

Community Sport and Social Capital

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Introduction

According to research by the Ministry of Health, Labour and Welfare, the total population in Japan has shown a reducing trend since 2005. This trend has been a concern in observation of local communities that they are losing energy and deepening seriousness of livelihood issues as symbolized by so-called, "shutter streets," which means that shopping streets have many empty stores with their shutters closed. The Japanese society accomplished rapid economic growth and was pursuing its expansion and prosperity. But now, it seems to be shrinking as a society in every aspect, such as population and budget. This social climate was symbolized by a publication of the Japan Association of Regional and Community Studies in May 2008, titled, "Shrinking Societies and Current Local Communities: Issues and Approaches in Sociology of Local Communities." Various issues emerged in the post-war Japanese society which pursued growth and expansion, disabling the central government to succeed in implementation of political measures towards local governments in a standardized and "top-down" manner. This situation emphasized viewpoints of local people represented by citizen, volunteer, non-government and non-profit organizations to surely understand various issues in everyday life. The way of policy making is currently being transformed in this way. These citizen, volunteer, non-government and non-profit organizations are expected to function as mediators in "new communities" (networks of open personalities of independent individuals) which emphasize the "commons" based on "reciprocity" among "public/common/private" relationships [Hiroi 2009]¹. This study considers these opinions and targets sports clubs for examination of meanings of sport in local communities. Kiku [2000a] and Onimaru [2000, 2001] discussed about a scheme of "comprehensive community sports clubs" (hereinafter referred as "comprehensive clubs") which was developed under the "lifelong sport" policy after 1990 in

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¹ Hiroi [2009] defined that they are "organizations which provide communities (people) with a sense of belonging and make the members realize a certain sense of solidarity or mutual aid (mutual support)."

succession to the “community sport” policy in the 1970’s, in relation to the “public sphere” theory. Their discussion suggested importance of comprehensive clubs as intermediaries which provide a place for “communication.” However, no cumulative verification has been done to examine whether or not comprehensive clubs actually function as suggested. Therefore, the relationship between local communities and sport practices should be studied in terms of social functions. Ajisaka [2006] organized community organizations and groups in Japan into ten categories and analyzed them to show that community sport organizations and groups consist of the largest number of “voluntary and part-time memberships;” and their purposes and functions are the most “partial and individual.” Ajisaka also suggested that these groups for sport consist of selective relationships² frequently developed by women, the youth and elderly. Ajisaka and Ueno represented a view which considered that community sport is merely a leisure and individual domain so that it does not play a significant role in grassroots governance in local communities, such as town councils and community associations. On the other hand, it has been indicated that cooperation and solidarity in today’s local communities as a basis for living are getting weaker³. According to the OECD report in 2005, Japan was analyzed to show a high degree of “social isolation” in an international view and to be significant with “few interactions among members which are ‘human resources’ of the communities or groups” among advanced countries [Hiroi 2009]. In this situation with weakening human relationships, a concept, “social capital,” is attracting attention in recent years in consideration of “how to develop connections of people in local communities”⁴. This concept was diffused by Robert D. Putnam who discussed declining social capital in American societies. Putnam became an advocate for social capital as a fundamental condition for renovation of democratic functions which were being lost in American societies. He defined social capital in reference to “features of social organizations, such as trust, norm and networks that enable participants to act together more effectively to pursue shared objectives” [Miyakawa 2004, Putnam 1993]. He made a distinction between two kinds of social capital, such as bridging (or inclusive) capital and

² The term, selective relationships, was created by Ueno [1988] to refer to horizontal networks which were newly developed after disorganization of conventional human relationships based on locality, blood and workplaces. While there are conventional groups for child activities and traditional parties related to arts and religions, three new types of selective relationships have been found: (1) Community activity groups which are started by the administration and could continue by itself after the end of administrative guidance; (2) volunteer groups for activities of consumer cooperatives, and civic actions; and (3) clubs in which members share the same interests in hobby and sports.

³ The Cabinet Office [2007a] recently surveyed and found that participants of local activities develop close relationships enough to support one another in their daily life. However, most of the responses indicated a few participations a year in local activities. This proved that it is not often that they support each other.

