

**The international competition
and the possibilities for
Denmark to hang on in the
elite sport global arms race**

**"The Olympics in China – The Price of the Medal"
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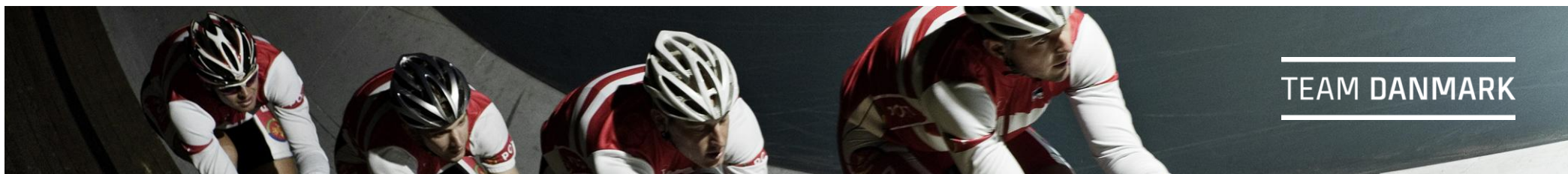




TEAM DANMARK

Basic conditions for elite sport in Denmark

- Small population – 5 mio. (Norway, Finland, Svejts, Belgium and New Zealand)
- Denmark in the international sportsranking – no. 25-30
- High political and public attention to elitesport – but limited financial support (Total budget: 12.000 mio. euro pr. year)
- Well-established structures of sportsclubs (12.000) and many voluntary coaches within many sports.
- Extrem focus from the medias on very few sports (soccer, handball and ishockey)
- Rising polarization between the sports (attention, funds, competence, commercial issues etc.)
- Focus on certain topics in the nearest future (I-IV)



(I) – Stronger and more integrated development of the sport talents

- Long-term investment – 6-10 years
- Goalsetting and strategies within the national federations
- Integration and connection between the content of the training on children, youth and senior level
- Better cooperation and clear distribution of responsibility between the “players” (sportclubs, federations, municipalities and Team Danmark)
- Cooperation between scientific experts (research) and the coaches of the sport talents – sharing of knowledge



(II) Better training conditions for the athletes

- Daily access to training facilities
- Constantly development of two training centres (Copenhagen and Aarhus) with experts - doctors, physiotherapists, dieticians and sports psychologists – with high international level of knowledge
- Participation in more and stronger international competitions
- Focus on the skills of elite coaches



(III) – Stronger support from experts with focus on the individual athlete

- Optimizing of the cooperation between the athletes, the national coaches and the experts
- Better coordination with an interdisciplinary approach to top level performance
- Development of a new set-up for sports psychology
- Establishment of a network with partners from the academic sector
- Sharing of knowledge between sports with common characteristics (f.ex. badminton and table tennis, ishockey and handball)



(IV) – Better social conditions for the athletes

- Addition of more flexible educations – both on college and university level
- More flexible jobs in the public sector (police force, arm force and health sector) and the private sector (sponsors)
- Better personal advisering and guidance – particularly for the girls – to combine the elite sport career with education and social life



The elite sport global arms race

- The costs of medals in international competitions - EM, WM og OG – are increasing: Is there a political will to invest more money in danish elite sport **or** shall the ambitions be set at a lower level ?
- Team Danmark cooperate in the period 2005-2008 with 34 federations: A larger number of federations and few medals **or** a limited number of federations and more medals in the next period 2009-2012 ?

It's not an easy challenge to participate in the elite sport global arms, but dreams are important – also for danish elite sport

Sometimes dreams come true – just think of Denmark as European Champ in soccer in 1992 or Danmark as European Champ in handball this winter.

On the other hand it's also important to be realistic. More prosperity in "poor" contries – both in Europe and on other continents – means that the challengies in international elite sport will get larger in the future.