

# JOC ACTIVITY

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Japanese Olympic Committee

**Japanese Olympic Committee**

# Sharing the Power of the Olympics

The Olympic Games have taught us that passion touches the heart more than glory.

That humanity is united by something transcending language and borders.

Olympians have shown us that mutual respect makes all medals equally valuable.

It is true that the Olympic Games have power. The power to change people and society for the better. By supporting Olympians, we want to share such power with the world.

This is our mission.

The Japanese Olympic Committee (JOC)

## Conceptual Diagram of the JOC's Mission, Roles, and Activities

Mission

We encourage all people to participate in sports, nurture athletes with sound minds and bodies, and strongly promote the Olympic Movement. Through the Olympic Movement, we allow humankind to flourish, to elevate culture, and to keep the flame of world peace alight forevermore. These are the ideals and the overall mission of the JOC.

Roles

- **Developing and Strengthening Athletes**  
Through sports, develop young people of integrity who embody Olympism, and value to society.
- **Sending Athletes to International Multi-Sports Competitions and Promoting Internationalization**  
Through interaction between international sports organizations and international multi-sports competitions, deepen mutual understanding and promote peace and friendship.
- **Disseminating and Promoting Olympism**  
Promote the Olympic Movement, emphasize the value of sports, and work to disseminate Olympism.

Activities

Athlete Enhancement	Athlete Support	Promoting the Olympic Movement	International Relations	Autonomy and Independence
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# GREETINGS

On February 25, 2018, the heated competition of the PyeongChang Olympic Winter Games, held in the Republic of Korea, came to a close, and the baton was finally passed to Tokyo. I would like to express my appreciation to all of the organisations involved that offered their assistance and cooperation, and to the people of Japan for their heartfelt support. The Japan National Team won a record-high total of 13 medals, and placed eighth or higher in a total of 43 events. They not only delivered dazzling results, but demonstrated respect and friendship for their rivals, belief in continuing the Olympic challenge, and courage in conquering themselves. Seeing each athlete display such integrity, taking on their respective sports with such sincerity, I realized once again the true power of the Olympic Games.

Next year, the Summer Olympic and Paralympic Games will be held in Japan for the first time in 56 years. The entire world of sports in Japan, and the many organisations involved in Tokyo 2020, will strive as one to ensure the success of the Games. We are currently working closely with our National Federations (NFs) to discuss a system for athlete enhancement that will ensure athletes aiming for Tokyo 2020 can demonstrate their best performance, and that the managers, coaches and other staff can offer solid support. We will work to create an environment in which the athletes of the Japanese National Team can, with pride and awareness, wear the national flag as they take on the challenge of fulfilling their dreams through competition on the world stage with their utmost strength.

Regrettably, a number of events have occurred in recent years that have shaken peoples' faith in sports. Each of us involved in sports today must give serious thought to peoples' expectations for sports and the influence they have. The JOC has begun a new type of integrity training for athletes targeted for Olympic high performance, and last year, that training was expanded to include their coaches. In organisational management, we have established a Sports Governance Code, setting out a vision for the direction of sports going forward. As we focus on that vision and on feedback from the field, we will continue to work with relevant agencies to ensure compliance, strengthen governance and enhance integrity.

The Olympic Games have the power to give dreams to children and nurture a peaceful society. Sports, in turn, have the power to nurture individuals with sound minds and bodies. What can sports do to contribute not only to sport itself, but to creating a better society? As we and others involved move forward toward our goal of making the 2020 Olympic and Paralympic Games a success, I hope that together we will consider this question as we build relationships of trust with one another.

Under the principles of the JOC, we will continue working in cooperation with the relevant organisations to fulfill our role and to achieve our goals and objectives. We look forward to your further understanding and cooperation in the efforts.

July 2019

Japanese Olympic Committee

**YAMASHITA Yasuhiro, President**



# CONTENTS

<b>3 GREETINGS</b>	<b>23 Olympic Movement Programs</b>
<b>5 Highlights of JOC</b>	<i>Hello Olympism Programs</i>
<b>7 XXIII ANOC General Assembly (Tokyo 2018) and Other Report Summaries</b>	[ 01 Olympic Classes ]
	[ 02 Olympic Day Run ]
	[ 03 Workshops for Olympians ]
	<i>Olympic Movement</i>
	- Cultural Programs
	- Other
	<i>Reconstruction JAPAN Project Support Programs</i>
	- Great East Japan Earthquake Reconstruction Support JOC "Ganbare! Nippon!" Project
<b>9 Athlete Enhancement</b>	<b>29 International Relations</b>
<i>Athletes' Participation to Competitions</i>	[ 01 Strengthening Relations with International Sports Organisations and Cultivating Human Resources ]
- XXIII Olympic Winter Games (PyeongChang 2018)	- Japanese Officials on International Sports Organisations
- 18th Asian Games (Jakarta-Palembang 2018)	- JOC/NF International Forum
- 29th Universiade (Taipei 2017)	- JAPAN HOUSE for PyeongChang 2018 (JH)
- 5th Asian Indoor-Martial Arts Games (Ashgabat 2017)	- JOC International Sports Leader Academy
- 3rd Youth Olympic Games (Buenos Aires 2018)	[ 02 International Contribution Programs ]
<i>Athlete Enhancement</i>	- IOC Olympic Solidarity
[ 01 Performance Enhancement Programs ]	Tokyo 2020 Special Program
- Athlete Enhancement NF Program	
- Coach Appointment Program	<b>35 Autonomy and Independence</b>
- JOC-NF Enhancement-related Liaison and Collaboration Meeting	<i>Public Relations Promotion Programs</i>
[ 02 Commissions, Partnership Conferences, Projects etc. ]	<i>Marketing Programs</i>
- Tokyo 2020 Games High Performance Strategy Commission	<i>Promoting Women's Involvement</i>
- Performance Development Commission	<i>Compliance</i>
- Intelligence, Medicine and Science Commission	<b>41 About the Tokyo 2020 Olympic Games</b>
- JOC Athlete Program	<b>43 JOC Executives</b>
- National Coach Commission	<b>44 JOC Organisational Structure</b>
- Sports Trainer Overseas Training	<b>45 Affiliated National Federations</b>
<i>National Training Centers (NTCs)</i>	<b>46 Financial Summary</b>
- NTC Networking Programs	
- Event-Specific Affiliated NTC	
<i>Others</i>	
- JOC National Coach Academy	
- JOC Elite Academy	
<b>19 Athlete Support</b>	
<i>JOC Integrity Education Program</i>	
<i>Others</i>	
- JOC Career Academy	
- JOC Athletes' Committee/NF Athletes' Committee Joint Forum	
- Entourage Education	

# Highlights of JOC



Integrity Education Program



Olympic Day Run



JOC Elite Academy



IOC Olympic Solidarity Tokyo 2020 Special Program



Sports Journalist Seminar



Workshops for Regional Young Athletes



Olympic Classes



JOC National Coach Academy



"Athnavi" Presentation (Career Academy)



JOC Donation Program for Olympic Athletes' Enhancement



Seminar for Parents of Junior Athletes



Olympic Concert



Workshops for Olympic Hopefuls



JOC International Sports Leadership Academy



Olympic Day Festa (Reconstruction Support Project)



JOC Sports Award



<b>Organiser</b>	Association of National Olympic Committees (ANOC) / Management: JOC				
<b>Duration</b>	November 26-30, 2018 (5 days)				
	<b>Mon., 11/26</b>	<b>Tues., 11/27</b>	<b>Wed., 11/28</b>	<b>Thurs., 11/29</b>	<b>Fri., 11/30</b>
	- ANOC Technical Commission	- ANOC Executive Board - ANOC Technical Commission - JOC Reception	- ANOC General Assembly - ANOC Awards	- ANOC General Assembly	- Tokyo 2020 Venue Tour
<b>Venue</b>	Grand Prince Hotel New Takanawa (International Convention Center PAMIR, Hiten, other)				
<b>Participants</b>	ANOC, NOCs, IOC, IFs, OCOGs, media, others				
<b>Participation</b>	1,645 people				

Program Summaries

### JOC Reception

**Highlights** Welcome reception for General Assembly participants, organised by JOC, the host NOC. Standing-style food, with opening remarks from JOC president, ANOC president, IOC president, Tokyo 2020 Organising Committee president, and Governor of Tokyo and entertainment of various kinds.

**Venue** Grand Prince Hotel New Takanawa (Hokushin, 3F, International Convention Center PAMIR)



### ANOC General Assembly

**Highlights** Event and preparation status reports, as well as the sharing of future plans, from ANOC, IOC, and organising committees for upcoming Olympic Games and ANOC World Beach Games; presentations from candidate cities for 2026 Olympic Winter Games. Opening ceremony begins at 9am on 11/28, with remarks from ANOC president, Japanese prime minister, JOC president, and IOC president.

**Venue** Grand Prince Hotel New Takanawa (Konron, 3F, International Convention Center PAMIR)



### ANOC Awards

**Highlights** In conjunction with the ANOC General Assembly, the ANOC each year presents awards to athletes who have been active in international competitions and organisations that have contributed to the sports world. Awards this time were presented to athletes and NOCs active in the XXIII Olympic Winter Games (PyeongChang 2018). Seated dinner banquet, with entertainment performances between award presentations.

**Venue** Grand Prince Hotel New Takanawa (Hiten)



### Tokyo 2020 Venue Tour

**Highlights** Tour of Tokyo 2020 Games venues provided as an optional program to interested ANOC General Assembly participants with cooperation from the Tokyo 2020 Organising Committee. The roughly four-hour tour visited 15 venues and NOC hotels, primarily in the Tokyo metro area.



### Cultural Program

**Dates** 11/27-11/29, 11 sessions (each 2-3 hours, four kinds)

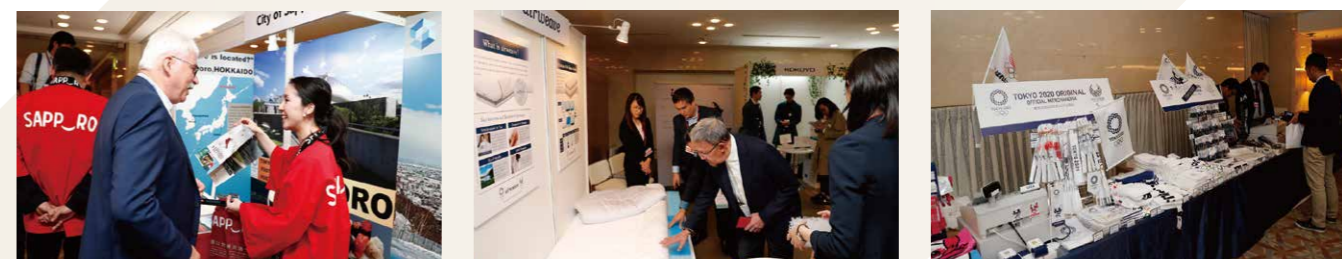
**Highlights** Metro-area sight-seeing program, primarily for people accompanying General Assembly participants. Participants went sight-seeing and experienced Japanese culture in places such as Asakusa, Ginza, Tsukiji, Ryogoku, Tokyo Tower, and Imperial Palace.



### Pre-Games Training Camps, Sight-seeing, Sponsor PR Booths, and Tokyo 2020 Shop

**Dates** 11/27-11/30 **Venue** Grand Prince Hotel New Takanawa (lobby area, 1F & 2F, International Convention Center PAMIR)

**Highlights** Local municipality promotion of Tokyo 2020 Games pre-competition training camps and sight-seeing, exhibits by event sponsors at the current ANOC general assembly, and a shop for official Tokyo 2020 merchandise.



# ATHLETE ENHANCEMENT



## Athletes' Participation to Competitions

### XXIII Olympic Winter Games (2018/PyeongChang)

The XXIII Olympic Winter Games took place over 17 days from February 9 to February 25, 2018, centered in PyeongChang, South Korea. A total of 2,833 athletes participated in the Games, including from 91 National Olympic Committees (NOCs) and Olympic Athletes from Russia (OARs). The Japanese National Team comprised a total of 268 people, including 123 athletes and 145 managers, coaches and others, competing in six sports and 69 events. The team garnered a total of 13 medals, with athletes placing eighth or higher in 30 events, both record-high achievements.

- February 9–25, 2018 (17 days)
- PyeongChang, Republic of Korea

**268** people

**Chef de Mission:** SAITO Yasuo **Deputy Chef de Mission:** YAMASHITA Yasuhiro

**General Manager:** ITO Hidehito **Captain:** KODAIRA Nao (Speed Skating)

**Flagbearer:** KASAI Noriaki (Ski Jumping)

**Breakdown:** Male athletes 51 / Female athletes 72 / Managers, coaches, etc. 145

**91** NOCs and others, participation by Olympic athletes from Russia (individual qualification)  
Participating athletes 2,833 (men 1,664, women 1,169)

**7** sports, **102** events (previous Games: 7 sports, 98 events)

Japanese sport / event participation: **6** sports, **69** events



\* At Nagano 1998 Games, 10 total medals, including 5 gold (highest ever); 23 awards for 4th to 8th-place finishes

