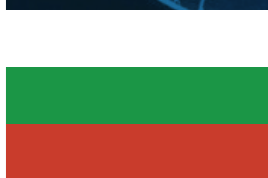




ESSA-SPORT

Improving the Supply of Skills to the Sector



BULGARIA

**NATIONAL LABOUR MARKET AND
WORKFORCE DEVELOPMENT
PRIORITIES FOR THE SPORT AND
PHYSICAL ACTIVITY SECTOR**

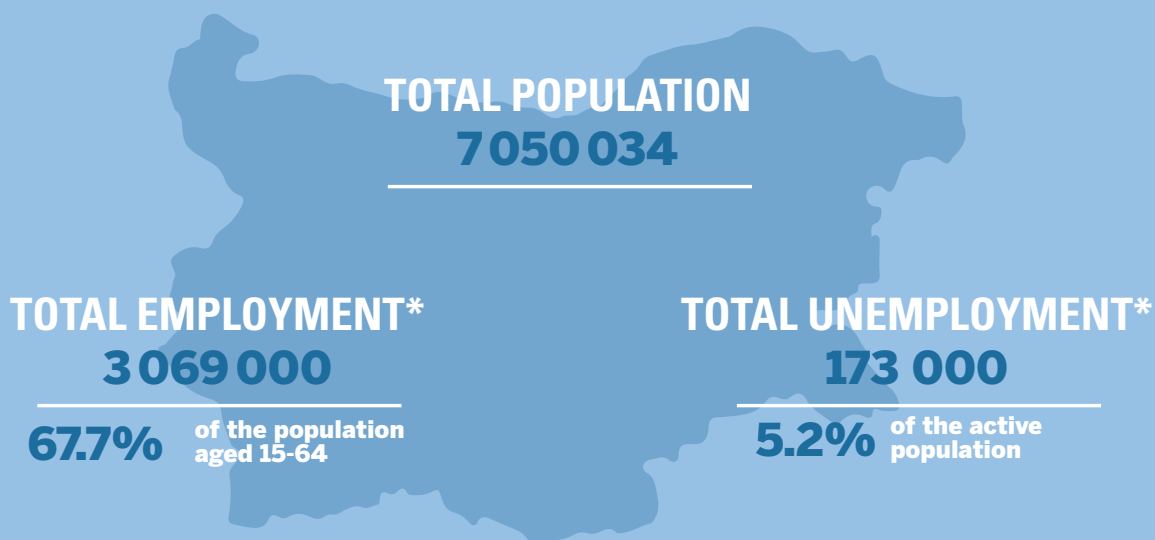
**YEAR
2019**





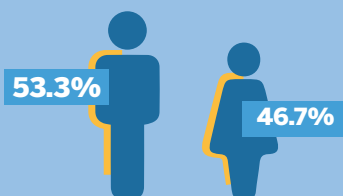
Source: Eurostat (2018)

