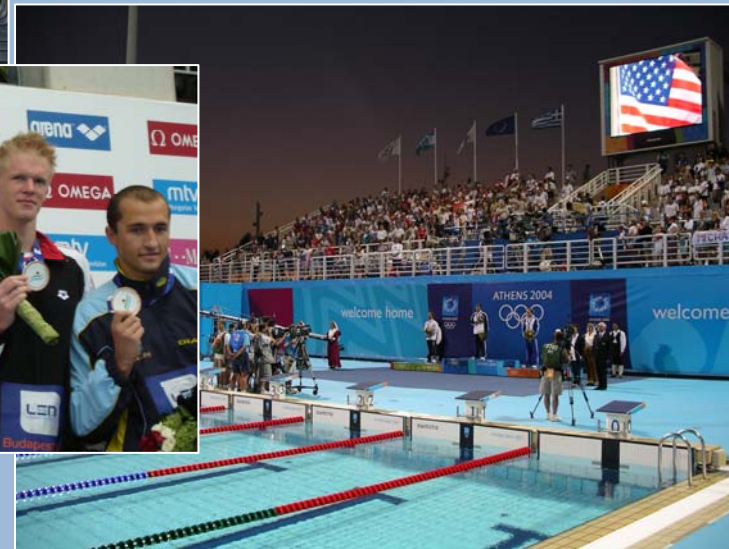
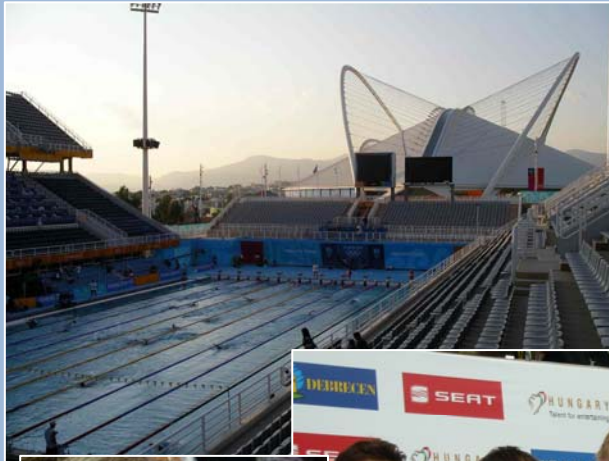


Elite Department

Developing Denmark into a Winning Team



Mark Regan

Elite Department

The Sport of swimming is a funny concept. It produces heroes and idols, role models for the young, develops character and good health. It can also influence discipline, behavior and create lifelong friendships.

All of the above develops pride in a nation.

When developing a nation you must look at the strengths and weaknesses that accompany that program. **What works and what doesn't. Why doesn't it work?**

Then decide the structure that you are going to initiate.

Remember to be successful you must be a "Team" and not a team of individuals. "No one can succeed by themselves"



Discussion Points

Elite Department

- Mission Statement
- Focus Points
- Values in Danish Swimming
- Internal structure of the Elite Department within the Danish Swimming Federation
 - Elite Department Working Group's structure
 - Overall Structural Development Model
 - Federation and National Teams Structure
 - Developing a National Team swimmer
- Yearly Plan
 - National Teams – Senior / Junior / Age Group
 - Competitions
 - Camps
 - Testing / Projects
 - Coach Selection
- Danish Swimming in Statistics
- Funding
- Vision

Mission Statement

- To promote and provide an environment of professionalism that will optimise athletic and career development in the sport of swimming. To develop and assist swimmers and coaches in achieving their highest dreams.

Focus Points

- **Changing a Culture**
 - "soft to hard"
 - Mental Barriers.
 - Domestic - Regional - National – International - World class
 - Domestic Calendar.
- **Team Building**
 - Increased ownership of own development for swimmers.
 - Increased ownership amongst coaches.
- Developing Sports Science and Sports Medicine Team.
- Creating pride and developing a team legacy for the future.