### Japanese Delegation / List of Awardees

GOLD MEDAL	SILVER MEDAL	BRONZE MEDAL	4TH	5TH	6TH	7TH	8TH
<b>Skating / Speed Skating</b> - Women's 500m KODAIRA Nao - Women's Team Pursuit TAKAGI Miho KIKUCHI Ayaka SATO Ayano TAKAGI Nana - Women's Mass Start TAKAGI Nana <b>Skating / Figure Skating</b> - Men's Single HANYU Yuzuru	<b>Skating / Nordic Combined</b> - Individual Normal Hill WATABE Akito <b>Skating / Snowboard</b> - Men's Half-pipe HIRANO Ayumu <b>Skating / Speed Skating</b> - Women's 1000m KODAIRA Nao - Women's 1500m TAKAGI Miho <b>Skating / Figure Skating</b> - Men's Single UNO Shoma	<b>Skating / Ski Jumping</b> - Women's Normal Hill TAKANASHI Sara <b>Skating / Freestyle Skiing</b> - Men's Moguls HARA Daichi <b>Skating / Speed Skating</b> - Women's 1000m TAKAGI Miho <b>Curling</b> - Women's YOSHIDA Yurika SUZUKI Yumi YOSHIDA Chinami FUJISAWA Satsuki MOTOHASHI Mari	<b>Skating / Nordic Combined</b> - Team Large Hill WATABE Akito NAGAI Hideaki WATABE Yoshito YAMAMOTO Go <b>Skating / Snowboard</b> - Women's Big Air IWABUCHI Reira <b>Skating / Figure Skating</b> - Women's Single MIYAHARA Satoko	<b>Skating / Nordic Combined</b> - Individual Large Hill WATABE Akito <b>Skating / Freestyle Skiing</b> - Women's Half-pipe ONOZUKA Ayano <b>Skating / Snowboard</b> - Women's Parallel Giant Slalom TAKEUCHI Tamaka <b>Skating / Speed Skating</b> - Men's 500m YAMANAKA Daichi - Men's 1000m ODA Takuro - Men's 1500m ODA Takuro - Men's Team Pursuit WILLIAMSON Shane, NAKAMURA Shota - Women's 3000m Relay KIKUCHI Sumire, SAITO Hitomi - Women's 3000m TAKAGI Miho <b>Skating / Figure Skating</b> - Team Event UNO Shoma, TANAKA Keiji MIYAHARA Satoko, SAKAMOTO Kaori - Women's KIHARA Ryuichi, SUZAKI Miu - Women's 3000m REED Chris, MURAMOTO Kana <b>Skating / Short Track Speed Skating</b> - Men's 1000m SAKAZUME Ryosuke	<b>Skating / Ski Jumping</b> - Men's Team Large Hill KASAI Noriaki, ITO Daiki TAKEUCHI Taku, KOBAYASHI Ryoju <b>Skating / Snowboard</b> - Women's Half-pipe MATSUMOTO Haruna <b>Skating / Speed Skating</b> - Men's 500m KATO Joji - Women's 1500m KODAIRA Nao <b>Skating / Figure Skating</b> - Women's Single SAKAMOTO Kaori <b>Skating / Short Track Speed Skating</b> - Women's 3000m Relay KIKUCHI Sumire, SAITO Hitomi - Women's 3000m KAMINAGA Shione, KIKUCHI Yuki - Women's 500m ITO Ayuko <b>Ice Hockey</b> - Women's FUJIMOTO Nana, KONISHI Akane - Women's KOMURO Mai, KIKUCHI Shiori - Women's TAKAI Ayaka, SUZUKI Sana, HIRI Misa - Women's HOSOKAWADA Akane, TAKEUCHI Aina - Women's SUGA Aoi, YONEIYAMA Haruna, KADOH Yurie - Women's OSAWA Chihito, FUJIMOTO Moeiko - Women's TOKO Haruka, UKITA Rui - Women's TERASHIMA Ruka, TAKA Sotoka - Women's SHISHIUCHI Miko, KUBO Harue - Women's IWAHARA Tomomi, NAKAMURA Ami - Women's ONO Shoko	<b>Skating / Ski Jumping</b> - Men's Normal Hill KOBAYASHI Ryoju <b>Skating / Snowboard</b> - Men's Half-pipe KATAYAMA Raibu - Women's Big Air FUJIMORI Yuka <b>Skating / Short Track Speed Skating</b> - Men's 5000m Relay SAKAZUME Ryosuke - Women's 5000m Relay YOSHINAGA Kazuki - Women's 5000m Relay WATANABE Keita	<b>Skating / Snowboard</b> - Women's Half-pipe TOMITA Sena - Women's Big Air ONITSUKA Miyabi <b>Skating / Speed Skating</b> - Women's 500m GO Arisa - Women's 3000m SATO Ayano <b>Skating / Short Track Speed Skating</b> - Men's 500m SAKAZUME Ryosuke <b>Curling</b> - Men's MOROZUMI Yusuke - Women's SHIMIZU Tetsuro - Women's YAMAGUCHI Tsuyoshi - Women's HIRATA Kohsuke
<b>4</b> GOLD MEDAL	<b>5</b> SILVER MEDAL	<b>4</b> BRONZE MEDAL	<b>TOTAL 3</b>	<b>TOTAL 10</b>	<b>TOTAL 7</b>	<b>TOTAL 4</b>	<b>TOTAL 6</b>
<b>TOTAL 13</b>			<b>TOTAL 43</b>				

## 18th Asian Games (2018/Jakarta-Palembang)

The 18th Asian Games were held over 16 days from August 18 to September 2, 2018, in the cities of Jakarta and Palembang, Indonesia. These were the second Games to be held in Indonesia, with about 11,300 athletes from 45 NOCs of Olympic Council of Asia (OCA) countries participating. The Japanese Delegation comprised 758 athletes and 334 managers, coaches and others, competing in 39 sports and 352 events. The Japanese team left the competition with a record of 75 gold medals—28 more than at the previous Games in Incheon—and garnered a total of 205 medals. IKEE Rikako, who won six gold and two silver medals in competitive swimming, was also recognised for her performance by being named the Games' Most Valuable Player (MVP), a first for a female athlete.

- August 18–September 2, 2018 (16 days)
- Jakarta–Palembang / Indonesia

**1,092** people

**Chef de Mission:** YAMASHITA Yasuhiro **Deputy Chef de Mission:** TASHIMA Kozo  
**General Manager:** FUKUI Tsuyoshi **Captain:** YAMAGATA Ryota (Athletics)  
**Flagbearer:** UENO Yukiko (Softball)  
**Breakdown:** Male athletes 404 / Female athletes 354 / Officials 264  
 Additional officials 70

**45** NOCs (previous Games: 45 NOCs)

\* Additionally, combined "Korea" (COR) team participated. "OCA Report"

**40** sports, **465** events (previous Games: 38 sports, 493 events)

Japanese sport / event participation: **39** sports, **352** events

\* Excludes Jet Skiing



## 29th Summer Universiade (2017/Taipei)

The 29th Summer Universiade took place over 12 days from August 19 to August 30, 2017 in Taipei, Chinese Taipei. About 10,800 athletes, managers, coaches and others participated in the Games from 134 countries and regions. The Japanese National Team comprised a total of 505 people, including 335 athletes and 170 managers, coaches and others, competing in 18 sports and 199 events. The Japanese team took home a total of 101 medals, including 37 gold medals—12 more than at the previous competition in Gwangju—marking the first time the Japanese team took first place in the medal standings at the Summer Universiade. The team ended the competition with a total of 101 medals, placing eighth or better in a total of 190 events.

- August 19–30, 2017 (12 days) \* Some events began August 18
- Taipei / Chinese Taipei

**505** people

**Chef de Mission:** TSUKAHARA Mitsuo **General Manager:** UENO Koji  
**Captain:** HAGINO Kosuke (Swimming)  
**Flagbearer:** NOCHI Aimi (Judo)  
**Breakdown:** Male athletes 180 / Female athletes 155 / Managers, coaches, etc. 152  
 Additional officials 18

**134** countries/regions (previous Games: 137)

Participating athletes 7,376 / Managers, coaches, etc. 3,415 / Total 10,791

\* As of August 31, 2017. Reference: Organising committee

**18** sports, **271** events (previous Games: 18 sports, 272 events)

\* Additionally, demonstration sport (billiards) was held.

(Events held: 4, Athlete delegation members: 5 (male athletes: 4; Managers, coaches, etc.: 1)



## 5th Asian Indoor and Martial Arts Games (2017/Ashgabat)

The 5th Asian Indoor and Martial Arts Games took place over 11 days from September 17 to September 27, 2017, in Ashgabat, Turkmenistan. About 6,000 athletes, managers, coaches and others participated from 64 NOCs. The Japanese National Team comprised 60 athletes and 51 managers, coaches and others, and competed in 39 events in six sports. The team garnered a total of 17 medals, including two gold medals.

- September 17–27, 2017 (11 days)\* Some events began September 16
- Ashgabat, Turkmenistan

**93** people

**Chef de Mission:** HOSOBUCHI Masakuni **Flagbearer:** KAMIYA Ayumi (Weightlifting)  
**Breakdown:** Male athletes 35 / Female athletes 25 / Managers, coaches, etc. 33  
 Additional officials 18

**45** NOCs\* Additionally, refugee teams from Oceania and Africa also participated

\* Kuwait did not participate

\* 6,000 participants (includes 3,889 athletes)

**14** sports, **351** events



\* Total of 1,287 games medals  
 (348 gold; 349 silver; 590 bronze)

## 3rd Youth Olympic Games (2018/Buenos Aires)

The 3rd Youth Olympic Games took place over 13 days from October 6 to October 18, 2018. They were held in Buenos Aires, Argentina. About 4,000 athletes from 206 NOCs took part in the Games. The Japanese Delegation comprised a total of 135 people, including 91 athletes and 42 managers, coaches and others, and competed in 105 events in 23 sports. The team took home a total of 44 medals, including 16 gold medals—eight more than at the previous Games in Nanjing.

- October 6–18, 2018 (13 days)
- Buenos Aires, Argentine Republic

**135** people

**Chef de Mission:** KOTANI Mikako **General Manager:** UENO Koji  
**Captain:** HARIMOTO Tomokazu (Table Tennis)  
**Flagbearer:** KAGAMI Yuka (Wrestling)  
**Breakdown:** Male athletes 48 / Female athletes 43 / Managers, coaches, etc. 42

**206** NOC

Participating athletes approx. 4,000 (reference: official IOC website)

**32** sports, **241** events (previous Games: 28 sports, 222 events)

Japanese sport/event participation: **23** sports, **105** events

Track and Field / Swimming / Football (Futsal) / Tennis / Rowing / Gymnastics (Gymnastics, Rhythmic Gymnastics, Trampoline) / Wrestling / Sailing / Weightlifting / Cycling / Table Tennis / Fencing / Badminton / Shooting (Rifle) / Modern Pentathlon / Rugby Football / Sport Climbing / Archery / Karate / Triathlon / Golf / Taekwondo / Dance Sport (Breaking)

No participation in **9** sports

Hockey / Boxing / Volleyball (Beach Volleyball) / Basketball (3x3) / Handball / Equestrian / Judo / Canoe / Roller Sports



# Athlete Enhancement

The Games of the XXXII Olympiad (2020/Tokyo) is a golden opportunity for advancing the future (after 2020) of sports in Japan and cultivating the country's sports culture. The performance of our athletes is essential to the success of the Olympics and each National Federation must understand their "responsibility to produce results" and "accountability for securing and executing the budgets for athlete enhancement programs" with a view to achieving goals. In addition to fully leveraging the "strength of fighting on our home ground, Japan," we will promote human education and character-building through the Olympism and sports, with the objective to develop "international sports leaders who will be the backbone of Japan" in the future.

[The Slogan of the JOC Sports Committee] June 2018 to September 2020

**"No integrity, no victory.  
Without outstanding human resources, enhanced competitiveness is impossible!"**

## Priority Measures

- 1 Athletes First
- 2 Bring together the power of sport in Japan to achieve the goal of winning 30 gold medals at the Tokyo 2020 Games. Focus particularly on strengthening collaboration between the NFs, the Japan Sports Agency, the JSC, the Japan Sport Association, the Tokyo 2020 Organising Committee and others
- 3 Establish a support system that integrates Summer and Winter sports  
(Including existing and expanded National Training Centers (NTCs), maximum effective use of sport-specific training facilities and efforts to establish NTCs for winter sports)
- 4 Work toward the success of the Tokyo 2020 Games by strengthening collaboration integrating the Olympic and Paralympic Games
- 5 Spread and increase awareness of Integrity Education (Including enhanced integrity of athletes, improved capabilities of coaches, and rigorous anti-doping education)

## Policies for forming the Japanese Delegation to the Games of the XXXII Olympiad (2020/Tokyo)

Members of the Japanese National Team are recommended by their respective National Federations, and are selected from amongst those with the most potential. The athletes will bring a sense of awareness and responsibility as representatives of the host country, and aim to participate and place highly in every sport. The Japanese National Team will be comprised of athletes, coaches and others who focus on the core concept of "No integrity, no victory," who adhere closely to the code of conduct, and who can contribute to building friendly relations with other countries and regions.

Duration of the Games July 24 to August 9, 2020      Host City Tokyo, Japan

# 1 Performance Enhancement Programs

## Athlete Enhancement NF Program

As part of its efforts to promote sports, the Japanese government provides assistance to sports promotion programs designed to spread and encourage sports through such means as raising the level of competition in Japan and putting in place an environment for sports at the regional level. Of that assistance, these performance enhancement programs provide support in the form of subsidies for day-to-day, ongoing enhancement activities conducted by the NFs, with the goal of enabling members of the Japanese national team to win medals at the Games of the XXXII Olympiad (2020/Tokyo) and of improving the international competitiveness of Japanese sports.

Program Name	FY2017	FY2018	
Athlete Enhancement NF Program	1. Athlete Enhancement Programs	1,352 programs	1,308 programs
	(1) Domestic Training Camps	583 programs	547 programs
	(2) Overseas Training Camps	164 programs	167 programs
	(3) Teams Dispatched	589 programs	557 programs
	(4) Teams Invited	16 programs	37 programs
2. Coaching Enhancement Program	83 programs	83 programs	
3. Developing and Strengthening Next-Generation Athletes	564 programs	558 programs	
Appointment of Coaches	1. Appointment of National Coaches and Others	62 people	58 people
	2. Appointment of Coaching Directors and Others	269 people	264 people

## Coach Appointment Program

The JOC and other member Olympic National Federations have appointed the following coaches.

1. **National coaches and others** [National coaches and assistant national coaches: 58 in 2018]  
*Coaches responsible for supervising overall enhancement activities based on the National Federations' mid- to long-term enhancement strategy plans*
2. **Coaching Directors and others** [Coaching directors (responsible for top athletes, junior athletes, NTCs, 2016-2022 special athletes), and medical, information and sports science, and sports equipment staffs: 264 people in 2018]  
*Coaches responsible for effectively promoting athlete education and enhancement*



## JOC-NF Enhancement-Related Liaison and Collaboration Meeting

The JOC's athlete enhancement program holds briefings on the JOC's overall efforts for those in charge of NF enhancement programs, and also conducts briefings (on accounting treatment, budgets and so on) on programs to enhance performance and programs to subsidize the cost of private-sector sports promotion. The JOC also aimed to support enhancement more efficiently and effectively by working to share information and collaborate with the NFs.

Number held (FY2018)	Highlights
Session 1 July 20, 2018	FY2018 performance enhancement program and FY2019 private-sector sports promotion subsidies, etc.
Session 2 February 6, 2019	FY2019 performance enhancement program; FY2019 private-sector sports promotion subsidies; FY2019 NF evaluation standards; FY2019 national coach, coach directors and others; National Coach Academy; etc.

## 2 Commissions / Partnership Conferences / Projects etc.

JOC has appointed commissions and is conducting conferences and projects to support the enhancement of the National Federations and promote collaboration, and as an activity dedicated to the coming summer and winter Olympic Games.

## Tokyo 2020 Games High Performance Strategy Commission

- (1) To establish strategic and comprehensive policies for athlete enhancement for Tokyo 2020 Games.
- (2) To increase the accuracy of target setting and status analysis, and use and secure an effective athlete enhancement budget.
- (3) To collaborate with related groups and organisations and establish an environment for advancing all-Japan programs and promoting organised and systematic athlete enhancement.
- (4) To enhance National Federation athlete performance and build an organisational and financial foundation for the period after the year 2020.
- (5) To engage in other related activities.

### - Major Projects

#### ■ Tokyo 2020 Enhancement Meeting

Under the auspices of the Sports Committee, those responsible for performance enhancement were brought together to verify the performance enhancement efforts of each National Federation in advance of Tokyo 2020 and the status of other preparations for the Games, while also advancing collaboration between sports and other efforts.

Dates Held [1st meeting] February 2018 [2nd meeting] October 2018

#### ■ Tokyo 2020 Enhancement Meeting (by sports category)

National Federations were divided into six categories based on the nature of their sports (record/target sports, water/water-related sports, ball sports [team], ball sports [individual], martial arts sports, scoring sports) and those responsible for enhancement in each category were brought together to share information involving performance enhancement and support.

Dates Held May 2018 / February 2019

Note: Others held as needed in each category of sports.

#### ■ JOC-NF Joint Pre-Tokyo 2020 Investigation

After receiving a briefing from the Tokyo 2020 Organising Committee on preparations for the Games, the JOC and persons related to the National Federations visited the Olympic Village and held information exchange meetings with individuals involved with the Organising Committee.

