Complementary Relationship Between the Japan Sports Association and an Information Network Support Non-profit Organization: Focusing on the Public Sphere Created Through the Relationship Between ‘‘Mobilization’’ and ‘‘Symbolic Movements’’*

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The purpose of this research was to clarify the importance of the complementary relationship between the Japan Sports Association (JASA) and an Information Network Support NPO (NPO) for creation of a public sphere based on the main arguments of Albert Melucci in his theory of new social movements and Ernesto Laclau and Chantal Mouffe in their theory of radical democracy. For this, the JASA (a private sporting organization that plays a central role in the field of Japanese sports) and the NPO (an external organization that has supported the development of community sports clubs [CSCs]) were regarded as civil society organizations that are independent of the public and private sectors, in order to comprehend the complementary relationship between the 2 in real terms.

Data on the actual practices of the JASA and the NPO between 1997 and 2007 were analyzed, and the complementary relationship between the 2 organizations was then discussed based on the concepts of mobilization and symbolic movement. Mobilization is a social space in which individuals redefine their social roles in a self-recursive manner through acceptance of information resources related to the values and ideals that society requires. Symbolic movement is a generic term for social movements whereby individuals' voluntary discourse act and associations act are transformed into civil society-based public intention.

As a result, it was clarified that the JASA has been facilitating mobilization that can temporarily remove individuals from public bureaucracy and customs and direct them towards parties related to CSCs through announcements of investigation and research results and lifelong sports vision and recommendations. On the other hand, it was revealed that the NPO has been playing a symbolic role, leading to normative discourse act and associations act that are initiated by various individuals who are interested in CSCs, namely the private sector, through interactive information exchange that leverages the information and telecommunications infrastructure. Although the business methods of these 2 civil society organizations seem to be confrontational when viewed from the perspective of a complementary relationship, it was suggested that creative confrontation between mobilization and symbolic movement is a requirement for creation of a public sphere. Furthermore, the complementary relationship between mobilization and symbolic movement that attempts to aggregate and share various sources of information related to CSCs, showed some degree of ambiguity, and accordingly may be transformed into public intention in the form of collective/political action.

Keywords: community sports club, advocacy, sports organizations, new social movements, radical democracy

1. Study motivation and objective

In Japan, many private sports organizations^{*1} are involved in promoting lifelong sports participation in society. This includes several institutions of different types, ranging from prominent private sports management organizations such as the Japan Sports Association (JASA)^{*2} and the Japanese Olympic Committee, to private sports associations managing a variety of teams and clubs. In particular, private sports organizations play an essential role in fostering and supporting the development of community sports clubs (CSCs), which contribute to the realization of lifelong sports participation in society. Many studies have been conducted on CSCs in the domain of sports sociology, with a large majority of them focusing on the social function of sports, which was hotly debated in the 1970s and 1980s. The logic behind taking this research approach at that time was to question the legitimacy of team policies by focusing on the significance of CSCs' community-building function (Goto, 2008; Goto and Morisaka, 2006; Sekine et al., 2009). Later, in the 1990s and 2000s, against the backdrop of Japan's sagging economy and fiscal contraction, there was growing interest in the idea of independent local sports teams led by local residents, which would avoid public intervention wherever possible. Under such circumstances, research on CSCs has concentrated on management theory to discover economic goods as well as human resources with management capability, which would lay the foundation for a team's independent administration (Ito and Yamaguchi, 2001; Matsunaga, 2003, 2005; Matsuo, 2007; Matsuzawa, 2007; Nagazumi et al., 1998, 1999, 2003; Yukizane and Simizu, 2003). In the study of CSCs, management theory has called for reflection on the promotion of government-led CSCs, while at the same time accumulating findings in favor of active participation of local residents using management techniques borrowed from profit-seeking organizations. Private sports organizations have played a major role from "outside" the government in supporting the development of CSCs in the face of these practical issues. However, no studies have evaluated the private sports organi-

zations that support CSCs. Few studies are available that examine sports centers that serve a wide area and are not part of a prefectural government (Kawanabe and Yanagisawa, 2009; Sekine et al., 2012). Moreover, these studies only question challenges faced regarding CSC policies based on the struggles of staff members.

Therefore, this study considers the activities of JASA, which, as a private sports management organization, has been playing a central role in supporting the development of CSCs. JASA's role is significant because, since 1997, it has been commissioned by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) (formerly, the Ministry of Education, Science, Sports and Culture) to implement a program for developing designated clubs. It has also been commissioned by the Japan Sport Council (JSC) to implement a sports promotion lottery (hereinafter, "toto grant"). By 2012, JASA had a proven record of assisting 1405 CSCs, including those that were still in the early stages of formation, and of undertaking projects supporting the independent activities of 671 CSCs that sought to run their organizations autonomously (Japan Sports Association Local Sport Promotion Department, 2013, p. 36). As evidenced by its record, JASA has played an important role as a representative private sports management organization in supporting the development of CSCs. Moreover, larger and smaller sports organizations affiliated with JASA (hereinafter, "affiliated organizations") have played a significant part in expanding CSC policies throughout Japan by aligning or collaborating with JASA. However, there have been no studies from the perspective of sports organization theory discussing the relationships between JASA and its affiliated organizations (or among the affiliated organizations themselves), or how these affiliated organizations align or collaborate with JASA or one another in supporting the development of CSCs. Additionally, there have been no studies discussing alignment and collaboration between organizations from the perspective of sports organization theory that examine associations with different administrative characteristics than those of JASA.

Thus, this study focuses on private sports associations that have different organizational characteristics than those of JASA. Particularly, we will examine specified non-profit organizations (NPOs), as defined in the Act on Promotion of Specified Non-profit Activities (the “NPO Act”), enacted in December 1998.*³

We chose this topic because, since the late 1990s, information and telecommunications infrastructures for building websites to disclose civil activities have been rapidly developed, as civil groups have undergone a transition in the pursuit of NPO status. The bidirectional information exchange utilizing these infrastructures has accelerated the establishment of NPOs composed of networks of individuals sympathetic to each other’s goals. In terms of support for the development of CSCs, an Information Network Support NPO*⁴ (hereinafter, “INS-NPO”) run by CSC members was established in July 1999, “outside” JASA, and has worked to implement projects on information provision, consultation, and seminar planning as a private sports organization (Mizukami and Kurosu, 2016, 2017). The INS-NPO examined in this study is characterized by 1) absence of governmental intervention, 2) voluntary participation of people who sympathize with and act towards the resolution of social issues, 3) active information disclosure utilizing telecommunications infrastructures, 4) absence of restrictions on membership for people who sympathize with the organization’s goals, and 5) authorization to make policy proposals.*⁵ Sato (2007) discusses the significance and the development of an INS-NPO having these organizational characteristics and argues that the expansion of “the civil society composed of a group of different individual voluntary associations, including various social movements, NPOs, NGOs, and volunteer organizations formed for each issue independently of the market and central government (central bureaucracy)” (Sato, 2007, p. 10), represents a social movement with important implications for a new phase of democracy. This suggests that the two private sports organizations, JASA and the INS-NPO, represent important social advancements towards the formation of a civil society composed of “a group of individual associations” and run in a domain independent of politics and the economy. Walzer (1996) defines *civil society* as “the space of uncoerced human association and also the set of relational networks

—formed for the sake of family, faith, interest, and ideology—that fill this space” (Walzer, 1996, p. 164). Further, with regard to the relationship between civil society and sports, Saeki (2004) argues that “to establish a sports support system in civil society, it is necessary to lower the barrier between sports and civil society so that their reciprocity is felt through fruitful exchanges” (Saeki, 2004, p. 304). As Mizukami (2016) argues, the NPO Act as well as the information and telecommunications infrastructures that aid in forming such a civil society may be important intermediary tools (Mizukami, 2016) that facilitate the creation of “relational networks that fill this space” (Walzer, 1996, p. 164), and “lower the barrier between sports and civil society” (Saeki, 2004, p. 304). Moreover, it may be because these are essential tools in the growth process of private sports organizations that are independent of politics and the economy that they have the empowering function of nurturing a public intention embodied in citizens’ collective or political advocacy*⁶ actions. Additionally, if we discuss the significance of civil society from the viewpoint of the formation of the “civic public sphere” proposed by Habermas (1994), the two private sports organizations this study examines may also play a pivotal role in prevention of a “receptive public sphere” (Kiku, 2000, pp. 93-94) for sports administration. Specifically, studying trends in their operation may lead us to clarify the significance of private sports organizations that create a “public” intention embodied in the collective political actions of various sports practitioners, as well as the significance of private support organizations that uncritically accept measures taken by Japan’s sports administration. This research interest in the “civil public sphere” is represented in studies that reconsider collective or political actions of various sports practitioners from the viewpoint of voluntary speech and associative actions taking place outside of executive authority, and that discuss its significance as highlighting a new perspective in organization theory in sports (Kasano, 2012; Kiku, 2000, 2001, 2006, 2014; Saka, 2004; Takahashi, 2005, 2011; Yoshida, 2005). Mizukami and Kurosu (2016) “focused on an NPO’s potential for serving as an information-network-based association” and found that “such an association has the function of enabling [...] personal and free self-representation” (Mizukami and Kurosu, 2016, p. 558). Thus, they explored the

“public” sphere responsible for creating a “civil public sphere” in sports by taking individuals’ own desires as a starting point. Moreover, Matsuo (2000) redefined *sports public interest corporations* as public sports organizations that sit in the “private” sphere as an intermediary between the “public” and the “individual,” and demonstrated that they have the “private” character that is integral to the formation of a “civil public sphere” (Matsuo, 2000). These preceding studies focus on various sports practitioners’ personal desires in sports and argue for a “civil public sphere” that arises when the “private” sphere which mediates between the “individual” and the “public” spheres, or among the “individual” spheres themselves, is transformed into a “public” sphere embodied in collective and political actions. Specifically, these studies explore the possibility of transforming a “public” grounded by nation-centered society into a “public” grounded by civil society through the “private” sphere. These preceding studies suggest that private sports organizations play a significant part in the formation of a “civil public sphere” in the “private” sphere, independent from both the “public” and the “individual.” However, these studies represent nothing more than a research approach that limits its scope to a “specific private” sphere and discusses the possibility of transforming it into a “public” sphere grounded in civil society, based on an analysis of specific cases or organizational significance. In situations where new private sports organizations are being established in a decentralized manner following the enactment of the NPO Act, it is important to focus on alignment and collaboration amongst multiple private sports organizations with different organizational characteristics, as well as their complementary relationships, as necessary elements for the creation of a public sphere.