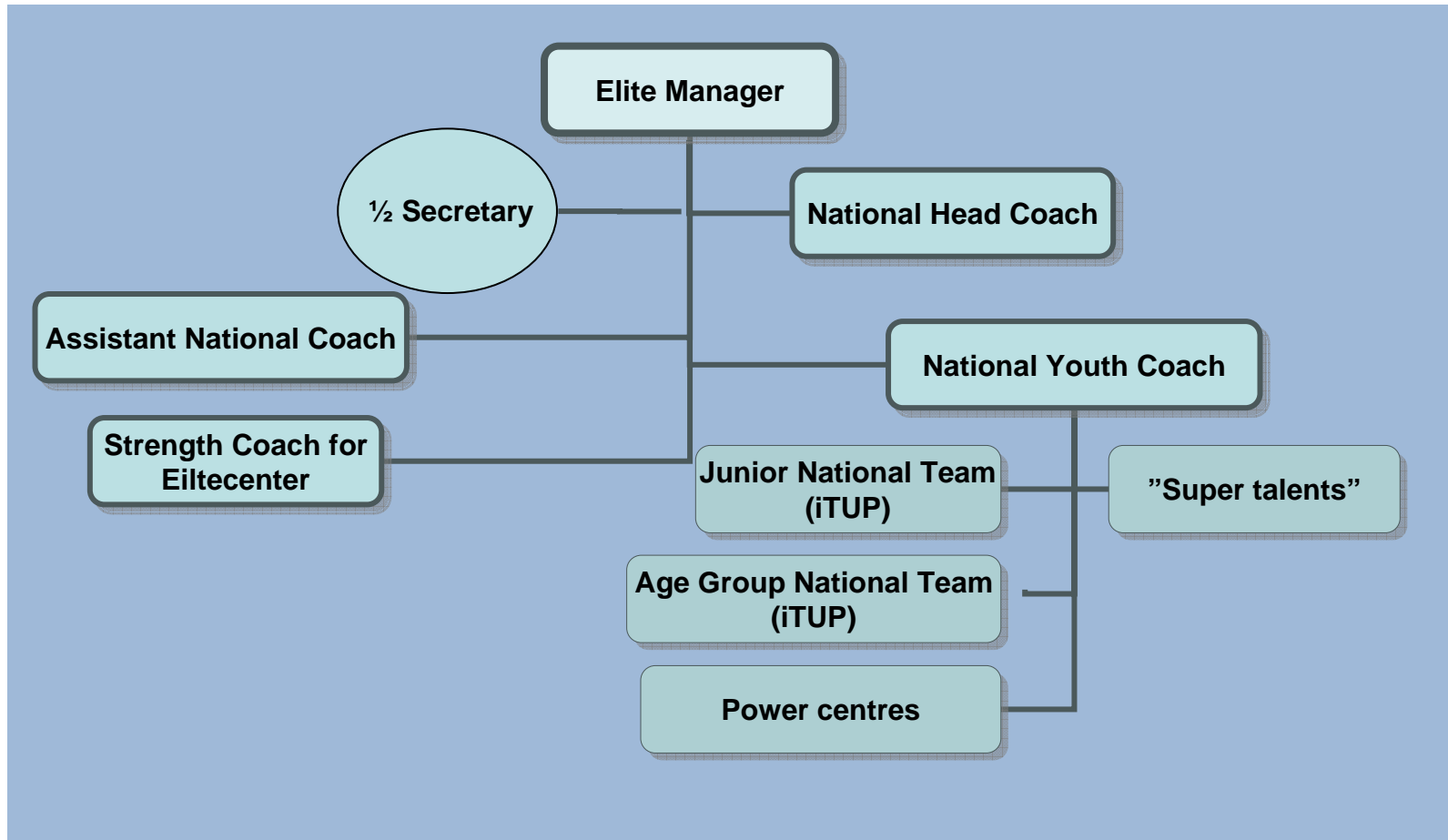
Values in Danish Swimming

Elite Department



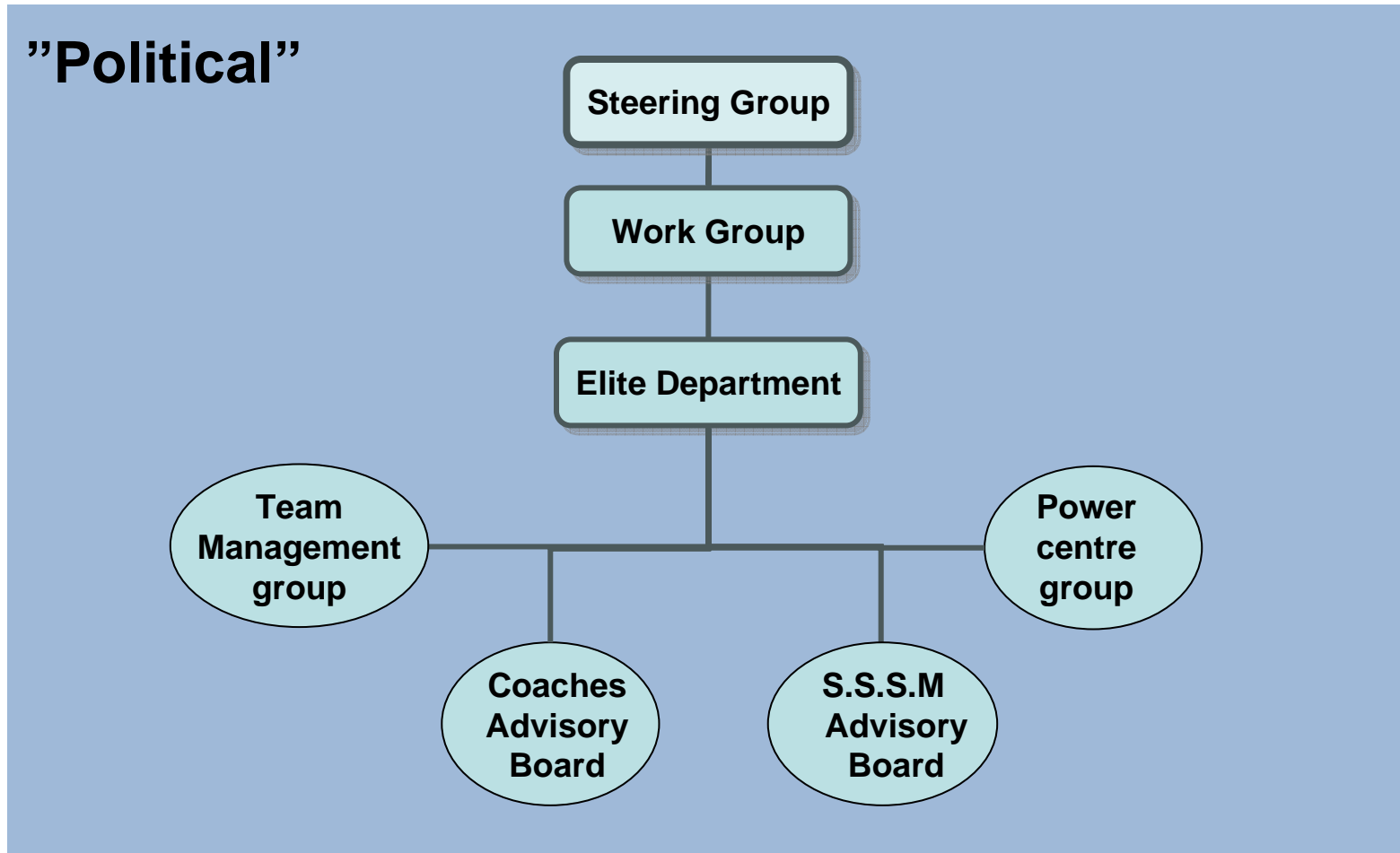
