

Presentation of TEAM DANMARK (Danish Elite Sport Institution)

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Main subjects

- Organization of sport in Denmark
- Mission and primary objectives of TEAM DENMARK
- TEAM DENMARK organization
- The finances – Income and expenses 2008
- Strategy of support: "Athletes in focus" – the co-operation between the national federations and TEAM DENMARK
- Sportsresults OG, WC and EC
- Present challenges of elitesport in Denmark



Danmarks Idræts-Forbund (NOC and Sports Confederation of Denmark)

- **Sports for all (1.6 mill members)**
- **NOC**
- **Confederation for 60 national sports federations**

No. of members in the largest national federations:

no.1: Soccer (306.000)

no.2: Golf (145.000)

no.3: Swimming (123.000)

no.4: Handball (122.000)

no.5: Gymnastics (120.000)

no.6: Badminton (100.000)

Population; 5.5 mill



Mission – TEAM DANMARK (Danish Elite Sports Institution)

“Team Danmark is a self-governing institution charged with developing Danish elitesport in a socially responsible manner. In conjunction with the NOC and Sports Confederation of Denmark (DIF), DIF’s member federations and other relevant partners, **Team Danmark shall implement, co-ordinate and rationalise joint actions for elitesport in Denmark**”.

(The Elitesport Act - Act No. 288 of 26th April 2004)

The first Act on elitesport was passed by the Danish Parliament January 1st, 1985.



Objectives of TEAM DENMARK (I)

- 1 Handling overall planning for top-level sport
- 2 Ensuring the development of top-level sport in a manner compatible with cultural policy
- 3 Implementing training and coaching opportunities for top-level athletes
- 4 Ensuring the physically, personally and socially sound development of top-level athletes
- 5 Handling the recruitment and development of talents
- 6 Providing individual financial support for top-level athletes



Objectives of TEAM DENMARK (II)

- 7 Providing advice, conducting research and disseminating the results
- 8 Offering educational opportunities for top-level athletes
- 9 Establishing employment and social support schemes for top-level athletes
- 10 Providing advice and financial support for DIFs member federations
- 11 Collaborating with local and regional authorities on top-level sport including facilities
- 12 Collaborating and entering into agreements with media and sponsors, e.g. on the sale of rights and services



The Contract of Results with the Ministry of Culture (I)

