

A public-private partnership as an alternative for sustainability of a Rhythmic Gymnastics team in Campinas, Brazil

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Abstract

The present study, characterized as a case study, aimed to discuss a public-private partnership between the Rhythmic Gymnastics (RG) team from the Clube Campineiro de Regatas e Natação (CCRN) and the city hall from Campinas-SP, verifying its importance for the sustainability of this team.

Key words: Gymnastics, Management of sport political, Social sports clubs.

Introduction

The Rhythmic Gymnastics is characterized as a sport in ascension in Brazil, as much as from the point of view of competitive results, technical quality, as the number of practitioners. However, as with other gymnastic modalities, or as in most sports, we see an activity that develops in an amateur context in most aspects, including management and financial support. Although the modality has had great success and popularity in Campinas-SP in the 1980s and 1990s, we observed a significant decrease in the number of practitioners and teams in the last ten years, a fact related to the crisis of social sports clubs at the period. Because of this, the purpose of this study is to discuss the public-private partnership between the CCRN and the city hall from Campinas-SP, through Associação Campineira de Ginástica Rítmica de Elite, as an alternative to give sustainability to the works of Rhythmic Gymnastics (RG) team. The research is a case study, which has been done a revision of the public and private documents as well as semi-structured interviews with the professionals responsible for the partnership.

Results and Discussion

The results supports the hypothesis that the partnership was and still is fundamental for the maintenance of the activities from RG team, being the main and almost exclusive way of financing. Besides enabling the increase on the quantity of gymnastics joining the team through subsidized process by the city hall, the partnership allowed the approach of others social groups to the activities. Although this partnership has an important function for the existence of the team, the model discussed has limitations such as unique and exclusive dependence on the Sportive Funds - Fundo de Investimento Esportivo de Campinas (FIEC); unpredictability on when and

how much will be the annual funds received; the overload of coach work due to the excess of administrative function; the difficulty of developing sports actions focus on the base of the main modality (RG). The change on the gymnasts social and economic profile was pointed as a significative aspect resulted from the partnership, since it is predominant the presence of girls belonging to families under low financial condition, who join the club for this main activity. This change on their profile influenced their commitment and the teachers with the training, the athletes autonomy on the training and competitions, as well as the roll of the coaches on their formation.

Conclusions

Starting from the above assumptions, we highlight the importance of further studies about the sports teams financing models, but, over it, the realization of significant reflections on issues like the role of social and sports clubs and the real impact of the crisis from this institutions for the development from the national sport, the role of institutions like the school and university in sports and, lastly, the appreciation of sport for society today.

Acknowledgement

We thank, first, the Institutional Program for Scientific Initiation Scholarships (PIBIC) and the Service of the UNICAMP Student (SAE), the support and funding throughout this study.

We also thank the participating institutions of this work, the Associação Campineira de Ginástica Rítmica de Elite (ACGRE) and to the Clube Campineiro de Regatas e Natação (CCRN), for agreeing to participate in this research, making it possible..