

A Study on South Korea's Sports Talent Development Strategies

2023 Sport Event Taiwan Workshop

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I. Governance of sport policy in South Korea

Governance of sport policy in South Korea

Before..

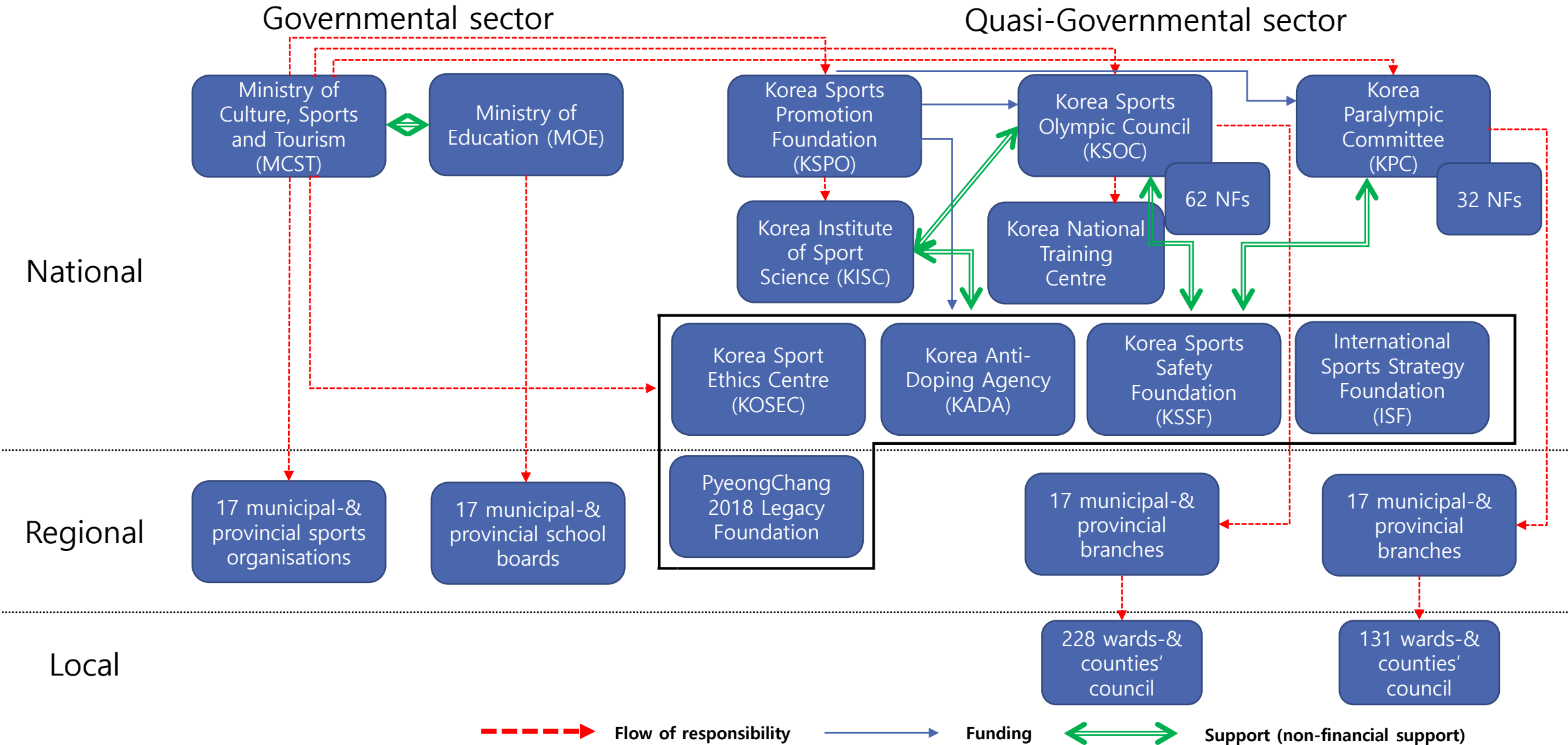
- Militarisation of Korea (~1980s)
- Sports nationalism, elite sport system (political propaganda)
- No ministerial-level entity dealing with sports
- Only boxing and golf were considered professional sports



▪ After..