##### [1st Meeting]

Dates April 17, 2017 (Monday)

Venue Harumi Passenger Ship Terminal

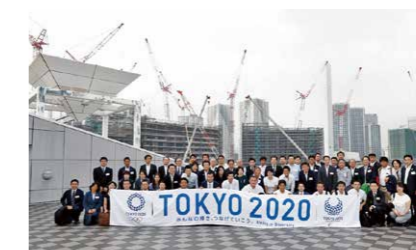
Number of participants 73 (34 NFs and athlete enhancement executives)

##### [2nd Meeting]

Dates October 11, 2018 (Thursday)

Venue Mariners' Court Tokyo

Number of participants 100 (32 NFs and athlete enhancement executives)





## Performance Development Commission

- (1) To establish measures and support programs for international multi-sports competitions.
- (2) To propose and promote the implementation of short and medium-term performance development programs.
- (3) To develop athlete and coach environment for enhancing international competitiveness.
- (4) To promote programs leveraging the Ajinomoto National Training Center and advance collaborations with sport-specific training facilities.
- (5) To engage in other related activities.

### - Highlights

#### ■ PyeongChang 2018 Project 3rd JOC-NF Joint Pre-Olympic Investigation

After receiving a briefing about the state of preparations from persons related to the National Federations and the organising committee of the Olympic Games, JOC collected information to confirm the security situation and infrastructure in PyeongChang as a safety measure, and conducted on-site surveys of support staff accommodations as well as related facilities that will serve as a safe base for various activities.

**Duration** June 1 (Thursday) to June 2 (Friday), 2017

**Number of participants** 33 (6 NFs and others)



#### ■ The Building up Team Japan 2017 for PyeongChang

In preparation for the PyeongChang 2018 Olympic Winter Games, JOC organised training sessions in the form of camps for the national team candidate athletes and enhancement staff. The purpose of these camps was to foster a sense of awareness, responsibility and unity in the participants as members of Team Japan, through various programs such as lectures and team building activities.

**Duration** April 28 (Friday) to April 30 (Sunday), 2017

**Venue** Ajinomoto National Training Center

**Number of participants** 248 (6 NFs, including athletes and coaches, etc.)



#### ■ Beijing 2022 Project 1st On-Site Pre-Olympic Investigation

Used to build early-stage relationships with the organising committee for the Olympic Games and the local consulate and others, and to collect a variety of local information including the state of preparations for the Games, relevant local facilities (including the Olympic Village, competition venues, support staff accommodations outside the Village, etc.), local transportation, climate, security management and others, to help the Japanese National Team and the National Federations prepare to dispatch personnel.

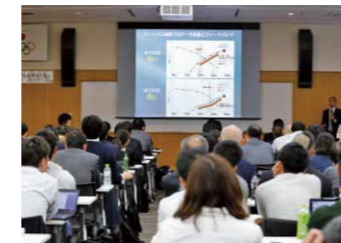
**Duration** February 19 (Tuesday) to February 23 (Saturday), 2019

**Venue** Olympic Games organising committee offices, three Olympic Villages and related sports facilities (Beijing, Yanqing, Zhangjiakuo), etc.

**Number of participants** 11 people (JOC Project committee members, etc.)

## Intelligence, Medicine and Science Commission

- (1) To collect information and plan strategies for enhancing international competitiveness.
- (2) To provide medical and scientific support.
- (3) To frame policies for enhancing medium- to long-term international competitiveness in collaboration with the JOC Future Planning Project.
- (4) To promote preventive and educational anti-doping activities in collaboration with the Anti-Doping Committee.
- (5) To engage in other related activities.



### - Major Projects

#### ■ JOC Joint Meeting on Intelligence, Medicine and Science

Held annually by the JOC Intelligence, Medicine and Science Commission. Themes contributing to performance enhancement are set annually, with examples shared and information provided from the perspective of intelligence, medicine and science to support NF performance enhancement efforts.

##### FY2017

Information provided primarily around conditioning methods in preparation for the PyeongChang Winter Olympics.

**Dates** November 14, 2017 (Tuesday)

**Venue** Ajinomoto National Training Center

**Attendees** 117 people

**Program**

- Conditioning taking into account competition schedules (NF: Japan Association of Athletics Federations; Company: Ajinomoto Co., Inc.)
- Tooth conditioning
- Report on follow-up survey for support of top athlete development strengthening
- PyeongChang 2018: High Performance Center, G Road Station, Pre-Olympic investigation report

##### FY2018

Information was provided in advance of Tokyo 2020 and Beijing 2022 by sharing the latest efforts in sports and the companies that support them.

**Dates** December 4, 2018 (Tuesday)

**Venue** Ajinomoto National Training Center

**Attendees** 142 people

**Program**

- Report on follow-up survey for support of top athlete development strengthening — From a survey of athletes appearing in the Rio and PyeongChang Olympics —
- Examples of NF efforts (Men's athletics 4x100m relay, badminton)
- Measures to address weather and examples of their use (heat measures, weather information)
- Corporate efforts (Fujitsu sports ICT)
- Information from the Medical Support Division (Tokyo 2020 medical systems, anti-doping, cavities)

## JOC Athlete Program

The objective of this program is to certify athletes who can represent Japan in the Olympic Games as athletes targeted for Olympic high performance, raise their awareness and carry out effective enhancement activities.

- (1) Athletes targeted for Olympic high performance will undergo regular health checks and physical fitness tests as a way of managing their day-to-day health and fitness.
- (2) The NFs in question will allocate enhancement coaching and management staff, information and strategy staff and medical and science staff with the goal of providing advice and guidance necessary for activities to enhance the performance of athletes targeted for Olympic high performance.
- (3) Liaison meeting to be held to develop mutual cooperation among enhancement staff.
- (4) Domestic and overseas training camps, overseas trips and other events will be held to improve the international competitiveness of athletes targeted for Olympic high performance.
- (5) Other programs to be held as needed to enhance the performance of athletes targeted for Olympic high performance.

### Number of fitness checks conducted

( ) indicates number of athletes targeted for Olympic high performance

Date held	2016	2017	2018
Men's	381 (160)	396 (216)	329 (164)
Women's	309 (163)	371 (235)	284 (180)
<b>Total</b>	<b>690 (323)</b>	<b>767 (451)</b>	<b>613 (344)</b>

## National Coach Commission

- (1) To manage coaching based on thorough conformity with the code of conduct and strict adherence to rules.
- (2) To provide and share information on solutions to problems faced by managers and coaches so that on-site coaches can concentrate on enhancement activities.
- (3) To promote collaboration between national and other coaches of different sports and provide routine training and advice.
- (4) To engage in moral improvement and education in collaboration with the Athletes Commission, Entourage Commission and Women and Sports Commission.
- (5) To engage in other related activities.

### FY2018 JOC Coach Conference

The JOC Coach Conference was held to improve coaching abilities and expand coaching programs for all sports through mutual training and information exchange between enhancement staff. Guidance was provided to familiarize those responsible for performance enhancement at each NF and other performance enhancement staff (coaches, medical, management, etc.) with the basic policies of the JOC Sports Committee, and to enable the NFs to take the initiative in enhancing international competitiveness. We also promoted collaborations between sports.

**Date** June 11, 2018 (Monday)

**Venue** The Prince Park Tower Tokyo (Ballroom ABC)

**Number of participants** 312



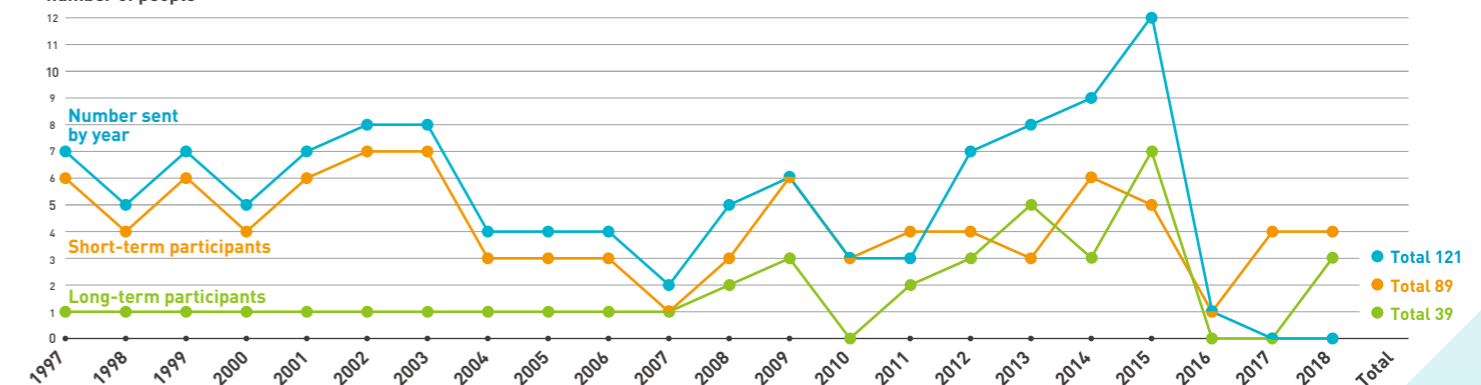
### - Program

- JOC Sports Committee activity policies
- Alerts regarding anti-doping
- Status update on the Tokyo 2020 Games
- Heat countermeasures (summer heat measures) and measures to address mental side issues for the Tokyo 2020 Games
- Learning from the XXIII Winter Olympics (2018/PyeongChang) (sharing of examples from skiing, skating, etc.)
- Sharing of information regarding the 18th Asian Games (2018/Jakarta Palembang) and others

## Sports Trainer Overseas Training

The JOC worked to enhance the development of future sports trainers and international competitiveness by sending Olympic medalists and others with distinguished records in competition overseas for a certain period. Note: Reports from returnees and others are also available on the official JOC website.

### number of people



# National Training Centers (NTCs)

## NTC Networking Programs

JOC provides consulting for improving the environment and building systems at the designated Sport-Specific NTCs to ensure effective implementation of training as well as information, medical and scientific support in accordance with the special characteristics of each sport. Moreover, to enable sport-specific NTCs in each region to smoothly collect information about other sports and collaborate with them, JOC organises "Joint Meetings of Sport-Specific NTCs" and "Management Meetings of Sport-Specific NTCs" to share a wide range of useful information for athlete enhancement, including trends in domestic and overseas sports and activities of the NTCs.

### Sport-Specific NTCs

The government has designated existing domestic facilities as Sport-Specific NTCs for training that cannot be handled at the Ajinomoto National Training Center. These include winter sports, ocean and water-based sports, outdoor sports and high-altitude training. [26 Olympic sports facilities and two high-altitude training facilities as of March 31, 2019.]

- 1 **J-GREEN SAKAI**  
Football
- 2 **Kawasaki Heavy Industries Hockey Stadium**  
Hockey
- 3 **Gotenba Horsemanship and Sports Center**  
Equestrian
- 4 **Nagatoro Shooting Range**  
Shooting-Rifle
- 5 **Kanagawa Prefectural Isehara Shooting Range**  
Clay Target Shooting
- 6 **Kumagaya Sports Culture Park**  
Rugby Football
- 7 **Phoenix Seagaia Resort**  
Golf
- 8 **Nippon Sport Science University**  
Modern Pentathlon
- 9 **Kawasaki City Port Promotion Hall Beach Volleyball Court "Kawasaki Marien"**  
Volleyball (Beach Volleyball)
- 10 **Japan Cycle Sports Center**  
Cycling
- 11 **Phoenix Seagaia Resort and surrounding area**  
Triathlon

- 1 **Wakayama Sailing Center (Dinghy Marina)**  
Sailing
- 2 **Toda Park Boat Course & Toda Boathouse**  
Rowing
- 3 **Toyama City Sports Canoe Center**  
Canoe Slalom
- 4 **Kibagata Canoe Course**  
Canoe (Sprint)
- 1 **Okurayama Ski Jump Stadium / Miyanomori Ski Jump Stadium**  
Ski Jumping
- 2 **Nishioka Biathlon Stadium**  
Biathlon
- 3 **Hakucho Oji Ice Arena (Tomakomai City Hakucho Arena)**  
Ice Hockey
- 4 **Meiji Hokkaido Tokachi Oval**  
Speed Skating
- 5 **Hakuba Ski Jumping Stadium / Hakuba Cross-Country Stadium**  
Nordic Combined
- 6 **The Spiral (Nagano City Bobsleigh / Luge Park)**  
Bobsleigh & Luge
- 7 **M-Wave**  
Speed Skating
- 8 **Teisan Ice Skate Training Center**  
Short Track Speed Skating
- 9 **Karuizawa Kazakoshi Park Curling Hall (Karuizawa Ice Park)**  
Curling
- 10 **Chyukyo Univ. Aurora Hall**  
Skating (Figure Skating)
- 1 **Hida Ontake Kogen Highland Sports Training Area**  
High Altitude Training
- 2 **Zao Bodaira Athlete Village**  
High Altitude Training
- 1 **Hashima City Disaster Prevention Station**  
Taekwondo

# Others

## JOC National Coach Academy

The "Second Sport Basic Plan" that was established by the government in 2017 specifies that the National Coach Academy will be expanded further to as an opportunity to enhance capabilities of national coaches. The JOC conducts activities aimed at coaching directors and enhancement staff of National Federations with the objective to foster world-class coaches and various staff for developing and guiding athletes who can demonstrate high performance in international competitions including the Olympics. Based mainly on bi-directional exchange of information between participants and instructors, the programs comprise practical training in debate and presentation, strategic communication, and other activities, apart from imparting the knowledge necessary for coaching. Follow-up programs are also conducted for those who have completed the program.

### - Positioning

Introduced and conducted as a pre-conditioning for certification as a JOC coaching director

### - Concept (curriculum policy)

- (1) Elite: Develop truly first-class coaches with the character and qualities expected of a representative of Japan.
- (2) Professional: Develop coaches who take pride in their work as professionals in terms of their attitudes toward work, their ethics and their responsibility to society.
- (3) Global: Develop coaches able to perform on a global stage, pursuing an approach to competition for Japan while also offering strategies and enhanced coaching based on international standards.
- (4) Interactive: Focus not on one-way delivery of knowledge and information, but on an interactive exchange of information between participants and instructors, and between participants themselves. The program will also develop coaches who, in their hands-on coaching, demonstrate an understanding of the need for interactive communication between athletes and their coaches.
- (5) Team NIPPON: Aim to further develop sports in Japan through interaction and collaboration that go beyond the boundaries of competition and sport.

### - Specific Curriculum

Not just a place to gain knowledge, but an opportunity for practical study and exposure to case studies

Communications	Logical communication: (1) Speaking; (2) Thinking and speaking logically; (3) Questioning skills. Debate: (1) Training logical thinking abilities; (2) Clear communication; Presentation practice, etc.
Advanced Sports Coaching	Coaching theory, sports observation, coach training observation visit, etc.
Advanced Sports Management	Team management, organisational (sports teams, etc.) management, sports administration. Sports business, media theory, business simulation, etc.
Sports Information Strategy	Analyzing and communicating sports information; game analysis and performance evaluation, etc.
Medicine and Science	Medical and scientific support case studies, anti-doping
Others	Olympic theory, integrity education, outdoor training, martial arts experience, special lectures



## JOC Elite Academy

The JOC makes maximum use of the Ajinomoto National Training Center and works in collaboration with NFs to identify promising junior athletes throughout Japan and develop elite athletes capable of competing in international competitions, including the future Olympic Games, under NFs' integrated guidance system. JOC also collaborates with regional educational institutions to expand their integrity and intellectual ability, developing human resources that contribute not only to the sporting world but also to the advancement of the society. Currently, these programs are being conducted for students in the first year of junior high school to the third year of high school for seven sports, including wrestling, table tennis, fencing, swimming (diving), shooting-rifle and archery.

