

# German Swimming Federation



**I wish you a wonderful afternoon**

# A Shift in Focus concerning Elite Sport and „Sport for All“ within the German Swimming Federation



# Agenda

- The responsibilities of a sports federation
- The main focus
- The structure of members
- The subdivision sport for all
- Established offers
- Projects
- 3 examples
- Further activities
- Summary

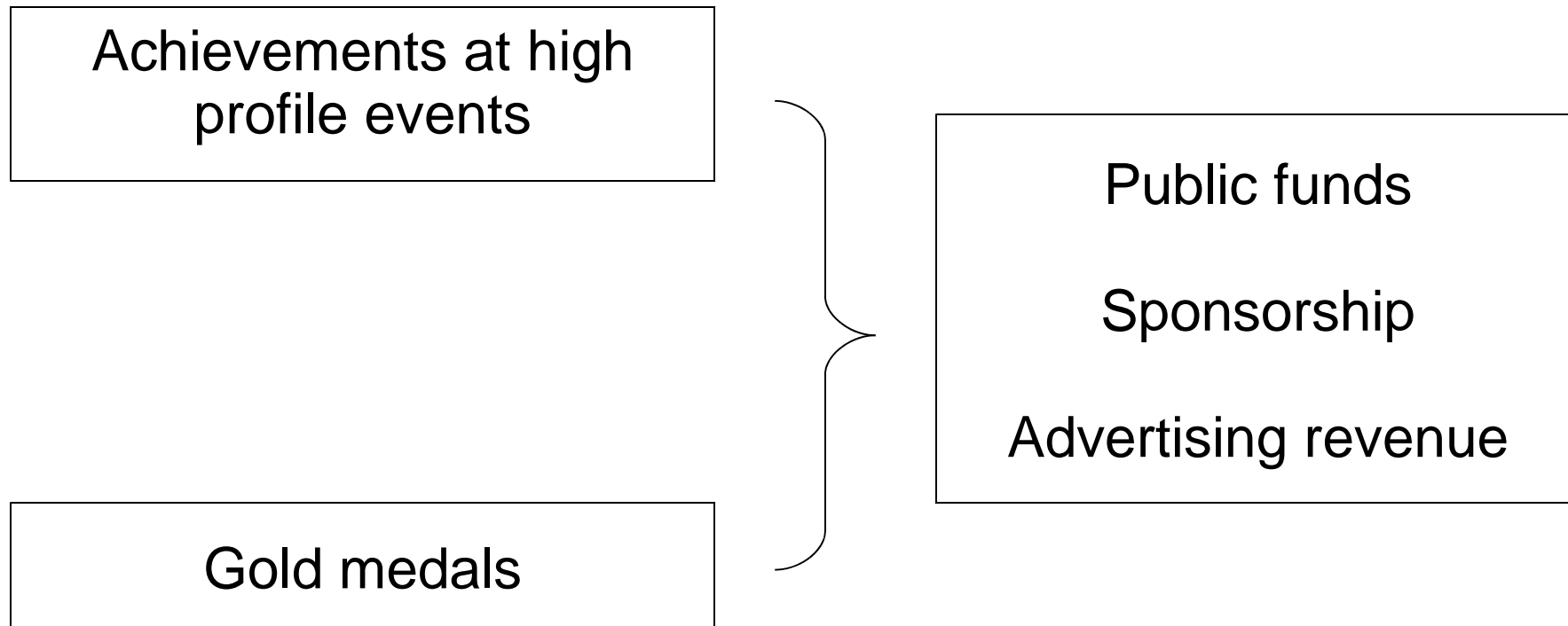
# Responsibilities of the Federation

- Representation of interests
- Public relations
- Interaction with politicians and political organisations
- Providing a legal framework
- Organisation of events and competitions
- General administration

# The income of the Federation

- Membership fee
- Start fee
- License fee
- Public funds
- Sponsorship
- Advertising revenue

