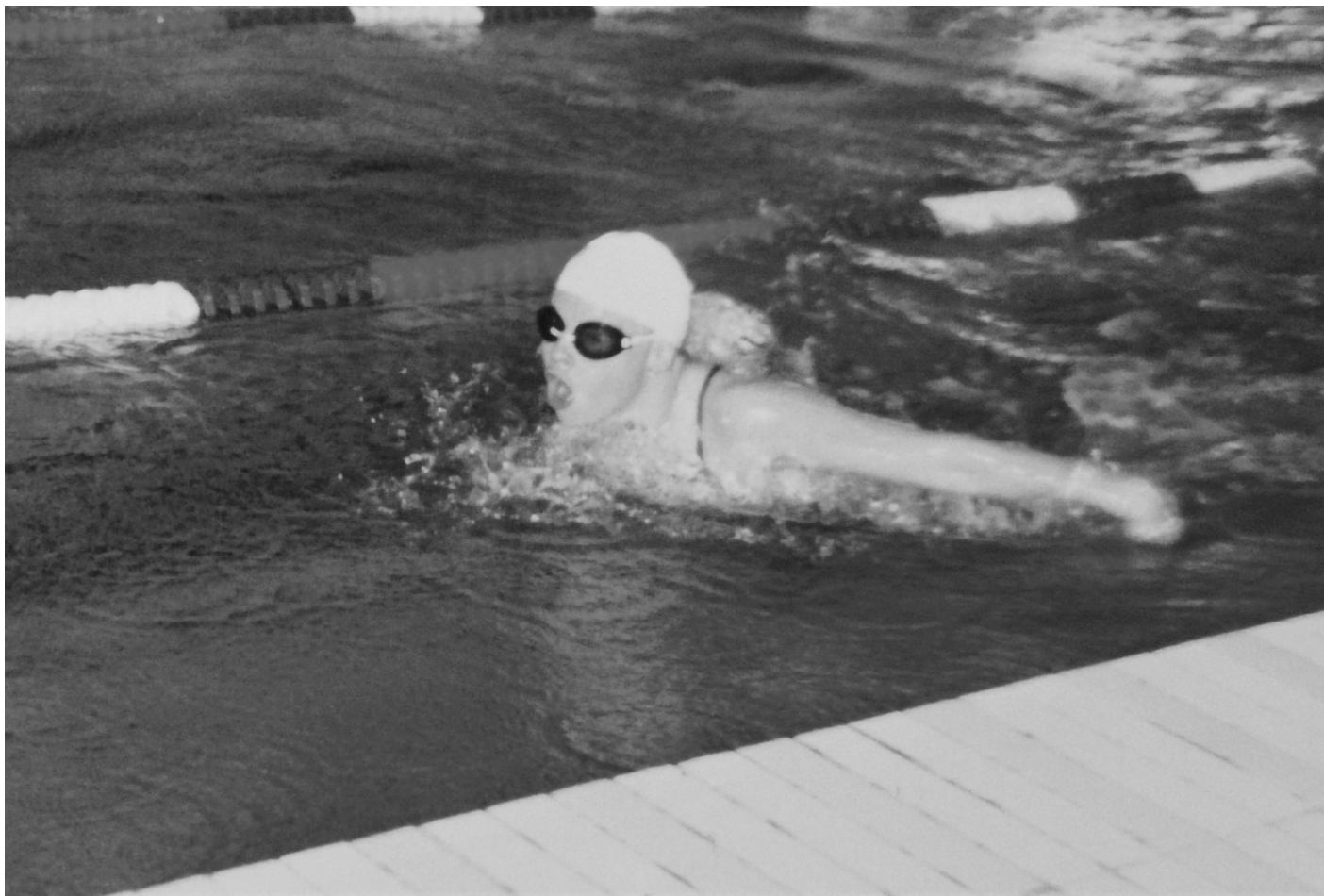


# Sport club developers in Finland & Club development in Finnish Swimming Association

Jaana Sinervuo-Tarula

**UIMALIITTO**  
SIMFÖRBUNDET AQUATICS FINLAND





My steps from pool to the  
pool deck and to Finnish  
Swimming Association

# Club developers network in Finland

- 75 developers in sports federations and in regional sport organisations
- Full time developers / club development is part of other work
- One club developer / many developers in organisation
- The main goals in network:
  - Making the similar policy and guidelines for club developing
  - Increasing the competence and know-how in club development
  - Cooperation and working together with club developers
  - Sharing the know-how and competence
- Cooperation between club developers has increased over the years

# Finnish Swimming Association

- 11 employees + 7 part-time coaches / discipline experts
- Swimming, diving, synchronized swimming, water polo = 7 000 athletes
- 136 clubs, over 50 000 members, over 90 000 amateurs
- Members in clubs varies under 10 – over 11 000
- 136 full time employees in 39 clubs (87 in year 2007)

# Club development in Finnish Swimming Association

- Club developer from 2012
- Strong Star Club programme in all 3 target groups
- 18 clubs with Star (15 in children and adolescents, 6 in adults, 6 in elite)
- Financial support for educational purpose to our Star Clubs

# Club development in Finnish Swimming Association

- Events, education, seminars, processes, personal help etc.



# Challenges and joys in club development

- Each club is different → the needs are different
- Lack of speech inside the club
- Circumstances: The swimming pools are open to all citizens almost all the time
- Star Club factors: Creating the coaching line + some factors in management and administration
- Excellent work in clubs, starting from swimming schools
- Cooperation between the clubs
- The people working and volunteering in clubs: over 6000 people!

# Thank You!