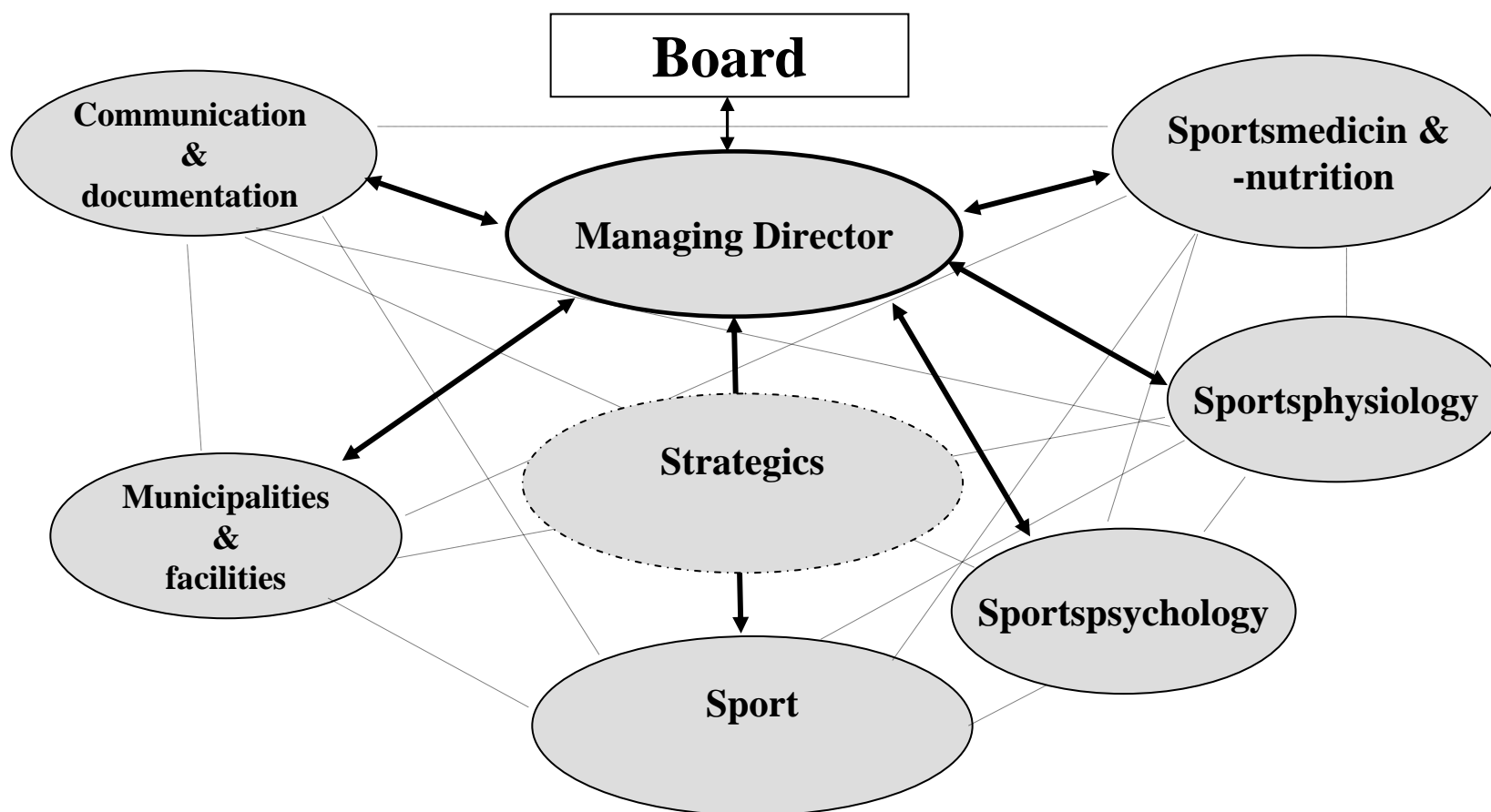
→ Outlines the overall strategy of Team Danmark – states the priorities and main tasks:

- **Maintain results at OG, WC and European Championships** – 33 national federations (Olympic and non-Olympic) are situated in the Team Danmark programme and receive financial support and elite-sport counseling
- **Ensuring the socially sound development of top-athletes** – at least 96 % of the Team Danmark supported athletes (around 1.100) have a job or an education

The Contract of Results with the Ministry of Culture (II)

- **Improved talent development – focused qualitative effort** targeted at young talents under the age of 15 (“Age related training concept”)
- **Increased co-operation with municipalities focused on the development of elite sport in Denmark** – the work is primed at developing, coordinating at stimulating the existing and new elite sport ventures.

Organization Chart – TEAM DENMARK





Purpose of staff teams

- High quality and optimal utilization of resources
- Efficient decision-making process
- Staff participation and sense of responsibility for the individual staff member based on professional skills.
- Sharing of knowledge – within the teams and between the teams.
- Optimal internal communication.
- Goals and budgetary control within the teams



TEAM DENMARK – Income (2008)

→ Ministry of Culture (National lottery)	92 mill. kr.	(65 %)
→ Danish Sports Confederation	22 mill. kr.	(15 %)
→ TEAM DENMARK sponsors	9 mill. kr.	(6 %)
→ Income from television	17 mill. kr.	(12 %)
→ Interest rates and BG - foundation	3 mill. kr.	(2 %)
→ In total	143 mill. kr.	(100 %)



TEAM DENMARK – Expenses (2008)

→ Direct support (athletes, trainers, facilities, service etc.)	124 mill. kr.	(87 %)
→ Contributions (Sport Event, Anti Doping etc)	6 mill. kr.	(4 %)
→ Other expenses (e.g. administration)	13 mill. kr.	(9 %)
→ In total	143 mill. kr.	(100 %)



Strategy of support – TEAM DENMARK (I)

- The strategy of support is **a working tool** used for focusing the support. Evaluation and revision every fourth year (2009-2012)
- 3 categories of “contracted” support to federations:
Elitefederation, Individual elite, Development federation.