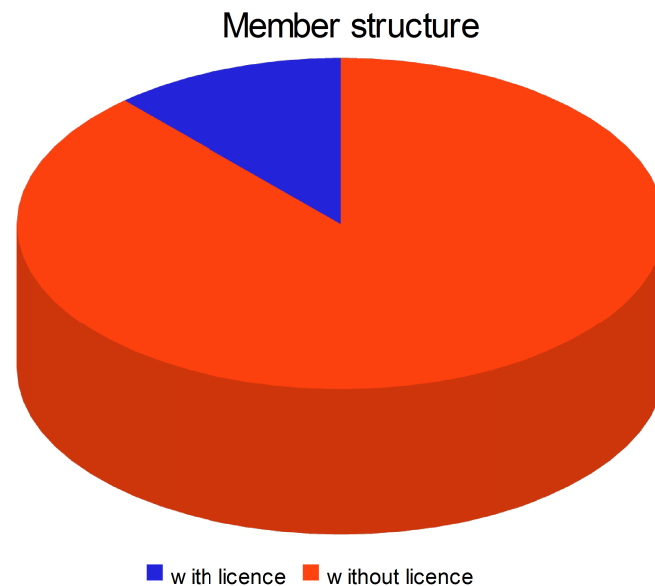
# The main focus is on elite sports:



# Member structure in the DSV

Members **with** licence: 66 652  
(= 11.6% competitive sports)

Members **without** licence: 505 640  
(= **88.4% sport for all**)



# However:

- **Most** members will **not** be involved in competitive sports
- but **participate to keep fit**



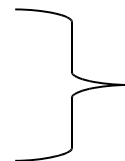
# The Segments of DSV

Swimming  
Open Water Swimming  
Diving  
Water Polo  
Synchronised Swimming  
Masters



1 Director of sport

**Sport for All**



**1 Vice president**

# Established offers of sport for all

**Beginners lessons**

**Aqua-Gym**

**Cardio training**

**Swimming for mother and child**

**Swimming to fight obesity**

**Aquajogging**

**Swimming awards**

**...**

# The general effects of projects

- Interest by the reporting media
- Public advertising
- Improve the relationship between clubs and pool operator
- Public benefits by participation
- Potential new members for the clubs
- Visibility, awareness and acceptance for the
  - Sport
  - Pools
  - Clubs

# Three Examples of Sport for All Projects

*A Bridge between Aquajogging Groups in different locations:*

**‘Outdoor-Aquajogging’**

*A Bridge between Generations:*

**‘A Day at the Swimming pool with your Grandchild’**

*A Bridge between backstroke swimmers and others:*

**‘The health benefits of backstroke’**

# Outdoor Aquajogging

## Initial situation:

In many pools and clubs there are several groups that practice aquajogging in an **indoor pool** to keep fit.

## Suggestion:

To hold one great outdoor event to give people the opportunity to meet each other and to provide the challenge of managing a longer distance whilst having fun. It will also give clubs public visibility through media coverage and mass participation.



# Outdoor Aquajogging

## Result:

Advertising through media coverage

Public visibility, credit and prestige for the clubs

Fun and fitness for the public



# Outdoor Aquajogging



# A Day at the Swimming pool with your Grandchild

## Initial situation:

In many pools there are times they are short of visitors, e.g. on Saturday mornings, when parents go shopping.





# A Day at the Swimming pool with your Grandchild

## Suggestion:

A collection of little games for grandchildren and grandparents gives suggestions for sport and fun.

A kick-off event with one prominent person (e.g. a local politician) is organised to demonstrate the suggested games to the wider public.

A flyer is created for advertising.



# A Day at the Swimming pool with your Grandchild

## Result:

More customers for the swimming pools.

Better relationships between generations with added health benefits.