Based on these considerations, the aim of this study is to understand how JASA (a private sports management organization that plays a central role in the world of Japanese sports) and the INS-NPO (which supports the development of CSCs outside JASA) work in the “private” sphere independently of the spheres of the “public” and the “individual,” and to interpret the complementary relationship between these two “private” organizations from a practical perspective. Through this, we hope to demonstrate that the relationship between them forms an important element in the creation of a

public sphere. We do so on the basis of the main points of Melucci’s “new social movement theory” (Melucci, 1997) and Laclau and Mouffe’s “theory of radical democracy” (Laclau, 2002a, 2002b, 2002c, 2014; Laclau and Mouffe, 2012).

2. Methods

We analyzed nearly 10 years of practices carried out by JASA and the INS-NPO from June 1997 to March 2007 to gather qualitative data on how the complementary relationship between them constitutes a key requirement for the creation of a public sphere.

Beginning with the “Model Project for Comprehensive Club Development Centered around the Japan Junior Sports Club Association”^{*7} in 1997, JASA created the “Club Development Division” (hereinafter, the “Development Division”) within its organization, based on the goal of establishing an appropriate number of CSCs laid out in the “Basic Plan for the Promotion of Sports”^{*8} (Sports and Youth Bureau in the Ministry of Education, Culture, Sports, Science and Technology, 2000). Our study focused on their development support that aimed to abolish municipalities without a CSC (2013 Community Sports Promotion Department in the Japan Sports Association, 2013, pp. 3-6). Specifically, this study focused on the Special Committee (which was responsible for implementing the survey research project setup by JASA and for formulating a vision and proposals). Additionally, it also focused on bodies such as expert panels and planning sections (which were responsible for planning projects associated with support for the development of CSCs), and the outcomes announced by these bodies. **Tables 1, 2, and 3** show a list of 18 projects, numbered [A] through [R], each of which included a research report, vision and proposal, project name, and council name. This data allowed us to qualitatively examine JASA projects during the study period.^{*9}

With regard to the INS-NPO, qualitative data included documentation by a founder of the NPO since June 1997, newsletters first published in May 1998, and session minutes documented after NPO status was obtained in July 1999. Qualitative data on the INS-NPO’s activities associated with the 18 JASA projects have been numbered from 1 to 59, and described purposefully as shown in **Tables 1, 2,**

Table 1 First phase of the practical field (June 1997 to November 2001).

Japan Sports Association	Phase	Year	Month	Source	Information Network Support Non-Profit Organization (NPO)
1997 [A] Physical Education Bureau in the Ministry of Education, Culture and Sports (Commissioned project) Research and development of sports clubs that constitute the core of lifelong sports activities by lifelong sports organizations: development of CSC (first year) <Organized groups> Research and development team for the development of sports clubs that constitute the core of lifelong sports activities by lifelong sports organizations	First Phase	1997	6	Notebook	Heedless and direct importation of Western views on sports clubs would not be productive, as the form of club-based solidarity in Japan as well as their characteristics are different from those of Western countries. Therefore, the mechanism of solidarity that is unique to sports clubs in Japan must be explored as the “theory of sports clubs” unique to Japan. If this situation persists, people will completely stop raising their voices for CSCs from below.
		1997	12	Notebook	Regarding the “Model Project for Comprehensive Communal Sports Club Development” launched in 1995 by the Ministry of Education, Science and Culture (currently the Ministry of Education, Culture, Sports, Science and Technology), a total of 16 municipalities (six in 1995, eight in 1996, and two in 1997) were designated as models. In 1997, the third year of the project, the number of designated cities significantly declined from 8 in the previous year to 2. The subsidization to “Sports Town Project” launched in the same year may account for the decline in the number of cities designated for the development model project from 8 to 2. In view of this rate of decrease, the government’s community sports promotion project would be terminated in as short as 4 to 5 years. This is how things are always going to be. One cannot evaluate the outcome of a CSC for a period of 1 or 2 years. It takes a long time for a CSC to become an official sports organization. First, it is necessary to present an idea about what a CSC is. CSCs will be positioned as a big boom for sports that will increase the number of sports clubs across the country that transcend the boundaries of events and groups and will collect and integrate voices of clubs “from below.”

and 3.^{*10} The qualitative data from the study period were significant because they provided interpretable data for discussing how JASA (which has provided support for the development of CSCs) and the INS-NPO have built a complementary relationship between their respective roles.

3. The theory of new social movements and the theory of radical democracy

How did the parties that set up and managed CSCs perceive the practical field developed by the two “private” organizations? Further, how can we explain the public sphere, which derives its meaning from the practical field? This study incorporated the

main points of Melucci’s “theory of new social movement” (Melucci, 1997), which discusses speech and associative action developed in the “private” sphere in isolation from politics and the economy, and Laclau and Mouffe’s “theory of radical democracy” (Laclau, 2002a, 2002b, 2002c, 2014; Laclau and Mouffe, 2012). What these theories have in common is their support for protecting the collective intention of multi-dimensional subjects, which emerges freely “outside” the sphere of the “public” and that is grounded in a nation-centered economy, by considering such intention to be a representation of the symbolic semantic space of social transformation and referring to it by the name of “civil society” or “public space” (Laclau and

Table 1 Continue.

Japan Sports Association	Phase	Year	Month	Source	Information Network Support Non-Profit Organization (NPO)
1998 [B] Physical Education Bureau in the Ministry of Education, Culture and Sports (Commissioned project) Research and development of sports clubs that constitute the core of lifelong sports activities by lifelong sports organizations: Development of CSC (second year) <Organized groups> Survey research team concerning the development of sports clubs led by local or regional sports associations	First Phase	1998	4	Notebook	Developed “Notes for Preparation for the Release of ‘Community Sports Club Research Group Word-of-Mouth Telecommunications,’” consisting of 10 items including “clarify contacts,” “set out a clear vision (future scheme),” and “give club a shape.” Word-of-mouth telecommunications that are released must be copied in many places and scenarios and frequently used in meetings for development of CSCs.
[C] Physical Education Bureau in the Ministry of Education, Culture and Sports (Commissioned project) Survey research project concerning the development of sports clubs led by local or regional sports associations: Development of CSCs <Organized groups> Survey research team concerning the development of sports clubs led by local or regional sports associations		1998	5	Letter	Though the concept is gradually spreading, many people are worried that there are many hurdles to overcome when they think about setting up a CSC in their community. To be sure, there are several problems to be solved. However, in reality, it seems that in many cases only one person bears all of these problems and sets the bar too high. In this case, if there is someone around to turn to for unreserved advice and ask “What can I do?” then the person must reply “There is a better approach.”
[D] Japan Sports Association Proposal: “Towards the New Development of Sports in the 21st Century,” released in February 1999 <Organized groups> Sports promotion special committee		1998	5	Letter	1. Be a sender rather than a reader. 2. The bulletin should be lively, and not something just filed in a desk folder of a responsible person. 3. Ask simple questions to one other, starting a line with “This may sound funny, but.” 4. Do not be concerned about one another’s positions, and create a situation where frank and free speech will be welcomed. 5. Create a bulletin that will be distributed as material for discussion in the steering committee. 6. It depends on how many people agree to “change together.” In principle, membership must be obtained individually. 7. There must be someone who understands one and collaborates with him or her. Try to get various communal organizations and groups involved. 8. If one likes the place one lives, he or she can bet on having zeal. 9. Start dreaming about sports scenes for your town 10 to 20 years ahead. 10. The mind of each individual should be unified to make a brook, which, it is hoped, forms a big wave that will eventually transform the sports scene in Japan.
		1998	8	Letter	An organizer is a specialist for developing CSCs and at the same time a leader that puts revitalizing energy into future communities. Dividing Japan’s archipelago into the eastern and the western regions, the publication started as an “enlightenment and development” magazine that sought to establish 50 CSCs and develop 50 organizers in each of the two regions.
		1998	12	Letter	Society in the 21 st century must place importance on a normal life in which everyone can play a role. In short, we consider that the most important challenge in the future of our country is to seek to “develop a society based on the participation of local residents” grounded in the community in which they make their living.

Table 1 Continue.

Japan Sports Association	Phase	Year	Month	Source	Information Network Support Non-Profit Organization (NPO)
1999 [E] Physical Education Bureau in the Ministry of Education, Culture and Sports (Commissioned project) Survey research project concerning the development of sports clubs led by local or regional sports associations: Development of CSCs <Organized groups>	First Phase	1999	2	Letter	This is the first step for the sports NPO. As one knows, they started receiving applications at the Economic Planning Agency and each municipal government from December 1 of last year. It did not get off to a good start. However, this is an unprecedented attempt and it is precisely for this reason that the initial effort makes a lot of sense and allows free thinking.
Survey research team concerning the development of sports clubs led by local or regional sports associations [F] Japan Sports Association Japan Sports Association Sports Medicine and Science Research report Survey research concerning lifelong sports promotion policy (First report) <Organized groups> Sports Medicine and Science Special Committee Survey research team concerning lifelong sports promotion policy		1999	7	Letter	Throughout this work, we once again recognized the weight of the responsibility. At the same time, it was a good opportunity for us to learn about the social structure. [...] Each member presented their own experience in the field and active discussion was carried out under the slogan “Every participant is a panelist.” Since it was a voluntary assembly in which participants’ positions and affiliations were unquestioned, honestly, we were quite anxious about how far we could go in accomplishing our goals. However, as many as 130 people participated from all around the country, from Hokkaido in the north to Kagoshima in the south.
		1999	12	Minutes	The role of the support NPO is to jointly host seminars and conventions with the Ministry of Education, Culture and Sports, the Japan Sports Association, and the Japan Sports Club Association, as well as each sports association, municipal governments, corporations, and foundations, and to develop CSCs and assist in shaping public opinion.
		1999	12	Minutes	Regarding NPOs that engage in specified non-profit activities through sports, around 20 organizations have currently applied and been certified throughout the country. In this organization, we will seek to qualitatively improve corporate activities by furthering information exchanges with these sports NPOs. At the same time, we would like to establish a complementary support structure. For details, we will introduce our activity objectives for other NPOs through our website and will create a webpage for the Sports NPO Association.