### - Description of Activities

The programs below are conducted in the belief that, within an environment centered on the Ajinomoto National Training Center, balanced enhancement is required on "performance ability," "intellectual ability" and "life ability" centering around the "ability to think."

- Programs to enhance performance ability, utilizing the functions of the Ajinomoto National Training Center and top-level, dedicated coaches under the integrated coaching systems of each National Federation
- Language education aimed at acquiring logical thinking and expression
- Language training programs for performing overseas as a member of the Japanese national team
- Learning (supplementary learning) programs for inculcating basic academic ability
- Outdoor activity programs aimed at raising awareness as members of the "Team Elite Academy"
- Sports education programs aimed at thinking about the significance and value of sports

<Illustration describing the JOC Elite Academy >



# ATHLETE SUPPORT



## JOC Integrity Education Program

This program was conducted to enhance the qualities of athletes and coaches representing Japan, and to give them the knowledge and the means to protect their value. The program is run by JOC and the National Federations, who divide their roles while collaborating as one. The program is aimed at athletes targeted for Olympic high performance, national coaches, coaching directors and others, as well as JOC enhancement staff and representatives of each National Federation.

### For Athletes

#### 1 Basic Training Program

- A full-day training session for athletes newly targeted for Olympic high performance. Participation is mandatory for those eligible. Held eight times per year.
- The program includes the mindset required of athletes representing Japan; lectures by medalists; lectures on anti-doping, compliance and risk management; workshops with Olympians, etc.

#### 2 Instructor Dispatch Training Program

- JOC makes lists of instructors for key integrity-related themes, and sends out expert instructors to training camps and other venues in line with the needs of each National Federation.

#### 3 Online Training Program

- The objective is for athletes to continually refine their ability to adapt to day-to-day, gradual changes in the world around them.
- The program includes distribution of relevant news and columns, learning content, and the establishment of a point of contact for consultation.

### For Coaches

#### 4 Program for National Coaches, Coaching Directors and Others

- For this program, about 320 national coaches and others representing each sport gather for workshop-style sessions where together they think about issues such as the "value of sports", the "role of those representing Japan," and an "ideal for coaches representing Japan." Held six times per year.

#### 5 Instructor Dispatch Training Program

- Program to send out instructors on themes related to coach training sessions, etc. in line with the needs of each National Federation.

#### 6 Online Training Program

- Aimed at the approximately 4,000 members of the JOC enhancement staff. As with the program for athletes, this program includes provides participants with information at the same speed and level as that for athletes.

### For National Federation Representatives

#### 7 JOC-NF Integrity Education Promotion Team

- JOC and each NF work as one to build a framework for implementing a PDCA cycle. Regular meetings of representatives are held to exchange information and to promote development, validation and the like of each program.

#### 8 JOC-NF Integrity Education Study Session

- Representatives of each NF meet in one-night, two-day sessions for a broad exchange of ideas and to facilitate the sharing of knowledge and methods.



## Others

### ○ JOC Career Academy

The JOC conducted study sessions and provided counseling to support the various career transitions that elite athletes will experience until retirement, and to develop elite athletes who can give back to society and serve as role models for many other athletes after retirement. The specific goals include developing the skills to design careers from the years of youth, developing the skills to support a career as instructors and people involved in the development of athletes, and constructing a support system for continuing a career and developing a new career after retirement. Major projects include (1) workshop projects for athletes, instructors and people involved; (2) "Athnavi," employment support for continuing career opportunities; and (3) "Athnavi NEXT," support for employment and schooling after retirement. These projects support top athletes in solving the various issues related to their career that they confront in the course of enhancing their sports performance. Since FY2018, JOC has also held monthly lectures by medalists for athletes, coaches and others under the title "Preparedness: The Medalist's Struggle."

#### - List of instructors for FY2018

Date held	Instructors (scheduled)
April 12	YAMASHITA Yasuhiro (Judo)
May 10	KODAIRA Nao, YUKI Masahiro (Speed skating)
June 14	WATABE Akito (Nordic combined skiing)
July 12	OTA Yuki (Fencing)
September 13	KANETO Rie (Swimming)
October 11	UTSUGI Reika (Softball)
November 8	INOUE Kosei (Judo)
December 13	MIYAMA Aya, SASAKI Norio (Soccer)
January 10	IMURA Masayo (Artistic swimming)
February 14	ASAHARA Nobuharu (Athletics)
March 14	SHIMIZU Hiroyasu (Speed skating)



Begun in October 2010, "Athnavi" is a job search support program for top athletes conducted by the JOC, which has been licensed to offer no-fee business introduction services. The goal of the program is to match top athletes who wish to concentrate on their competitive activities while ensuring a stable living environment, with companies that have expressed an understanding of that need, creating a "win-win" relationship between sports and industry.

*Note: Status of hiring as of March 2019 (including provisional decisions): 273 athletes at 176 companies/organizations (as of the end of March, 2019)*

"Athnavi NEXT," which supports retired athletes, is a system for supporting a smooth transition to the next stage in athletes' lives. All athletes eventually retire. There are also many cases in which athletes are so focused on progress in their chosen sport that they have not developed an image of their post-retirement lives. The program supports athletes in improving their career design abilities (the ability to conceive of a future for themselves) while they are still active and making the necessary preparations, while at the next stage ensuring they can make full use of the varied abilities they have acquired through sports. Primary steps for accomplishing this include conducting a second career awareness survey, seminars on career design and independent business, and offering career counseling. Top athletes consider a variety of options, including internships, employment, enrollment in school and obtaining qualifications.



### ○ JOC Athletes' Committee / NF Athletes' Committee Joint Forum

In 1999, JOC established an Athletes' Committee (known as the Athletes' Commission between 2002 and 2017), which continually advances activities designed to promote the Olympic Movement and support athlete enhancement programs from the perspective of the athletes' own experiences. The JOC asks its National Federations to establish their own athletes' committees; the forum is held to exchange information on the status of establishment, issues, specific activities and the like.

**Dates** December 11, 2018 (Tuesday)

**Venue** Ajinomoto National Training Center

**Participants** JOC executives, JOC Athletes' Committee, NF Athletes' Committee, NF secretariat staff, others



### ○ Entourage Education

An athlete's entourage refers to all of the people surrounding and involved with the athlete. These might include managers, agents, coaches (including teachers), trainers, medical staff, scientists, sports organisations, sponsors, attorneys and family members. JOC offers education in dealing with issues that may come up depending on the athlete's age and in risk management methods, while also conducting activities designed to put in place an environment for athlete development.

#### FY2018 Seminar for Parents of Junior Athletes

This seminar is conducted for parents of junior athletes (ages 10 to 18). Parents share a great deal of time with the athletes at home and have an enormous impact on them, and by teaching them how to interact with and give advice to junior athletes, JOC aims to increase the likelihood that both parents and their children will achieve a rewarding life through sports, while developing highly competitive athletes.

**Dates** July 28, 2018 (Saturday)

**Description** Dietetics (sports nutrition) for raising top athletes; narratives from parents of top athletes; the role of parents in supporting athletes' growth; the JOC Elite Academy initiative.

**Venue** Ajinomoto National Training Center



\* Discussions were recorded by using graphic facilitation method.



# PROMOTING THE OLYMPIC MOVEMENT



## Composition and General Organisation of The Olympic Movement

- 1** Under the supreme authority and leadership of the International Olympic Committee, the Olympic Movement encompasses organisations, athletes and other persons who agree to be guided by the Olympic Charter. The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practised in accordance with Olympism and its values.
- 2** The three main constituents of the Olympic Movement are the International Olympic Committee (“IOC”), the International Sports Federations (“IFs”) and the National Olympic Committees (“NOCs”).
- 3** In addition to its three main constituents, the Olympic Movement also encompasses the Organising Committees for the Olympic Games (“OCOGs”), the national associations, clubs and persons belonging to the IFs and NOCs, particularly the athletes, whose interests constitute a fundamental element of the Olympic Movement’s action, as well as the judges, referees, coaches and the other sports officials and technicians. It also includes other organisations and institutions recognised by the IOC.
- 4** Any person or organisation belonging in any capacity whatsoever to the Olympic Movement is bound by the provisions of the Olympic Charter and shall abide by the decisions of the IOC. [Excerpt from the Olympic Charter Chapter 1: The Olympic Movement]

To date, policies regarding Olympic Movement programs have been examined and plans have been formulated in four-year blocks. We sought to establish ongoing structures for grassroots activities that can be implemented with a focus on individuals. The basic policy of the activities currently undertaken by the JOC for promoting the Olympic Movement and conducting related education activities comprises the following three points.

- (1) Make educational activities the focus of programs to increase understanding of Olympism.
- (2) Reinforce the communication of information and undertake activities in collaboration with sports organisations, local governmental bodies, JOC partner cities, and other relevant organisations.
- (3) Focus efforts on educating youth in particular about Olympism.

Based on these policies, we have been conducting three types of programs—the “Hello Olympism Programs,” which are grass-root programs aimed at making participants aware of the Olympism in a broad sense that exists within them, the “Public Relations Promotion Programs” centered around JOC’s official website, and the “Cultural and Other Programs,” which include Olympic concerts among other activities. The people of Japan have always valued both academic and athletic pursuit and the Olympic values of fair play, working hard to attain goals, developing friendships and respecting others already form a part of our way of thinking. We want to spread these values to a larger number of people through various platforms, besides the classroom. Moreover, because cooperation from Olympians is indispensable for these programs, we also hold workshops, collaborate among programs and work to create synergistic effects to ensure participation by many more Olympians.



# Hello Olympism Programs

Hello Olympism Programs are grassroots programs conducted by Olympians. The programs seek to raise understanding of Olympism and continuously convey the significance of the Olympics through communications between young people and Olympians. To this end, Olympians are required to understand their roles and stand at the forefront of Olympic Movement programs.

## 1 Olympic Classes

Current curriculum guidelines specify understanding the significance of sports and the Olympic Movement as culture as part of "Health and Physical Education Theory of Sport and Physical Education" for junior high school students and "Theory of Sport and Physical Education" under the "Physical Education" subject for high school students. The content for "Theory of Sport and Physical Education" under Health and Physical Education for third-year junior high school students states that the significance of the Olympics and other international sporting events is to play a major role in international goodwill and world peace. Based on this, the JOC has been holding Olympic classes from FY2011 for second-year junior high school students to help them discover the content before they study about it in the "Theory of Sport and Physical Education" classes at school. Olympians serve as instructors for Olympic class programs and discuss their various experiences up until the competitions or from actually competing in the Olympic Games. The classes promote the Olympic values of excellence, friendship and respect as well as the educational values, such as the joy of effort, fair play, respect for others, pursuit of excellence, and balance between body, will and mind, that characterize Olympic spirit. The classes are also intended to teach the students that these values can be put into practice not just by athletes who compete in the Olympics but by all people in their day to day activities, and also that it is precisely because these concepts exist that the Olympics have value.

Since FY2017, JOC has also conducted "Off-campus Olympic classes" with The Mainichi Newspapers Co., Ltd., a JOC official partner.



## 2 Olympic Day Run

The Olympic Day Run is one of the Olympic day commemorative events held around the world to commemorate Olympic Day on June 23. In Japan, the JOC has played a central role in holding the Olympic Day Run nationwide since 1987. This event now includes more than 600,000 participants and is open to everyone. The events are easy-to-complete 2-4 km courses that focus on jogging. The objective is to raise understanding of the joy of sports, the Olympic values, and Olympism by encouraging people to participate in various programs with Olympians.



Studio Yumemonogatari



## 3 Workshops for Olympians

The JOC's Athletes Commission, under the JOC's Olympic Movement Commission, plays a central role in holding Workshops for Olympians, which teach them about Olympism and Olympic values, encourage them to participate actively in Olympic Movement programs, and are intended to be useful to their future activities. Instructors are invited to participate and teach Olympians basic knowledge regarding the Olympics and Paralympics, and group discussions are held to encourage network building among Olympians.

### - Highlights

- Basic knowledge about the Olympics
- About various programs conducted by the JOC
- About the Paralympics
- Group discussions and other activities, etc.



## Olympic Movement

### ○ Cultural Programs

#### 1 Olympic Concerts

Olympic Concerts are Olympic Movement programs that integrate sports with culture by combining videos of Olympic competitions with orchestral performances. The concert intended to convey the values and wonder of the Olympics not only to sports fans, but also to music fans who are not familiar with sports or the Olympics. In addition to the Tokyo International Forum and regional concerts, since FY2017 JOC has also held the "Wind Symphony Orchestra meets Olympic Concert" in cooperation with worldwide Olympic Partner Bridgestone Corporation and the "Nihonbashi meets Olympic Concert" with cooperation from JOC Gold Partner Mitsui Fudosan Co., Ltd.



## Others

### 2 “My Olympic” Radio Program

“My Olympic,” a JOC-produced radio program, has been broadcast since 1999 with the cooperation of all FM radio stations that are members of the Japan FM Network (JFN). On the program, athletes ranging from those who have competed in the Olympics to junior athletes who hope to compete in the Olympics in the future discuss what they gained from competing, in the Olympics, the day-to-day sentiments of those who hope to compete in the future, Olympic dreams and passions, and the joys of competition.

Main Presenter ARAKAWA Shizuka, TAKAHASHI Naoko

Radio Station Network of 38 JFN stations nationwide

Broadcast time MYOLYMPIC Weekly from Monday to Friday 6:55 - 7:00  
MYOLYMPIC α Weekly from Monday to Friday 14:55 - 15:00  
MYOLYMPIC+ Every Saturday 22:30 - 22:55

Note: Repeat broadcasts on FM Fukuoka from 5:55 to 6:00 and on FM Aomori, FM Gunma and Gifu FM at 23:55 to 24:00 the same day.

Planning Japanese Olympic Committee

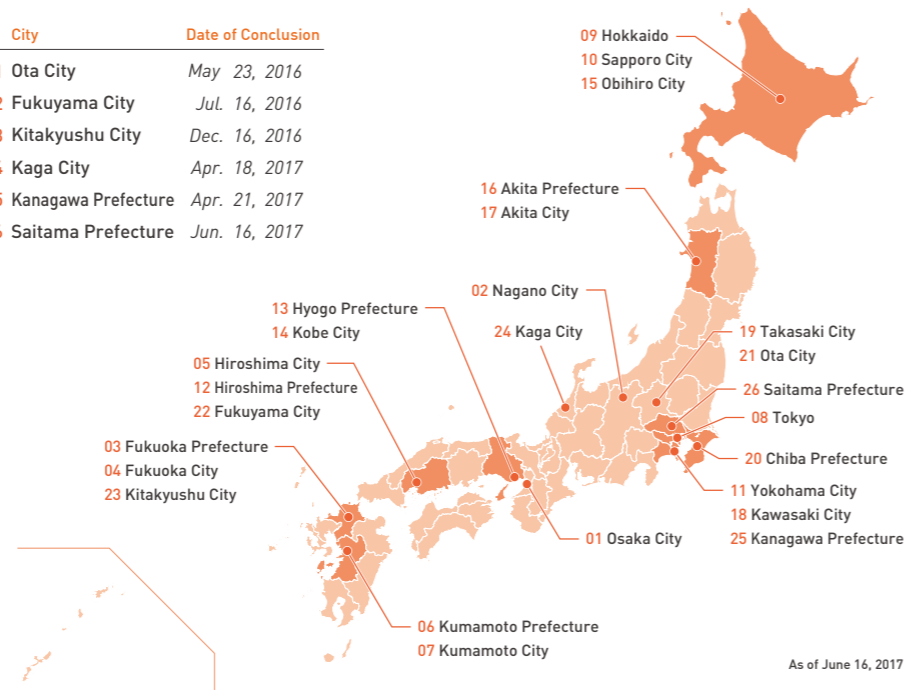
Production Japan FM Network member companies



### 3 JOC Partner Cities

JOC Partner City Agreements were started as a part of the Event-Specific Affiliated Network Concept, one of the strategies adopted by the JOC in May 2001 to enhance international competitiveness (JOC Gold Plan). The objective of such agreements is to collaborate with the Ajinomoto National Training Center and sport-specific training facilities as well as municipal governments to enable elite athletes to use the sports facilities of local governments to enhance their skills and competitiveness. In FY2018, the JOC repositioned the role of these partner cities as working in cooperation with JOC efforts to promote the Olympic Movement, and in 2020 and beyond will continue collaborating with the partner cities in ongoing, long-term Olympic Movement promotion projects that benefit both parties.