⁴ The Cabinet Office [2003], Miyagawa, Ohmori and Inaba [2007b] discussed and organized this concept. Miyagawa [2004] stated that social capital studies are in the midst of rapid progression around the world promoting theoretical and empirical research in relation to various academic fields. The details are omitted here, but Coleman [1988]’s research on human capital development was enhanced significantly affecting social network theory thereafter.

bonding (or exclusive) capital, and emphasized importance of bridging capital [Putnam 2000]. His works on social capital studies are represented by *Making Democracy Work*, in which he conducted a follow-up investigation on twenty states in Italy which simultaneously started under similar institutional and financial conditions, and measured a summarized index for “institutional performance.” As a result, he found that the northern and central states were governing the areas in a more responsive and efficient way than the southern states. The most critical variables which affect institutional success were the degree of “civic community” in each state, which was social capital. Putnam quantitatively explained the importance⁵. It was noteworthy that his measurement of the degree of “civic community” found a major relationship between sports and soccer clubs in local communities and social capital [Putnam, 1993]. Putnam’s subsequent work in researching American societies was titled, *Bowling Alone*, which implied declining of civic engagement in America, by explaining that diminishing members in bowling leagues reduced local bowlers, so that they started “bowling alone” rather than bowling together with “friends.” He concluded four factors for this change in bowling: (1) Generational succession, (2) individualization of leisure with televisions and electronic media, (3) lacking participation in local activities by double-income households with pressures of time and money, and (4) lengthening of commuting time due to the expansion of residential areas to suburbs. In other words, he warned extreme individualism due to urbanization for emphasis on local communities. In comparison of these two works, he explained “state-level” situations with an interest in the macro-level performance in *Making Democracy Work*; while in *Bowling Alone*, he shifted his interest to provision of a micro-level basis for discussion on a decline of individual participation in local activities [Kage, 2000]. However, his research in two countries clearly suggested contribution of sports organizations and clubs for accumulation of social capital. Therefore, it is necessary to conduct a comparative research in Japan targeting places for practicing sports and activities of sports organizations and clubs ⁶.

This study overviews theories of community and local sport in Japan and examines functions of sport activities at local level and the process of participants’ (as “living people” of local communities) relationship development and its transitions in consideration of social capital

⁵ Sakamoto [2003] pointed out similarity to communitarianism and also similarity in points for criticism in the social capital theory of Putnam, American political scientist, in reference to the genealogy of “rhetoric for restoring cooperation” which traditionally exists in American political theories. Sakamoto questioned the aggressive *raison d’être* unique to social capital which is different from the past rhetoric. He described that communitarianism criticizes liberalism theories which are extremely individualized and aims to realize self-governance through people’s unity and solidarity in local communities and through a common good based on the traditions. In this sense, communitarianism could provide a source of power for American democracy.

⁶ A collection of papers edited by M. Nicholson, R. Hoye and Lock, et. al., *Sport and Social Capital* [2008], can be referred for discussions on sports and social capital. In addition, researches by J. Harvey, M. Levesque & P. Donnelly [2007] and C. Graham [2008] can be referred for discussions on sports club management and volunteers for sports activities.

indices, such as “trust,” “norm” and “human relationships (networks),” for comprehensive understanding ⁷. This study started out by targeting a town of Tabuse, Yanai City, Yamaguchi Prefecture and extended the scope over 16 city areas during the research period of 28 years. This study observed a sports club (Physical Fitness Exercise Club Y: hereinafter referred to as “Club Y”) which independently rooted in the communities to explain their development and expansion focusing on various relationships (the ways of networking) within Club Y. This study assumed that the relationships within Club Y could be the source of power for its long-term continuation and expansion. For future research, this study will clarify the total picture of social functions of community sport, people’s networks and their transitions and transformation of individuals and families through multidimensional surveys as much as possible and continuous interviews and questionnaires for remained assignments. For this plan, please note that this article only exhibits a general framework and summary of future research subjects.

This is a case study because although social capital studies conducted quantitative approaches and proposed various indices, people live in their local community with social structures and various institutions and exist in their unique locality. In this sense, there is no case of identical local communities. Therefore, this study considered sport as a locally embedded resource and adopted the case study approach to steadily accumulate observations of each case.