Mouffe, 2012, pp. 349-357; Melucci, 1997, pp. 217-226). The collective intention, according to Melucci, “take[s] the form of networks composed of a multiplicity of groups that are dispersed, fragmented and submerged in everyday life, and which act as cultural laboratories” (1997, p. 64). Moreover, according to Laclau, it “will result... from the expansion and multiplication of fragmentary, partial and limited subjects who enter the collective decision-making process” (2014, p. 8). Specifically, the creation of the public sphere, as

observed by Melucci and Laclau, is triggered by the fact that personal and private opinions, regardless of whether they are minority, fragmented, or incomplete self-representations, are supported and not eliminated. On this basis, they observe the transformation of these opinions into “public” intention embodied in collective and political action, through their multi-level emergence from many directions and their expansion accompanied by normative constraints. Additionally, Melucci and Laclau claim that the process of their transforming

Table 1 Continue.

Japan Sports Association	Phase	Year	Month	Source	Information Network Support Non-Profit Organization (NPO)
2000 [G] Japan Sports Association Proposal: 21st century national sports promotion policy Released in January 2001 <Organized groups> Japan Sports Association planning section and board meeting [H]	First Phase	2000	2	Minutes	If I understand correctly, the concern is that if the support NPO holds too many seminars upon request, people will consider that we are a specialized event organizer. However, with our current manpower, it is impossible to hold all of the requested seminars. Thus, we think that the candidates will naturally be narrowed down if we as the support NPO judge, based on principle, the readiness to accept requests.
Japan Sports Association Japan Sports Association Sports Medicine and Science Research report Survey research concerning lifelong sports promotion policy (second report) <Organized groups> Sports Medicine and Science Special Committee Survey research team concerning lifelong sports promotion policy		2000	4	Minutes	There was a request that the next seminar be held at the Toyama Kouiki Sports Center. Aside from an annual seminar, whether or not to hold small-scale seminars throughout the year will be a discussion topic.
		2000	5	Minutes	How to secure manpower is going to be important. In the future, we will take a survey on members as to whether they wish to become volunteer staff and will make a specific proposal for an organizational structure in the board meeting to be held in September. Pages dedicated to regular members will be created on the web and a system will be in place that allows them to write information corresponding to the current newsletter.
		2000	6	Minutes	Since there are many board members, I suggest setting up a General Affairs division to enable quick decision-making. In the future, we need to increase board members as the number of projects increases. Therefore, it is necessary to create rules for nominating board members.
		2000	10	Minutes	The social work for the support NPO is to get people actively involved in the creation of sports clubs in their community. The support NPO must create circumstances for its members to easily get involved. Human resources are an asset for the support NPO. Establishing functions for disseminating voices and information for “local” people within the support NPO is required externally.
		2000	11	Minutes	NPOs such as Sports Wave (Northern Kyushu) and Coaches (Hiroshima) were established. We would like to co-host seminars that the support NPO has hosted with these NPOs, identify them as working groups, and let them speak about their experience.

into “public” intention is an important requirement that creates the momentum for the formation of a new democracy.

4. Analytic framework

In this study, we would like to indicate an analytic framework that could be used when discussing

the practical field developed by the complementary relationship between JASA and the support NPO from the viewpoint of Melucci’s “new social movement” (Melucci, 1997) and Laclau and Mouffe’s “radical democracy” (Laclau, 2002a, 2002b, 2002c, 2014; Laclau and Mouffe, 2012).

Table 1 Continue.

Japan Sports Association	Phase	Year	Month	Source	Information Network Support Non-Profit Organization (NPO)
2001 [I] Sports and Youth Bureau in the Ministry of Education, Culture, Sports, Science and Technology (Commissioned project) Expected roles of municipal sports associ- ations for establishment, maintenance, and development of CSCs. 〈Organized groups〉 Survey research team concerning the roles of municipal sports associations in local sports promotion [J] Japan Sports Association Sports Medicine and Science Research report by the Japan Sports Association Survey research concerning lifelong sports promotion policy (third report) 〈Organized groups〉 Sports medicine and science special com- mittee Survey research team concerning lifelong sports promotion policy	First Phase	2001	1	Minutes	Regarding the present status and issues of the mail- ing list service started on October 31, since there is a decline in the number of comments posted, it is necessary to intensify dialogues. After the start of the service, a summary must be given at a certain stage. One option to do this is to set up individual themes and encourage people to actively partici- pate in the discussion on the mailing list.
		2001	4	Minutes	To indicate the meaning of the number “100,” which represents our mission of achieving a total of 100 CSC foundations, as well as to inform staff that we are involved in the process of establishing a sports club, such information should be posted. It is necessary to collect and store information from board members and staff on the area and the type of sports club that is being built, including efforts other than those led by the Ministry of Education, Culture, Sports, Science and Technology.
		2001	6	Minutes	A total of 111 people responded to the question- naire distributed at the Toyama seminar. Twenty- two administrative officials participated in this seminar because it was held by us. Of these, 12 people expressed their desire to participate as staff members of the support NPO. It is necessary to think about an Internet-based business promotion structure for these individuals to participate in our activities.
		2001	7	Minutes	The possibility of developing infrastructure for the club’s information website with the aid of the Information Technology Promotion Agency was discussed. To intensify mutual information exchanges, it might be possible to recommend designated model projects to register on this sys- tem and to release annual outcomes of model municipalities using it.
		2001	9	Minutes	Rules must be created according to how the government agency commissions the support NPO to implement projects. For example, even if we make a proposal to the Ministry of Education, Culture, Sports, Science and Technology (MEXT) regarding the commissioning of research, other profit-oriented organizations are often selected as the entrusted party. Currently, there are no inter- nal rules for project reception in the support NPO and we cannot take advantage of our talents.
		2001	11	Minutes	We would like to develop model cases that we recommend for sports clubs. To this end, it is neces- sary to develop indicators as the selection criteria for club cases. Although the title is tentative, we would like to set up selection committees in 100 locations to discuss indicators for selection. To accomplish this, we would like to designate 19 sports clubs from all over the country as advanced clubs and collect infor- mation for the development of indicators. We would like to recruit staff from these 19 clubs, if possible.

Table 2 Second phase of the practical field (March 2002 to December 2003).

Japan Sports Association	Phase	Year	Month	Source	Information Network Support NPO
2002 [K] Japan Sports Association (toto fund) A report concerning site visiting of community sports clubs and listening survey <Organized groups> Community sports club central research group [L] Japan Sports Association Century “21” Sports Promotion Vision: A proposal concerning sports promotion measures by the Japan Sports Association with a vision for 2025 <Organized groups> Sports Medicine and Science Special Committee Survey research team concerning lifelong sports promotion policy	Second Phase	2002	3	Minutes	It is necessary to strengthen board members. Regarding reappointment and appointment of new members, candidates are those who are: particularly good at financial development; from a private company who particularly like sports; in the financial sector; bank employees; and those who understand the mission of the support NPO in layman’s terms and are good at securing funds for each project. To this end, we would like to devise a form of plenary session. It should include a program with the chief goal of promoting friendship among staff. The program should not use a classroom-style. It must consist of project-by-project study groups, and staff themselves must set up a theme and make a presentation. Free-talking sessions in small groups as well as site-visiting programs are also good options.
		2002	4	Minutes	We are concerned with situations surrounding the toto sports promotion lottery fund. It would be nice if there was a place in which we could ask around four groups out of all applicants to talk about problems or challenges in toto funds during the application process from the applicant’s perspective and receive feedback. Preferably, a small study group is appropriate for the support NPO. A smaller study group should be more fruitful and valuable regarding information to be posted in the website.
		2002	5	Minutes	Although information related to finance is necessary for acquiring new staff, it does not have to be plenary material. We would like to create a leaflet for acquiring staff. There is no denying that plenary material should provide good and reliable information and is worth reading for prospective newcomers.
		2002	7	Minutes	A board member of the Support NPO concurrently serves as the navigator of the project mailing list. However, it was approved that the navigator would be selected in the future from the staff in each project. A board member in charge of each project shall appoint a qualified member to be the navigator through the open mailing list of the support NPO or the project mailing list and report it to the board meeting by mid-August. The plan to set up a consultation desk on the website of the support NPO was approved.
		2002	9	Minutes	Regarding leaflet production, the leaflet contains too much information and excitement of readers cannot be detected. As a suggestion, there is a simple line with a strong message such as “drawing a picture using a jigsaw puzzle,” and then there is a membership application form. It would lower the entry hurdle if we left information concerning how individuals are related to the support NPO up to them. For average citizens, a message that could motivate them to have a relationship with the support NPO is more important than activity details and the operational structure of the support NPO.

Table 2 Continue.

