

TEAM DENMARK's

STRATEGY AND CHALLENGES IN THE 32nd OLYMPIAD



Lone Hansen, CEO
TEAM DANMARK



TEAM DANMARK - a short introduction

Team Danmark is established in 1985 under the resort of the Ministry of Culture.

Team Danmark's primary mission is to develop Danish elite sport in a socially and community appropriate manner.

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The mission of Team Danmark

To do the overall planning and coordination for top level sport in Denmark

To work with the strategic development of top-level sport

To provide advice as well as financial support for sport federations associated to the Danish Sport Federation (DIF)

And to:

- Ensure the dual career opportunities for elite athletes
- Ensure employment and social support schemes for elite athletes
- Collaborate with municipalities about elite sport and facilities
- Develop training and coaching for elite athletes
- Organise the recruitment and development of talents in Denmark
- Enhance sports science in Denmark
- Collaborate with media and sponsors



Finances (short)

Income (EUR)

• National Lottery (ministry)	15. million
• Commercial income	1. million
• Media	1.5 million
• <u>Donation</u>	<u>1.5 million</u>
• Total	<u>19 million</u>

Expenses:

13-14 million EUR are used as direct support to federations (common elite budget for the sport)
3-4 million EUR are used as indirect support (expertise, service, advise etc.)



RASMUS QUIST OG
MADS RASMUSSEN
RONING

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Support and collaboration

Team Danmark supports and collaborates directly with **25-27 federations of sports** (direct financial support at approx. 94 million DKK/year)

We deliver expert advice and support to about **1100 elite-athletes** appointed in collaboration with each federation

We collaborate with **22 “elite municipalities”** about the talent work and education (flexible possibilities with high quality)

Physical training



In addition to direct financial support – expert advice and support is provided

Areas of expert advice from Team Danmark includes:

- Sports medicine
- Sports psychology
- Sports physiology and performance
- Physical training
- Sports nutrition
- Performance analysis

The interdisciplinary and coordinated work between the experts within Team Danmark and others are important – so decisions on relevance and timing are clarified quickly



Physiotherapist

Cost: 3-4 mio Euro/year



Team Danmark's elitesport model
has a dual focus:

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Viktor Axelsen

Dual Focus

It should be possible for the elite athlete:

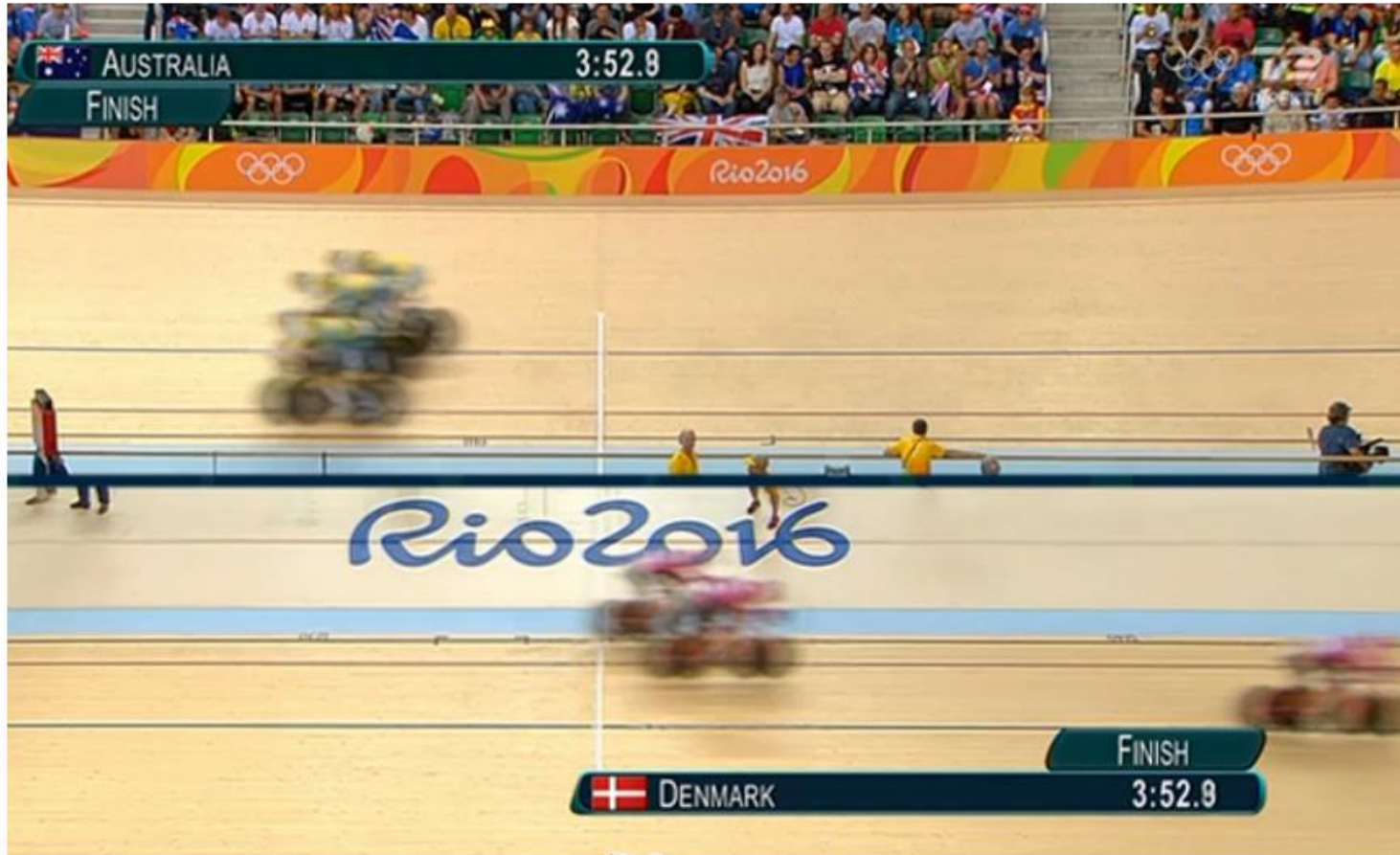
- to perform at the highest international level