Elite Department

Internal Structure of the Elite Department within the Danish Swimming Federation



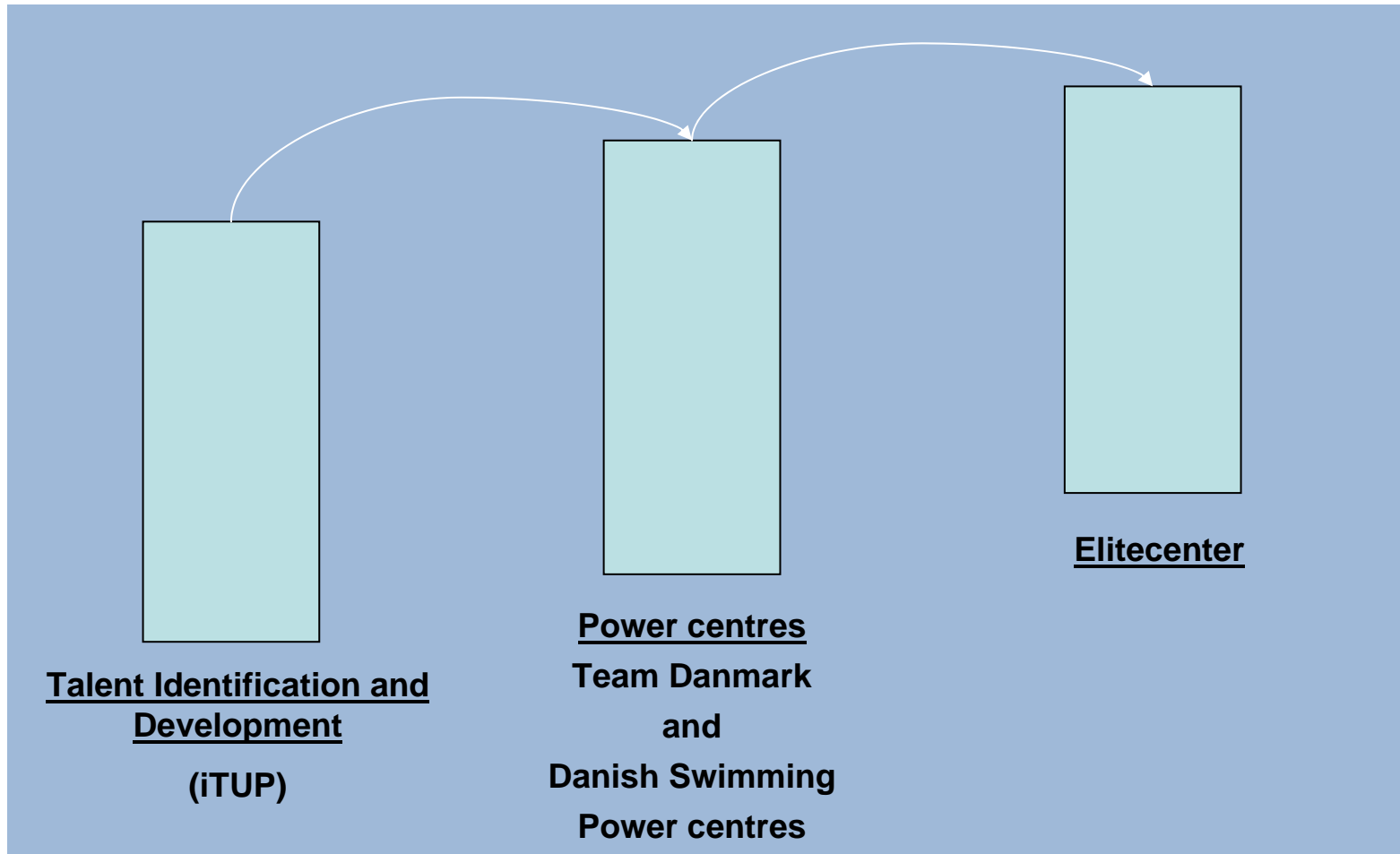
Danish Swimming Elite Department Working Groups Structure