Results/potential:

- Individual sports - medals at OG, WC and EC are the foundation for receiving support from Team Danmark
- Team sports – minimum in highest ranked group at WC



Strategy of support – TEAM DENMARK (II)

- **A discipline analysis** determines where the federation or the discipline is placed within Team Danmark's support strategy:
- **National assessments** – how strong is the national competition, coaches, existing number of talents ?
- **International assessments** – how strong is the international competition, number of countries ?
- **Assessment of the organization and leadership**, does the federation have the required organisational- and leadership abilities to engage in a long term elite development program?



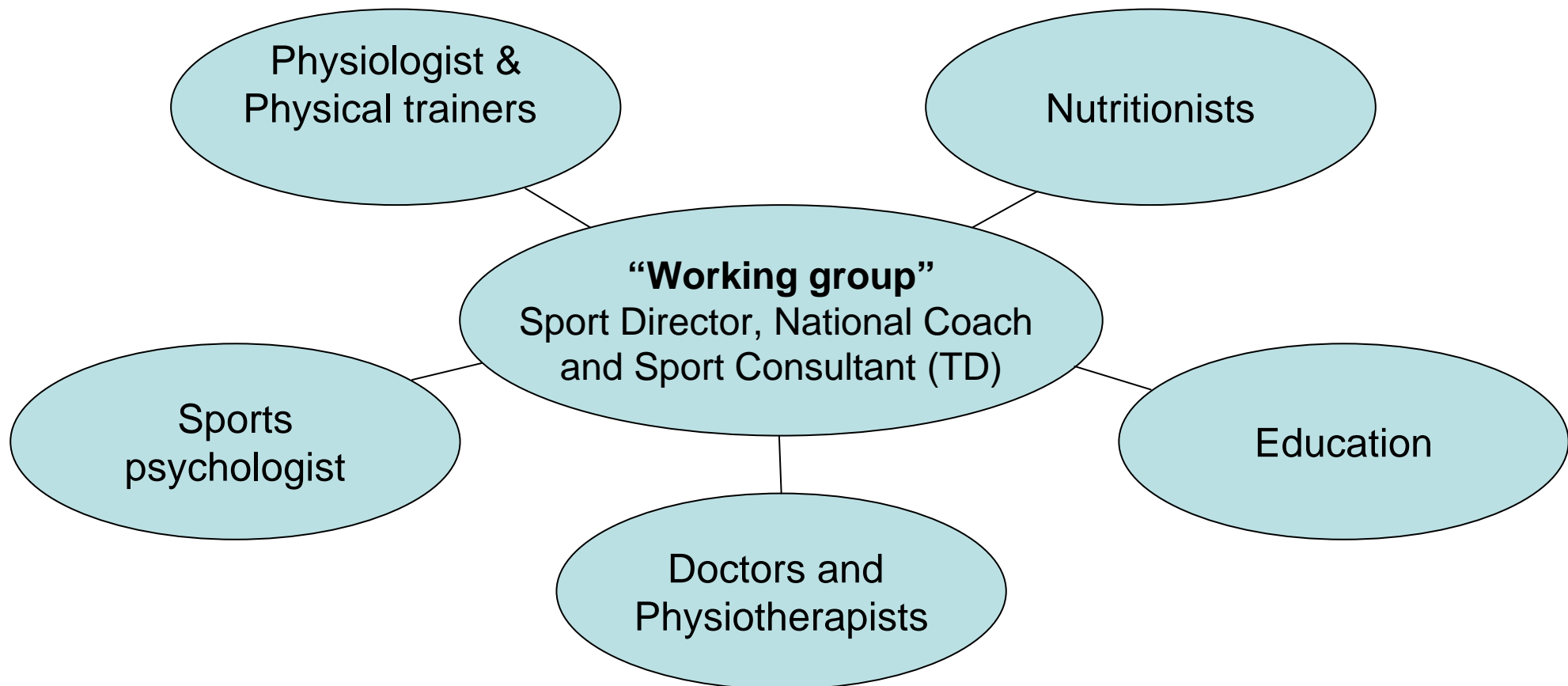
Strategy of support – TEAM DENMARK (III)