Japan Sports Association	Phase	Year	Month	Source	Information Network Support NPO
	Second Phase	2002	11	Minutes	There was an announcement of a hotline opening from the Consultation Project Division. The mechanism of the hotline is to receive an inquiry from the official website of the support NPO, and then a staff member in the Consultation Project Division will provide a reply. Additionally, in the course of the hotline opening, it was agreed that inquiries and exchanges would be put in a database in view of future publication as a book.
2003 [M] Japan Sports Association (toto fund) An educational leaflet created for community sports clubs <Sports as One!> <Organized groups> Community sports club central research group [N] Japan Sports Association Onsite survey on clubs that were commissioned to implement the Community Sports Club Activity Support Project <Organized groups> Community Sports Club Central Research Group		2003	1	Minutes	Someone proposed to set up a branch of the support NPO. How can we support people with the same mindset as ours that are living in a small town or community? Alternatively, we may want them to voluntarily build their place of learning. We believe that it will further the promotion in a synergistic manner in conjunction with prefectural projects. Another thing to note is that when an individual provides information as an administrative worker, he or she finds one-way information provision from above. We would like to pick up opinions of the private sector. It is hoped that the number of organizations will increase that will collaborate with the support NPO, which is, in a certain sense, a representative of the private sector. If a small branch of the support NPO grows in a community, that may motivate people to improve their communal environment by themselves.
		2003	2	Minutes	Though the idea is to set up a hotline on the webpage, we determined that it would be impossible to implement it in our current structure. This is because, for example, today we received a document concerning the trends of community sports clubs across Japan. It made me think that we will not be able to respond to inquiries unless we, as the support NPO, prepare this kind of document. When looking at inquiries received at the administrative office of the support NPO, most of them are requests for investigation. From the standpoint of the Consultation Project Division, even if we set up a hotline, we cannot handle inquiries. First of all, it is important to prepare basic documents.
		2003	4	Minutes	The point of reconsideration is that we failed to invite as much staff participation as expected. The objective of the support NPO should be simplified a little. From the term "Club Life," we presume to make a report entitled "Club Life: 100 Scenarios" to encourage social participation. The Club 100 mission often created an impression that the support NPO would choose 100 sports clubs, and the support NPO faced a dilemma of limiting the scope of CSCs. For these reasons, it was not realized.
		2003	4	Minutes	It would be nice if the support NPO would create club networks in the fullest sense of the term. Club managers may, in actuality, feel lonely. Can the support NPO do something to help expand the network, particularly amongst managers?

Table 2 Continue.

Japan Sports Association	Phase	Year	Month	Source	Information Network Support NPO
	Second Phase	2003	5	Minutes	Is it possible to unite staff under “Club Life: 100 Scenarios” that would actualize the new mission? If we appoint a responsible person for each block who plays an intermediary role, a relationship could be built and information could be gathered smoothly from sports clubs. If there is a structure that can absorb and deliver information from sports clubs, then magazines and Club 100 Scenarios could be published in book form. We want to consider introducing a system like citizen journalism.
		2003	7	Minutes	If we can successfully inform the public that obtaining membership not only benefits individuals but also clubs or kouiki sports centers, I think it would accelerate entry to the support NPO. Since in kouiki sports centers, no staff member can determine entry on his or her own, we want to inform the public of the significance of being a member of the support NPO. Regarding kouiki sports centers, delivering affordable services exclusively prepared for them would meet their needs.
		2003	9	Minutes	The overall impression of the official website should be of a “user participatory type,” and we want to create a structure that naturally gathers information. We want support club managers to actively participate, even without professional knowledge. We hope to be able to build an identity of the support NPO by collecting opinions of our staff. We hope that this website will turn into citizen sports media that, in people’s opinions, delivers indispensable information and changes the system itself.
		2003	12	Minutes	Have we not become a lobbying group in a good way, such that people expect us to encourage the public and governments to solve specific issues that disturb the “development of Club Life?” The support NPO acts as an intermediary between people in the field and society. It absorbs voices from the field, shapes public opinion, and asks public figures such as special advisors to disseminate information. To this end, a system is necessary that collects and aggregates opinions from sports clubs or NPOs across the country, or people in the field. We would like to create a system that allows us to take surveys in a short period of time at a low cost through the use of websites.

4.1. Withdrawn “public” and subdued “individual”

According to Melucci (1997), for a multiplicity of subject actions (a multipolar action system) to arise, it is necessary to accept information that will temporarily lift the restrictions of existing institutions

and the customs in the field of the “public” sphere that are grounded in a nation-centered society (Melucci, 1997, pp. 16-22). In the present study, this corresponds to the acceptance of information that could inspire the withdrawal of bureaucratic and inelastic policy decisions, including the dominance of and dependence on the policies and

Table 3 Third phase of the practical field (January 2004 to March 2007).

Japan Sports Association	Phase	Year	Month	Source	Information Network Support NPO
2004 [O] Sports and Youth Bureau, Ministry of Education, Culture, Sports, Science and Technology (Commission) Japan Sports Association (toto grant) Held club meeting, 2004	Third Phase	2004	1	Minutes	Management has been conducted virtually using the mailing list system. However, it has been slow without face-to-face communication. It might be nice if we could ask those staff who want to participate in management but are afraid of raising a hand to be board members.
Held club development advisor seminar Educational poster and leaflet created Community Sports Club Activity Support Project Community Sports Club Development Support Project Certified sports coach allocation support Club manager allocation support A survey of advanced comprehensive community sports clubs Information provision review conference Club magazine created <Organized groups> Community Sports Club Development Committee Central Planning Group, Comprehensive Community Sports Club Local planning group, Comprehensive Community Sports Club		2004	3	Minutes	If the support NPO plays an intermediary role when club managers, chairpersons of the club, advisors, and administrators communicate with each other so that clubs can get connected, everything will go well. In situations where individuals do not know to whom they can address their inquiries, there must be someone who can take care of them. It is important that a connection be established between staff members rather than with the support NPO.
		2004	4	Minutes	If a large goal is to make policy proposals and shape public opinions, the marketing research function shall be enhanced as a means to achieve this end. This is a policy marketing strategy that monitors not the general public but those who are involved in the creation of club life. Specifically, some staff and club organizers claim that it is easy for them to participate if they can imagine specific jobs.
		2004	5	Minutes	Mobilization of staff shall be considered when developing an action plan. Staff are highly interested in how they can cooperate with the activities of the support NPO and how they can apply the experience to their own activities. It is therefore necessary to consider this point, too.
		2004	6	Minutes	Collect materials for policy proposals. A scenario must be written that sorts out the root cause of the problem and how to address it. First, attract attention. Use the slogan “pleasure of club life” as a stimulus to attract interested parties. Second, show “how the pleasure of club life can be produced.” Embody the statement, “Being in a club is a pleasure.” Turn uninterested people into interested ones.
		2004	7	Minutes	Consider two projects, a symposium and leaflet production, through joint events with a newspaper company and position this as a place for informing the public about the club life mission.
		2004	9	Minutes	We are considering making joint events with a newspaper company into a series. We will release the web questionnaire survey results in a symposium to make an appeal about our enhanced marketing research functions.

approaches recommended by the sports administration. Melucci argues that temporal withdrawal of the “public” intention lowers the barrier for the

representation of the “individual” sphere. This provides the momentum for the creation of the public sphere by transforming “individual” intention into

Table 3 Continue.

Japan Sports Association	Phase	Year	Month	Source	Information Network Support NPO
<p>2005 [P] Sports and Youth Bureau, Ministry of Education, Culture, Sports, Science and Technology (Commission) Japan Sports Association (toto grant) Held club meeting, 2005 Community Sports Club Activity Support Project Community Sports Club Development Support Project <Organized groups> Community Sports Club Development Committee Central Planning Group, Comprehensive Community Sports Club Local Planning Group, Comprehensive Community Sports Club Council for Promotion of Development, Comprehensive Community Sports Club Council for the Promotion of Block-Based Club Development Meeting of officials responsible for the promotion of development of prefectural sports association clubs</p>	Third Phase	2004	11	Minutes	For the discussion portion of the joint events with the newspaper company, we would like to combine around ten existing videos to make a 5-minute video and speak about the club's mission. The club's mission is "to build a community that appreciates sports throughout life." The video will inform viewers that sports clubs are being established around the country and that the support NPO provides a range of assistance. It is hard to inform the public about the concept of club life. It would be good if that could be communicated using a video.
		2004	12	Minutes	It is only through the support NPO that people can create a space in which notions of social hierarchy and power dynamics are transcended and opinions may be freely expressed. Therefore, the main purpose of the next support NPO seminar at Toyama Prefecture will be about the creation of a space where people can exchange their opinions in a meeting for centers serving wide areas.
		2005	3	Minutes	For the preparation of the second joint event with the newspaper company, we want to include a municipality as a joint organizer and ask them to consider administrative measures to realize the club life mission of the support NPO in partnership with the local government. It was decided that the specific scenario for policy proposal and shaping of public opinion had two pillars: to present the figure of the community sports club, and to propose the role of the support NPO from the administrative perspective. Specifically, we would like to discuss the approach and implementation methods for the following three items: (1) ways to secure sites, access to schools, and promotion for collaboration with schools; (2) a community building policy; and (3) public comment.
		2005	4	Minutes	Inquiries about who our members are were received from membership candidates. We make it a rule to upload our members list on our website. However, I believe that information regarding what kind of benefits they could enjoy and how staff actually participate can only be conveyed by showing our project outcomes.
		2005	6	Minutes	I think that joint events with the newspaper company demonstrated the truthfulness of the support NPO's public image that it involved many people, planned projects, and executed events that were difficult for governments to implement. It has been reported from across the nation that there are individuals who are interested in establishing sports clubs, and they reported on joint events in a meeting with local governments to obtain understanding from the latter.

Table 3 Continue.