Elite Department

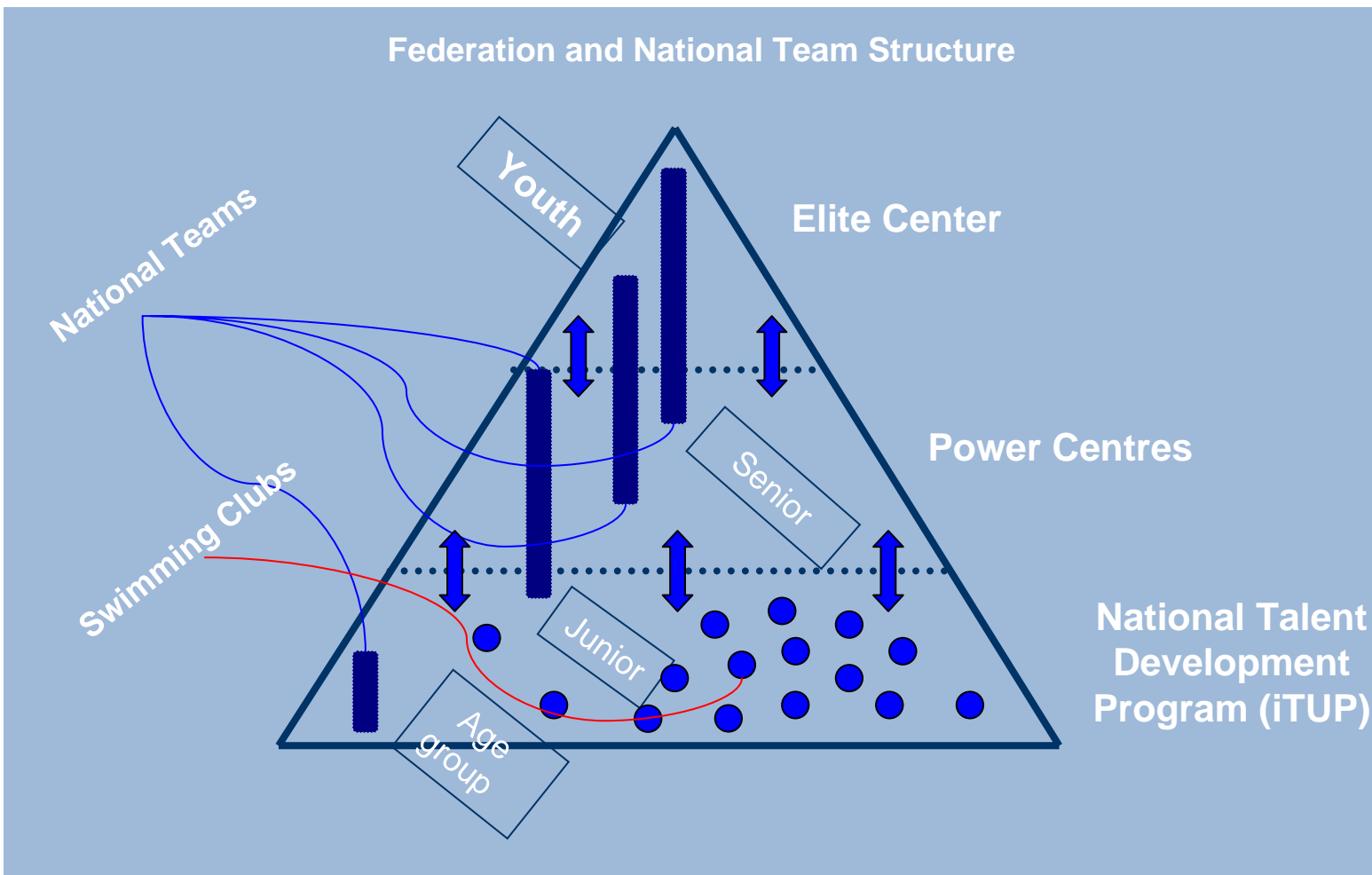


Overall Structural Development Model

Elite Department

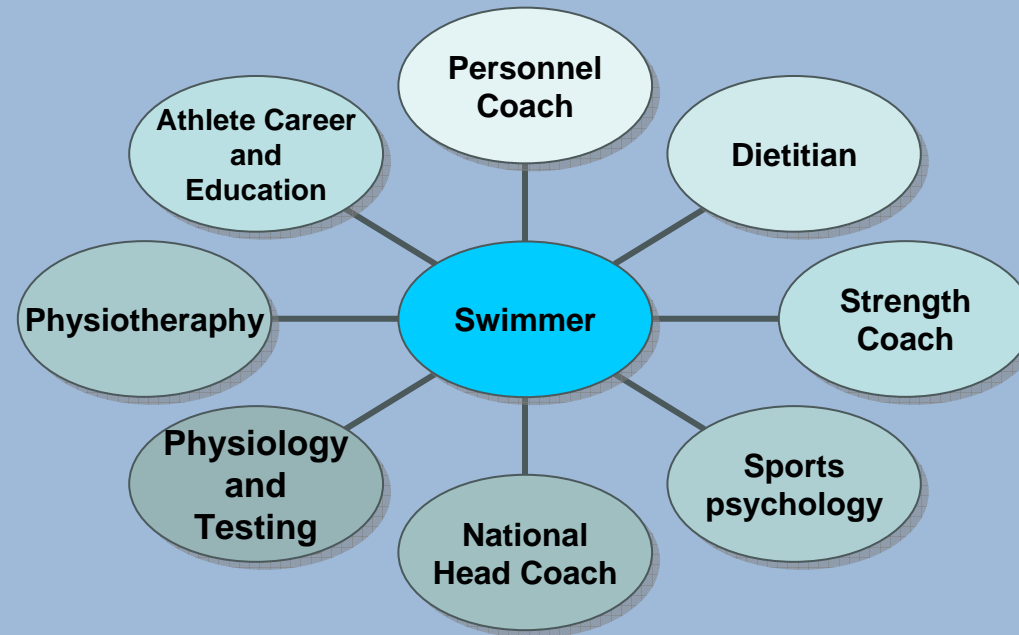


Elite Department



Developing a National Team Swimmer

Elite Department



Yearly Plan (August 2006 – January 2007)

Elite Department

August	September	Oktober	November	December	Januar
1	Aqua clinic, Lyngby				
2	Aqua clinic, Lyngby	Højdetræningslejr, Flagstaff, USA			
3	Aqua clinic, Lyngby	- for udvalgte VM bruttogr. svømmere			
4				EKM, Helsinki	
5				EKM, Helsinki	
6				EKM, Helsinki	
7				EKM, Helsinki, stævne	
8	2. samling for deltagere i crawl holdpr			EKM, Helsinki, stævne	
9	2. samling for deltagere i crawl holdpr			EKM, Helsinki, stævne	
10	2. samling for deltagere i crawl holdpr		EKM, kickoff, Farum	EKM, Helsinki, stævne	
11			EKM, kickoff, Farum		
12			EKM, kickoff, Farum		
13					
14	VM-bruttogruppe offentliggøres				
15	Ekspertgruppemøde	Træningslejr for VM-bruttogr.			
16				Svensk grand Prix stævne	
17				Svensk grand Prix stævne	
18					
19					
20					
21					
22					
23		Træningslejr afsluttes	Højdetræningslejr afsluttes		
24			3. samling for deltagere i crawl holdpr		
25	1. samling for deltagere i crawl holdpr		3. samling for deltagere i crawl holdpr		
26	1. samling for deltagere i crawl holdpr	DMK, Århus	3. samling for deltagere i crawl holdpr		Sanex Grand Prix 1, reg. Langbanem.
27	1. samling for deltagere i crawl holdpr	DMK, Århus			Sanex Grand Prix 1, reg. Langbanem.
28		DMK, Århus			Sanex Grand Prix 1, reg. Langbanem.
29		DMK, Århus			VM holdet udtages
30		EKM holdet udtages			
31					

Yearly Plan (February – July 2007)