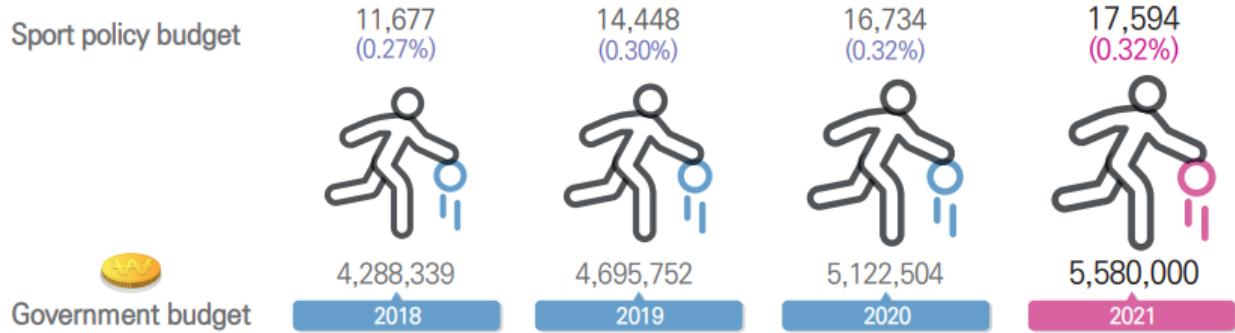
- Civilian Government
- Created the Ministry of Sport
- Public interest in sport grew rapidly
 - > access to sport for all
 - > professionalisation
- Korea Sports Promotion Foundation, KSPO (1989)
- Korean Council of Sport for All, KCSA (1991)
- (2016) KOC + KCSA = KSOC

Governance of sport policy in South Korea

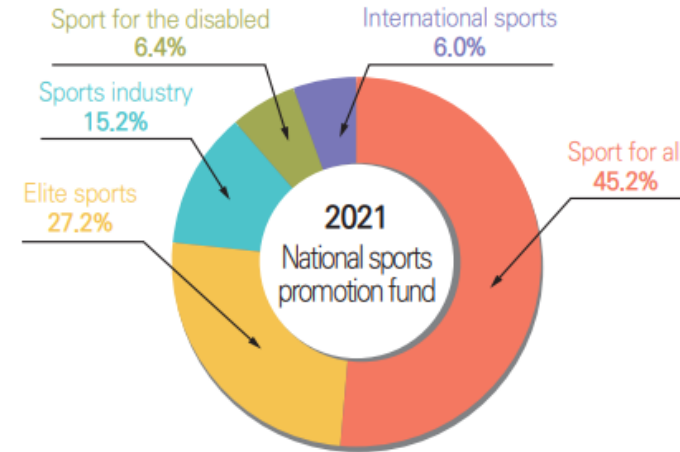


Sport Policy Budget

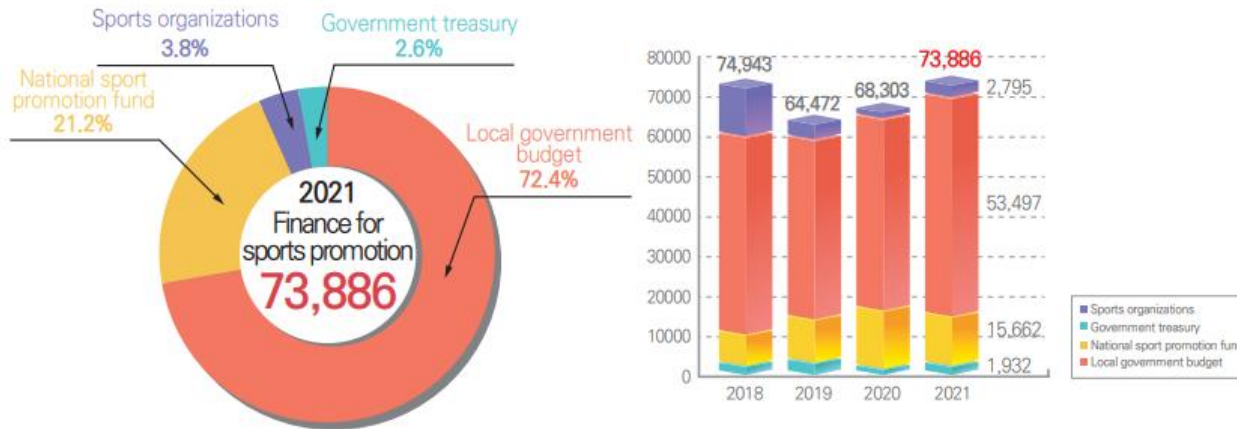
01. Sport policy budget against government budget(2018-2021) (Unit: KRW 100 million)