City	Date of Conclusion	City	Date of Conclusion
01 Osaka City	Jul. 30, 2002	21 Ota City	May 23, 2016
02 Nagano City	Aug. 28, 2003	22 Fukuyama City	Jul. 16, 2016
03 Fukuoka Prefecture	Nov. 26, 2004	23 Kitakyushu City	Dec. 16, 2016
04 Fukuoka City	Apr. 15, 2005	24 Kaga City	Apr. 18, 2017
05 Hiroshima City	Sep. 14, 2005	25 Kanagawa Prefecture	Apr. 21, 2017
06 Kumamoto Prefecture	May 11, 2006	26 Saitama Prefecture	Jun. 16, 2017
07 Kumamoto City	May 11, 2006		
08 Tokyo	Mar. 5, 2007		
09 Hokkaido	Dec. 18, 2007		
10 Sapporo City	Dec. 18, 2007		
11 Yokohama City	Mar. 28, 2008		
12 Hiroshima Prefecture	Apr. 14, 2008		
13 Hyogo Prefecture	Dec. 1, 2008		
14 Kobe City	Dec. 1, 2008		
15 Obihiro City	Mar. 3, 2012		
16 Akita Prefecture	May 15, 2012		
17 Akita City	May 15, 2012		
18 Kawasaki City	Mar. 30, 2015		
19 Takasaki City	Apr. 3, 2015		
20 Chiba Prefecture	Feb. 5, 2016		



As of June 16, 2017

#### Joint Conference with JOC Partner Cities, Candidate Cities, and Others

Dates Monday, February 25, 2019, 13:00-16:00

Venue Ajinomoto National Training Center

Participants 32 municipalities (partner cities and new candidate cities)

## Reconstruction JAPAN Project Support Programs

### Reconstruction Support Project “Gambare! Nippon!”

Following the earthquake and tsunami of March 11, 2011, the JOC launched a reconstruction support project called “Gambare! Nippon!” at the urging of Olympians and other athletes, and has brought together the determination and strength of those individual athletes to form “Team Japan,” engaging in support in a variety of ways. These include, among other activities: dispatch of medical teams and supplies to disaster areas; visits to disaster areas by Olympians; charity activities at Olympic concerts; fund-raising and donation efforts conducted via the JOC website in cooperation with the National Federations; the “Yell for Nippon” donation project; donations from the JOC; funding from the IOC and other overseas support; dispatch of study missions comprising junior high and high school students to Olympic and other events; events in Tohoku to thank supporters (including a joint Olympics and Paralympics parade); and distribution of a video by medalists and Olympians singing “Hana wa Saku” (“Flowers will Bloom”), a song to support reconstruction, which was also sung during the Olympic Day Festa. This group chorus of NHK’s recovery support song “Hana wa Saku” was intended to convey a message of thanks from the Olympians to their supporters in disaster-affected areas. It features Olympic and Paralympic medalists from Rio De Janeiro and the PyeongChang Winter Games; the version featuring Rio Olympic and Paralympic medalists, in particular, included the participation of IOC President Thomas Bach and his staff. “Hana wa Saku” is also sung at the Olympic Day Festa as a way of relaying messages of support between disaster-affected areas.

The Olympic Day Festa is a main feature of the “Gambare! Nippon!” project, conducted under the slogan “Bringing Smiles Through Sports.” It began with events held in Sendai and Higashi Matsushima City, Miyagi Prefecture on October 10, 2011 following the earthquake and tsunami of March 11, 2011 and continued to be held for eight years through the event in Iwaki, Fukushima Prefecture on January 19, 2019. During that time, the Olympic Day Festa was held at 137 venues in Iwate, Miyagi and Fukushima prefectures, with 21,864 people participating. A total of 764 Olympians and other athletes participated, interacting with people in the disaster-affected areas through sports. After the sports program of the Day Festa event comes to an end, athletes also visit such areas as the actual disaster stricken-areas and temporary housing facilities, learning about the current situation there and the like from storytellers and gaining an understanding of the disaster situation.

Led by SHIMIZU Hiroyasu, a gold medal-winning speed skater at the Nagano Winter Olympic Games, a study mission totaling 16 people—including children from Iwate, Miyagi and Fukushima prefectures, as well as children from Kumamoto Prefecture, which was struck by earthquakes in April 2016—was sent to the PyeongChang Winter Olympic Games held in February 2018.

In FY2019, we will continue holding the event at 15 venues in three prefectures, Iwate, Miyagi and Fukushima.

#### FY2011-FY2018 Results

Participants	21,864 people
Participating Athletes	764 people (total persons)
Event Venues	137 venues (Aomori: 4 venues; Iwate: 43 venues; Miyagi: 46 venues; Fukushima: 38 venues; Ibaraki: 3 venues; Tokyo: 1 venue; Overseas: 2 venues (London, Sochi))



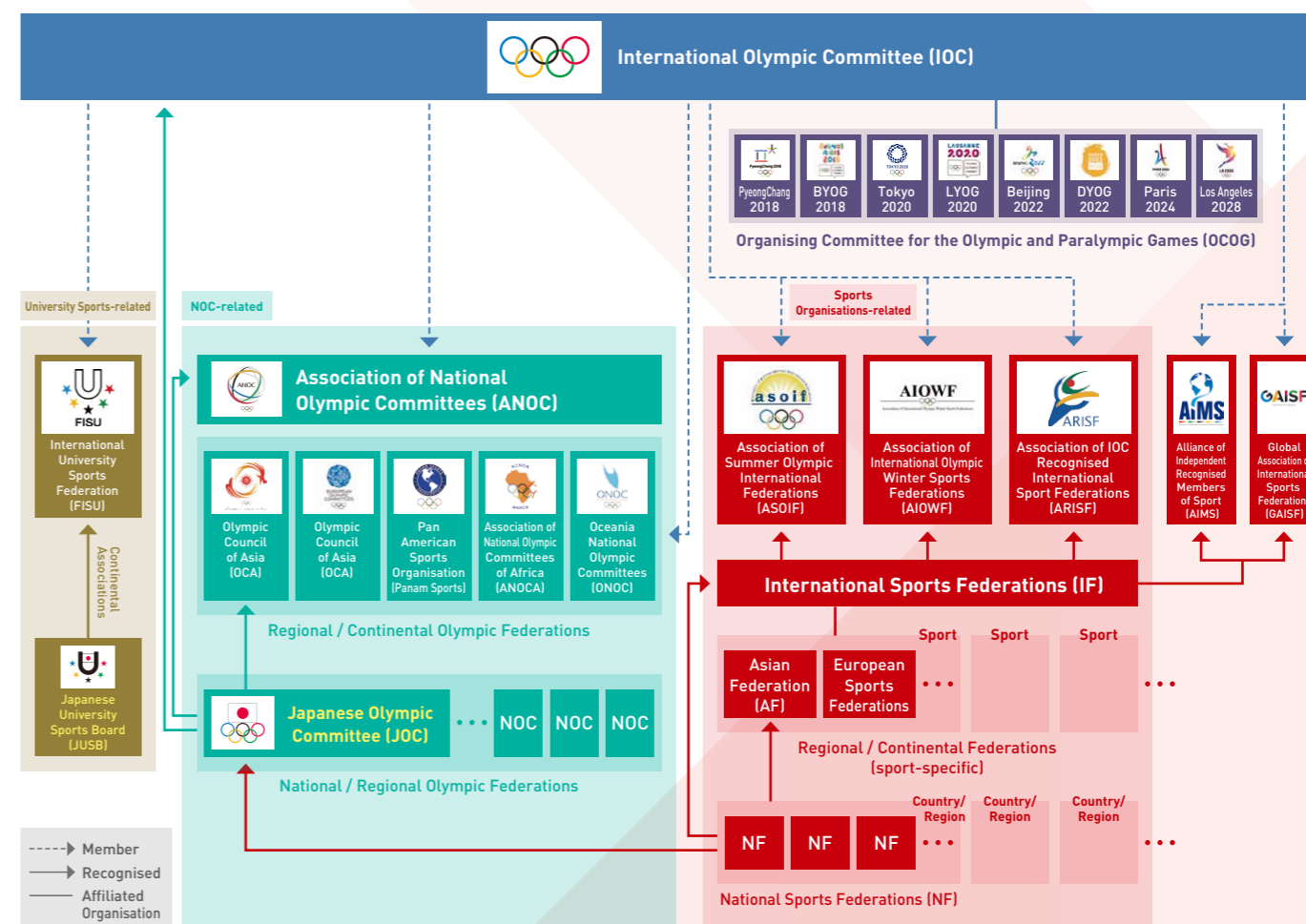
# INTERNATIONAL RELATIONS



## International Relations

The JOC interacts with international sports governing bodies such as International Olympic Committee (IOC), Association of National Olympic Committees (ANOC), Olympic Council of Asia (OCA) and International University Sports Federation (FISU) and strives to strengthen relationships with the National Olympic Committees (NOC) in each country or region. It aims to enhance international presence and competitiveness of Japanese Sports through international contribution, networking, human resource development and other activities.

### International Sports Organisations Overview



### JOC Activities / "International Cooperation"

#### 1 Strengthening Relations with International Sports Organisations and Cultivating Human Resources

- Expand JOC International Sports Leadership Academy
- Attain officer positions in international sports organisations (e.g. IFs)
- Strengthen cooperation between partner NOCs
- Share information with international sports organisations such as the IOC
- Establish and operate Japan House at each Olympics
- Provide space for international networking by hosting JOC reception

#### 3 Attract and host various international competitions and support NFs in attracting and hosting international competitions

- Hosting: XXIII ANOC General Assembly (Tokyo 2018)
- Scheduled hosting: Games of the XXXII Olympiad (Tokyo 2020)
- Scheduled hosting: 20th Asian Games (Nagoya 2026)
- Bidding activities: XXV Olympic Winter Games (Sapporo) \*Dialogue stage

#### 2 International Contribution Programs

- IOC Olympic Solidarity Tokyo 2020 Special Program (long-term athlete intake, short-term athlete intake, trainer assignment)
- Assistance with Sport for Tomorrow (SFT), etc.
- JSC-JOC Cooperative Program (invitational)
- MOF Sports Diplomacy Promotion Program (invitational) (receiving and training [joint camp at NTC, etc.] overseas athletes with NF; sending Japanese sports trainers; providing sport equipment)

#### 4 International cooperation on the Games of the XXXII Olympiad (Tokyo 2020)

- Support for overseas NOC pre-Games training camps
- NOC (including partner NOC)
- NF
- Individual municipalities (including partner cities)

Strengthening Relations



Excerpted, with edits, from "JOC Future Vision—Sharing the Power of the Olympics"



# 1 Strengthening Relations with International Sports Organisations and Cultivating Human Resources

## JOC/NF International Forum

### Japanese Officials on International Sports Organisations

As of June 27, 2019

Organization	Commissions, etc.	Position	Name
IOC	IOC Member	Member	WATANABE Morinari
	LA2028 Coordination Commission	Member	
	Women in Sport Commission	Member	
	Communications Commission	Member	KOBAYASHI-TERADA Maki
	Culture and Olympic Heritage Commission	Member	HAMAZAKI Yoshiko
	Sustainability and Legacy Commission	Member	ARATA Yuki
	Commission for Olympic Education	Member	BENTON Caroline
	Marketing Commission	Member	TANAKA-OULEVEY Miyako
	Olympic Programme Commission	Member	ARAKIDA Yuki
	Sport and Active Society Commission	Member	DOHI Michiko
Member		ARIMORI Yuki	
ANOC	Executive Committee	Executive Board members	TAKEDA Tsunekazu
	Athletes' Committee	Member	MOROFUSHI Koji
OCA	Executive Committee	Vice President	TAKEDA Tsunekazu
	Athletes' Committee	Chair	MOROFUSHI Koji
OCA	Coordination Committee	Member	ARAKIDA Yuki
		Member	SAITO Yasuo
		Member	TAKEUCHI Hiroshi
		Member	AKAMA Takao
		Member	UEKI Makoto
		Vice Chair	OGURA Fumio
		Member	MURASATO Toshiaki
		Member	NAKAMORI Yasuhiro
		Member	YAMAGUCHI Kaori
		EAO	Councilor
Member	AKAMA Takao		
Member	MURATSU Keisuke		
FISU	Executive Committee	Executive Board members	IGARASHI Hisato
	Member	AKAMA Takao	
	Member	NISHIMURA Kenji	

\* Names are generally listed in the order in which they appear on each organisation's listing

### Japanese Officers on International Sports Federations (IF) - Olympic Sports

As of June 3, 2019

No.	IF	IF Headquarters	IF Position	Term	Term #	Name
1	Gymnastics	FIG Lausanne, Switzerland	President	2017 - 2020	1	WATANABE Morinari
2	Skiing	FIS Oberhofen am Thunersee, Switzerland	Vice President	2018 - 2020	2	MURASATO Toshiaki
3	Table Tennis	ITTF Lausanne, Switzerland	Executive Vice President	2017 - 2021	2	MAEHARA Masahiro
4	Fencing	FIE Lausanne, Switzerland	Vice President	2018 - 2020	1	OTA Yuki
5	Triathlon	ITU Lausanne, Switzerland	Vice President	2016 - 2020	1	OTSUKA Shinichiro
6	Mountaineering & Sport Climbing	IFSC Turin, Italy	Vice President	2017 - 2021	1	KOBINATA Toru
7	Track and Field	IAAF Monaco	Executive Board members	2015 - 2019	1	YOKOKAWA Hiroshi
8	Swimming	FINA Lausanne, Switzerland	Executive Board members	2016 - 2020	1	SUZUKI Daichi
9	Football	FIFA Zurich, Switzerland	Executive Board members	2019 - 2023	3	TASHIMA Kozo
10	Rowing	FISA Lausanne, Switzerland	Executive Board members	2018 - 2020	2	HOSOBUCHI Masakuni
11	Hockey	FIH Lausanne, Switzerland	Executive Board members	2018 - 2022	1	OGURA Fumio
12	Basketball	FIBA Geneva, Switzerland	Executive Board members	2017 - 2019	1	MITSUMURA Yuki
13	Skating	ISU Lausanne, Switzerland	Executive Board members	2018 - 2022	1	MATSUMURA Tatsuro
14	Sailing	ISAF Southampton, United Kingdom	Executive Board members	2017 - 2020	3	OTANI Takao
15	Weightlifting	IWF Budapest, Hungary	Executive Board members	2017 - 2021	1	MIYAKE Yoshiyuki
16	Handball	IHF Basel, Switzerland	Council Member (Asian Representative)	2017 - 2021	1	WATANABE Yoshihide
17	Judo	IJF Lausanne, Switzerland	Executive Board members	2017 - 2021	2	YAMASHITA Yasuhiro
18			Executive Board members	2017 - 2021	2	UEMURA Haruki
19	Baseball / Softball	WBSC Lausanne, Switzerland	Executive Board members	2017 - 2021	2	UTSUGI Taeko
20	Badminton	BWF Kuala Lumpur, Malaysia	Executive Board members	2019 - 2021	1	ZENIYA Kinji
21	Rugby Football	WR Dublin, Ireland	Council Member (Japan)	2016 - [open-ended term]	-	KONO Ichiro
22			Council Member (Japan)	2018 - [open-ended term]	-	ASAMI Keiko
23	Canoe	ICF Lausanne, Switzerland	Executive Board members	2017 - 2021	1	NARITA Shoken
24	Archery	WA Lausanne, Switzerland	Executive Board members	2019 - 2023	2	HATA Kotaro
25	Curling	WCF Perth, Scotland	Executive Board members	2015 - 2019	3	OGAWA Toyo
26	Golf	IGF Lausanne, Switzerland	Executive Board members	2018 - 2020	3	HIRAYAMA Nobuko
27	Surfing	ISAF California, United States	Executive Board members	2018 - 2020	1	SAKAI Atsushi
28	Karate	WKF Madrid, Spain	Secretary General	2018 - 2022	2	NAGURA Toshihisa

## JOC/NF International Forum

The JOC/NF International Forum is held once every year to strengthen the international capabilities of Team Japan as the JOC and NF join forces.