and

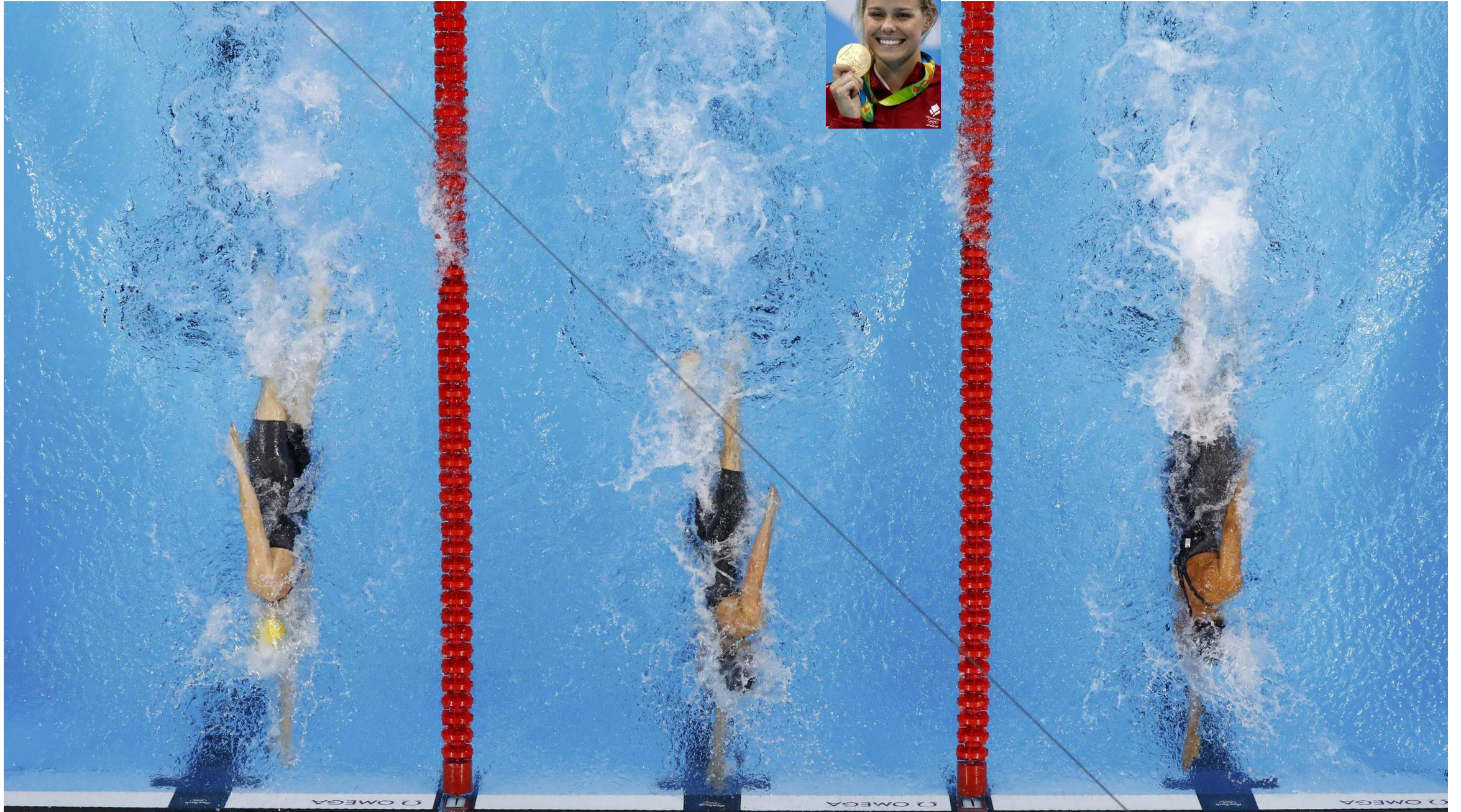
- to pursue an individual civil career including family life