Japan Sports Association	Phase	Year	Month	Source	Information Network Support NPO
<p>2006 [Q] Japan Sports Association (toto grant) Council for the Promotion of Development, Comprehensive Community Sports Club Held club meeting, 2006 Community Sports Club Development Support Project <Organized groups> Community Sports Club Development Committee Central Planning Group, Comprehensive Community Sports Club Local Planning Group, Comprehensive Community Sports Club Council for Promotion of Development, Comprehensive Community Sports Club Council for the Promotion of Block-Based Club Development Meeting of officials responsible for the promotion of development of prefectural sports association clubs Club development advisor meeting</p>	Third Phase	2005	7	Minutes	Looking forward to the World Cup being held in Germany next year (in 2006), we would like to hold a seminar and invite sports club officials from Germany. A proposal for collaboration was received from the Japan-Germany Exchange Association, and we are hoping to realize it by inviting them to the joint event with the newspaper company. We also want to consider utilizing staff in the support NPO who have had experience living in Germany.
		2005	9	Minutes	We are calling for the participation of businesses serving a wide area. Currently, approximately 20 individuals applied for registration. We aim to let staff of these businesses exchange opinions for future sports centers serving wide areas and take action.
		2005	12	Minutes	We are receiving grant applications to a local branch called Club Summit, and there are requests from the prefectures in which the support NPO held a seminar. Given the transportation costs from local cities to the capital city of Tokyo, it would be ideal if a branch of the support NPO held a seminar (the size of a small study group) in a local city to establish a connection.
		2006	4	Minutes	Proposals were received from the Tokyo metropolitan government and MEXT regarding the commissioned project for symposium planning. As for the Tokyo metropolitan government, the proposal included a decline in the consignment fee. However, regarding the commissioned project from MEXT, since the roles and jobs of the club-supporting NPO were not clear, the discussion will reportedly be held once again. We understand governments' expectation for our role in selecting and coordinating panelists nominated for the joint event with the newspaper company. However, they did not leave an impression that they tried to cooperate with us. We have to be cautious in determining whether to accept a project wholly delegated by the government.
		2006	7	Minutes	We should consider the renewal of our website. Thanks to the release of a DVD of the joint event with the newspaper company held in May, the number of visitors to our website has increased. However, our website does not allow us to report past data or study outcomes. Since we are considering relocation of our office, it is necessary to create an impression of a newly-born support NPO on our website synchronously with relocation.
		2006	9	Minutes	Regarding the renewal of the website, can there be a function that not only archives previous data in a database, but also puts data in the database from questionnaire surveys or listening surveys carried out by sports centers serving wide areas or local sports associations, no matter how small they are, so that one can compare between centers serving wide areas, local sports associations, and sports clubs with a keyword?

Table 3 Continue.

Japan Sports Association	Phase	Year	Month	Source	Information Network Support NPO
	Third Phase	2006	12	Minutes	The support NPO is willing to plan the first Japan Sports Club Commission Meeting. A list with more than 60 promoters was created. We will list one person and one club from each of the 47 prefectures, with the hope that the club listed will lead all those in its region as a representative organization. Such clubs are growing, and they are fully capable of serving as representatives and promoters.
2007 [R] Japan Sports Association (toto grant) Council for the Promotion of Development, Comprehensive Community Sports Club Held club meeting, 2007 Comprehensive Community Sports Club Development Promotion Forum Community Sports Club Development Support Project <Organized groups> Community Sports Club Development Committee Central Planning Group, Comprehensive Community Sports Club • WG Local Planning Group, Comprehensive Community Sports Club Central Planning Group-Local Planning Group liaison meeting Council for Promotion of Development of Comprehensive Community Sports Club Meeting of officials responsible for the promotion of development of prefectural sports association clubs Club development advisor meeting		2007	2	Minutes	We are selecting promoters for the first Japan Sports Club Commission Meeting. The main purpose is to exchange information about know-how that is nurtured in clubs through the bottom-up approach, and entry is at each club's expense. The time is ripe for an annual meeting. It will be co-hosted with sports associations and Clublink Japan, and supported by MEXT. We will deliver the message that the main participants in this meeting are sports clubs, and people in sports clubs will manage it by themselves. With the goal of making participants the central players, we would like to pass this image of participants as main actors for club creation to the next generation.
		2007	2	Minutes	The notification was written in a way that the approval was received individually from the promoters of the Japan Sports Club Commission Meeting, lest it create an impression that this meeting locks in sports clubs. Unlike seminars conducted by club manager workshops and sports associations, we want the meeting to be one that emphasizes participants' voluntary engagement. The host sports club is located in the region in which it is held, and the host sports club and other clubs in Japan participate and interact with one another.
		2007	3	Minutes	Nearly ten years have passed since the establishment of the Club Support NPO. Thus, we hope in the first Japan Sports Club Commission Meeting to create a framework of a management organization with promoters from all over the country taking the initiative without reliance on the support NPO. It is expected that the sports clubs will identify issues with club-making and make policy proposals in the meeting. To this end, promoters' awareness of responsibility is necessary. Despite this, many promoters are still under the impression that they became promoters upon the request of the support NPO.

“public” intention grounded in civil society. Specifically, the “theory of new social movements” is understood to imply the creation of a public sphere by the withdrawal and transformation of the “public” intention grounded in nation-centered society into the “public” intention grounded in civil soci-

ety.

Additionally, Melucci contends that free speech and associative actions promoted through telecommunications infrastructures may play the role of subduing the “individual” intention, which tends to be personal and selfish (1997, p. 48). This allows us

to posit that, through using non-face-to-face information resources and participating in workshops and seminars offered by the INS-NPO, participants have been led to normative speech and associative actions. Specifically, the INS-NPO is considered to have created social spaces that establish “the process of individualization, which requires self-reflexive action” (Melucci, 1997, p. 48), in contrast to the egoism that tends to be personal and selfish, thereby directing “individual” intention into “private” intention, as well as into “public” intention. To summarize these considerations, the public sphere created in the complementary relationship built between JASA and the INS-NPO is a social space that confirms the significance of the “private sphere,” which is capable of withdrawing “public” intention grounded in nation-centered society, i.e., the “public” domain that constitutes the bureaucratic and inelastic institutions and customs of the sports administration. This provides an analytic framework for considering this space as denoting the creation of the “private” accompanied by “normative principles” (Laclau, 2002c, p. 98) that encourage correction of selfish-prone egoism.

4.2. “Mobilization” and “symbolic movements”

The following section indicates what kind of analytic frameworks could be used to separately discuss the support provided by JASA and the INS-NPO for the development of CSCs. Melucci argues that to correct selfish-prone egoism, the opportunity must be provided for a “powerful but temporary mobilization” (hereinafter, “mobilization”), in which private individuals redefine their social roles through the acceptance of information regarding particular values, ideas, and symbols required by society (1997, pp. 76-77). However, it must be noted here that Melucci’s concept of “mobilization” is not something that, for example, prompts a private individual to use authoritative powers to subordinate and mobilize others. Rather, Melucci’s “mobilization” denotes collective circumstances that drive private individuals to proactively accept information related to their social roles, such as new values, ideas, and symbols required by society, and redefine their own social roles through these resources in a self-reflexive manner. With regard to the qualitative data in this study, it denotes collective circumstances in which people accept informa-

tion resources, such as the vision of a society that participates in lifelong sports practices, and the discussion for new sports clubs developed by JASA. Thus, in this study, we would like to analyze the role of the “private sphere” seen in JASA from the perspective of “mobilization.”

Such “mobilization” has the “power of integrating” (Melucci, 1997, p. 76) multi-dimensional subjects that randomly emerge from various places into a particular intention, and thus can potentially lead people into a “receptive public sphere” in which new values, ideas, and symbols are uncritically accepted. On the other hand, dispersion of vast amounts of information through mobilization may be a weakness that limits the self-representation of private individuals. To avoid such potentialities and weaknesses as these, Melucci contends that, in today’s information society, since “the society itself is self-reflexive and is accompanied by actions that exploit self-productive resources” (1997, p. 48), it requires “movement networks for generating symbolic resources” (hereinafter, “symbolic movements”) (1997, pp. 76-77). Melucci’s “symbolic movements” is a generic term for social movements in which speech or associative actions generated in the “private” sphere lead people to a “public” intention grounded in civil society. Additionally, the significance of “symbolic movements” is that they have “some sort of normative principles that distinguish between what is to be allowed and what is to be prohibited” (Laclau, 2002c, p. 98), grounded in information resources such as new values, ideas, and symbols (Laclau and Mouffe, 2012, pp. 381-386). Accordingly, in this study, we would like to analyze the role of the “private sphere” seen in the INS-NPO from the perspective of “symbolic movements.”

5. Processes and results of the practical field

In the current study, to describe the practical field based on the analytic framework, three phases were distinguished for discussion. **Table 1** represents the first phase (1997-2001), which denotes the initial period of CSC development support; **Table 2** represents the second phase (2002-2003), which denotes the beginning of the toto grant system for CSCs; and **Table 3** represents the third phase (2004-2007), which denotes the period in which CSC development support systems were already in place.

Note that, in this paper, JASA activities were numbered in the tables as [A] through [R], and the INS-NPO's activities were numbered 1 through 59.