1. Various Aspects of Community Sport Studies ⁸

Community sport studies closely relate to sport policies in Japan. The post-war community sport policies basically corresponded to social transitions in accordance with economic growth in Japan and were adjusted and developed through four major steps: The first step was the “social physical education” promotion policy in the 1960’s; the second step was the “community sport” policy in the 1970’s; the third step was the “sport-for-all” promotion policy in the 1980’s; and the fourth step was “lifelong sport” policy in the 1990’s which continues up to today [Saeki 2006]. One of the core ideas for this latest policy is the idea of “comprehensive community sports clubs” ⁹.

⁷ Kobayashi [2002, 2003] and Nakajima [1996, 2003] clarified problems and assignments related to comprehensive clubs in detail based on actual cases. They also emphasized observations through verifications of relationship between the existing social relationships and sports based on the subject regions’ historical and spatial uniqueness.

⁸ This article mainly refers to literatures of Matsumura [1993], Morikawa [1975, 2002], Ito and Matsumura [2009] for organization of community sport theories.

⁹ After designing the “basic plan for promotion of sport” in 2000, the Ministry of Education, Culture, Sports, Science and Technology is steadily implementing the “comprehensive community sports clubs” idea focusing on arranging facilities, educating instructors and holding workshops and competitions in various regions. This idea of comprehensive clubs started as a part of the “model project for development of comprehensive community sports clubs” in 1995 and aims to set up at least one club per municipality throughout the nation targeting on the accomplishment in 2010. The current status of this project is 57.8% of the total number of municipalities [Ministry of Education, Culture, Sports, Science and Technology 2009]. Moreover, although Kurosu [2002] actively emphasized on the necessity of comprehensive clubs, it should be concerned that recognition and history of sport are different between civic societies in Europe and Japan. They should not be dealt with on the same basis in order to avoid a risk of oversimplification in discussion of the political legitimacy in promoting comprehensive clubs.

In these changes in sport policies, an urban sociologist, Isomura, expected “disintegration” of local communities and proposed “social physical education” to be new “mediators” for urbanization in a trend of “individualization” [Matsumura 1988]. This argument was succeeded in community sport theories when the subcommittee for community problems submitted a report in 1969 titled, “Community: Restoration of Humanity at the Place for Living.” This report explained discussions by the Social Policy Council regarding three problems: Aging, leisure and communities. This literature triggered policy makings by the government including the Ministry of Home Affairs (currently, the Ministry of Public Management, Home Affairs, Posts and Telecommunications) and also by municipalities across the country [Kurasawa 1998]. It also affected the community sport promotion in a concrete manner with a political support, the “economic and social basic plan,” adapted at a cabinet meeting in 1973. The term, community sport, became a principle which was defined as “broad-sense sport based in communities as a place for living,” for these purposes in exercising sport: “Feeling of pleasure, fulfillment, accomplishment and satisfaction;” “experience collective joy through mutual activities with neighbors;” “increase solidarity of communities strong enough to create a movement for development of active communities;” “contribute to a movement for development of healthy, bright, fun communities;” and “provide a chance to enhance welfare and restoration of humanities over the entire living environment” [Morikawa 1975]. Therefore, the subsequent community sport studies by scholars in physical education and sports began to silently assume that sports exist in communities. An urban sociologist, Hiroshi Suzuki, mentioned, “It is a risky to nearsightedly consider sports to be an independent behavioral situation isolated from other various living behaviors” [Suzuki 1986]. In this sense, sport studies have been isolated from other various living behaviors. This suggestion was referred in discussions by Matsumura who criticized the theory of sport communities by questioning, “Are sports really necessary for communities?” Matsumura clarified various problems caused in relationships between sports and the local “living people” focusing on viewpoints of “living people” through steady fieldworks, and advocated further accumulation of research for verification [Matsumura 1993]. Another urban sociologist, Eitaro Suzuki, concluded that sport exercises are done by “groups for life enhancement” which do not highly relate to urban structures [Ito and Matsumura 2009a]. This conclusion affected discussion by Sonobe who rejected an optimistic notion, “Interactions among residents create friendly communities resulting in the development of autonomous communities” [Morikawa 2002]¹⁰ and regarded “friendly communities” to be less valuable relationships through sport exercises as Suzuki. This evaluation became a strong notion in the subsequent urban community theories. Sonobe also indicated that studies of sports and communities have not yet been accumulated enough to directly face the criticism by urban