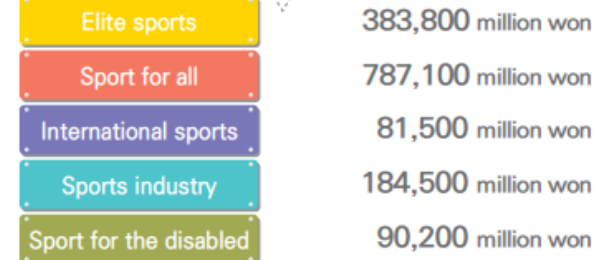
03. National sports promotion fund support(2021)



02. Finance for sports promotion(2018-2021) (Unit: KRW 100 million)

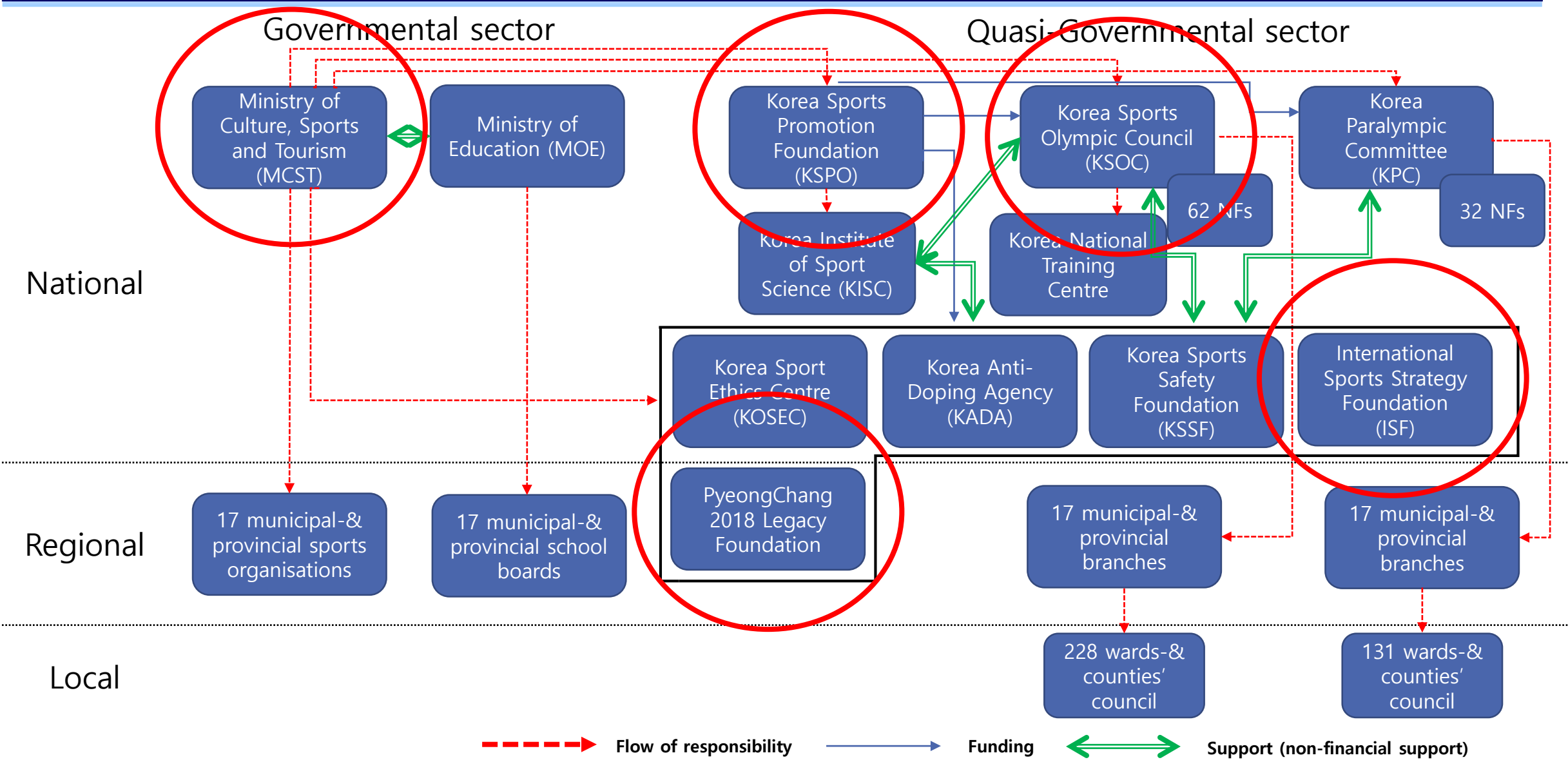


Total **1,527,100** million won



II. Sports (Youth) Talent Development Strategies

Sports Youth Talent Development-related organisations



Sports Youth Talent Strategies



Ministry of Culture,
Sports and Tourism
(MCST)

- Operating Sport Talent Development Division (Identify and plan new business, operate Sport Ethics Centre)
- Establishing mid- and long-term comprehensive plans on PE and sports policies
- Managing and supervising over sport public organisations



Korea Sports Promotion
Foundation (KSPO)