Elite Department

Februar		Marts		April		Maj		Juni		Juli	
1		1		1	VM, Melbourne, stævne	1		1		1	
2		2		2		2		2	Mare Nostrum, Monaco	2	
3		3		3		3		3	Mare Nostrum, Monaco	3	
4		4		4		4		4		4	
5		5		5		5		5		5	
6		6		6		6		6		6	
7		7		7		7		7		7	DML, Århus eller Esbjerg
8	VM træningslejr 1, udendørs	8	VM tr. lejr 2, Australien, Quenstand	8		8		8		8	DML, Århus eller Esbjerg
9		9		9		9		9	Mare Nostrum, Canet	9	DML, Århus eller Esbjerg
10		10		10		10		10	Mare Nostrum, Canet	10	DML, Århus eller Esbjerg
11		11		11		11	Test og tr. weekend for seniorbruttogi	11		11	DML, Århus eller Esbjerg
12		12		12		12	Test og tr. weekend for seniorbruttogi	12	Mare Nostrum, Barcelona	12	DML, Århus eller Esbjerg
13		13		13		13	Test og tr. weekend for seniorbruttogi	13	Mare Nostrum, Barcelona	13	
14		14		14	DMH	14		14		14	
15		15		15	DMH	15		15		15	
16		16		16		16		16		16	
17		17		17		17		17		17	
18	VM træningslejr 1, afsluttes	18		18		18		18		18	
19		19		19		19		19		19	
20		20	VM tr. lejr 2, afsluttes	20		20		20		20	
21		21	Rejse til Melbourne	21		21		21		21	
22		22	Melbourne	22		22		22		22	
23		23	Melbourne	23		23		23		23	
24		24	Melbourne	24		24		24		24	
25		25	VM, Melbourne, stævne	25		25		25		25	
26		26	VM, Melbourne, stævne	26		26		26		26	
27		27	VM, Melbourne, stævne	27		27		27		27	
28		28	VM, Melbourne, stævne	28		28		28		28	
		29	VM, Melbourne, stævne	29		29		29		29	
		30	VM, Melbourne, stævne	30		30		30		30	
		31	VM, Melbourne, stævne	31		31		31		31	

Danish Swimming in Statistics

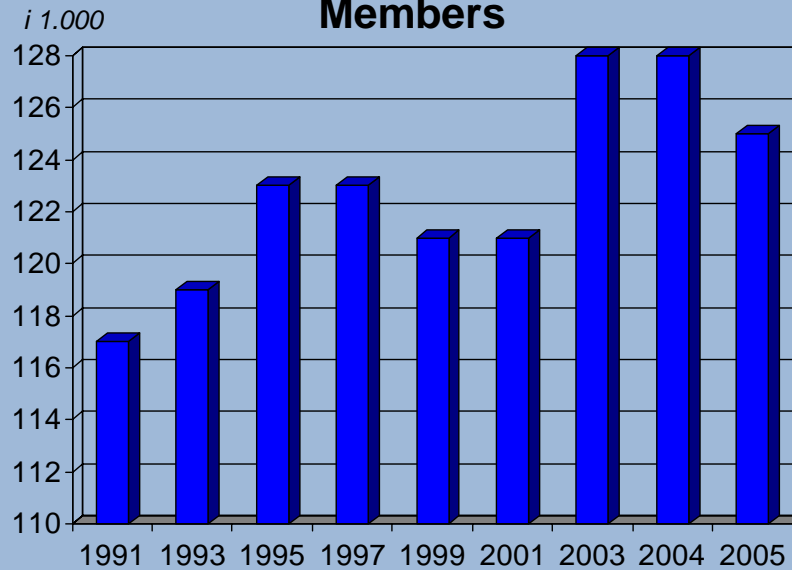
- 200 Member clubs of the Federation.
- Approx. 60 of these clubs competed at the Danish Short Course Championships.
- 125,000 swimmers
 - 6,000 competitive swimmers with Capitation license.

< 12 years	2,350
13 – 16 years	2,650
> 17 years	1,100
- 35 – 45 Full Time Coaches.

Danish Swimming in Statistics

Elite Department

Danish Swimming Federation Members



Interesting point...

