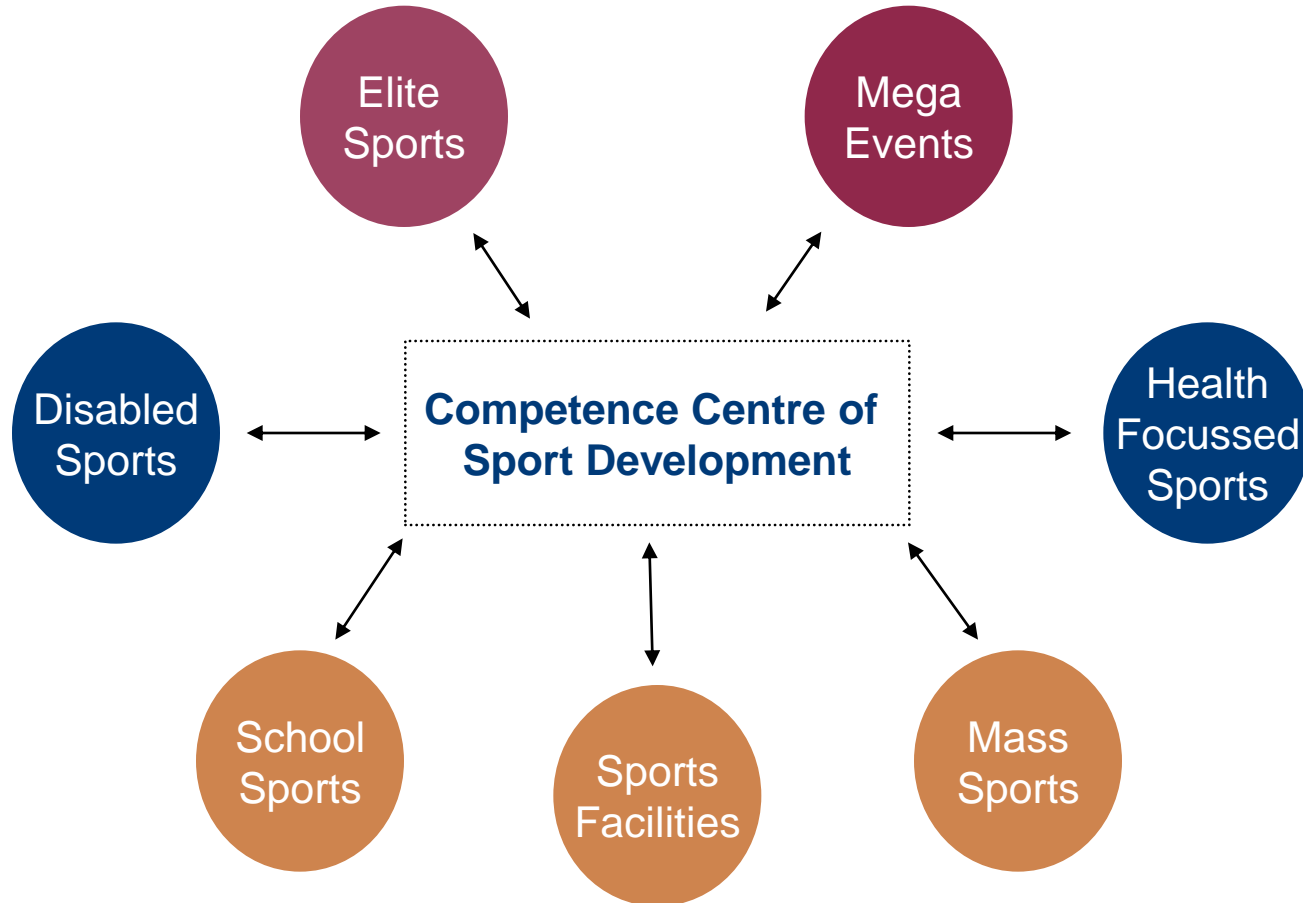
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Steps

- How can we reach the active city?
- The character of modern sports
- The competition of cities and regions
- The example Hamburg: How to develop a specific profile
- Side step: Dynamics and limitations of the stadium
- Change management in the organizations
- Conclusion: 10 basics for sport politics in the city