Areas of support:

- Individual financial support to athletes
- Wages and expenses (coaches, director of sport)
- International competitions and training camps
- Daily training expenses (Elite-villages/regional centres)
- Talent development
- Specific equipment
- Experts; sports-psychology, -medicine, -nutrition, -physiology & physical training, education
- Coach-education
- Projects



Co-operation & co-ordination

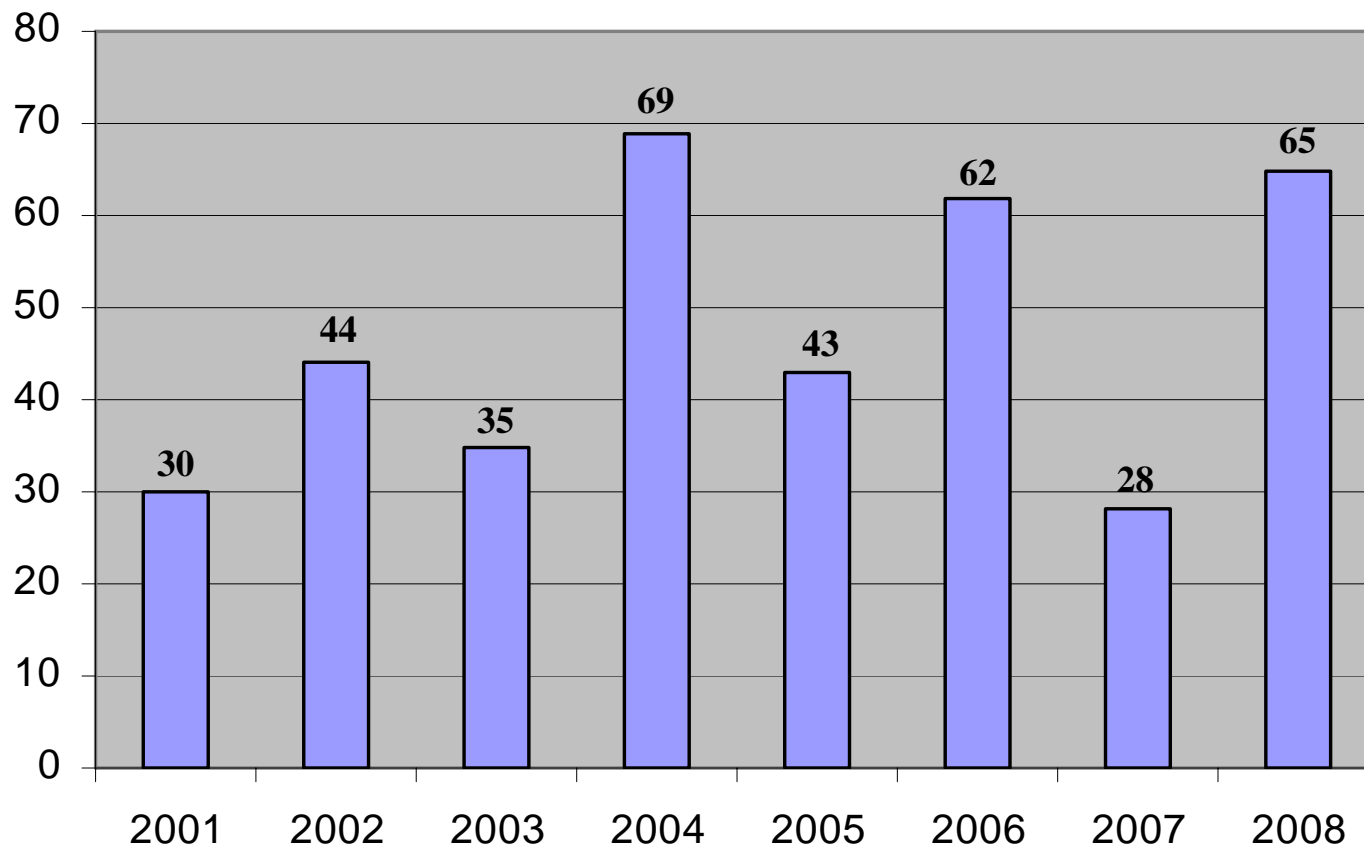




Federations financially supported by TD

- **Elite federations:** Badminton, Table tennis, Cycling, Soccer, Golf, Handball, Icehockey, Canoeing, Rowing, Sailing, Swimming
- **Individual elite:** Bowling, Curling, Disabled athletes, Military Pentathlon, Motor sport, Orienteering, Equestrian, Skiing, Dancing
- **Development federations:** Athletics, Automobile, Basketball, Wrestling, Archery, Gymnastics, Shooting, Squash, Taekwondo, Tennis, Triathlon, Waterskiing, Volleyball

Overview medals at EC, WC, OG





OG 2008 results: *7 medals in 6 disciplines*

- 2 Gold – Rowing, Sailing
- 2 Silver - Kayak, Cycling
- 3 Bronze – Equestrian, Swimming, Rowing

Good result?

- ✓ 10 out of 13 OG since 1948 - DEN took less medals than in Beijing
 - 1996 (Atlanta): 6 medals
 - 2000 (Sydney): 6 medals
 - 2004 (Athen): 8 medals



Good OG result ?

Number of medals and **value** is relevant to pay attention to (gold: 3 points - silver: 2 points - bronze: 1 point).

DEN results (during TD):

- 1988 (Seoul): 4 medals (2-1-1) - 9 points