Population and Employment

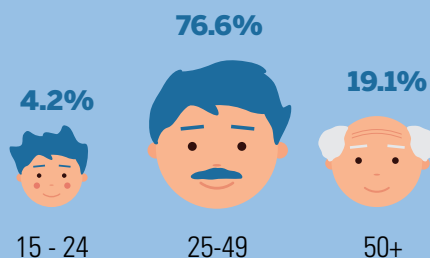


*persons aged between 15 to 64 years old

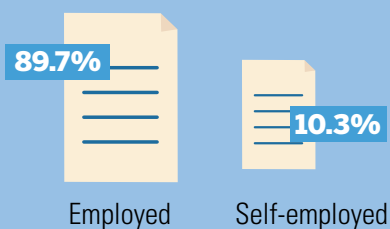
Total employment - Gender



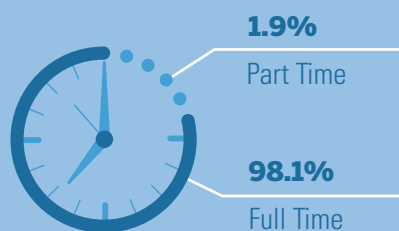
Total employment - Age



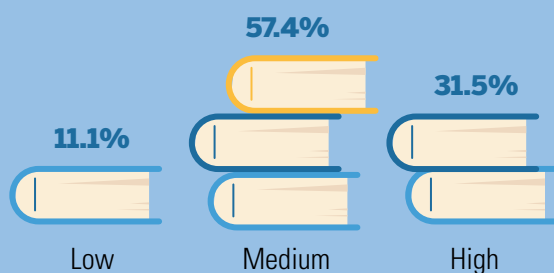
Total employment - Type of employment



Total employment - Type of contract



Total employment - Level of education*



* The statistics on level of education collated from Eurostat refer to ISCED level:

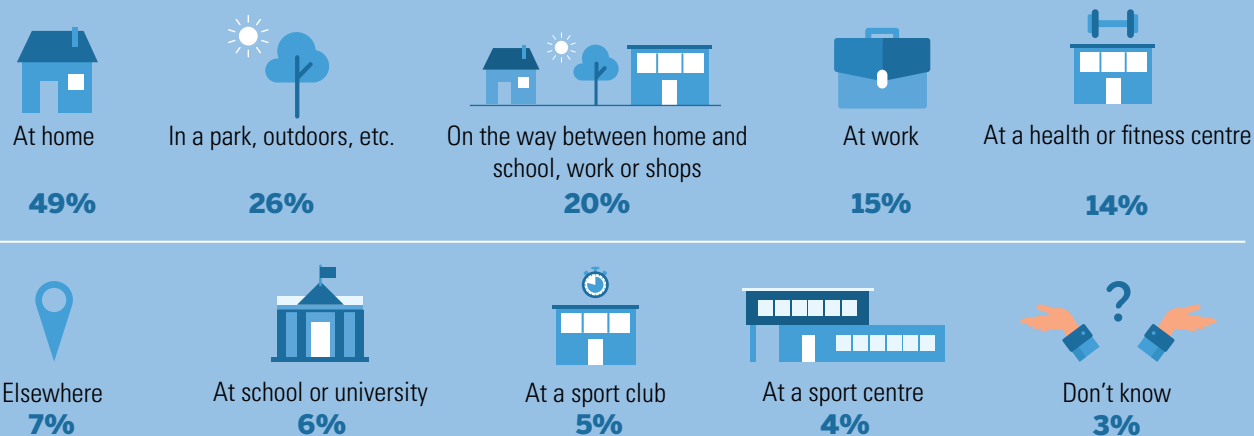
| | ISCED 2011 (data from 2014 onwards) |
|------------------|--|
| Low education | Levels 0-2 |
| Medium education | Levels 3-4 |
| High education | Levels 5-8 |

Source: Special Eurobarometer 472 on Sport and physical activity (Publication March 2018) - n=1040

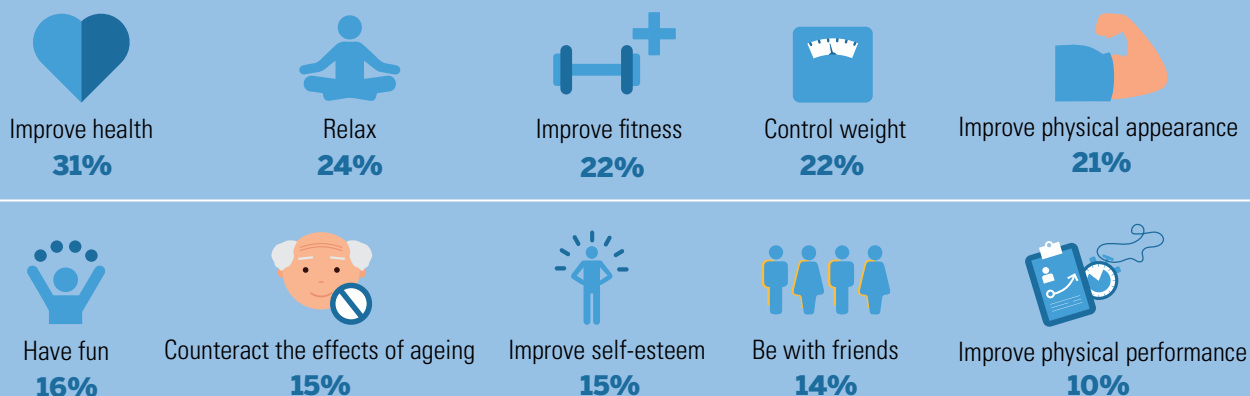
Level of practice of sport or physical activity