5.1. First phase (1997-2001)

5.1.1. Survey findings and vision

The first phase of the practical field ranged from June 1997 to November 2001 (**Table 1**). In this period, JASA established the “Sports Promotion Special Committee” for developing a 21st century vision for sports, and released a report titled “Towards the New Development of Sports in the 21st Century” [D] (Japan Sports Association, 2001a, p. 1). Following this, a three-year research project was launched at the Institute of Sports Sciences “to formulate basic measures” (Japan Sports Association, 2000b, p. 3, 2001b, 2002b) [F]. The research project was setup because many affiliated organizations “[had] not determined [a] lifelong vision for sports” (Japan Sports Association, 2001b, p. 89), and it was expected that the release of findings of [D] and [F] would enable affiliate organizations to “Plan ‘comprehensive promotion measures for vision achievement’” (Japan Sports Association, 2000b, p. 4). During the same period, studies exploring the possibility of unifying multiple junior sports club associations [A] and [B] (Japan Sports Association, 1998, 1999a) and those exploring the possibility of establishing an organization that would provide support for affiliated organizations as a CSC measure [B], [C], [E], and [I] (Japan Sports Association, 1999a, 1999b, 2000a, 2002a) were carried out. Of these, the comprehensive final report [I] indicated that a “project promotion organization” termed the “Council for Sports Club Development” could be positioned as a suitable organization for CSC development. This council was composed of representatives from a total of 25 local bodies or organizations, including governments, junior sports club associations, PTAs, scholarly organizations, youth groups, and healthcare associations (Japan Sports Association, 2002a, pp. 14-17). Additionally, it reported that these members were essential components for determining the process of CSC establishment as well as the organizational characteristics of these clubs. For example, [E] divided organizational characteristics into “all household membership model[s] led by a local sports association,” “role allocation model[s] be-

tween community hall[s] and local sports association[s],” “active leadership model[s] by coaches for junior sports clubs,” “community association-led model[s],” “main facility utilization club model[s],” and “strategic club model[s] that center[ed] on junior sports club associations” (Japan Sports Association, 2000a, pp. 44-76). The process of CSC establishment in accordance with each characteristic as well as its organizational advantages were discussed. Then, [I] provided a summary of these research activities by stating that “it [was] difficult to deny that waiting for a call for needs to spontaneously arise from local residents [was] an attitude that would not produce any concrete measures for the promotion of community-based lifelong [participation in] sports” (Japan Sports Association, 2002a, p. 24). Thus, it suggested that it was necessary to define requirements that would generate a need for CSC establishment from communal resources in various professions, not to mention sports. These study findings were confirmed in the practical field after 2000. In particular, at the dawn of the new century, JASA unveiled a recommendation describing ideals for private sports management organizations fit for the 21st century in the “21st Century National Sports Promotion Policy” [G] (Japan Sports Association, 2001b), based on the findings from [F], [H], and [J] (Japan Sports Association, 2000b, 2001b, 2002b).

5.1.2. Voices “from below” and the provider of information

In contrast, the first phase of the INS-NPO was replete with discourse spaces that encouraged independent participation in the group without being bound by one's organization and status, as observed in the following: “People participating in sports [should] stop raising [their] voice[s] for CSCs” (No. 1); “Solidarity ‘from below’” (No. 2); “Club research group word-of-mouth communication” (No. 3); “Someone close to turn [to] for unreserved advice” (No. 4); “Be a sender rather than a reader” (No. 5); “Free thinking promoted” (No. 8); and “In one's own field” (No. 9). Further, it was expected that the INS-NPO would discover individuals who could directly participate in the process of establishing an organization, as witnessed in “Discover organizers” (No. 6) and “Everyone can participate” (No. 7). This expectation became prominent after the organization gained NPO sta-

tus. The INS-NPO had transformed its approach greatly, from delivering newsletters to holding seminars or utilizing telecommunications infrastructures in its search for recruiting individuals who would be directly involved in the INS-NPO through expansion of NPO-based projects. Specifically, it “co-hosted seminars and conventions” (No. 10), “established a complementary support system” (No. 11), “held small-scale seminars throughout the year” (No. 13), and “created rules for accepting projects” (No. 22). In doing so, it mobilized participants as human resources for the INS-NPO (Nos. 12, 14, 15, 20, and 23). The INS-NPO recognized these human resources to be “an asset for the INS-NPO” (No. 16), identified them as a “working group” (No. 17), and built telecommunications infrastructures (Nos. 16, 18, 19, and 21) that allowed people to participate in the activities of the INS-NPO (Nos. 12, 14, 15, 20, and 23) in a private capacity (Nos. 16 and 17). This was indicated in such descriptions as “functions for disseminating voices of and information from ‘local’ people” (No. 16), “gathering and storing information from the board members and employees” (No. 19), “setting up individual themes and using the mailing list service for discussions” (No. 18), and “developing infrastructures for the club information website” (No. 21). In the course of this progress, JASA released vision documents or proposals based on its study findings, and in doing so, recommended that affiliated organizations plan measures for implementing them. Particularly, as a measure for CSC establishment, JASA encouraged municipalities or local sports associations to set up an establishment-preparatory organization composed of members with practical skills assembled from various local groups. This could be understood to present a case of “mobilization” that dispelled the dominance of and dependence on the existing policy and approach of CSC development, and withdrew “public” intention grounded in the nation-centered society. In contrast, the INS-NPO had sought to accomplish its task of digging up voices of sports officials “from below” to represent “local” voices through the means of newsletters and telecommunications infrastructures. Furthermore, human resource development through the use of telecommunications infrastructures enabled private individuals to engage in free speech or associative actions, while providing them opportunities to obtain

support from individuals with whom they were unacquainted, and allowing them to freely communicate opinions if an action was perceived to be wrong. In this way, these projects were significant in extending the normative discourse space. In short, projects deployed by the INS-NPO were considered to have played the role of subduing personal egoism and encouraging normative discourses and actions.

5.2. Second phase (2002-2003)

5.2.1. Toto grant and central research group

The second phase of the practical field lasted from March 2002 to December 2003 (Table 2). This was the period in which the use of toto grants, inaugurated in the fiscal year 2002, was hotly debated. Within JASA, the “Community Sports Club Central Research Group” was established, which drew up a plan for projects that utilized toto grants. These projects included site visits to community sports clubs as well as a listening survey of commissioned clubs [K] and [N] (Community Sports Club Central Research Group in Japan Sports Association, 2003; Community Sports Club Central Research Group in Japan Sports Association, 2004), and the development of an educational leaflet [M]. Meanwhile, the inauguration of the toto grants led to the official release of study findings [L] that encouraged people to become aware of “the new mission and the role” of JASA (Sports Medicine and Science Special Committee in Japan Sports Association, 2003). The findings stated that, “[W]hat is required is to align with sports organizations such as JOC, bring together decentralized sports powers, undertake sports promotion measures that are gradually shifting away from the public to the private, and set up concrete objectives such as to bear the task of toto grant management, which is an embodiment of citizens’ sports promotion support, as well as the philosophy, projects, and organizational restructuring that could gain social support for achieving them” (Sports Medicine and Science Special Committee, Japan Sports Association, 2003, p. 18). In this way, the inauguration of new sports financing systems such as toto grants can be understood as creating a momentum for raising JASA’s self-awareness as a private sports management organization that should “bring together decentralized sports powers” and undertake “the coordinator role of project promotion” (Japan Sports Associa-

tion, 2001a, p. 15) through financial measures related to CSCs and toto grants.

5.2.2. Study group and citizen sports media

Within the INS-NPO, this phase corresponded to the period in which the recruitment and utilization of NPO members (such as staff) as human resources, as well as the utilization of telecommunications infrastructures, were discussed. The seminars of the INS-NPO underwent changes, transitioning from the previous nationwide seminars to small-scale study groups, triggered by the inauguration of the toto grant system. The business goal shifted to be able to “pick up opinions of the private” (No. 30) by providing an opportunity to “set up a theme and make a presentation” (No. 24) face-to-face, as illustrated in phrases such as “project-by-project study groups” (No. 24), “a small study group should be more fruitful” (No. 25), and “setting up a branch of the INS-NPO” (No. 30). Specifically, as indicated in phrases such as “a leaflet for acquiring staff” (No. 26) and “leave up to individuals the way [that] they are related” (No. 28), staff acquisition and encouragement of participation in study groups became important requirements for the stability of the organization’s foundation. Staff members were expected to play the role of coordinators that utilized telecommunications infrastructures. Specifically, they were assigned as “the navigator[s] of the project mailing list” (No. 27) or as “staff member[s] in the consultation service division” (No. 29) to reply to inquiries received from all over the country and to redesign telecommunications infrastructures to share these exchanges on the website and “put [them in] a database in view of future publication as a book” (No. 29). However, they were faced with hardships, as witnessed in statements such as “even if we set up a hotline, we cannot handle inquiries” (No. 31) and “we failed to invite as much staff participation as expected” (No. 32). For these reasons, it was argued that “the objective of the INS-NPO should be expressed in a simplified manner” (No. 32) as “Club Life 100 Scenarios” (No. 32), and a debate began over the project for improving information exchanges among people other than staff members. Additionally, the INS-began to recognize the reality of club managers, as they “in actuality [felt] lonely” (No. 33), and discussed the utilization of club managers and other persons in sports centers serv-

ing a wide area, as well as the creation of exchange programs for them through “the network, particularly amongst managers” (No. 33), “a system like citizen journalism” (No. 34), and “services dedicated to them (sports centers serving wide areas) (No. 35). The INS-NPO developed these businesses “to build an identity of the INS-NPO by collecting opinions” (No. 36), “to encourage public opinion and governments to solve specific issues” (No. 37), and to build a system “that collects and aggregates opinions” (No. 37) so that the INS-NPO itself would become “the citizen’s sports medium” (No. 36) and improve its presence.

Looking back on these transitions, upon the start of the toto grant system, JASA “came to recognize the new mission and [its] role” as a private sports management organization, and voluntarily planned and implemented measures as an independent “private” organization that served to support the development of CSCs, with a strong self-awareness that it was in charge of and responsible for the assessment of these efforts. Specifically, JASA is considered to have played the role of providing “mobilization” to temporarily withdraw information from the administration—that is, to withdraw “public” intention—to encourage awareness of the autonomy of sports organizations. Moreover, the establishment of small-sized study groups, branches, and the consultation hotline service by the INS-NPO can be understood to represent “symbolic movements” that redefined, in a self-reflexive manner, the organization’s own ideas about CSCs, as well as subduing its personal egoism and leading it to normative discourses and actions through voluntary acquisition of knowledge.