¹⁰ Sonobe admitted the potential of friendly communities in provision of a premise or requirement for autonomous communities. Nevertheless, Sonobe considered “autonomous communities are the only foundation for friendly communities.” In this sense, autonomous communities are the necessary and sufficient condition for formation of friendly communities.

sociology [Ito and Matsumura 2009a]. Against this notion, Ito and Matsumura researched park management activities in housing complexes in a viewpoint of urban communities. They carefully examined a process: Sport organizations which were considered to consist of individuals transformed into “autonomous communities” by voluntarily taking charge of park management which was a part of autonomous activities in the housing complexes by the residents’ associations which consisted of households. This examination verified new possibilities of sport exercises [Ito and Matsumura 2009b]. On the other hand, the study of “communities and sports”¹¹ by Fusa [1999] conducted detailed research and explained the way community sport exercises and policies should be. Mizukami [2007] researched town athletic festivals continued for 28 years and clarified that the festivals had functioned as organization of relationships among the residents by diminishing “inconvenience” and “anxiety” that they might have felt otherwise. Goto [2008] did not simply consider participants of comprehensive clubs as individual “exerciser” but considered them as “the living people” who live their daily life in the communities. Goto applied the “daily living structure analysis” approach for conformity of his analysis with actual situations in communities and suggested that comprehensive clubs could become an important component group for daily living in the farming villages in hilly and mountainous areas. These precedent studies shared a viewpoint of “living people” of communities, on which this study is also based.

2. Methods and Subjects

1) Methods

This study collected data from interviews with new club leaders and members, and commemorative publications of the clubs acquired in 2004 and August 2008 (in four days). In addition, when information was found with no record available, they were compensated with interviews as much as possible.

2) Subjects

This study focused on Club Y which started in Tabuse Town, Yanai City, Yamaguchi Prefecture in 1981. This club started out as a small club consisting of individuals in 1981 and expanded throughout the prefecture, divided into three blocks (southern, central and eastern blocks) with 104 classes holding 2359 members in 2003. Currently in 2007, the eastern Block I has 6 cities with 32 classes (Waki: 1, Iwakuni: 12, Oshima: 1, Yanai: 8, Hirao: 5, Tabuse: 5) holding 646 members; the central Block II has 3 cities with 38 classes (Hikari: 13, Kudamatsu: 3, Shunan: 22) holding 697 members; and the southern Block III has 7 cities with 18 classes (Yamaguchi: 8, Shimonoseki: 2, Ube: 2, Sanyo-onoda: 1, Nagato: 1, Hagi: 1, Mine: 3) holding 431 members.

¹¹ Suda focused on a function of sport for social unification in terms of community studies. Suda argued that sport could become a symbol of community unification and collective representation of the communal characteristic. Suda indicated a role of scholars in sport studies in verification of this function of sport.

As a total, this club has 88 classes holding 1774 members across the prefecture. The average age of participants is the early 60's. At the time in 2005, 42 members were 80 years old or older and continued their activities (Chart 1). Regarding the gender ratio, 90% were females. Chart 2 shows the numbers of members (who submitted their medical certificates) and years of experience.

This study targeted on Club Y due to these four reasons: (1) This club continued a long term for 28 years and seemed to be rooted in the communities; (2) This club was not developed by the “top” but developed from the “bottom” like comprehensive clubs, enhancing and independently conducting its activities over 16 cities¹²; (3) This club deals with noncompetitive sports which allow the people who dislike to compete in such sports and anyone regardless of athletic abilities to easily participate in the club; and (4) This club has a high percentage of females¹³.

In addition to these four points, this study intends to examine comprehensive clubs currently promoted by the Ministry of Education, Culture, Sports, Science and Technology which are planned to be implemented also in Yamaguchi Prefecture. This policy seems to cause conflicts with existing clubs which have been continued for a long term and may paradoxically destroy human networks in the communities. Therefore, this study tries to include this viewpoint depending on the regions.