- Operating K-Sport Edu, UNESCO Chair Programme, Dream Together Master (DTM), International Sports Talent Cultivation Course, and K-OVEP
- Raising, operating, managing the National Sport Promotion Fund



Korea Sports Olympic
Council (KSOC)

- (Domestic level) KSOC supports school sports, organises national tournaments and youth festivals, fosters talent through exchange programs, and provides assistance to local sports authorities.
- (International level) KSOC supports athletes of all ages, facilitates participation in international multi-sport events, promotes the Olympic Movement (KOA)



International Sports
Strategy Foundation
(ISF)

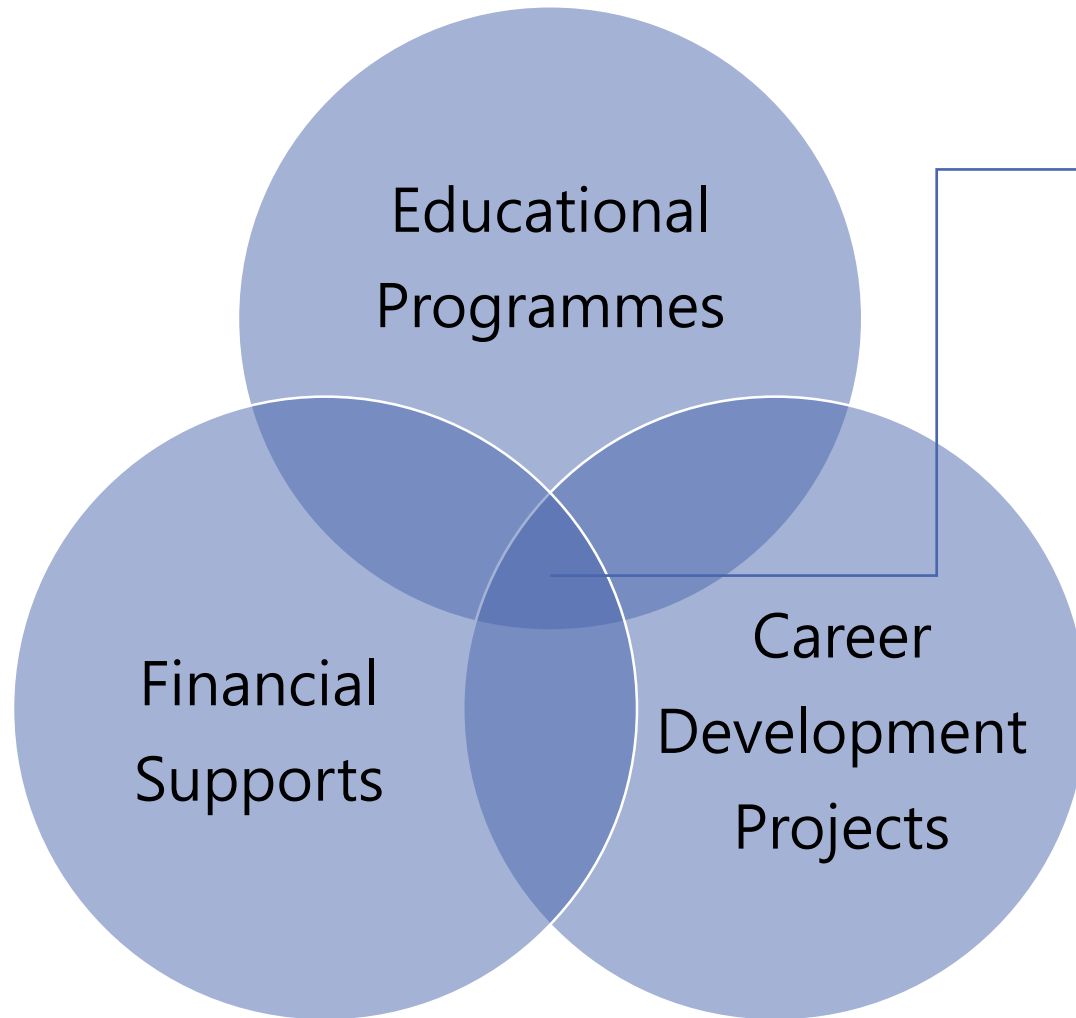
- Operating the ISF Youth Sport Camp, ISF Young leader Programme
- Supporting youth contributing to their career growth and global perspective in international sport