5.3. Third phase (2004-2007)

5.3.1. Establishment of the development division and the human resources network

The third phase of the practical field lasted from January 2004 to March 2007 (**Table 3**). JASA established its “development division” in April 2004. The establishment of a new division and allocation of dedicated staff meant that support for the development of CSCs was positioned as a key pillar of JASA’s lifelong sports promotion project. In the same year, the previously formed “Comprehensive Community Sports Club Central Research Group” was abolished, while the “Comprehensive Com-

munity Sports Club Central Planning Group” (hereinafter, the “central planning group,” which planned and implemented CSC measures) and the “Comprehensive Local Sports Club Planning Group” (hereinafter, the “local planning group”) were established [O]. Thus, with the goal of expanding the business to the entire country [O] and [P], CSC development measures were undertaken for municipalities lacking a CSC via the “development support project” (which assisted with club management for a few years after a club’s formation), and for municipalities with a CSC via the “activity support project” (which supported the recruitment of club managers and the allocation of certified sports coaches). Additionally, “the development division” undertook projects such as the publication of a guide entitled “Handbook: A Guide for Community Club Establishment,” creation of a special page on JASA’s official website, publication of the organization’s official magazine, and allocation of club development advisors [O]. Furthermore, three new groups (the Council for Promotion of Development of Comprehensive Community Sports Clubs, the Council for the Promotion of Block-Based Club Development, and the Meeting of Officials Responsible for the Promotion of Development of Prefectural Sports Association Clubs) were established, and organizational structures responsible for development support at the levels of nation, block, and prefecture were reformed [P]. Further, a liaison organization was established for each level, within which a club development advisor position was created to prepare a system that could “provide instruction and advice on club management in general” (Japan Sports Association, Japan Olympic Committee, 2012, p. 453). At a later stage, a “Club Development Advisor Meeting” [Q] was established. Finally, liaison meetings were held between central and local governments as well as promotion forums (with the Council for Promotion of Development of Comprehensive Community Sports Clubs taking the initiative), including the “Central Planning Group-Local Planning Group Liaison Meeting” and the “Comprehensive Community Sports Club Development Promotion Forum” [R]. Thus, CSC human networking structures were built across the nation.

5.3.2. Pathways and materials for policy proposal

In contrast, the third phase of the INS-NPO can

be described through its efforts to overcome the challenge that continuous calls for the development and collaboration of human resources did not lead to the utilization of such resources in a manner that provided practical assistance to the INS-NPO. To solve the problems indicated by statements such as, “it has been slow without face-to-face communication” (No. 38) and “those staff members who want to participate in management but are afraid of raising a hand” (No. 38), it was necessary to switch the organizational mindset from one of developing human resources to one of creating connections or serving as an intermediary between CSC practitioners. Specifically, the goal of “play[ing] an intermediary role when club managers, chairpersons of the club, advisors, and administrators communicate[d] with each other” (No. 39) was a more realistic option than human resources development. The role expected of the INS-NPO was to mediate between CSCs “so that clubs [could] get connected” (No. 39) and to develop “someone who could take care of” massive amounts of information resources (No. 39). This meant that the INS-NPO was an “intermediary” that brought together and mediated among a wide range of people involved in CSCs. Thus, the mission and business direction of the INS-NPO underwent a transformation, and the INS-NPO officially announced that their new mission was “to make policy proposals and shape public opinions” (No. 40), and proposed an “action plan” (No. 41) and “specific scenario” (No. 47). The transformation consisted of organizing a framework that allowed the collection of evidence necessary for answering the question of what kind of special measures could be taken through the nationwide expansion of CSCs. Thus, the INS-NPO brought together the voices of people involved in CSCs and tried to organize a system that could reflect their views on policy proposals, as observed in phrases or statements such as, “a policy marketing strategy that monitors... those who are involved in the creation of [...] club life” (No. 40), “mobilization of staff shall be considered” (No. 41), “collect[ing] materials for policy proposals” (No. 42), “enhanced marketing research functions” (No. 44), and “[creating] a space in which notions of social hierarchy and power dynamics are transcended and opinions may be freely expressed” (No. 46). To achieve this, the INS-NPO considered it important to “show our project outcomes” (No. 48), and or-

ganized “joint events with the newspaper company” (Nos. 43, 44, 45, and 47) as “a place for [information on]” (No. 43) “the club’s mission” (No. 45) and “marketing research” (No. 44) outcomes. Additionally, the INS-NPO stuck to the development of independent projects while avoiding acceptance of “the project wholly delegated by the government” (No. 53), as shown in phrases such as, “events that were difficult to implement for governments” (No. 49), “a seminar [...] inviting sports club officials from Germany” (No. 50), “participation of businesses serving a wide area” (No. 51), “grant applications to a local branch called Club Summit” (No. 52), “joint event with the newspaper company” (No. 53), “the release of a DVD of the joint event with the newspaper company” (No. 54), and “data from questionnaire surveys or hearing surveys” (No. 55). In this way, the INS-NPO sought to select promoters necessary for the formation of the “Japan Sports Club Commission,” a nationwide group voluntarily run by members of CSCs, as witnessed in phrases such as “lead all the clubs in each region” (No. 56), “image of participants as main actors” (No. 57), “voluntary engagement” (No. 58), and “make policy proposals in the meeting” (No. 59). Looking back on this history, JASA can be understood to have played the role of inspiring “mobilization” that, by organizing a nationwide human resources network through the establishment of its development division, helped people in various athletic disciplines to voluntarily accept information such as the value of new sports and the philosophy of the sports club, and the social roles required for CSCs. JASA also self-reflexively redefined its own social roles through these resources. However, the INS-NPO can be understood to have played the role of inspiring “symbolic movements” that assembled and delivered materials, and sought to achieve the new mission of “making policy proposals and shaping public opinions” as an intermediary amongst core persons in CSCs.

6. Discussion

Given the history and outcomes of the practical field, the complementary relationship between JASA and the support NPO can be described from the viewpoint of requirements for the creation of the public sphere based on the following analytic

framework.

6.1. Complementary relationship between “mobilization” and “symbolic movements”

JASA carried out active research activities in collaboration with affiliated organizations and released a vision and proposals for lifelong sports participation based on their outcomes as evidence. In doing so, JASA played the role of inspiring “mobilization” that could overturn the dominance of bureaucratic and inelastic policies of the national sports administration and stimulate acceptance of information resources that could encourage withdrawal from the existing sports systems and their customary limitations. However, the INS-NPO began issuing newsletters to call for the need of becoming players who could voice their opinions “from below” to people involved in CSCs, thereby playing the role of inspiring “symbolic movements” that widely disseminated these voices. Thus, despite the different roles played by JASA and the INS-NPO, of stimulating “mobilization” vs. “symbolic movements,” viewing them from the perspective of their complementary relationship, shows that they constituted important requirements for the creation of a public sphere. This is because the acceptance of information through “mobilization” can be interpreted as a social function that helped sports practitioners recall their own sports experiences in a self-reflexive manner and bring about change in their organizations’ philosophies. However, for sports practitioners who wanted to freely voice their opinions about sports based on their enhanced awareness, the social space for accepting free opinions regarding improvement of sports measures from the personal perspective (without having to go through complex administrative processes involved in the submission of a petition) was still in its infancy. The “symbolic movements” of the INS-NPO can be understood to have played the supplementary role of overcoming this challenge by providing a social space that accepted free private speech and associative actions with the goal of dispelling anxieties that were hard to express for sports practitioners. This complementary relationship between “mobilization” and “symbolic movements” is an important requirement for the creation of a public sphere, as discussed in the “theory of new social movements” and the “theory of radical democracy.” Melucci fo-

cused on the need for the “private” sphere to create momentum for “systems of exchanges and procedures of negotiation which, by means of confrontation and the mediation of interests, produce decisions, whereas before there were only mechanisms for authoritatively transmitting regulations by means of power” (Melucci, 1997, p. 212), as seen in the “public” sphere. In other words, the complementary relationship between JASA and the support NPO emerges as “social phenomena such as emotional relationships or symbolic relationships” (Melucci, 1997, pp. 212-214) among people who expect organizational transformation in the world of sports in Japan, and the social space is considered to have created a momentum for the creation of the public sphere. For the complementary relationship to make more sense as a requirement for the creation of the public sphere, one cannot dismiss the existence of “the private sphere” that creates “the process of individualization, which requires self-reflexive action” (Melucci, 1997, p. 48) against selfish-prone egoism, in the form of participation in study groups and seminars undertaken by the “symbolic movements” of the INS-NPO. Interpreted in this way, the complementary relationship between the withdrawal of the “public” through “mobilization” and the subduing of the “individual” through “symbolic movements” can be understood to constitute a requirement for the creation of a public sphere based on the “theory of new social movements” and the “theory of radical democracy.”

6.2. Creative conflict between “mobilization” and “symbolic movements”

The inauguration of new sports financing systems such as the toto grant created important information resources that necessitated redefinition of the philosophy required for CSCs as well as their social roles. This represented an important transition in the sports world in Japan. Particularly, although the Japan Sport Council is a legal entity that is independent of administrative institutions, the central government still takes the responsibility of exclusively implementing work associated with toto grants. Hence, there is no denying that information resources regarding toto grants carried associations of bureaucratic and inelastic governmental measures. For this reason, JASA played the coordinator’s role in the distribution of toto grants to

CSCs, while also establishing the Central Research Group, which provided the “mobilization” that annihilated the associations with “public” measures. However, the nationwide expansion of CSCs through the acceleration provided by toto grants actively utilized people belonging to JASA-affiliated organizations. Hence, people outside the scope of the existing system were unable to access the social space^{*11} that served to redefine the philosophy of CSCs and their social roles in order to receive toto grants. To compensate for this, the INS-NPO sought to take on the role of inspiring “symbolic movements” driven by “normative principles” (Laclau, 2002c, p. 98) that encouraged correction of selfish-prone egoism through “citizen journalism.” This process was able to deliver face-to-face study sessions, practical knowledge, and case discovery “from below” with regard to the establishment of the toto grant. In such a context, how can we discuss the potential that “mobilization” and “symbolic movements” have for creating the public sphere from the perspective of their complementary relationship? According to Melucci, the public sphere arises in situations where “collective action and institutions are creatively in conflict” (Melucci, 1997, p. 224). Specifically, the mode of development of CSCs enhanced by the toto grant system can be interpreted as following the method of “mobilization” through the active utilization of JASA-affiliated organizations. However, the approach of “symbolic movements,” including “study sessions” and “citizen journalism,” adopted by the INS-NPO can be understood as enabling the utilization of people outside the scope of “mobilization.” Under this interpretation, while opposing the method of “mobilization,” “symbolic movements” highlighted the challenges of CSCs, as seen from closer in the field, through the discovery and encouragement of the free will of people situated outside the range of the toto grant system. This generated a creative social space in which ideas for improving these situations could also be debated. This creative conflict seen in the relationship between “mobilization” and “symbolic movements” can be understood to subsume people outside the realm of institutions and customs, in order to fulfill an important requirement in the building of a complementary relationship that could lead to the creation of a public sphere.