The margins are incredibly small in competitions



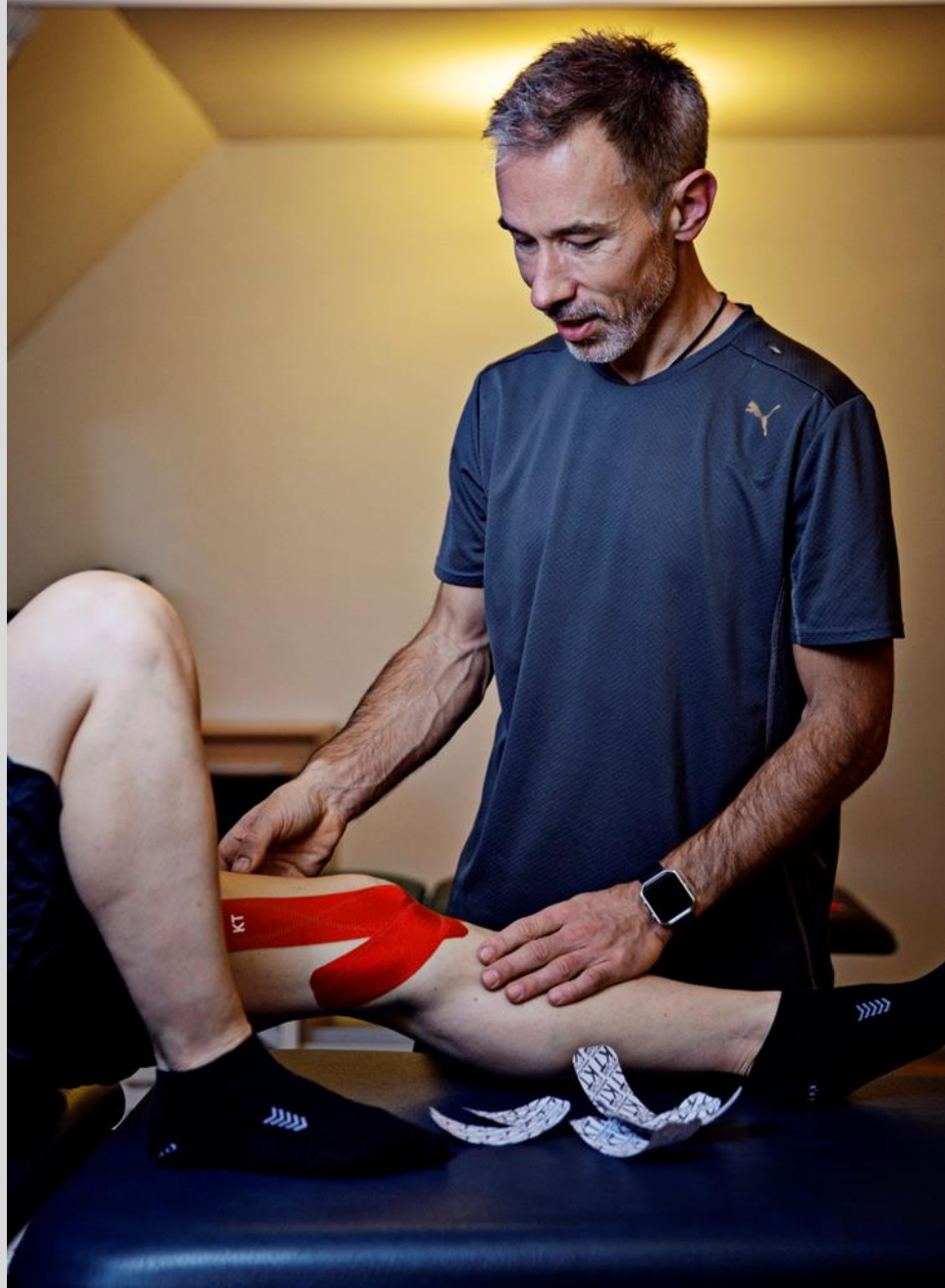
Pernille Blume



Kvalifikation til OL – 2 bedste videre



Fysioterapeut/behandler

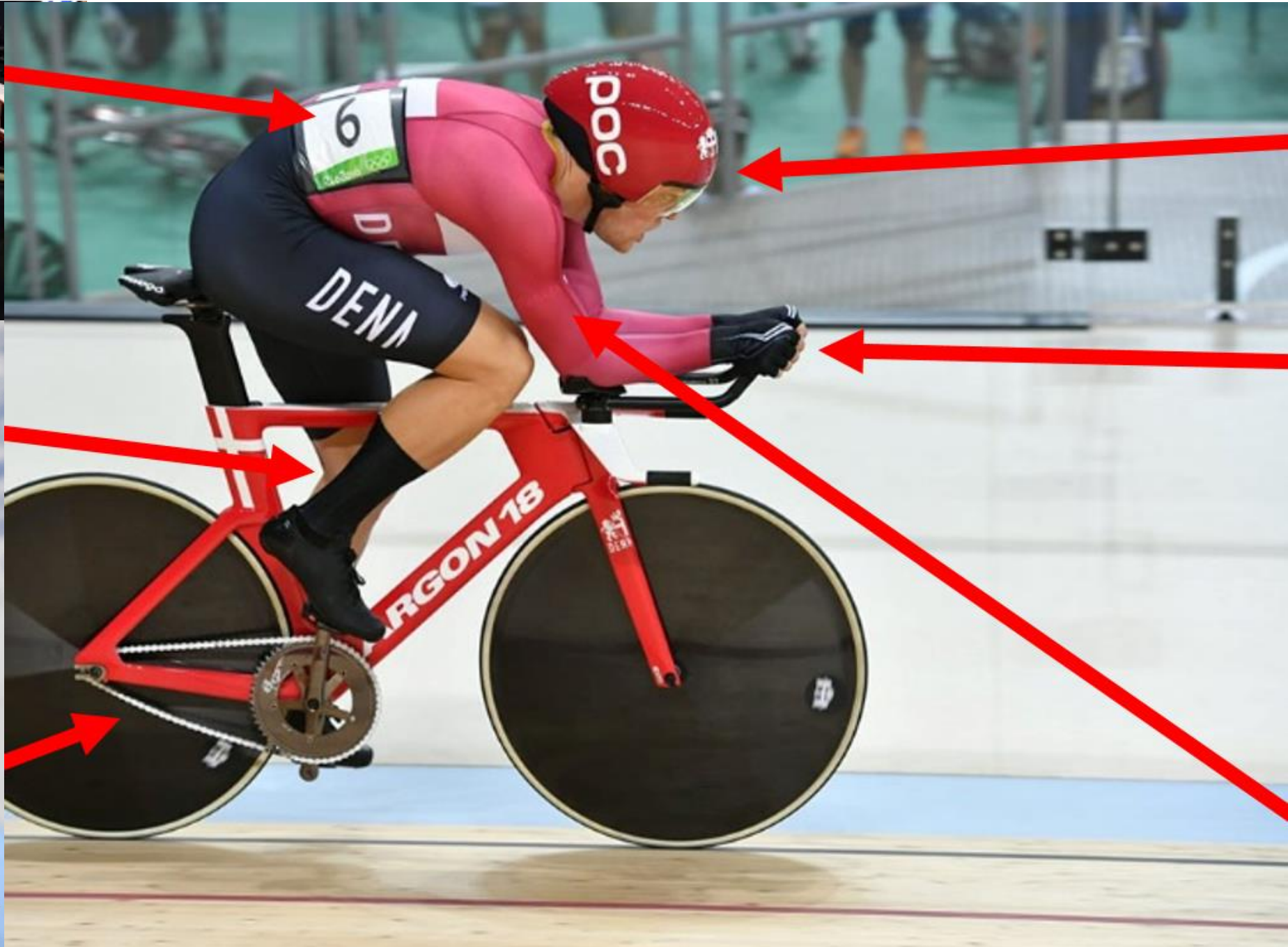


Expert advise close to the daily work is important in the persue of the small margins

Enough expert hours to assist the athletes and coaches at training camps and competitions as well as daily training

Sportpsykolog/mentaltræner





It is important to invest in Technology, Science and Knowledge

Dual Focus

It should be possible for the elite athlete:

- to perform at the highest international level

and

- to pursue an individual civil career including family life



Mark O Madsen



Jonas Høgh



Direct financial support to athletes

At times it will be necessary to focus on training and competition only – especially for the athletes being in the game for many years where family life and work/education also takes time

Examples of direct support :

- Compensation for work salary (leave from work)
- Extra educational grants (SU)
- Childcare
- Support to minimize workload
- Support for extra training and travel
- Support for special equipment



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It is crucial to a small nation to be good to keep the talented young athletes in the sports

Coherent environments for talented young athletes

(A shift of focus from talent recruitment and talent development)

Coherent environments for talented young athletes

Team Danmark collaborates with the elite municipalities about the talent work – with a focus to ensure and create coherence between elite sport, school, friends and family life.

Special training (classes for talented young athletes) at 38 primary schools

More than 2.250 young students in "*idrætsklasser*" (7.-9. klasse)

22 Elite-Municipalities





DANIEL W. JØRGENSEN
PARAATLET

In higher education - flexible conditions are important to make it possible to study and to be an elite athlete at the same time

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Flexibility at higher education



Mikkel Hansen - Handball

Team Danmark collaborates with 32 educational institutions about flexible solutions

The education institutions include universities, business schools, high schools, vocational education etc.

More than 2000 students at secondary schools have flexible solutions

Flexible solutions: e-learning, longer duration, exams at other times etc.





Competitiveness for Denmark

How are we doing?

A swimmer is shown from the chest up, floating on their back in a swimming pool. They are wearing a black swim cap with the 'arena' logo and a colorful swimsuit with orange, green, and blue patterns. The water is blue with visible lane lines in the background. The image is split vertically, with the left side showing the swimmer and the right side being a dark overlay with text.