PyeongChang 2018
Legacy Foundation

- Operating the sport-related projects for young people as a part of legacy of PyeongChang 2018
- "Soohorang and Bandabi Sports Camp, Dream Programmes
- Running the Olympic Museum, hosting a various forums/seminars.

Sports Youth Talent Strategies



Developing Sports Youth Talent



Educational Programmes



Korea Sport Ethics Centre (KOSEC)

- an independent body under the Ministry of Culture, Sports and Tourism (Aug 2020)
- To investigate and support victims with a focus on human rights infringements and corruption in the sports world (mainly protecting athletes' rights)
- Receiving and investigating reports, conducting preventive education, operating a disciplinary information system ...



- ✓ providing education on values of fairness, inclusion, and non-discrimination
- ✓ to individuals of all age groups (in particular youth athletes) through online and offline platforms.
- ✓ collaborating with the Ministry of Education and the Ministry of Health and Welfare

Educational Programmes



Korea Sports Promotion Foundation (KSPO)



K-Sport Edu

- operating world-class education in the fields of sports
- Administration
- Science
- Marketing
- Policy
- Diplomacy
- Data Analysis
- Facility Safety
- Social Enterprise
- Mental Coach Training



Dream together Master (DTM)

- a master's degree in Sports Management (with Seoul National University)
- To aspiring sports administrators from underdeveloped countries (ODA projects) and Korean sports administrators
- Operating International Forum

Educational Programmes



Korea Sports Promotion Foundation (KSPO)



K-OVEP

- ✓ Olympic Values Education Programmes in South Korea
- ✓ Aiming at elementary school students
- ✓ Interactive activities and games to teach the Olympic Movement



International Sports Talent Cultivation Course

- ✓ Language education
- ✓ Sport business and management-intensive course
- ✓ Oversea degree programme
- ✓ Domestic/International referee competency programme
- ✓ Internship



Educational Programmes



Korea Sports Olympic Council (KSOC)



Youth Sports Festival



Youth Exchange Programme



Unprivileged Youth Sports Programme



Sports 7330 Campaign

Support School Sports

- Promote sports through after school activities
- Organise the National School Sports Club Tournament
- Organise the Youth Sports Festival
- Foster talent and international relations through the Korea-China-Japan Youth Exchange Program
- Support School Athletic Teams to foster talent