### Event Overview (FY2017)

- Objective**
  - Provide NFs with the latest information on international cooperation as promoted by our organisation, beginning with support for individual countries' athletes through IOC Olympic Solidarity.
  - Raise awareness of Japan's expected role in IFs and reflect together on strengthening the international capabilities of athletes who will be active in the IF and NF in the future.
- Dates** Thursday, November 28, 2017, 13:30-18:00
- Venue** Ajinomoto National Training Center's large study room and elsewhere
- Participants** 160 people

### Event Overview (FY2018)

- Objective**
  - Seek to further enhance Japan's international capabilities in the world of international sports with an eye beyond 2020
  - Provide IOC-led Olympism in Action Forum programs, etc. to NFs
- Dates** Thursday, December 13, 2018, 13:30-18:30
- Venue** Ajinomoto National Training Center's large study room and elsewhere
- Participants** 167 people

## JAPAN HOUSE for PyeongChang 2018 (JH)

The JAPAN HOUSE (JH), which is set up for each Olympic Games, was located near the Olympic Family hotel and Olympic Village, and served five functions: (1) JOC headquarters; (2) hospitality space for the IOC, partners and other members of the Olympic family; (3) a venue for interaction between athletes, National Federations and others; (4) medalist press conferences; (5) an embassy liaison office. A shuttle bus was also operated to provide convenient access to athletes, officials and others active in the Gangneung area. A total of 3,305 guests visited the JH while it was open. At a reception on February 10, the 631 guests included Prime Minister Shinzo Abe and IOC Vice-President Yu Zaiqing. The PyeongChang JH contributed significantly to the growth of the JOC's Olympic Movement, with other events that included a visit by IOC President Thomas Bach and signing ceremonies with partner NOCs.

- Name** JAPAN HOUSE for PyeongChang 2018
- Duration** February 9 (Friday) to February 25 (Sunday), 2018 (17 days)  
Note: A preview for the media was held on February 8 (Thursday)



# JOC International Sports Leader Academy

## 1 Academy Overview

<b>Mission</b>	The Academy is part of efforts to enhance relationships with international sports governing bodies and develop human resources, with a view to enhancing the international capabilities of organisations and individuals. The goal is to develop those who will represent the JOC and JOC member National Federations in the future, individuals who can contribute to decision-making by international sports governing bodies, as well as those who can play a role in international negotiations, partnerships and other contributions.
<b>Eligible participants</b>	1) The following nominees of the JOC or its member National Federations (1) Candidates who could potentially represent JOC or its member National Federations in international organisations such as IOC, IF or AF, as executives or standing committee members (including in umpiring, sports rules, medicine, coaching, marketing and other positions), or actively participate in the policy-making in such organisations as program managers for international competitions. (2) International officials of the JOC or its member National Federations or candidates expected to reach such positions in the future. 2) Other candidates approved by the JOC
<b>Format</b>	8 weeks of 3-day (Friday, Saturday, Sunday) programs comprising lectures and practical training = Total 24 days
<b>Venue</b>	Ajinomoto National Training Center and other places
<b>Curriculum</b>	1) Current Status and Future Prospects of International Sports Sport Policy, Sports Marketing, Gender Equality, Sports Career, Governance 2) Current Status and Future Prospects of National Sports Basic Knowledge of International Sports, International Competition Invitation, Election Campaign, Governance, Exchange of Information with Graduates 3) International Sensibility, Cross-cultural Understanding Protocol and Manners, Cross-cultural Understanding 4) Competency, Way of Thinking Behavior Characteristic, Leadership, Communication Skills, Critical Thinking 5) Applied International Communication Assertive Communication, Public Speaking, Negotiation, Final Project



Discussion among students



Applied Communication (English) Final Project  
(Presentation practicum modeled on Olympic bidding)



Lecture setting

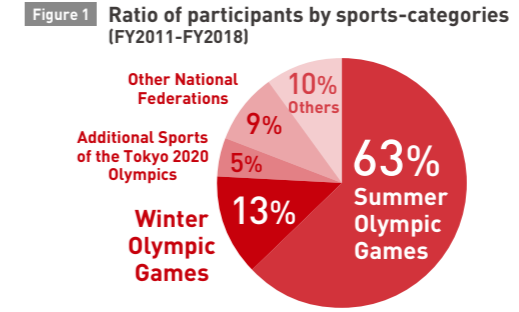


Applied Communication (English)

## 2 Participation

**Table 3 Academy Participants**  
(as of program completion in FY2018)

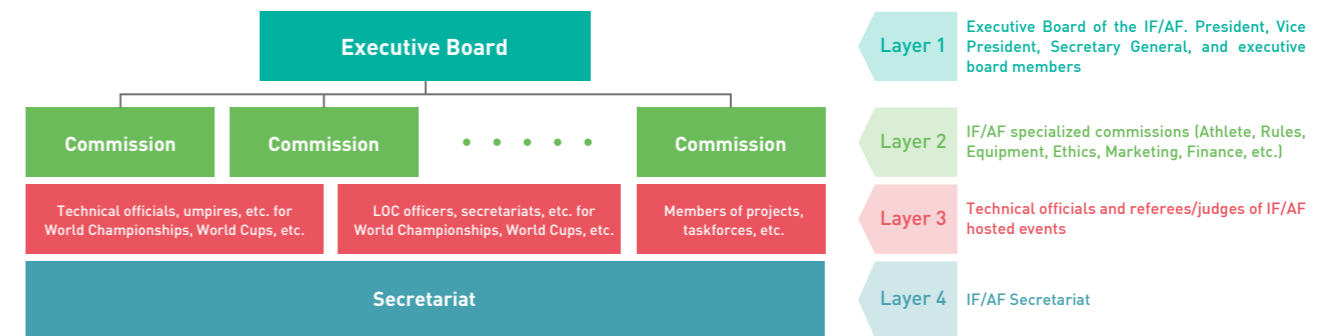
Year	Number of New participants
2011	20
2012	21
2013	20
2014	27
2015	27
2016	42
2017	25
2018	43
<b>Total</b>	<b>225 people</b>



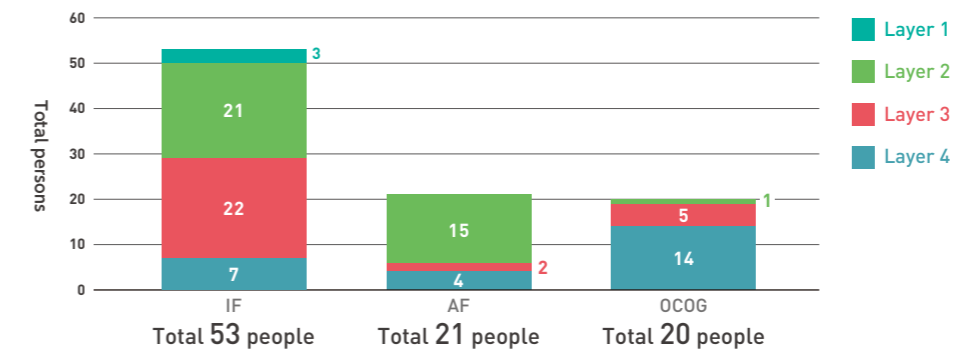
## 3 Achievements of the Academy

One of the key indicators of the Academy's success is the number of the positions gained by its alumni in IF/AF and other international sports governing bodies. The total number of positions obtained by graduates/participants in international organisations as of the end of FY2018 is shown in Figure 3 based on a survey of categories shown in Figure 2. In addition to graduates who secured positions themselves, there were also those who engaged in activities to support IF/AF officer elections and used their knowledge and networks to contribute to the successful election of candidates.

**Figure 2 IF/AF general organisation and governance structure / hierarchy** - Governance structure of IF/AF and targeted positions -



**Figure 3 IF/AF positions earned by Academy graduates and participants** (as of program completion in FY2018)



## 2 International Contribution Programs

### IOC Olympic Solidarity Tokyo 2020 Special Program

As part of "Sport for Tomorrow" (SFT), a program for international contributions through sport promoted by the Japanese government, this program works with relevant agencies to support National Federations (NF) in their projects to invite international athletes and executives, dispatch coaches, loan out equipment, and the like. We also work with the International Olympic Committee (IOC)/Olympic Solidarity, International Federations (IFs) and National Federations (NFs) to support athlete enhancement in developing countries and regions. To contribute to these athletes in qualifying for the Games of the XXXII Olympiad (2020/Tokyo) and in playing an active role in the Games, we also accept athletes for both long and short-term stays in Japan and send coaching staff overseas. Through these efforts, we will contribute to the ongoing development of sports in these countries and regions even after 2020, supporting the promotion of the Olympic Movement while also leading to the development of the sporting world in Japan through valuable knowledge gained in living overseas and coaching athletes outside of Japan. IOC Olympic Solidarity program (long-term athlete intake) eligible athletes and informal gathering with President Bach of the IOC (November 2018, NTC)

# AUTONOMY & INDEPENDENC



## Public Relations Promotion Programs

The JOC distributes information relating to international multi-sports events including the Olympic Games, the Asian Games, and the Universiades as well as other sports-related information via its official website (Japanese and English), its public relations magazine "OLYMPIAN", and social networks (SNS).

### 1 JOC Official Website and Social Networks

The JOC official website provides a variety of information on the Olympic Movement with photographs, videos, news, columns and more. There, achievements of programs, the Japanese Team in various sports competitions, results, related news and more can be viewed. Also, information is communicated by official Facebook, Twitter, Instagram and other SNS accounts where effective delivery is done to broaden empathy with athletes' activities and JOC programs.

- website <https://www.joc.or.jp/>
- Facebook @ JapanOlympicTeam/
- Twitter @ japan\_olympic
- Instagram @ team\_nippon

### 2 "OLYMPIAN", the Public Relations Magazine of the JOC

The "OLYMPIAN" public relations magazine is issued once a year in booklet and digital form. The aim is to provide content that lets readers feel that the Olympics is a more familiar presence by interviews with Olympians and young athletes as well as introductions to the JOC's core programs.



### 3 Sports Journalist Seminars

Working with the Japan Sports Press Association, the JOC holds this seminar annually, focusing on practical, timely topics that include: the ideal media environment at the Olympic Games and other international multi-sport competitions, reporting on overseas initiatives, and effective communications based on real-life case studies of public relations systems utilizing social networking services. The seminar also serves as venue for the National Federations and members of the media to directly exchange ideas and consider how to put in place a reporting environment that is ideal for both parties.

#### ■ FY2017 Sports Journalist Seminar

Date	November 24, 2017 (Friday)
Theme	Outlook for media activity at the PyeongChang Winter Games and evolving NF communications through SNS

#### ■ FY2018 Sports Journalist Seminar

Date	September 10, 2018 (Monday)
Theme	Gender Balance in Sports Media



### 4 JOC-NF Public Relations Officers' Collaboration Seminar

This seminar is held regularly and is intended to improve the skills of NF public relations officers through sharing of practical PR expertise, while linking infrastructure between the JOC and the NFs thereby enhancing the ability of the sports world as a whole to disseminate information.

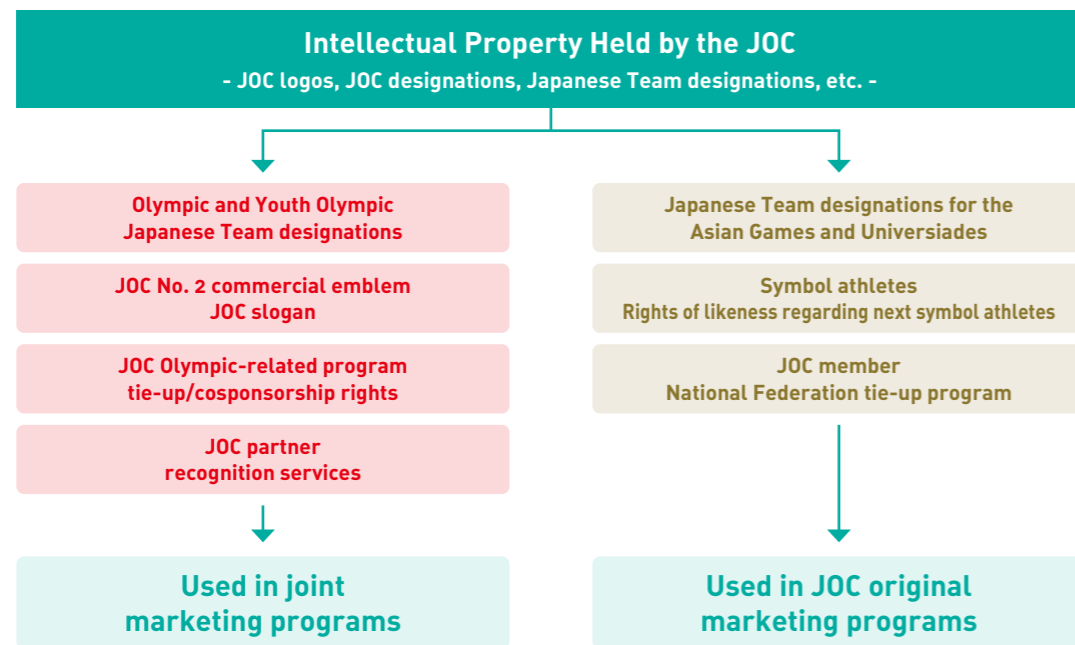
Date	Highlights
July 17, 2018	Disseminating information at international multi-sport competitions and important points to note
February 20, 2019	Handling interviews with more efficiency; learning from case examples of media response in the wake of scandals



# Marketing Programs

## 1 JOC Marketing Activities

With the decision to hold the Tokyo 2020 Olympic Games (Tokyo 2020 Games), JOC marketing activities gained a new objective in addition to broadly gathering funds and specialized knowledge and abilities necessary to promote the three objectives of JOC activities (sending and attracting athletes to international multi-sports competitions and promoting internationalization, and disseminating and promoting Olympism). Gathering funds and specialized knowledge and abilities necessary for the Tokyo 2020 Games together with the Tokyo Organising Committee of the Olympic and Paralympic Games (Tokyo 2020 Organising Committee) was added to the previous objectives. The reason is that the International Olympic Committee (IOC) has prescribed a "Joint Marketing Programme" where unified Olympic marketing by the host country NOC and organising committee becomes mandatory in the country where the Games are held. Thus, the JOC transfers rights to use intellectual property that it holds (JOC logos, JOC designations, Japan Olympic team designations, etc.) to the Tokyo 2020 Organising Committee and supports those marketing activities and conducts its own marketing program using intellectual property other than that of the Olympics (Asian Games Japanese Team designations, etc.).