3. Transition in Activities of Club Y

The chairperson A of Club Y established the club when she moved to Tabuse Town, Yanai City, with her husband due to his office transfer to the town. At that time, Yamaguchi Prefecture had about 1.6 million people struggling with aging. It was promoting health for prevention of life-style related diseases by stressing on three points, such as “nutrition, exercise and rest.” However, it had no established system with concrete contents for sport. Tabuse Town, Yanai City had an especially highly aging population. The chairperson A (hereinafter referred as “A”) practiced dance in her college years and tried to find a possibility to teach dance as a job in the town. She visited a nearby health center and met the director to ask if she could teach some “exercises for promotion of health.” She won permission to instruct a class. However, the Health and Medical Service Law for the Aged in 1982 targeted on the people older than 40 years old. Therefore, her primary intention was slightly off from the target. Later, she added more classes to instruct “health classes” in health care centers, health centers, community centers in

¹² The author is not criticizing comprehensive clubs but emphasize the importance of studying sport club activities which the local communities regard based on their historical contexts.

¹³ The author conducted a research once in 2004. This article reorganizes the previous discussions with new additional data.

each region, featuring various levels of people (beginners, elderly, diabetics, obesity, etc.). These classes were instructed in a time period of 3-8 weeks and continued upon requests from the students. In the case of continuation, the classes became independent from the health center administration and voluntarily operated by the students. If the voluntarily operated classes were continued further, they were recognized as a part of Club Y, refreshing its start. In this process, the health classes in each region had come to be operated in a parallel manner. Regarding a style of this organization, A did not initiate a campaign for membership enrollment but started out teaching health exercises as a kind of dispatched instructor of health centers (operated by the administration). Chart 3 shows that A only had one class with 13 students in the beginning and became having five classes simultaneously in a half year. In other words, there was no mother body for this organization. Instead, voluntary operated classes which were independently continuing their activities became integrated and formed an organization called, "Club Y." Another noteworthy point is their annual event called, "Joint Exercise Festival," held every October. Each class independently has own activities during week days with no chance to meet other students in other classes. Therefore, this event is the only chance for the members to get together. Almost all members who currently total 1774 in 88 classes for this prefecture participate in this event.

The establishment process of Club Y indicated that this organization formed new selective relationships as Ueno defined. According to Ueno's categorization of the new selective relationships, the first and third types are assumed to fit to the case of Club Y: (1) Community activity groups which are started by the administration and could continue by itself after the end of administrative guidance; and (3) clubs in which members share the same interests in hobby and sports. Although Ueno focused on female-derived network functions, this article does not focus on a network structure of Club Y. Examination of each network formed by females would be necessary in the future study of this organization.

Chart 3 was the result of examination of internal data of this club which exhibited their organizational development process, showing three terms in accordance with organizational style transitions of this club. The subsequent section briefly explains and discusses transitions of their activities and organizational style.

4. Organizational Transition of Club Y

This section explains an organizational transition of Club Y in accordance with a temporal axis. Its structural transition is shown in Chart 1-3 in each period.

(1) Period 1: Development (1981-1990)

As it was stated before, A was the only instructor of "health classes" administrated by the health center. At the end of term for the classes, the health center asked the students whether they

wanted to create their own voluntary operated classes. Almost all of the classes expressed a desire to create their own classes. In the beginning, A was the only one who instructed the voluntary classes. However, the number of enrolments quickly increased, to about 100 members in 1982 and 800 members in 1990, exceeding her instructing capacity. To deal with this situation, A appointed a leader figure in each class as a staff member of Club Y without a careful assessment of eligibility to be an instructor. This way of development resulted in a large club in which each class was instructed by one of A's students. Designation of a leader for each class made this club organized for voluntary operation and enabled them to maintain a smooth relationship with health centers. As a result, the number of enrolments continues to increase each year.

Regarding its organizational structure, A was the core initiator under whom each class was directly supervised, developing a vertical integration of this club. After the number of classes increased, A trained a leader for each class and became a director of the leaders, developing a structure of "hierarchical clusters"¹⁴. It is interesting to note that they established a study group in 1988 which was participated by the leaders of independently operated classes. This study group enabled them to not only organize their classes but also to help them create mutual relationships. It also increased their awareness as leaders. General students also seemed to build their sense of belongingness and willingness to retain their membership with Club Y through participation in an annual event, "Joint Exercise Festival," in addition to their local club activities¹⁵.