Sports Participation Programmes

- Engage young children through Preschool Sports Programmes
- Support youth in their development
- Support women in sports through dedicated programs
- Provide sports programmes for unprivileged youth
- Promote 30 minutes, for 3 days a week through the 'Sports 7330 Campaign'

Educational Programmes



International Sports Strategy Foundation (ISF)



Youth Sport Camp

- To provide the education of the Olympic Value and sporting opportunities to more youth around the world, including less privileged and isolated area from sport.
- To contribute to social integration, youth development, education, health, gender equality, and peace through sport.
- To consolidate the international sport influence and sport diplomacy of Korea.

Educational Programmes



PyeongChang 2018
Legacy Foundation

PyeongChang 2018 Legacy Foundation



Soohorang and Bandabi Sports Camps

for young people, aimed at engaging approximately 20,000 students in sports experience programmes, Olympic values education, and various sports activities at competition venues in PyeongChang and Gangneung.



Imagine Peace Camp

an educational and interactive programme organised by the International Olympic Truce Center (IOTC) and the Pyeongchang 2018 Legacy Foundation
100 national and international participants.

promotion of Olympic Values such as Respect, Excellence and Friendship and of a culture of peace through the participants' engagement in interactive workshops, sport activities, and meeting with Olympic champions

Career Development Projects



Korea Sports Promotion Foundation (KSPO)



International Sports Talent Cultivation Course

- ✓ Language education
- ✓ Sport business and management-intensive course
- ✓ Oversea degree programme (AISTS, FIFA Master Course)
- ✓ Domestic/International referee competency programme
- ✓ Internship (2-3 months)
- ✓ Mainly focuses on career development



Global Sport Leadership Programme

Univ. of Florida: Sports major course
South Korea: English, Culture, workshop, etc..

- > 120 hours total
- > 25 people max.

Career Development Projects



Korea Sports Olympic Council (KSOC)



National Sports Festival



Sports Club Competition



2018 PyeongChang Olympics Opening Ceremony



2016 Rio Summer Olympics



International Sports Relations



2018 PyeongChang Olympics Unified Ice Hockey Team

Support Development of Local Sports

- Host national multi-sports competitions
 - National Junior Sports Festival
 - National Sports Festival
 - Korea Sports For All Festival
- Promote sports by integrating school, grassroot, and elite sports
- Dispatch coaches for grassroot sports to increase sports participation
- Support local sports authorities

Support International Sports Participation

- Continuous discovery programs for athletes of all ages
- Support of participation in international multi-sport competitions
 - Training of national athletes at the national training centre and providing top level medical support
- Provide support for matters related to International Federations, attendance of international meetings, hiring of international experts
- Promote the Olympic Movement and the Olympic Legacy
- Develop relations between both Koreas through sports

Career Development Projects



Korea Sports Olympic Council (KSOC)



Supporting for International Sport Talents/Professionals

- Strengthening the international capabilities of NOC, NFs by supporting professional staffs in charge of international affairs
- Dispatching personnel to International Sports Organisations, IFs (1-2 years)
- Providing them with the opportunity for administrative experience in international organisations



INTERNATIONAL
OLYMPIC
COMMITTEE



Career Development Projects



International Sports Strategy Foundation (ISF)

ISF Young Leader Programme



Mentoring Camp (May)



Mentoring Camp (May)



5 projects from 5 teams



Trip to Lausanne (December)



What?

- Korean version of IOC Young Leader Programme (Support of seed-funding to run a social business programme)

When?

- 1 year project (including application process)

Who?

- Korean Youth (20-30 years old) who are interested in Olympic Movement

How?

- The final five teams will be selected to proceed with their respective projects
- Supporting project costs, approx. 10,000 USD, to each team

Why?

- To serve as a lever for international advancement by contributing to strengthening each youth's career and insight
- To become a more effective and stronger leader in sport and social business

Career Development Projects



International Sports Strategy Foundation (ISF)



Team Youth Movers - YES Movement Program

1. Summer Olympic Games Experience : Eco-surfing Program

In connection with the Gangwon Province local surfing school "Prosurfer", we would like to provide teenagers with an opportunity to experience surfing. After that, we aim to improve awareness of environmental issues through sports activities by plogging around Sacheon Beach in Gangwon Province.