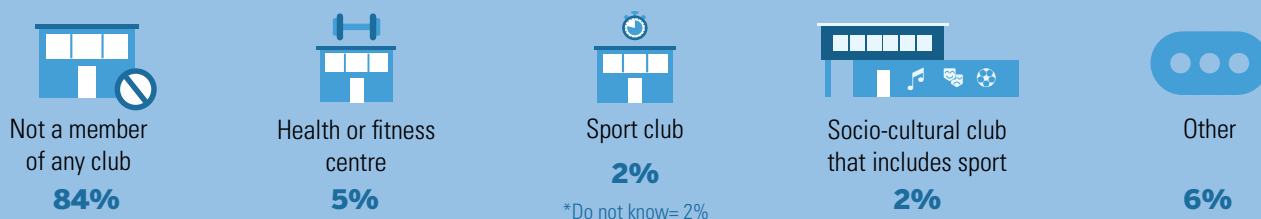
Place of practice of those engaged in sport and physical activity



Reasons for engaging in sport or physical activity



Membership of clubs where people participate in sport or recreational physical activity



Level of engagement in voluntary work that supports sport and physical activity



*Do not know= 2%



This section presents analysis from the official statistics collated at both national and European level through National Statistics Offices (NSO) and Eurostat. For the purpose of the fact sheet, data are provided for two different years to underline tendencies. These years can be different depending on the topic as we have not always been able to collate the same level of information/statistics for each year.

The collection of data has been a challenge and this analysis presents the best information available about the national sport labour market from the official statistics but is not necessarily the exact reality. Further discussion on the statistics can be found in the European report of the project.

Scope: the widest sport and physical activity sector defined by the Council of Europe (2001) as “all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels”. In this fact sheet we are using the term “sport sector” having the meaning of the broad sector of “sport and physical activity”.

3.1 SIZE AND CHARACTERISTICS OF THE NATIONAL SPORT LABOUR MARKET

Sources: Eurostat and National Statistics Offices

To summarise our statistical definition for the sport labour market, the work carried out in collaboration with National Statistics Offices (NSO) and Eurostat was to collate available statistics on the number of:

- Persons having a sport-specific occupation (ISCO 342*) in an organisation whose main business is the provision of sport (NACE 93.1**), e.g. professional athletes, coaches, instructors in a sport club
- Persons having a non-sport specific occupation (Other ISCO codes) in an organisation whose main business is the provision of sport (NACE 93.1), e.g. managers, receptionists in a sport federation
- Persons having a sport-specific occupation (ISCO 342) in an organisation whose main business is not the provision of sport (Other NACE codes), e.g. a fitness instructor working in a hotel

* ISCO - “The international standard classification of occupations”. ISCO divides jobs into 10 major groups of occupations and sport specific occupations are listed under ISCO3 Technicians and associate professionals and more precisely under the sub-group ISCO 342 Sport and Fitness Workers (3421 - Athletes and Sports Players; 3422 - Sports Coaches, Instructors and Officials; 3423 - Fitness and Recreation Instructors and Programme Leaders).

** NACE - “Statistical classification of economic activities in the European Community”. NACE is a basically a four-digit classification providing the framework for collecting and presenting a large range of reliable and comparable statistical data according to economic activity. The codes under NACE 93.1 (Sport activities) define the organisations whose main business is the provision of sport (93.11 Operation of sports facilities; 93.12 Activities of sport clubs; 93.13 Fitness facilities; 93.19 Other sports activities).