(2) Period 2: Stagnation (1990-1995)

The speed of increase in the number of enrolments continued, to 1056 members in 1991 and 1700 members in 1995, without a sufficient increase in the number of leaders. Because this club had recruited staff with no specific condition set for eligibility in Period 1, it could not define a clear standard to hire new staff. Due to the theme features of "health classes" given by the health centers, such as "high blood pressure" and "obesity," it had increasing numbers of middle age and elderly students. Leader A explained that the average age of the total students was constantly increasing as clearly shown in Chart 1.

(3) Period 3: Turning Point (1995-2003)

The number of students went up from 1800 in 1996 to 2359 in 2003. This was the time period

¹⁴ Nishiguchi (2007) analyzed Toyota's actions taken against a fire incident at Aishin Seiki Co., Ltd. for discussion of the new small world network theory in terms of organizational relationships and management strategies. Nishiguchi categorized two supplier network types: "vertically integrated" and "hierarchically clustered." Based on an analysis of problem solving abilities for each type, Nishiguchi verified the superiority of the hierarchical clusters.

¹⁵ This study also conducted several interview surveys adding the aforesaid descriptions after organization of responses regarding questions on importance of "Joint Exercise Festival."

in which they started “parent-child classes.” In this situation, the voluntary operated classes for parents strongly expressed their desire to continue exercise menus for their own sake. This motivated them to start classes for new age groups (of younger students). Although this club had been mainly dealing with middle age and elderly students to promote their health, it began to introduce dancing movement sequences especially for the new classes. By doing so, it intended to strengthen relatively younger human resources and educate them to be leaders of the classes in the future. Moreover, the club started having some cases of long-term middle age students who decided to move to less aggressive elder classes due to their loss of physical strength through aging; students who became instructors through instructor development classes after they got used to exercising in the classes; active members who needed more exercises in addition to their regular classes by attending other classes two or three times a week; and regular members who started additionally taking instructor development classes directly instructed by the chairperson. In other words, the club members thought through by themselves and selected appropriate menus, maintaining their mutual relationships with classes, other members, staff members and A. This was the time when this club started to exhibit organic relationships. In a general structural view, the simple “hierarchical cluster” style was transformed into horizontal relationships with variety and flexibility. Moreover, some leaders took seminars for physical exercises and instructor certification held in Tokyo. This trend suggested that they considered A to be the initial director of the leaders (A absolutely is the director today) but did not think that their activities were operated depending on A. They saw that their activities were supported by the members of Club Y as a whole.

(4) Period 4: Transformation (2003-Today)

Conclusively, interviews with A and other leaders suggested possibilities for Period 4.

Although the group of leaders had been maintaining the same members, some decided to leave the group due to inevitable reasons. This suggested a high possibility of transformation for this organization through not only expansion but also turnover of members in the study group and of ages. A list of leaders indicates that although an increase in the number of memberships used to increase the number of leaders, it has come to a point of saturation in the number of leaders which made it difficult to recruit new leaders. As stated before, the launch of parent-child classes upon requests of mothers triggered an increase of staff. In this situation, the club allocated instructor development class students to be “research students” on whom the club started to emphasize as staff candidates for the upcoming term by providing them necessary training.

5. Conclusion

This time, this study overviewed community sport studies and clarified current problems of the field. By doing so, this study proposed a question, “Could community sport exercised in local

communities function as social capital?" and researched Club Y operated in Yamaguchi Prefecture.

This article aimed to examine the expansion and development process of Club Y through organizational changes and development of various relationships (networks) within the club. As a result, these two points were extracted: The first point was that expansion of this organization developed a horizontally-bypassed network structure constituted with "hierarchical clusters" resulting in unification of independent classes which provided flexibility in dealing with various problems of each student. It also made them "open" to connect with outside sources (e.g. seminars in Tokyo) contributing to the expansion. The study group and the "Joint Exercise Festival" were highly contributing outside sources for leaders and students, respectively. The second point was that instructor development systems were spontaneously developed in the club and contributed to the club's further expansion. Therefore, this system will continue to make the club management to be steadily expanded in the future. Although a current problem for comprehensive clubs in local communities is the difficulty of instructor development, Club Y's structure could provide a hint for some solutions.