Plogging
It is a combination of Swedish PLOCCA UP (PICK UP) and JOGGING, which means a combination of sports and cleaning activities to collect roadside garbage while jogging.



2. Winter Olympic Games Experience : Gangwon 2024 Olympic Movement Education Program

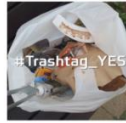
We aim to enhance youth's interest and understanding in the Olympics by conducting special lectures on Olympic values and educate the concept of Green Olympics and Olympic Movement. Along with the educational activity, we aim to operate field activities by experiencing luge, a Winter Olympic sport, and also visiting to the Olympic heritage in Pyeongchang.



3. YES-ECO SNS RELAY

About 100 eco-friendly merchandises and plogging kits are distributed to local communities, running crews and individuals. With those kits, sports activities such as beach cleaning and plogging are conducted and a #Trashtag_YES relay is planned to take photos before and after removing garbage.

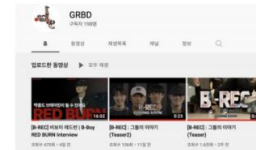
#Trashtag_YES
A campaign to take pictures of before and after removing garbage from tourist attractions such as forests, parks, mountains, and coastal areas and share them on social media.



Team GRBD - Break the prejudice of dance, record it as a new sport

• Background & Outcomes

- Foster sustainable Olympic Games, enhance and promote the road to the Olympic Games
- Grow digital engagement with people
- Records of athletes who will lead the future of breaking in South Korea
- 4 episodes of 15 minutes
- 198 subscribers and 2,243 views



Team integrity - Sports Integrity Instatoon

• Background & Outcomes

- IOC emphasizes 'building a safe sports environment and protecting clean athletes' through the Olympic Agenda 2020+5
- In the case of South Korea, there is a lack of practice and awareness of sports integrity
- therefore, Sports Integrity instatoon is needed to build awareness of sports integrity
- 12 series of Sports Integrity Instagram achieved 97,658 views and 56,371 accounts, exposed to other users 230,218 times



Team Early Bird - Paralympic kits

• Background & Outcomes

- 'Strengthening cooperation with IPC on social development programs' in accordance with the Olympic Agenda 2020+5
- To promote social communication not limited to gender, age, class and disability
- distributed 500 Paralympic kits (200 goalballs, 200 boccias, 100 sitting volleyballs)



Team Let's Move - Gangwon 2024 board game

• Background & Outcomes

- Lack of awareness of hosting the Gangwon 2024 Youth Winter Olympics
- To promote Olympic-related education for youth
- distributed 500 Let's Move throughout schools and sports entities in Korea
- Since the Let's move is designed with the context regarding Olympic Movement and sports activities, many of younger generation were satisfied with the definition of IOC and Olympics, as well as empowering interest of sports activities



Career Development Projects



PyeongChang 2018
Legacy Foundation

PyeongChang 2018 Legacy Foundation



Dream Programme

- Providing opportunities to train and experience skiing and skating for the youth from countries that do not have a winter season
- Since 2004, 2,398 youths coming from 95 countries have participated in this programme
- for youths aged 13-16 by inviting national youths
- Winter sports base expansion and athlete development
- Fostering into Youth Olympics
- Dissemination and exchange of culture

Financial Support



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2021년 스포츠강좌이용권 신청기간
2021. 01.04 ~ 01.20

2021 스포츠강좌이용권 신청안내

대상	신청기준
<ul style="list-style-type: none">기초생활수급자(생계, 의료, 주거, 교육급여) 및 차상위계층, 법정원부가족 내 만 5세 ~ 18세 유·청소년(2003.1.1 ~ 2018.12.31 기준)	<ul style="list-style-type: none">스포츠강좌이용권 누적지원기간, 소득여부(세부 기준은 홈페이지 참조)
지원내용	신청방법 (택1)
<ul style="list-style-type: none">매월 8만원 이내 스포츠강좌 수강료 (연간 8개월 이상 지원)	<ul style="list-style-type: none">스포츠강좌이용권 홈페이지(svoucher.kspo.or.kr)를 통한 온라인 신청신청자 주민등록 관할 시·군·구청 방문신청 ※ 코로나19 감염 예방을 위해 온라인 신청 권장