## History of JOC Marketing

Discovering and developing athletes with the potential to play an active role in the Olympics and other international multi-sports competitions requires putting in place a well-equipped practice environment and developing outstanding coaches. It also requires support in terms of science, medicine and information strategy, which need large-scale, long-term funding. Still, the JOC must bear part of the cost of enhancement fees provided by the government as subsidies, and without our own financial resources, adequate athlete development and enhancement become more difficult.

This is why in 1979 the JOC began its "Gambare! Nippon!" campaign, a marketing program that offers likeness use rights for athletes and executives registered with the National Federations. At the time, commercial use of fame gained by athletes through their performance in competition was prohibited by the rules of amateurism. In the public interest, the JOC took custody of the likenesses of athletes and executives, distributing the income gained by providing rights to their use to sponsor companies to the National Federations as enhancement fees. This new type of sports marketing program was the first of its kind in the world, and played a major role in developing and enhancing athletes.

Subsequently, in preparation for the 1998 Nagano Winter Olympic Games, the JOC developed a new marketing program in four-year blocks, based on its partnership with sponsors and utilizing the knowledge, JOC brand value and other assets acquired through its joint marketing program with the Games Organising Committee. Based on this program, every four years the JOC works to review and expand its content in order to build even stronger partnerships.

At the 2012 London Olympic Games, the JOC and its partners launched the "125 Million Person Cheering Squad" project. At the 2016 Rio de Janeiro Olympic Games, in addition to a support plan involving licensees, a joint parade was held following the Games with both Olympians and Paralympians, sharing their joy with the citizens of Japan. Finally, at last year's PyeongChang Winter Olympic Games, in addition to its usual support plan with its partners, the JOC implemented a plan for the Japanese Olympic team to cheer on the Japanese Paralympic Team members prior to the opening of the PyeongChang Winter Paralympic Games.

JOC marketing activities thus not only gather the funds, expert knowledge, skills and the like needed in other JOC activities and to prepare for and run the Tokyo 2020 Games, but also provide partners and licensees opportunities for effective activation. They also play an important role in enhancing unified Olympic Movement activities by the JOC, its partners and licensees, in creating Japanese national teams that resonate with the Japanese people, and in supporting efforts to promote athlete enhancement and the Olympic Movement.

## 2 Tokyo 2020 Marketing Program (Joint Marketing Program)

Rights to use JOC Olympic-related intellectual property (JOC logos, JOC designations, Japan Olympic team designations, etc.) previously managed by the JOC were transferred to the Tokyo 2020 Organising Committee in January 2015, and Tokyo 2020 marketing started was launched in combination with Tokyo 2020 rights.

The JOC is providing to the Tokyo 2020 Organising Committee knowledge and abilities accumulated through experience up to now along with human resources, and it is coordinating with JOC activities and giving full support to Tokyo 2020 Marketing.

Three levels of programs have been developed under the "Tokyo 2020 Sponsorship Program" (Tier 1/Gold Partner, Tier 2/Official Partner, Tier 3/Official Supporter) and commercialization programs and sales channel programs using the Tokyo 2020 logo and JOC logo have been developed under the "Tokyo 2020 Licensing Program." Those will be used until December 31, 2020.\*

Other programs underway include a ticketing program that sells tickets to the Tokyo 2020 Games worldwide, and a program for protecting intellectual property related to the Olympic Games. \*The territory where rights can be exercised is, in principle, limited to Japan.



### Right to use logos, etc.

- Tokyo 2020 Games emblem
- Tokyo 2020 Games mascots
- JOC No. 2 commercial emblem
- JOC slogan "Gambare! Nippon!"
- JPC No. 2 commercial emblem

### Product and service supply rights

### Premium use rights to Olympic-related goods, etc.

### Promotions at Olympic Games venues

### Right to use related materials

- Videos and photos relating to the Olympic and Paralympic Games
- Videos and photos of Japanese Olympic and Paralympic team members

\*Rights may vary depending on the sponsorship level.

The Tokyo 2020 Sponsorship Program includes rights to the Paralympics.

### Right to use designations

- Tokyo 2020 Olympic Games sponsor designation
- Tokyo 2020 Paralympic Games sponsor designation
- Japan Olympic team sponsor designation
- Japan Paralympic team sponsor designation

## The Worldwide Olympic Partners

As of the end of March, 2019



## Tokyo 2020 Gold Partner



## Tokyo 2020 Official Partner



## Tokyo 2020 Official Partner

AOKI / Aggreko / ECC / KOKUYO / Shimizu Corporation / Tanaka Holdings / NOMURA / Park24 / Pasona Group / Marudai Food / Morisawa

### 3 “NIPPON ATHLETES” Marketing Program












The JOC has developed the “NIPPON ATHLETES” Marketing Program that uses JOC intellectual property not used in the Joint Marketing Program and rights held by cooperating sports organisations and athletes, and sells such intellectual property and rights to Tokyo 2020 partners, in order to build practice environments and distribute more funds for athlete enhancement for NFs and athletes aiming for the Olympics. Specifically, this is a marketing Program that combines Asian Games, Universiades, etc. (other than Olympic and Youth Olympic Games) Japanese Team sponsor designation rights, team supply rights, rights of likeness regarding symbol athletes and next symbol athletes, sports organisations tie-up Program cosponsorship rights, etc.



#### About Symbol Athletes

As of the end of March, 2019

Selected by JOC based on their prowess, renown, and future prospects, “Symbol Athletes” are top athletes with a unique symbolic presence who agree with the goals of Olympism and participate in JOC Olympic Movement promotional programs and marketing activities.

 <b>SETO Daiya</b> ■ Swimming / Competitive Swimming ■ ANA	 <b>WATABE Akito</b> ■ Skiing / Nordic Combined ■ Kitano Construction Corp.	 <b>UCHIMURA Kohei</b> ■ Gymnastics / Gymnastics ■ Ringer Hut Co., Ltd.	 <b>KODAIRA Nao</b> ■ Skating / Speed Skating ■ Aizawa Hospital	 <b>TAKAGI Miho</b> ■ Skating / Speed Skating ■ Nippon Sport Science University	 <b>UNO Shoma</b> ■ Skating / Figure Skating ■ Toyota Motor Corp.
 <b>TOSAKA Eri</b> ■ Wrestling ■ Toshin Jyuken	 <b>MIYAKE Hiromi</b> ■ Weightlifting ■ Ichigo Inc.	 <b>ABE Hifumi</b> ■ Judo ■ Nippon Sport Science University	 <b>TAKAHASHI Ayaka</b> ■ Badminton ■ Nihon Unisys, Ltd.	 <b>MATSUTOMO Misaki</b> ■ Badminton ■ Nihon Unisys, Ltd.	

## Promoting Women’s Involvement

On February 26, 2019, the JOC held a “Conference for Female Executives of Sports Organisations,” part of a JOC program to develop female executives in sports organisations under the Japan Sports Agency program to promote women in sports. This was the first such conference aimed at female executives and executive candidates of JOC member National Federations, intended to train participants in the knowledge and skills needed to manage a sports organisation, and to strengthen collaboration between attendees. Led by the JOC Women and Sports Commission, the 75 participants from 47 groups exchanged and shared ideas through group work and panel discussions. The content of the conference was also presented at the FY2018 forum of the JOC Administration and Coordination Committee held the next day.



## Compliance

Conditions surrounding the JOC have gone through significant changes in the 25 since it went independent, including adoption of The Basic Act on Sports in 2011, formulation of the Sport Basic Plan and a tight national economy. The Basic Act on Sports, which was adopted in 2011, states, “Living life happily and fruitfully through sport is the right of all citizens,” and it seeks the elimination of unfair discriminatory treatment of persons who engage in sports as well as the fair and appropriate implementation of sports-related activities. The act also creates a duty for sports organisations to strive to ensure appropriate operations. Society demands enhanced compliance and governance by organisations, and the IOC issued the Olympic Agenda 2020 recommendations based on integrity and transparency in sports. The JOC is in full acknowledgment of the recommendations issued by the IOC and believes that it must ensure transparency in its business activities and work practices to establish the highest possible standards.

#### Conference of JOC National Federation Presidents

On November 7, 2018, JOC held the Conference of JOC National Federation Presidents. The conference was held as an opportunity to join the presidents of the National Federations in thinking about sports integrity, with the goal of establishing governance in sports and working rigorously to prevent compliance violations, ensuring the sound, appropriate management of the member organisations. The conference was attended by 115 presidents of official member National Federations, JOC executives and employees, and others.



#### Compliance and Governance

The JOC is an oversight (governing) organisation of National Sports Federations and is composed mainly of National Sports Federations. Therefore, cases of misconduct committed by National Sports Federations can also be regarded as cases of misconduct by the JOC. The JOC being composed mainly of member national federations makes it a presence close to athletes, and it should exert the utmost efforts with those federations to strengthen compliance and governance with the aim of eradicating misconduct. The JOC believes that such measures are demanded by society and desired by athletes. The JOC, therefore, is totally committed to carrying out “Jita Kyoei” or “mutual prosperity and benefit” in cooperation with member national federations to meet these expectations.

In response to successive acts of violence in sports, the JOC has enacted regulations for handling reports and consultations regarding violence and has quickly established a report and consultation hotline toward the elimination of violent conduct in sports. According to the Olympic Charter, the role of the International Olympic Committee (IOC) is “to encourage and support the promotion of ethics and good governance in sport as well as education of youth through sport and to dedicate its efforts to ensuring that, in sport, the spirit of fair play prevails and violence is banned”; and the IOC calls on National Olympic Committees to “take action against any form of discrimination and violence in sport.” Wishing to preserve athletes’ dignity as well as the dignity of sports in Japan, the JOC, together with each national federation, exerts the utmost effort to continuously revert to the fundamental understanding of wiping out violence from sports activities as a main pillar of its Olympic Movement activities toward the elimination of violence in sports. As one of its measures, the JOC has enacted regulations for handling reports and consultations and has established a report and consultation hotline. The major elements of the above-mentioned measures are the following seven items:

- 1 Establish a report and consultation hotline in a solicitor’s office.
- 2 Keep the user’s confidentiality and take due care in preventing prejudice against the user.
- 3 If grounds are shown that the report is true, the report may also be given anonymously and accepted as such.
- 4 Users who may use the hotline are JOC-certified athletes targeted for Olympic high performance, high performance staff entrusted with training, executives and regular employees of the JOC and JOC member national federations and anyone of the above-mentioned possible users who has lost his or her position/status but two years have not passed since then.
- 5 The content of reports, etc., covered include violations of laws and regulations, verbal abuse, violent acts including intimidation of others, power harassment and sexual harassment concerning the JOC and JOC member national federations that occurred within two years from the time of submission.
- 6 Take corrective and preventive measures after a necessary decision has been made if it is clear that a wrongful act was committed based on a fact-finding investigation.
- 7 If there is truth to the contents of the report, after taking necessary measures, release the contents of the report, findings, corrective measures and others while giving consideration to keeping confidentiality.

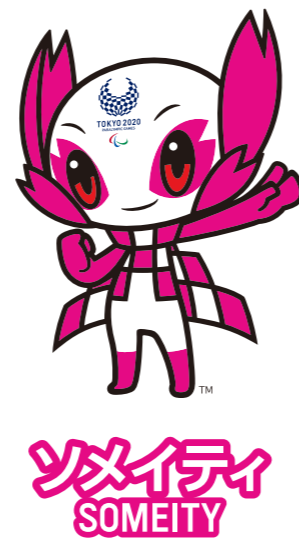
# TOKYO 2020

About the Tokyo 2020 Olympic Games

## Mascot Decision (school visits)

July 22, 2018 marked the debut of the Tokyo 2020 Olympic mascot Miraitowa and the Paralympic mascot Someity.

Voting for the Tokyo 2020 mascots included the participation of 16,769 elementary schools in Japan and Japanese schools overseas, with the winning mascot designs garnering a total of 109,041 votes.



## Torch Relay (torch design)

The Olympic torch relay begins with a flame kindled by the light of the sun on Mt. Olympus in Greece, which is carried by relay through Greece to the Olympic host country, and then to the opening ceremony. Under the concept, "Hope Lights Our Way," the Tokyo 2020 Olympic Torch Relay will depart from Fukushima Prefecture on March 26, 2020 and will make its way in a relay across all 47 of Japan's prefectures. It will connect the people's joy and passion over 121 days (including travel days). The Tokyo 2020 Olympic Torch has been designed with a cherry blossom motif—the flower closest to the hearts of the Japanese people.



## Pictograms

The Tokyo 2020 sport pictograms play an important role in accurately depicting each sport, while also conveying information as a communication tool. They will also be a memorable reminder of the Tokyo 2020 Games, not only during the Games, but in the years to follow. The Tokyo 2020 sports pictograms not only carry on a tradition that began with the first pictograms introduced at the Tokyo 1964 games, but are designed to display the vibrant movements of athletes in the most attractive way.



## PyeongChang 2018 Related (Japan House, live site)

During the 2018 PyeongChang Games, JOC set up the Tokyo 2020 JAPAN HOUSE in the Gangneung Olympic Park to publicize the attractions of the Tokyo 2020 Games and host city Tokyo to persons from around the world involved in the Games, members of the media, spectators and others. The message was delivered in seven content areas, including hands-on content using the latest technology and PR exhibits. 152,512 people visited the venue during the Games. During the Games, "live sites" were held in locations around Japan, offering giant screens to provide exciting live telecasts of the competition, along with stage events, hands-on sports events, and the like. A wide range athletes, artists and other guests visited the venues to cheer on the Japanese team in the heat of competition in PyeongChang.



## Flag Tour

A Tokyo 2020 Olympic and Paralympic Flag Tour was conducted to create a sense of unity in advance of the Tokyo 2020 Games, and to convey the excitement and ideals of the Olympics and Paralympics, symbolized by the flags. The flags departed from Tokyo before touring nationwide.



## Volunteer Recruiting and Interviews

Volunteers were recruited from September 26 to December 21, 2018. 204,680 people applied. Those who applied also voted for names for the Tokyo 2020 Games staff and city volunteers. "Field Cast" and "City Cast" were selected. Orientation sessions will be held as needed going forward, in part to give volunteers a feel for the Olympic and Paralympic mood, get them excited and heighten a sense of teamwork, but also to hold interviews where we will confirm their determination to participate in advance of the Games.

**Field Cast**

Name for the Games Volunteers and Staff

**City Cast**

Name for the City Volunteers



## Making Medals from Urban Mines! "Everyone's Medal" Project

From April 2017 to March 31, 2019, a project was conducted to create the gold, silver and bronze medals to be used at the Tokyo 2020 Games out of recycled metals collected from small electronics such as used mobile phones, PCs and digital cameras. As of November 2018, 1,594 local governments—about 90% local governments nationwide—are participating in the project.