At last, this study has an assignment for future research: How does sport socially function in local community relationships? This study will try to clarify conditions and transitions networks of individual sport exercisers as well as transitions in their family relationships due to sport exercises through continuous fieldwork in Yamaguchi as much as possible.

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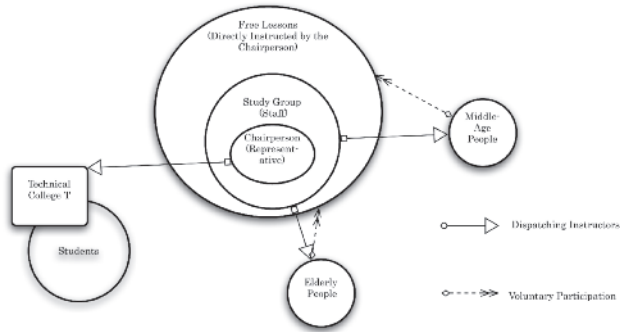


Fig.1 Loop of Human Flow 1
Health Exercise Club Y's Human Relationship Circumstance <Period 1>

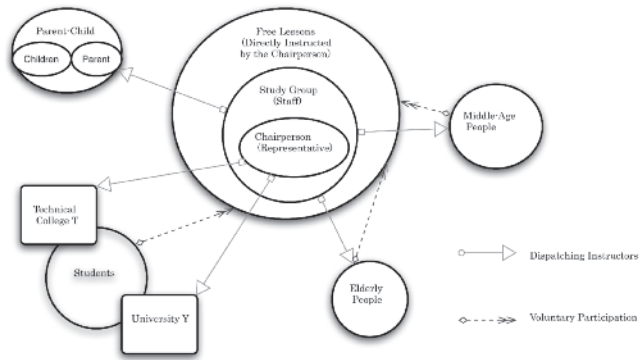


Fig.2 Loop of Human Flow 2
Health Exercise Club Y's Human Relationship Circumstance <Period 2>

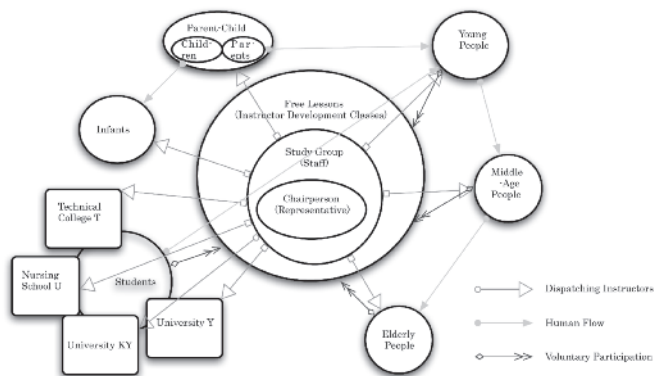


Fig.3 Loop of Human Flow 3
Health Exercise Club Y's Human Relationship Circumstance <Period 3>

Chart 1: Recent Average Ages and Age Brackets

Year	Average Age	# of Members	# of Medical Certificate Submissions	20's		30's		40's		50's		60's		70's		80's	
2002	61.6	1,850	1,709	2	0.1%	17	1.0%	120	7.0%	404	23.6%	799	46.8%	347	20.3%	20	1.2%
2003	62.2	1,912	1,785	1	0.1%	24	1.3%	110	6.2%	395	22.1%	852	47.7%	380	21.3%	23	1.3%
2004	62.6	1,921	1,750	1	0.1%	15	0.9%	97	5.5%	369	21.1%	849	48.5%	390	22.3%	29	1.6%
2005	63.5	1,892	1,763	0	0.0%	28	1.6%	78	4.4%	350	19.9%	842	47.7%	423	24.0%	42	2.4%

Created based on data: Iida

Chart 2: Recent Numbers of Memberships and Years of Experience

	# of Members	0-5 years		6-10 years		11-15 years		16-20 years		21 years or longer	
2002	1,709	775	45.3%	495	28.9%	280	16.3%	140	8.1%	19	1.0%
2003	1,785	775	43.4%	537	30.0%	275	15.4%	138	8.0%	60	3.5%
2004	1,750	710	40.5%	530	30.2%	290	16.5%	148	8.4%	72	4.1%
2005	1,763	683	38.7%	528	29.9%	312	17.6%	145	8.2%	95	5.3%