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The medal objective

The objective for the latest Olympic Game was 10 medals

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Recent Danish OG medals

2000: Sidney 6 medals

2004: Athen 8 medals

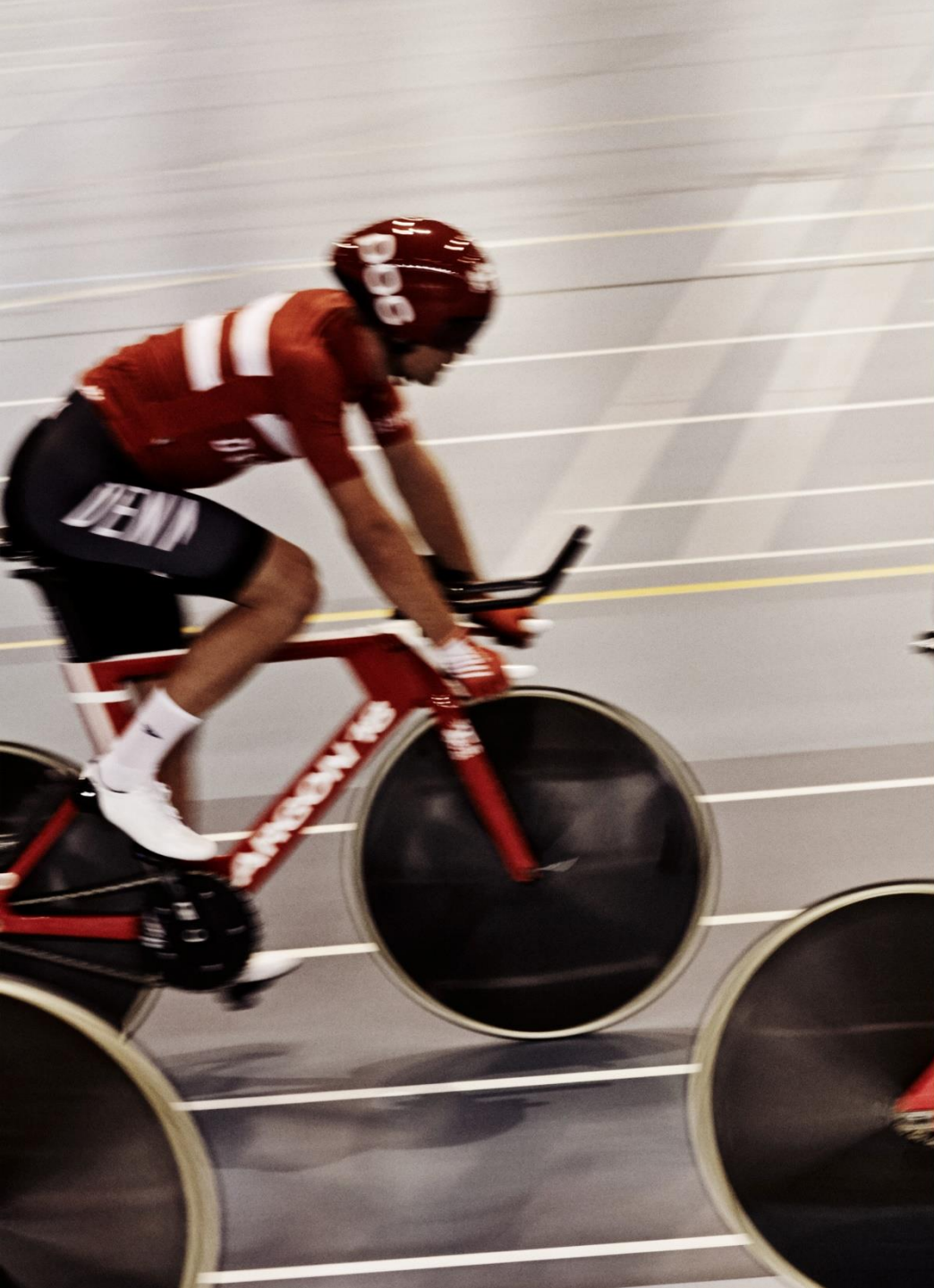
2008: Beijing 7 medals

2012: London 9 medals

2016: Rio







RIO 2016 was the
best Olympic Games since 1948

2016 Rio: 15 medals

2 gold

6 silver

7 bronze



Medals in 9 different disciplines

- Rowing – 1 silver, 1 bronze
- Swimming – 1 gold, 1 bronze
- Cycling – 1 silver, 2 x bronze
- Athletics – 1 silver
- Kayak – 1 silver
- Badminton – 1 silver, 1 bronze
- Wrestling – 1 silver
- Handball – 1 gold
- Sailing – 2 x bronze



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The Danish OG-medals in an international perspective:

Only 17 countries won more medals than Denmark.

The number of medals corresponds to 2,64 medals per 1 mio. capita.
(Only Grenada, Bahamas, Jamaica og New Zealand score better)

Denmark and New Zealand are the only countries with under 10 mio. inhabitants (small nations), winning medals in nine disciplines.



Competitiveness for Denmark

How are we doing?

We do have the key to success for a small nation



Dual career and competition

38 % of the Danish athletes participating in OG were students

The students won 58 % of the Danish medals

In 2016 the Danish medals were in World Championships won by 68 % students

Dropout: For ordinary bachelor students at the university the dropout rate is 27 % - The dropout rate for athletes is only 6 %.

It is possible to be an elite athlete and a student at the same time

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Pernille Blume

Denmark's ranking 2017(sept)

Ranking is according to number of medals at the last World Championships.