- 1992 (Barcelona): 6 medals (1-1-4) - 9 points
- 1996 (Atlanta): 6 medals (4-1-1) - 15 points
- 2000 (Sydney): 6 medals (2-3-1) - 13 points
- 2004 (Athen): 8 medals (2-0-6) - 12 points

- 2008 (Beijing): **7 medals (2-2-3) - 13 points**



Continued ...

Secondly – it is relevant to watch the number and value of top 8 results (8-7-6-5-4-3-2-1 points), which is a way to measure the level of athletes in the medal-area. In this connection DEN got these results:

- 1988 (Seoul): 70 points
- 1992 (Barcelona): 79 points
- 1996 (Atlanta): 108 points
- 2000 (Sydney): 92 points
- 2004 (Athen): 99 points

- 2008 (Beijing): **87 points !!!**



Conclusion:

✓ DENs top 8 points were 87 in Beijing – that is less than the 3 earlier OGs – narrow top!

✓ Participant OG 2008: 84.

(1996: 126, 2000: 97, 2004: 90) – falling number of participants -

→ **Decreasing competition-ability & long-termed setback !**



Present challenges in DK

- "Expectation pressure" in connection with resources (economic)
International top-achievements are becoming more and more expensive the ability to **optimise existing recourses is crucial.**
- Maintain international level with less resources (2008: 143 mio. kr. 2009: 133-136 mio kr.
 - Developing the co-operation with the municipalities
 - Focus on talent development and 'Age Specific Training Concept'
 - Planning the national arenas – plan of action: "Denmark – a magnet for international sport events" – with Danish participation and medalists!