Note: Collection of small electronics for this project has ended as of March 31, 2019.



JOC Executives (FY2019-FY2020)	
Position	Name
President	YAMASHITA Yasuhiro
Vice President and Secretary General	TASHIMA Kozo
Vice Presidents	HASHIMOTO Seiko
〃	MATSUMARU Kiichiro
Senior Executive Board members	FUKUI Tsuyoshi
〃	OGATA Mitsugi
〃	MOMII Keiko
〃	TOMOZOE Hidenori
〃	HOSOKURA Koji
Executive Board members	ITO Hidehito
〃	ITO Masatoshi
〃	UENO Koji
〃	OKAWA Masaaki
〃	OTSUKA Shinichiro
〃	KITANO Takahiro
〃	KOKAZE Akira
〃	KOTANI Mikako
〃	SAWANNO Daichi
〃	TAKADA Yuji
〃	TAKAHASHI Naoko
〃	NOBATA Hiroo
〃	FURUYA Toshihiko
〃	HOSHINO Ichiro
〃	MINAMI Kazufumi
〃	MUROFUSHI Koji
〃	YAMAGUCHI Kaori
〃	YAMASAKI Hiroko
〃	WATANABE Morinari
Auditors	ARITAKE Takasuke
〃	IISAKA Shinji
〃	NUSHI Junko

Executive Board members 28, Auditors 3, Total 31

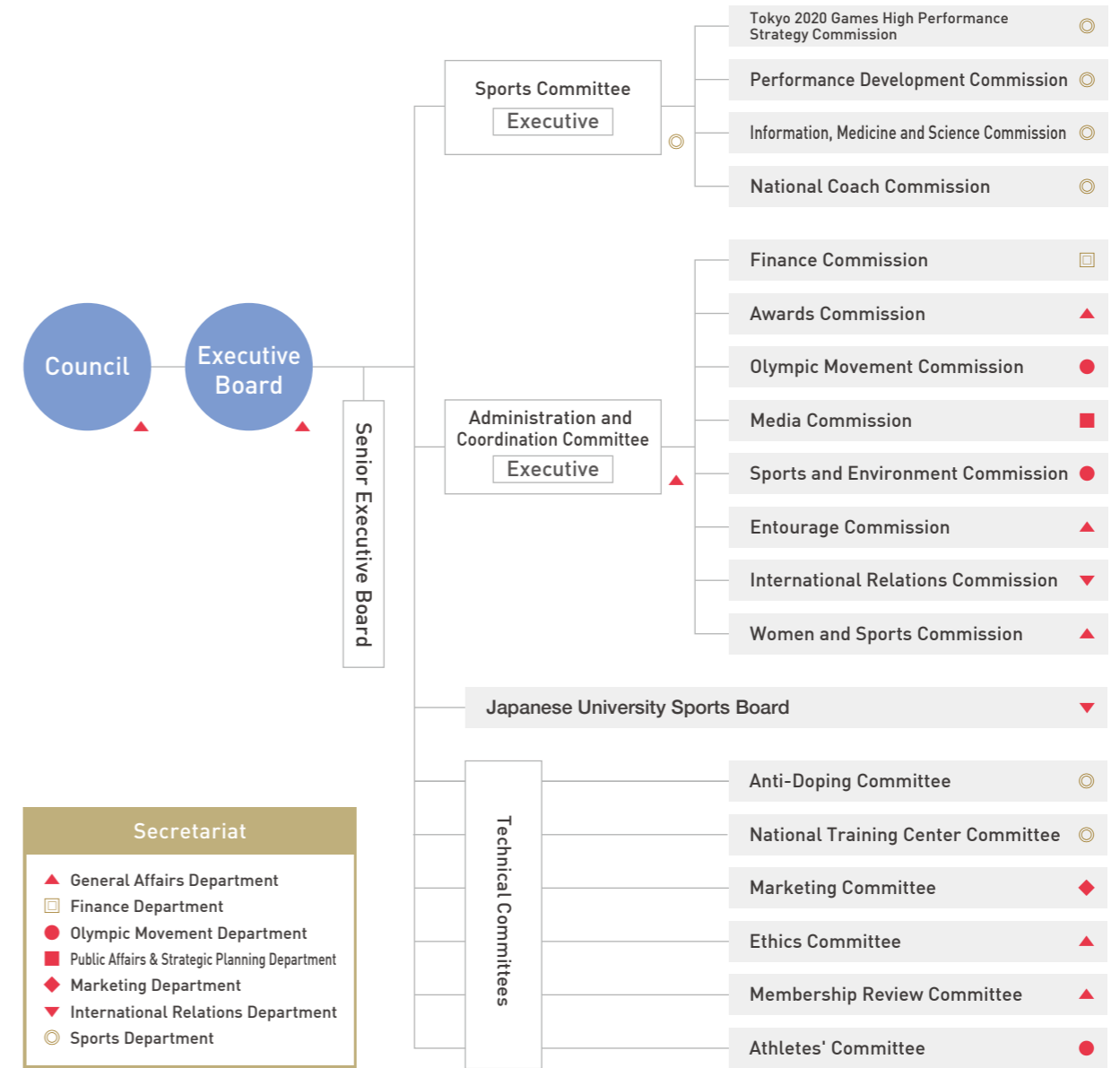
As of July 4, 2019

JOC Successive President		
1	KANO Jigoro	(1911~1921)
2	KISHI Seiichi	(1921~1933)
3	OSHIMA Matahiko	(1936~1937)
4	SHIMOMURA Hiroshi	(1937~1945)
5	HIRANUMA Ryozo	(1945~1946)
6	AZUMA Ryutarō	(1947~1958)
7	TSUSHIMA Juichi	(1959~1962)
8	TAKEDA Tsuneyoshi	(1962~1969)
9	AOKI Hanji	(1969~1973)
10	TABATA Seiji	(1973~1977)
11	SHIBATA Katsuji	(1977~1989)
12	TSUTSUMI Yoshiaki	(1989~1990)
13	FURUHASHI Hironoshin	(1990~1999)
14	YAGI Yushiro	(1999~2001)
15	TAKEDA Tsunekazu	(2001~2019)
16	YAMASHITA Yasuhiro	(2019~)

Successive Japanese IOC members		
1	KANO Jigoro	(1909~1938)
2	KISHI Seiichi	(1924~1933)
3	SUGIURA Youtaro	(1933~1936)
4	SOEJIMA Michimasa	(1934~1948)
5	TOKUGAWA Isato	(1936~1939)
6	NAGAI Matsuzo	(1939~1950)
7	TAKAISHI Shingoro	(1939~1967)
8	AZUMA Ryutarō	(1950~1968)
9	TAKEDA Tsuneyoshi	(1967~1981)
10	KIYOKAWA Masaji	(1969~1989)
11	IGAYA Chiharu	(1982~2011)
12	OKANO Shunichiro	(1990~2011)
13	TAKEDA Tsunekazu	(2012~2019)
14	WATANABE Morinari	(2018~)

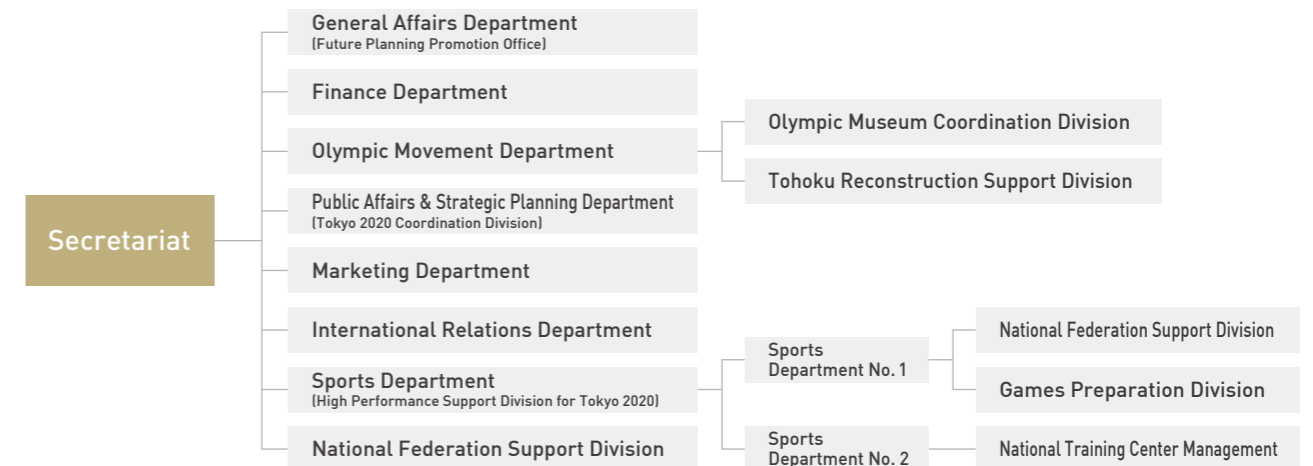
## JOC Organizational Structure

As of July 4, 2019



## Organizational Chart

As of July 1, 2019



NO. Federations

- Affiliated National Federations**
- 1 Japan Association of Athletics Federations
  - 2 Japan Swimming Federation
  - 3 Japan Football Association
  - 4 Ski Association of Japan
  - 5 Japan Tennis Association
  - 6 Japan Rowing Association
  - 7 Japan Hockey Association
  - 8 Japan Amateur Boxing Federation
  - 9 Japan Volleyball Association
  - 10 Japan Gymnastics Association
  - 11 Japan Basketball Association
  - 12 Japan Skating Federation
  - 13 Japan Ice Hockey Federation
  - 14 Japan Wrestling Federation
  - 15 Japan Sailing Federation
  - 16 Japan Weightlifting Association
  - 17 Japan Handball Association
  - 18 Japan Cycling Federation
  - 19 Japan Soft Tennis Association
  - 20 Japan Table Tennis Association
  - 21 Japan Rubber Baseball Association
  - 22 Japan Sumo Federation
  - 23 Japan Equestrian Federation
  - 24 Fédération Japonaise d' Escrime
  - 25 All Japan Judo Federation
  - 26 Japan Softball Association
  - 27 Nippon Badminton Association
  - 28 All Nippon Kyudo Federation
  - 29 National Rifle Association of Japan
  - 30 All Japan Kendo Federation
  - 31 Modern Pentathlon Association of Japan
  - 32 Japan Rugby Football Union
  - 33 Japan Mountaineering and Sport Climbing
  - 34 Japan Canoe Federation
  - 35 All Japan Archery Federation
  - 36 Japan Karatedo Federation
  - 37 All Japan Jukendo Federation
  - 38 Japan Clay Target Shooting Association
  - 39 All Japan Naginata Federation
  - 40 Japan Bowling Congress
  - 41 Japan Bobsleigh Luge and Skelton Federation
  - 42 Baseball Federation of Japan
  - 43 Japan Sports Arts Association
  - 44 Japan Wushu Taijiquan Federation
  - 45 Japan Curling Association
  - 46 Japan Triathlon Union
  - 47 Japan Golf Association
  - 48 Japan Squash Association
  - 49 Nippon Billiard Association
  - 50 Japan Bodybuilding & Fitness Federation

NO. Federations

- 51 All Japan Taekwondo Association
  - 52 Japan DanceSport Federation
  - 53 Japan Biathlon Federation
  - 54 Nippon Surfing Association
  - 55 World Skate Japan
- Semi-Affiliated National Federations**
- 56 Japan Kabaddi Association
  - 57 Japan Sepaktakraw Federation
  - 58 Japan American Football Association
  - 59 Foundation of Japan Cheerleading Association
  - 60 Japan Waterski Wakeboard Federation
- Recognized National Federations**
- 61 Japan Orienteering Association
  - 62 Japan Powerlifting Association
  - 63 Japan Petanque Boules Federation
  - 64 Japan Flying Disk Association
  - 65 Japan Cricket Association
  - 66 Japan Contract Bridge League
  - 67 Japan Aeronautic Association

Changes in Ordinary Income & Expenditures

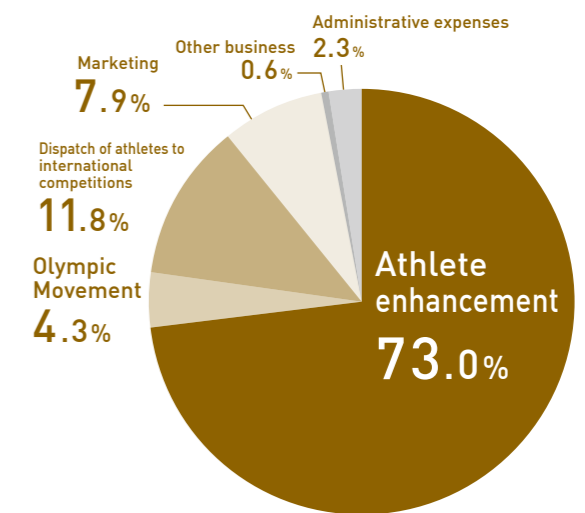
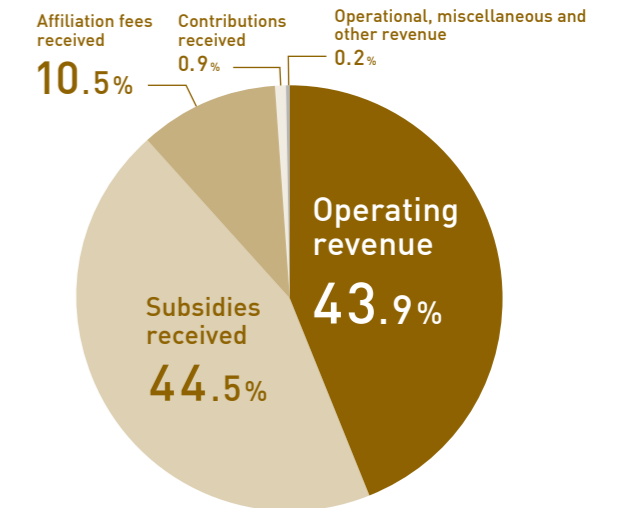
Ordinary revenue	
Basic asset investment profit	6,966,928
Designated asset investment profit	627,103
Membership fees received, etc.	6,510,000
Operating revenue	6,893,174,315
Subsidies received	6,991,842,567
Affiliation fees received	1,640,949,396
Contributions received	142,425,633
Miscellaneous and other revenue	14,963,934
<b>Total ordinary revenue</b>	<b>15,697,459,876</b>

Total Ordinary expenses	
Athlete enhancement	10,996,512,337
Olympic Movement	650,769,215
Dispatch of athletes to international competitions	1,782,290,107
Marketing	1,192,535,653
Other business	93,193,504
Administrative expenses	345,568,058
<b>Total Ordinary expenses</b>	<b>15,060,868,874</b>

Change in ordinary profit and loss without appraisal	636,591,002
Profit and loss on appraisal	473,100
Other change in extraordinary income	0
Corporate income taxes, resident's taxes, and business taxes	70,000
Change in general net assets for the current term	636,994,102
General net assets at beginning of term	7,385,409,700
General net assets at end of term	8,022,403,802

Change in designated net assets

Specified Designated net assets at end of term	205,000,000
Net assets at end of term	8,227,403,802



Ratio of Public Interest Businesses **89.17%**

Changes in assets, liabilities and net assets in the past five fiscal years