Summer OG-disciplins:

Denmark ranked 26th - all nations

Denmark ranked 7th - small nations

When all disciplines registered at Infostrada are included:

Denmark ranked 27th - all nations

Denmark ranked 8th - small nations



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The objectives for 2017-2020

Ranking is according to number of medals at the last World Championships.

Denmark will be ranked in:

top 25 for all nations

top 5 for smaller nations

Challenges for the 32nd Olympiad (1)

The **international competition level is increased** (the investment in elitesport is increasing for many countries)

Success also means that we have **more top-level athletes** (to support)

That more athletes are able to stay as **high-level athletes for a longer period**, is a challenge for the support system – (Higher costs for work life and family life than for young students)

The **conditions for coaches** will have to follow the better conditions for athletes, if we should be able to keep the best in the systems



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Challenges for the 32nd Olympiad (2)

Knowledge, research and technology are important competition factors. We have to be innovative in the mindset to secure that research is translated very quickly to applied knowledge. And we have to stimulate further research in Denmark

The **facilities** for training and competition in Denmark are not having international quality for all sports

We shall still focus on the good work with **young talents** and be able to utilise the full talent-potential even better. The **good environments** in the municipalities should be further developed and new potential environments should be developed.



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Conclusions

We do have the key to success for a small nation

We insist in working with elitesport with a dual focus with room for more than the medal.

We are proud of the Danish Way

The major challenge is to provide the ressources to do the work – the Danish Way

THANK YOU



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rank(2017)	Country	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1	United States	74	160	111	154	107	163	114	168	113	147
2	Russia	75	154	138	148	73	170	141	150	65	111
3	Germany	62	116	72	114	51	115	82	109	63	83
4	China	37	154	123	167	58	122	106	155	39	76
5	Japan	24	41	62	53	28	43	58	59	39	73
6	France	41	84	70	86	64	95	96	84	66	71
7	Great Britain	66	64	59	74	61	73	75	78	51	51
8	Netherlands	39	30	28	46	27	47	44	58	50	45
8	Italy	30	64	51	69	30	43	41	46	31	45
10	Canada	38	79	33	74	35	72	30	62	42	43
11	Australia	40	58	63	66	40	61	62	61	32	39
12	Korea	21	67	49	58	23	64	38	46	19	37
13	Norway	20	36	22	40	15	39	14	43	21	36
14	Hungary	6	33	30	28	17	38	39	30	24	34
15	Austria	7	28	10	32	13	24	6	26	17	30
16	Sweden	15	28	23	36	21	33	34	34	18	29
17	Poland	16	33	27	25	14	30	28	34	16	28
18	Switzerland	15	35	19	21	22	27	26	26	22	23
19	Czech Republic	9	23	20	24	16	22	23	30	12	21
20	Kenya	8	19	13	24	6	16	11	23	7	20
20	Brazil	10	11	26	24	7	33	28	29	11	20
20	Ukraine	25	40	25	33	15	35	40	37	13	20
23	New Zealand	12	18	25	26	16	25	22	26	11	17
23	Belarus	12	30	29	38	11	23	32	31	6	17
23	Spain	17	39	33	24	14	35	27	24	16	17
26	Cuba	5	24	17	14	2	21	14	18	1	14
27	Turkey	8	21	25	17	7	4	22	12	6	13
27	Kazakhstan	6	20	15	23	5	21	20	23	8	13
27	Denmark	9	23	14	19	22	24	30	28	19	13
30	Azerbaijan	3	19	17	19	4	12	9	18	6	11
31	Jamaica	1	13	2	9	4	10	13	20	6	10
31	Iran	1	13	10	26	4	13	22	17	9	10
31	Finland	17	23	10	17	12	20	4	12	9	10
31	Georgia	2	3	2	7	1	4	6	11	2	10
35	Colombia	0	5	4	7	0	10	8	13	4	9
35	Serbia	4	6	10	2	2	5	10	11	2	9
35	Ethiopia	12	13	9	8	8	15	7	13	5	9
35	Mongolia	1	6	3	4	1	9	6	9	1	9
35	South Africa	10	13	10	8	4	13	12	13	6	9
35	Uzbekistan	1	11	5	8	0	10	6	14	1	9
41	Slovenia	4	8	4	9	9	15	14	15	7	8
41	Belgium	2	4	4	5	5	6	6	8	8	8

Ranking 2017

Medals World championships (SOG)