Created based on data: Iida

Chart 3: Activity Contents

〈Period 1: Development〉	
1981. 4	Established Club Y in Tabuse Town, Yanai City (13 members) Instructed health exercises for public health nurse workshops by Yanai Health Center
1982.10	Started the 1st Joint Exercise Festival (5 teams consisted of 100 participants)
1983.10	Established the Health Exercise Club Y Study Group (7 members) The 2nd Joint Exercise Festival (10 teams consisted of 160 participants)
1984.11	The 3rd Joint Exercise Festival (118 teams)
1985. 7	Participated in the "Yamato Town Health Festival"
1985.10	The 4th Joint Exercise Festival (23 teams)
1986.10	The 5th Joint Exercise Festival (27 teams)
1987.10	Participated in the "Yamaguchi Prefecture Health Festival" The 6th Joint Exercise Festival (31 teams)
1987.10	Started creating exercise history sheets.
1988. 4	Created the rules of the Study Group. The 7th Joint Exercise Festival (32 teams consisted of 800 participants)
1989.10	Participated in the committee for creating "Yamaguchi Prefecture Youthful Health Exercise." The 8th Joint Exercise Festival (43 teams)
〈Period 2: Stagnation〉	
1990. 5	Participated at the opening of the Yamaguchi Minami Comprehensive Center.
1990.10	Participated in the "Civic Sports Gathering" in Iwakuni. Participated in Ishin Park's "National Gateball Competition" as a guest club. The 9th Joint Exercise Festival (41 teams)
1991.10	Participated in the "Civic Sports Gathering." The 10th Joint Exercise Festival (47 teams consisted of 1056 participants)
1991.11	Participated in the "Promotion of Physical Fitness through Sports" by the Yamaguchi Prefecture School Board.
1992.10	The 11th Joint Exercise Festival (58 teams consisted of 1200 participants)
1993. 4	Participated in the "Surprise Forum" at the Tokuyama City Cultural Hall.
1993.10	The 12th Joint Exercise Festival (61 teams consisted of 1300 participants)
1994.10	Participated in the Mitsui Junior High School Festival. The 13th Joint Exercise Festival (69 teams consisted of 1600 participants)
〈Period 3: Turning Point〉	
1995.10	The 14th Joint Exercise Festival (71 teams consisted of 1600 participants, the average age of 54)
1995.11	Participated in the "Rich Diet and Fresh Exercise Meeting" by the Japan Post Hotels.
1996. 3	Participated in the Waki Town Cultural Festival.
1996. 6	Participated at the opening of the Yanagisawa Dramatic Workshop as a friend club.
1996. 9	Participated in the Hikari City Murozumi Junior High School Exchange Meeting as a guest club.
1996.10	The 15th Joint Exercise Festival (80 teams consisted of 1800 participants, the average age of 56.6) The 16th Joint Exercise Festival (80 teams consisted of 1800 participants, the average age of 58.2)
1998.7	Visited the Yamaguchi Prefecture Hofu Nursing School and presented an original exercise using a towel, "Hofu Nursing School Exercise."
1998.10	The 17th Joint Exercise Festival (78 teams consisted of 1800 participants, the average age of 58.4)
1998.11	Participated in the Saga Prefecture Rhythm Dance Study Group and the Exchange Study Group.
1999.10	Participated in the 1st Shimotsui Song National Competition. The 18th Joint Exercise Festival (87 teams consisted of 2043 participants, the average age of 56.8)
2000. 3	Participated in the Saga Prefecture Rhythm Dance Study Group and the Exchange Study Group. Participated in the 2nd Shimotsui Song National Competition. The 19th Joint Exercise Festival (88 teams consisted of 2000 participants, the average age of 60.2)
2001. 8	Participated in the Japan Expo Yamaguchi and presented Genki Exercise.
2001.10	The 20th Joint Exercise Festival (103 teams consisted of 1957 participants)
2003.10	The 22nd Joint Exercise Festival (104 teams consisted of 2359 participants, the average age of 61.6)

Created based on data.