- <18 years of age, swimming is 2nd largest sport after soccer in Denmark

5 top sports in Denmark, 2005

Sport	Members
Soccer(DBU)	300.481
Gymnastics (DGF)	153.916
Handball (DHF)	132.699
Golf (DGF)	128.837
Swimming(SVØM)	124.995



Funding

- Primary Source of Elite Department
 - 75% from Team Danmark
 - 25% from Federation and Sponsorship

Vision

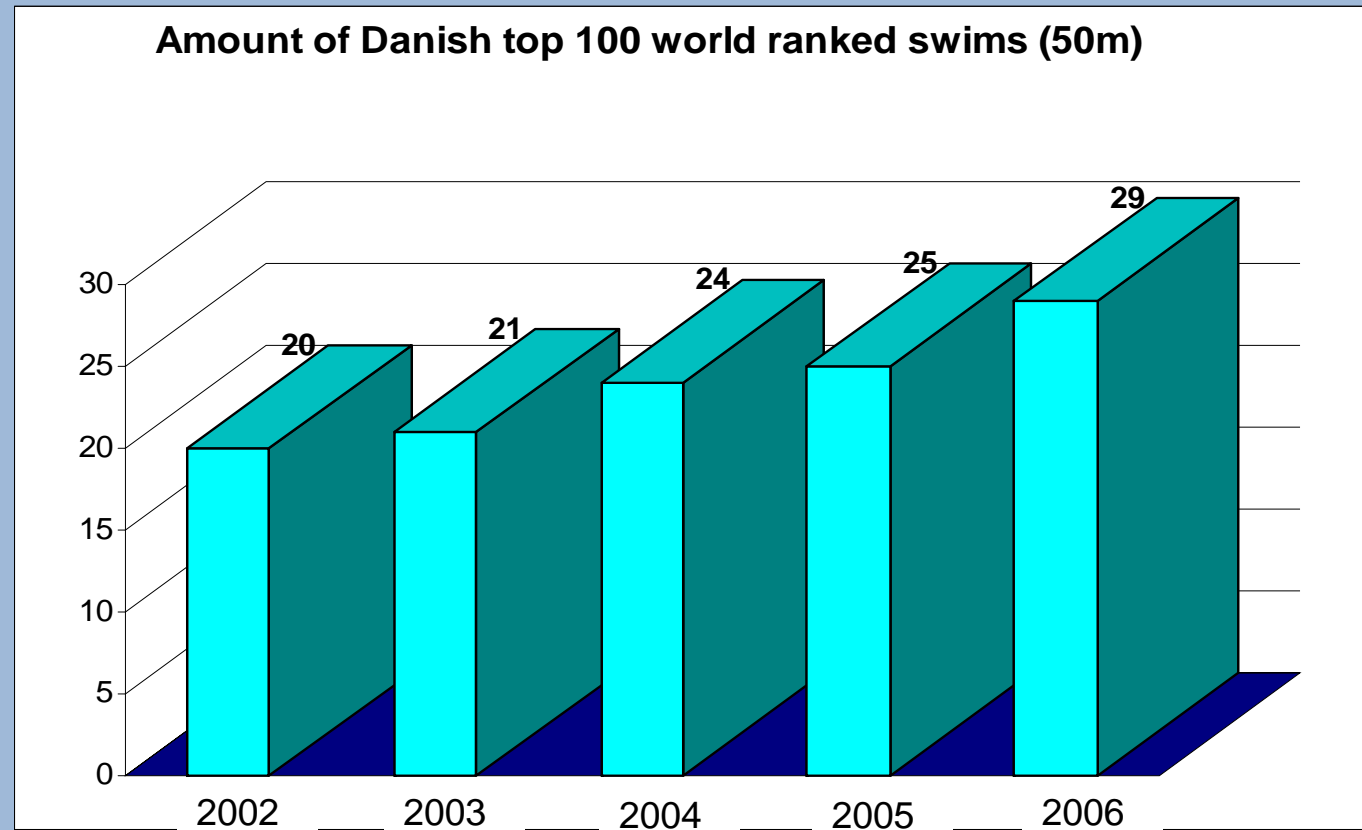
Elite Department

Danish Swimming to be a constant Top 10 Swimming Nation.



Top 100 World Rankings (50m)

Elite Department



Percentage increase from 2002 – 2006: is 45%