문의사항 | ☎ 02-410-1298~9 (평일 09:00~18:00) | svoucher.kspo.or.kr

문화체육관광부 | 국민체육진흥기금 | KSPO 국민체육진흥공단

Sports Vouchers

It is a welfare program that provides sports voucher cards (debit cards) to children and adolescents from families receiving basic living allowances

This is a welfare program that provides partial support for course fees when using designated facilities.

Target ages: 5-18 years old

Support Amount: approx. 70 USD per months (up to 8 months per year)

- > Improving the quality of life and social integration of youth through sport
- > Detecting and developing youth athlete potential

Financial Support



Korea Sports Promotion Foundation (KSPFO)



Support for Start-ups

Target: Anyone interested in starting a business in the sports industry

- helping them to develop new technologies and sports products
- Consulting Support for Sports Companies (Office Space)

Target: start-ups or companies less than 3 years old

- Consulting and Mentoring
- Approx. 15000 USD ~ 45000 USD + 10% self-payment (determined through review process)

Support for Employment

Operating recruitment sites and hosting a Sports Industry Job Fair

-> Providing a good environment for developing youth talent in sport field

Financial Support



Korea Sports Promotion Foundation (KSPFO)



International Sports Talent Cultivation Course

- ✓ Oversea degree programme (Master's level)
 - 2023: AISTS, FIFA Master Course
 - Applicants must have been accepted into an eligible graduate programme
 - Total 3 people per year
 - Approx. 22,000 USD per person



- ✓ Placement (2-3 months)
 - Students who are successfully completed this course
 - Maximum 10 people
 - Matching sports organisation (domestically and internationally)
 - Supporting the living expenses (1,500 USD ~ 2,000 USD per month)

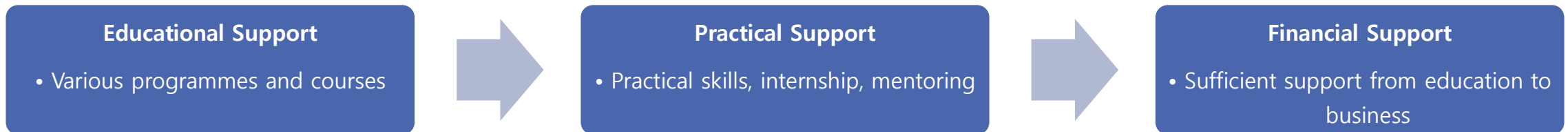
III. Conclusion: Implication of Sports Talent Programmes in South Korea

Implication of Sports Talent Programmes in South Korea

1. Government-Centred Projects

- South Korea's sport talent programmes, projects, and initiatives are primarily led by the Korean government, with the KSOC, KSPO, and Olympic legacy organisations, playing key roles in promoting Olympic education.
- all dependent on the government (subsidy, evaluation, stakeholders, etc) -> Lack of autonomy of sports organisations

2. Systematic Support System



3. Need to streamline educational courses

- Similar or duplicate courses from different organisations/programmes, with the same lecturers or content, suggests a need for better coordination and collaboration among these organisations/programmes

Implication of Sports Talent Programmes in South Korea

4. Positive outputs but need more promotion

- students who participated in these programmes (in particular sports camp, OVEP) showed higher scores in sports activity participation intention, behavioural development, and sports activity attitude compared to non-participants
- But, still a lack of effective promotion for these programmes

5. Addressing cost-effectiveness in international sport career programmes

- High costs low returns (spent almost 0.8 m USD per year)
- only 12 people out of a total of 120 students (2016-2020) hired in international sports organisations (compared to 41 NSOs, 18 referees, 9 coaches, 8 business, 9 academy, etc) *source from the KSPO

- South Korea represents a commendable effort to utilise the power of sports for youth development
- By addressing these implications, the programmes can enhance their effectiveness, reach a wider audience, and ensure a better return on investment for both participants and programme organisers

THANK YOU

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