

CHANGING CHARACTERISTICS OF POST-WAR SPORT: AMATEURISM AND COMMUNITY SPORT IN JAPAN AND BRITAIN

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Introduction

The following three papers are revised versions of papers presented at the First Anglo-Japanese Conference on Sport History on the theme of *Changing Characteristics of Post-war Sport: Amateurism and Community Sport in Japan and Britain*, on May 13, 2011 at Sano-Shoin Hall, Hitotsubashi University in Tokyo. It is important to carry out comparative analysis of sport in Japan and Britain in the field of sport studies. We have positioned the conference as the first step in pursuit of this issue.

Prof. Yasuhiro Sakaue (Hitotsubashi University) sets two questions in his paper, *The End of Amateur Hegemony in Japanese Sport, 1971-2003*.

- 1) When did amateurism in top sport end in Japan, and how can you explain it?
- 2) Why did amateurism last so long?

In order to answer these questions, he traces the history of the Japan Amateur Sports Association (JASA) amateur code. Based on his analysis, he maintains that there are four main reasons for the prolonged survival of amateurism in Japan. He also explains the reasons for the demise of amateurism after the 1990s.

Professor Dilwyn Porter (De Montfort University, Leicester, UK) outlines a process of transfiguration of the amateur hegemony in British sport in his paper, *The End of the Amateur Hegemony in British Sport, c.1960-2000*. He investigates the process of the transfiguration of society and of the economy in Britain. The targets of his analysis are the institutions governing British sport which represent the fusty Victorianism of the past — the Jockey Club, the Marylebone Cricket Club, the Football Association, the Rugby Football Union, and the Amateur Athletic Association. He insists that the 1960s marked a decisive phase in dismantling the amateur hegemony, but it was only the beginning of a process that took more than thirty years to complete. The situation in this period was described as 'shamateurism'. He also argues that since the mid-1990s the relationship between sport and business has been transformed, firstly by sponsorship, secondly by the media.

Prof. Masataka Ozaki (Hitotsubashi University) and Mr. Fumihiko Kaneko (PhD student, Graduate School of Social Sciences, Hitotsubashi University) investigate a history of sport policy in post-war Japan and the United Kingdom in their paper, *A History of the Post-war Sport Policy in Japan and the United Kingdom*. Ozaki analyses the history of sport policy in

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post-war Japan, especially the process of community sport promotion by the government. He claims that the publication of *The Strategy for Sport Nation* and the enactment of the *Basic Act on Sport* in 2011 could be regarded as a turning point in sport policy in Japan. However, the ideas of community sport promotion are repeatedly found in past policy documents. Mr. Kaneko reviews a history of sport policy in the post-war United Kingdom with special reference to the change in community sport policy. He draws on, and analyses data from key sport policy-related documents published by the Government and the Sports Council. Through this investigation, he has identified the two issues with which the promotion of community sport faces with regard to central government; the instrumental use of community sports, and the autonomy of voluntary sport organisations from the government.

Finally, we would like to express our deepest appreciation to Prof. Hideo Ichihashi (Saitama University) and Prof. Masayuki Ishii (Waseda University) who put a great deal of effort into this conference. We are very grateful for their chairmanship and their interpretative skills. We would also like to express our gratitude to participants and anyone who helped us in making this conference so productive.