National sport labour market (=total sport employment)



- Top 4 countries representing 62% of the EU-28 sport labour market in 2018 (Total EU-28 sport employment = 1 765 728)



National sport labour market Vs National total employment



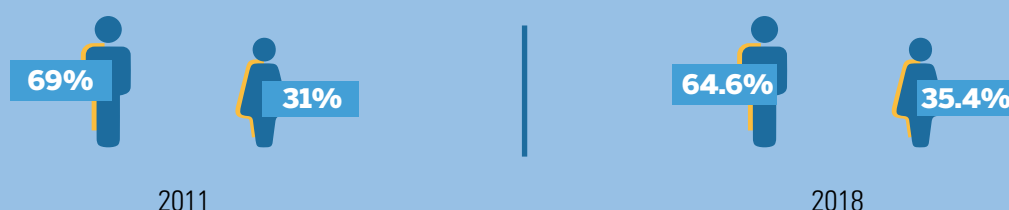
- Top 3 countries in 2018



- Bottom 3 countries in 2018



National sport labour market - Gender



3.2 FOCUS ON SPORT SPECIFIC OCCUPATIONS (ISCO 342)

(ISCO 3421 - Athletes and Sports Players; ISCO 3422 - Sports Coaches, Instructors and Officials; ISCO 3423 - Fitness and Recreation Instructors and Programme Leaders)

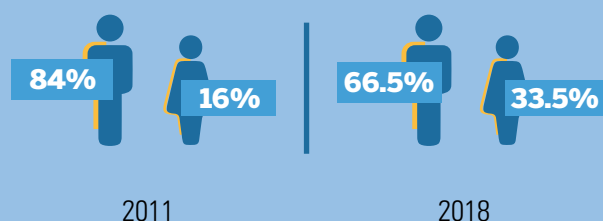
Total number of people having a sport specific occupation (ISCO 342)



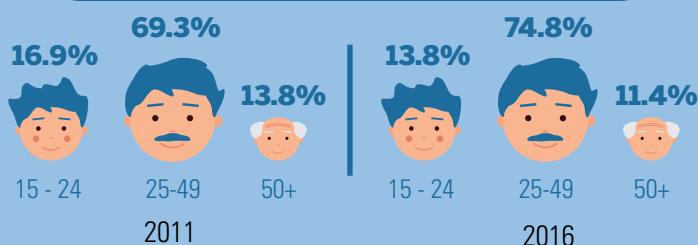
CHARACTERISTICS OF PEOPLE HAVING A SPORT SPECIFIC OCCUPATION - ISCO 342

(ISCO 3421 - Athletes and Sports Players; ISCO 3422 - Sports Coaches, Instructors and Officials; ISCO 3423 - Fitness and Recreation Instructors and Programme Leaders)

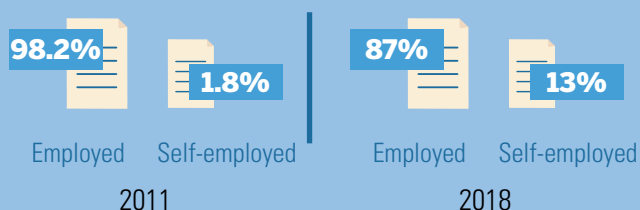
Total sport specific occupation - Gender



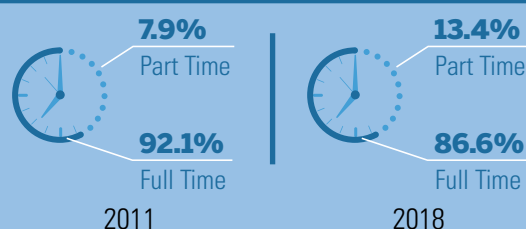
Total sport specific occupation - Age



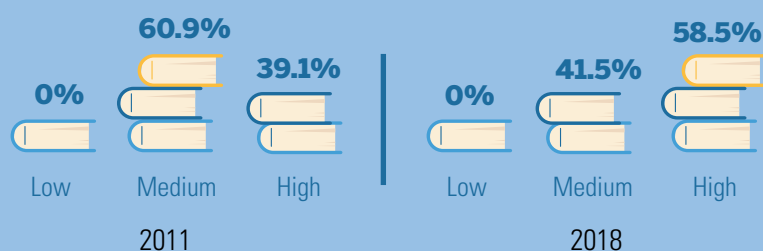
Total sport specific occupation - Type of employment