A Network of Sport in the Region



Europe of the Regions

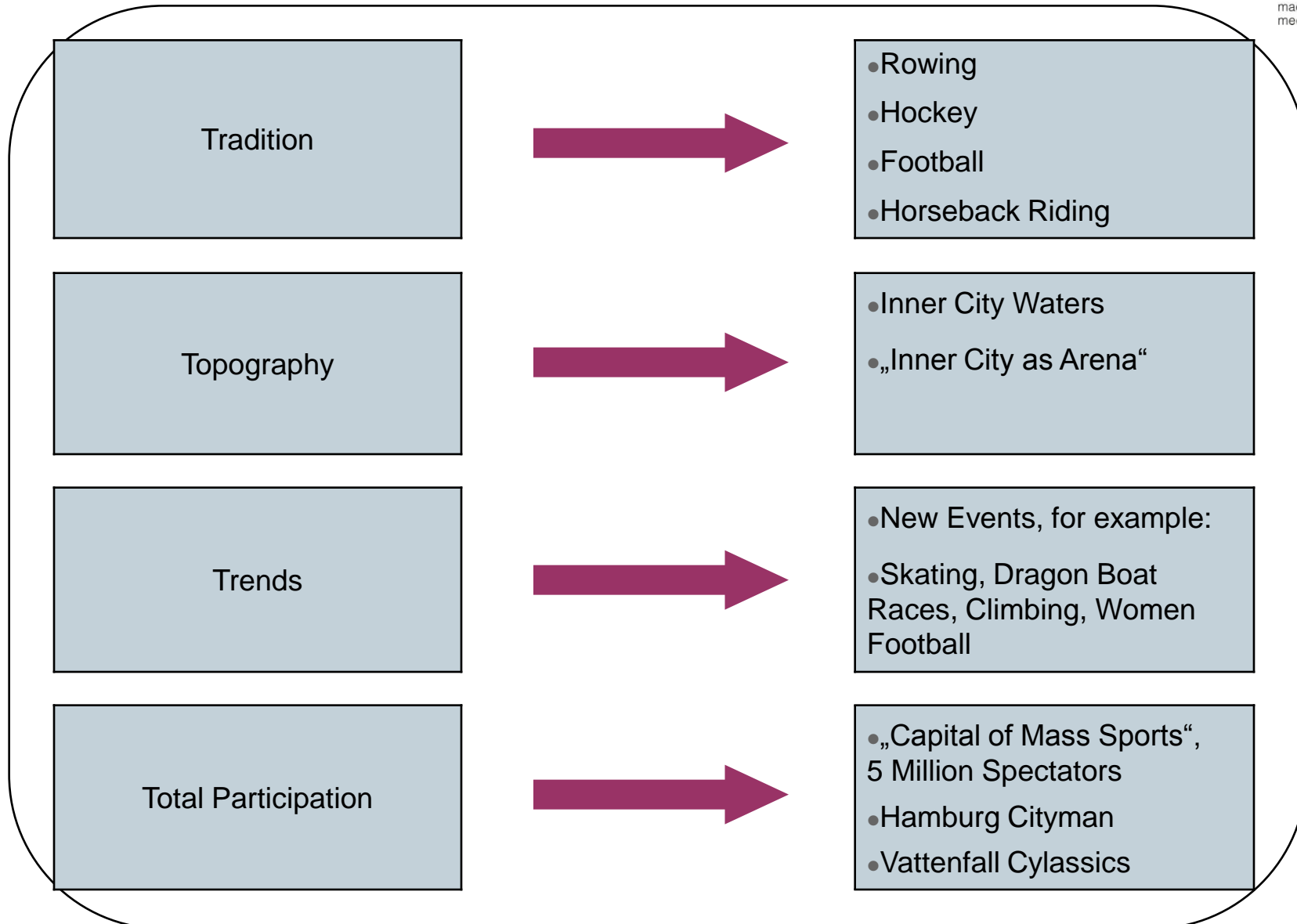


Die Plätze 1 bis 15 im Überblick

Die reichsten EU-Regionen

Region	BIP pro Kopf in Euro
Inner London	65 138
Luxemburg	53 978
Brüssel	53 381
Hamburg	41 972
Wien	38 632
Ile de France	37 527
Berkshire, Bucks and Oxfordshire	37 379
Oberbayern	36 408
Stockholm	35 621
Utrecht	33 906
Darmstadt	33 825
Southern and Eastern Ireland	33 653
Bremen	33 508
North Eastern Ireland	33 100
Groningen	33 059

The Profile of the Sport City Hamburg: The 4 “T`s”



Triathlon - ITU World Championship Series



Vattenfall Cyclassics World Class and Mass Participation



Beach Volleyball



Inline Marathon



Modern Stadium with Video Cube



Stadium Security



Public Viewing



Public Viewing



A Complex Model of the Sport Events of Hamburg



Conclusion: 10 Basics for Sport Politics in the City

- Formulate an authentic foundation with a convincing city specific profile
- Set up a strategic development concept with an emphasize on event scouting
- Emphasize unique characteristics - Hamburg: City at the water,harbour, inner city lake, maritime and green
- Sport in heart of the city - Inner city as arena
- Promote annually recurring events and occasionally hold on this basis international championships as special highlights
- Strengthen the connection between elite and mass sports through mixed competition, school sports, etc.
- Use the organisational knowledge of club sport and integrate events in the development of sport associations; no isolated agency events
- Spread financing - avoid one sided dependencies
- Connection with city marketing and public relation through permanent communication as sport city with a specific profile on all important platforms (exhibitions, congresses, receptions etc.)
- Consider and document tourism promotion and economic effects

Thank you for your attention and patience!