

1 **2009 WORLD CUP REPORT** Lois Richardson, Head Coach

2 **FINAL PLACE**
4TH

3 **WHY 4th?**

4 **No-one can say but contributing factors included:**

- Two key players, big characters in the squad, due to major injuries had to be replaced only a few weeks before departure
- Strong, experienced reserve was ill advised and opted out of selection – despite US collegiate experience!
- Injuries at world cup hampered key player performances
- Inconsistent umpiring
- Below par performance in bronze medal play off – it mattered so much...

5 **HOW DO WE CONSIDER THE RESULT?**

- A DISASTER?
- PART OF THE JOURNEY?
- SO... CAN ENGLAND CONTINUE TO BE IN THE TOP FOUR?
- BRING A MEDAL HOME AGAIN?

6 **OF COURSE THEY CAN...**

7 **WITH THE RIGHT SUPPORT!!!**

8 **LET'S START JUST PRIOR TO WORLD CUP...**

9 **BEATING THE WORLD CHAMPIONS!**

10 **ENGLAND 8**
AUSTRALIA 6

11 **WORLD CUP ACTION...**

12 **V USA**
1ST HALF 6-6 2ND HALF 8-17

13 **v AUSTRALIA**
1ST ½ 3-5 FULL 4-15

14 **V JAPAN**
POOL 20-3 ¼ FINAL 19-12

15 **V CANADA**
POOL 1ST ½ 6-4 2ND 9-10
BRONZE MEDAL FINAL 9-14

16 **– anything worth achieving takes team work, dedication, blood, sweat, tears... TIME and MONEY!**

17 **SO 'SWOT' NEXT?**

- STRENGTHS?
- WEAKNESSES?
- OPPORTUNITIES?
- THREATS?

18 STRENGTHS:

- Professional outlook
- Dedicated, experienced staff
- Passionate, committed squad
- Strong, established national programme: annual squads, weekly evening training, tours and training days, tournaments - home and abroad
- World TOP 4, despite the odds!
- Consistent Home International Champions!
- Active umpire input
- Recognised, regular training squad venues
- Excellent assimilation of juniors into Senior Squad

19 WEAKNESSES:

- No competition strong enough in Europe – costly to travel (finance could prove prohibitive)
- Coaches, support staff and players must juggle full time work/family commitments to be able to take up/maintain greater/current training opportunities
- ELA Head Office – lack of admin support to date
- ELA Executive – apparent ignorance/indifference to the national programme/squad

20 OPPORTUNITIES:

- USA Universities: actively seeking to recruit English squad players - coveted American scholarships awarded
- American coaches requesting matches with England
- Centex...

21 CENTEX – the future!

22 CENTEX PERFORMANCE DIRECTOR

23 TALENT IDENTIFICATION PROGRAMME – 480 players

24 RAISING THE STANDARDS:

- TEACHER AND COACH EDUCATION
- AT SCHOOL LEVEL
- INCREASING THE NUMBER OF COACHES IN ENGLAND
- DEVELOPING THE LEVEL OF UNIVERSITY PLAYERS AND TEAMS
- FINALLY, RAISING THE LEVEL OF PLAY AND COACHING IN CLUBS

25 THREATS

- Detrimental opinions/perceptions expressed from outside!!!
- Lack of funding, sponsors, publicity and money
- Lack of involvement of home-grown, women's coaches
- FIL qualifications – countries recruiting foreigners to strengthen team?
- Countries with more money, coaches, players with strong programmes also improving

26 THREATS CONTINUED...

- Umpiring at W.Cup – quality of?

- Players with USA scholarships unable to fulfill England commitments + burn out!
- Short term fixes!
- It's a man's world!

27  **The way forward?**

28  **SUPPORTING THE SQUAD...**

- Elite Performance Committee
- WPC
- Executive
- Head Office

29  **HOW?**

- Utilising the knowledge and expertise available?
- Maintaining strengths of current programme
- Listening to/acting upon W.Cup management and player feedback
- Employing the right Head Coaches – Senior, U21, U19
- Executive, WPC and Head Office support
- Gaining sponsorship and funding
- POSITIVITY: boost own country, players, coaches, women!!!

30  **“SUCCESS IS A JOURNEY, NOT A DESTINATION.”**