6.3. Ambiguity of “mobilization” and “symbolic movements”

In the development division created within JASA, the Central Planning Group and the Local Planning Group took the lead in establishing associations or committees of people responsible for supporting the development of CSCs at the levels of nation, block and prefecture. Additionally, telecommunications infrastructures such as official websites, mailing list services, and magazines were established within JASA, accelerating the sharing of information by people in newly designated positions, including club managers and club development advisors. Thus, JASA built a structure that could take advantage of the existing organizational controls and could reasonably disseminate and share information resources with people involved. In this way, it played the role of inspiring “mobilization” that temporarily withdrew from the “public” sphere founded in the nation-centered society. In contrast, the INS-NPO announced a new mission (“Make policy proposals and shape public opinions”) and redesigned its functioning within telecommunications infrastructures in such a way that it could aggregate information resources effectively for policy proposal. Specifically, the INS-NPO developed a monitoring system and database functions that would allow it to inspire “symbolic movements” and organize a system that could aggregate, from amongst information resources disseminated through “mobilization,” those resources that were useful for policy proposal.

Laclau and Mouffe’s discussion on the “relation between reason and emancipation” in their “radicalization of democracy” can be applied to these processes of “mobilization” and “symbolic movements,” when seen from the perspective of requirements for the creation of a public sphere. According to them, the “radicalization of democracy” requires that reason, in the form of rational beliefs and values in modern society, and the ambiguity that it releases and questions must be respected (Laclau and Mouffe, 2012, p. 129). In short, ambiguity denotes a complementary relationship that acknowledges the significance and values of JASA’s method of “mobilization” without clinging to it, while also questioning “mobilization” and supporting the method of “symbolic movements” in trying to overcome the limitations of “mobilization.” It is

hard to imagine that both JASA’s rationalistic delivery of information resources using its organizational control, as well as the “mobilization” that facilitates its sharing, come under criticism as existing rationalistic methods in the world of sports in Japan. By contrast, Laclau and Mouffe argue that the temporary release of these existing rationalistic methods, as well as “private” speech and associative actions that question these methods themselves are requirements for the creation of a public sphere that realizes the “radicalization of democracy.” In this sense, the “symbolic movements” of the INS-NPO that explored the feedback mechanism of sports practitioners from standpoints closer to the actual field offered another way of driving us to collective and political action. This complementary relationship between “mobilization” and “symbolic movements” constitutes a requirement for the creation of the public sphere that is inherent in the ambiguity of methods used to transform the “public” intention embodied in collective and political actions.

7. Conclusion

The aim of this study was to look at JASA (which, as a private sports management organization, played a central role in the sports world in Japan) and an INS-NPO (which supported the development of CSCs outside the scope of JASA), from the perspective of the “private” sphere independent of the “public” and “individual” spheres. Additionally, the research aimed to interpret the complementary relationship between these two “private, non-profit public sports organizations” from a practical perspective, to demonstrate that they fulfilled important requirements for the creation of the public sphere.

It was found that JASA played the role of inspiring “mobilization” that temporarily moved people involved in CSCs away from the bureaucratic and inelastic institutions and customs of the “public” that were based on government offices, that is, the nation-centered society, including the MEXT. It did so by releasing research outcomes, articulating a vision of lifelong sports participation, and making proposals to bring about changes. It was also found that the INS-NPO played the role of directing speech and associative action that took as their starting point various private persons interested in

CSCs, that is, the sphere of the “individual,” to inspire “symbolic movements” through free, bidirectional information exchanges using telecommunications infrastructures. Further, despite the seeming conflict between the two “private, non-profit public sports organizations and NPOs” with respect to their business approach, once we interpreted their relationship from the perspective of the complementary association between the two, we were able to understand that the creative confrontation between “mobilization” and “symbolic movements” constituted the requirements for the creation of a public sphere. Additionally, the ambiguity of “symbolic movements,” which, at the same time, questioned the “mobilization” that attempted to aggregate and share information resources associated with CSCs, and played the role of overcoming the question, was understood to indicate the complementary relationship that transformed itself into the “public” intention embodied in collective and political actions. Finally, in view of these study outcomes, a challenge facing the theory of sports organization can be stated as follows. The challenge is to plan a study elucidating the conditions for the “hegemonic formation,” i.e., “the emergence of new political subjects” proposed by Laclau and Mouffe (Laclau and Mouffe, 2012, pp. 349-373), based on an attempt to understand the complementary relationships amongst multiple private, non-profit sports organizations as constituting the requirements for the creation of the public sphere. Laclau and Mouffe applied the meaning of Melucci’s “mobilization” to the phrase “expansion of antagonism” and rephrased the idea of “symbolic movements” as “proliferation of protests against dependency” (Laclau, Mouffe, 2012, p. 357) In doing so, they tried to capture the public sphere that could create a momentum for “hegemonic formation.” If we shift our gaze to the world of sports in Japan, the momentum for “hegemonic formation” can be interpreted to represent autonomous intention as a “private, independent citizen sports organization,” embodied in the establishment of new sports NPOs following the enactment of the NPO Act and triggered by the awareness of “antagonism” and “protests.” Specifically, such a representation of the “private” can be discussed as opening up the possibility of transforming athletes’ pure desire for sports into the critical intention of engaging in the public sphere, and also into intentions that may affect policy-making.

To this end, it is necessary to consider the relationships between multiple “private, non-profit public sports organizations” and uncover commonalities in the way they reach an agreement on collective and political actions based on the history of the establishment of each “private, non-profit public sports organization,” their organizational ideology, and organizational challenges, and confirm that the chain of these agreements establishes the “civil public sphere” as the foundation for the creation of “hegemonic formation.”

This research task should provide us with a valuable perspective on transferring the sports initiative in the world of sports in Japan from the conventional “public” sphere of the national sports administration to the “private” sphere of private sports organizations. The easiest way to achieve this is for researchers in the study of sports to place themselves in an association that can create momentum for “hegemonic formation” and adopt an attitude of actively supporting the research methodology from this standpoint. Exploring the theory of sports organization with such an attitude will highlight the public sphere from which a new politics of sports emerges.

Appendix

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Notes

- *1 *Private sports organization* is a generic term for a non-profit private sports organization, and not a profit-oriented organization.
- *2 JSA is “a public interest corporation that seeks to promote sports and improve physical fitness of Japanese citizens and foster their athletic spirit as a unified organization of amateur sports in Japan.” “It is expanding the business for nationwide sports promotion based on affiliated organizations.” (Japan Sports Association, 2001a, pp. 2-3)
- *3 As of the end of July 2016, the number of certified corporations and the number of corporations authorized or provisionally authorized by the competent authority was 52,056 in total. (Cabinet Office NPO official website, 2016)
- *4 This refers to Clubnetz, an approved corporation engaging in specified non-profit activities (EIN3800-05-000992). It obtained the status of “Corporation Engaged in Specified Non-Profit Activities” from Fukushima Prefecture on July 13, 1999, and the status of “Approved Corporation Engaged in Specified Non-Profit Activities” from the same prefecture on February 20, 2014.
- *5 Items 1-6 were listed based on the handout and content of

- “A Workshop for Improving NPO Organizational Capabilities” (The Council for the Promotion of NPO Support Projects Including Obtaining of NPO Certification, 2012 Tokyo Metropolitan Government New Public Promotion Project) held from May to July 2012 by the NPO SEEDS Society for Building Civil Activity Supporting Systems.
- *6 *Advocacy* in this study is a generic term for “policy proposal” activities that involve active participation of NPOs or NGOs that engage in the resolution of various social problems in the policy-making process of a public institution responsible for policymaking for a government office. Through these activities, NPOs or NGOs exert influence in the implementation of their policies.
- *7 Regarding the prospect for expanding the junior sports club associations to cover multiple generations and unifying junior sports club associations of different sports types, 9 model development junior sports club associations in 9 locations were designated out of associations around the country, and a vision for CSCs was presented. This model project continued from fiscal year 1997 to 2001.
- *8 This is a basic plan formulated in September 2000, based on regulations prescribed in the Sports Promotion Act enacted in 1961. This plan presented the goal of developing at least one community sports club in each municipality in Japan (and stabilizing it for each junior high school district in the future) in roughly 10 years and by 2010.
- *9 Authors belonged to multiple committees, associations, or planning groups set up by JASA. This allowed us to describe in a self-reflexive manner the meaning of development support projects undertaken by these councils using an analytic framework.
- *10 The secretariat of the support NPO recorded the proceedings of the board meetings using a digital voice recorder and transcribed the content of the discussion on the central theme of the meeting.
- *11 It is a space and time with an empowering function that helps sports practitioners become aware of the new values and philosophy regarding sports required by society, as well as the abilities or qualities required for the self-governance of CSCs that utilize the toto grant system, and allows them to recall their sports practice in a self-reflexive manner.
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Membership in Learned Societies:

- Japan Society of Physical Education, Health and Sport Sciences
- Japan Society of Sport Sociology
- Japan Society of Sport Industry