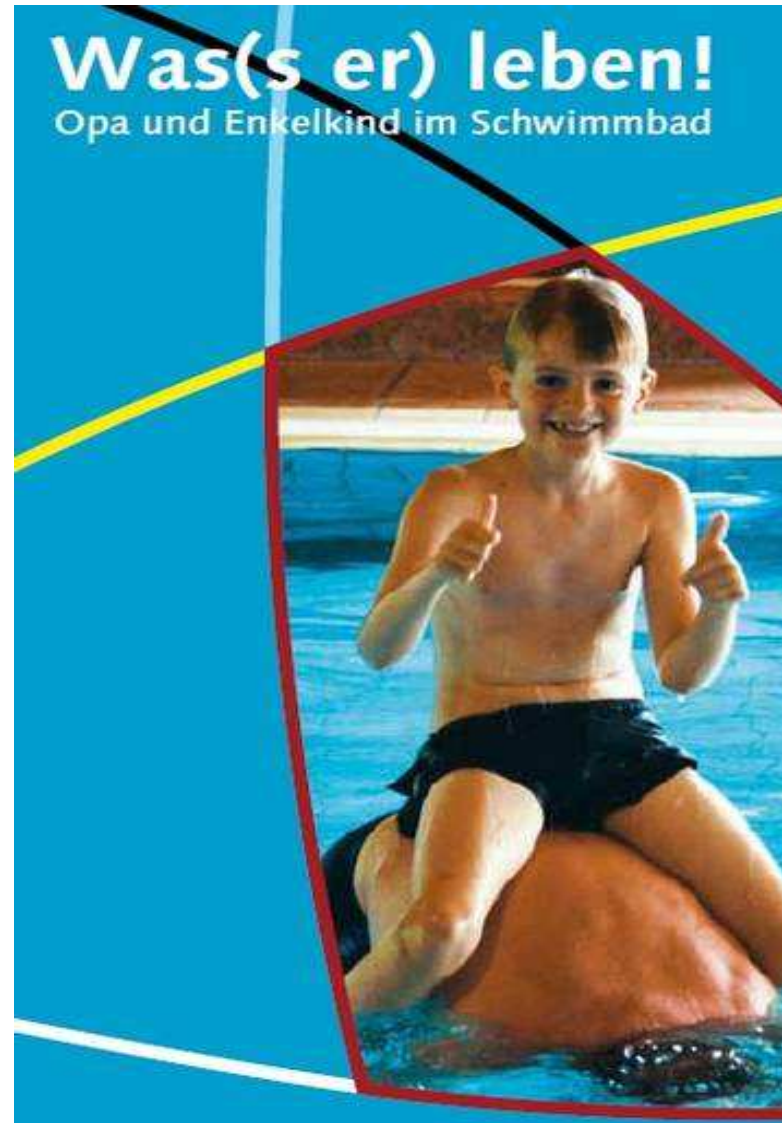
Advertising through media coverage.

More members for the clubs.

Fun and fitness for the public.



# A Day at the Swimming pool with your Grandchild



# The Health Benefits of Backstroke

## Initial situation:

People are aware that backstroke is good for them,

but some do not know how to swim backstroke and

others may worry about disturbing other swimmers as they can't see them .

## Suggestion:

To create separate dedicated lane for backstroke

To mark it clearly as such

To separate it with a rope

For the clubs to initiate lessons for teaching healthy backstroke



# The Health Benefits of Backstroke

## Result:

More people enjoying backstroke

More undisturbed swimmers

Health benefits for people with back problems

More members for the clubs.



# The Health Benefits of Backstroke



Our Vision: **A separate lane for backstroke in every pool!**

# Further Projects/Events

24-Hours Swimming

White Water Swimming

Aquaball 4x4

Aqua Nordic Walking

Aqua Walking

Medi-Swim

Open Water Swimming for Everybody

# 24-Hours Swimming





# White Water Swimming



# Open Water Swimming for Everybody



# Aqua Nordic Walking



# Aquaball 4x4



# Summary

**The German Swimming Federation  
supports**

**professional sport as well as**

**non professional sport in the water  
and**

**both is necessary and important**

# German Swimming Federation



**Thanks for your attention**