Total sport specific occupation - Type of contract



Total sport specific occupation - Level of Education*



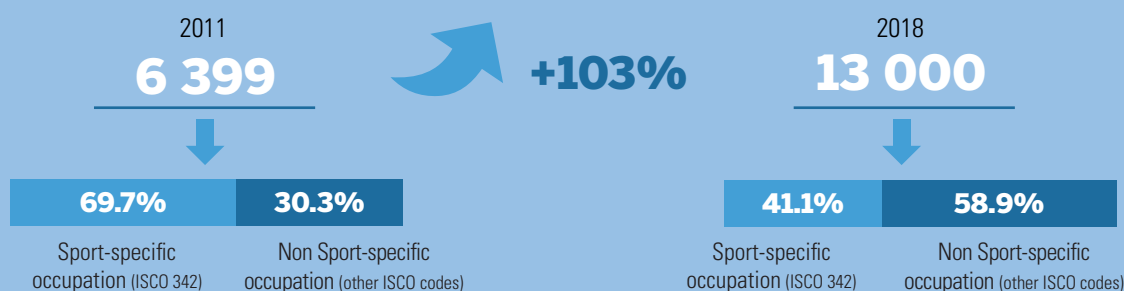
* The statistics on level of education collated from Eurostat refer to ISCED level:

| | ISCED 2011 (data from 2014 onwards) | ISCED 1997 (data up to 2013) |
|------------------|--|---------------------------------|
| Low education | Levels 0-2 | Levels 0-2 |
| Medium education | Levels 3-4 | Levels 3-4 |
| High education | Levels 5-8 | Levels 5-6 |

3.3 FOCUS ON SPORT ORGANISATIONS (NACE 93.1)

NACE 93.1 (Sport activities) includes all organisations whose main business is the provision of sport (93.11 Operation of sports facilities; 93.12 Activities of sport clubs; 93.13 Fitness facilities; 93.19 Other sports activities)

Total number of people working in a sport organisation (NACE 93.1)



This section presents the main national results and key information from the first ever European Employer Skills Survey for the sport and physical activity sector. The goal was to consult the widest variety of employers to collate data on realities and difficulties to recruit and retain staff and volunteers and to identify the skill needs and future priorities for the sector.

The online survey was a great success with a total of **3,812 valid responses** collated from sport employers across the whole European Union and **80 responses** from your country.

Important: the analysis provides an elaboration of all responses collated through the survey and so should be taken into consideration carefully as it is not necessary the exact reality and the exact picture of the whole sector.

4.1 THE PROFILE OF RESPONDENTS TO THE SURVEY

Top 5 type of respondents - n=80



Sport Club
35%



Municipality/Local Authority
32.5%



Sport Federation
10%



Fitness Club/ Centre
5%



University/College
5%

Status of respondents - n=79



Public
44.3%



Not-for-Profit
39.2%



Commercial (private for profit)
8.9%

*Other= 7.6%

Size of organisations - n=77



No staff
14.3%



1 to 4 employees
39%



5 to 49 employees
16.9%



50+ employees
29.9%

4.2 EMPLOYMENT AND PRIORITY SKILLS FOR DEVELOPMENT

A positive forecast for the sector workforce

- Compared to 12 months ago, the number of employees in respondents' organisation has: n=77

Increased

16.9%

Remained the same

70.1%

Decreased

7.8%

*Do not know= 5.2%

- Over the next 2 years, respondents think that the workforce of their organisation will: n=77

Increase

32.5%

Remain the same

48%

Decrease

6.5%

*Do not know= 13%

Occupations engaged in respondents' organisation - n=75

1



Sport coaches

74.7%

2



Senior Management staff

62.7%

3



Middle Management staff

56%

4



Sport officials

54.7%

5



Operational staff

45.3%

6



Athletes and Players

50.7%

7



Clerical and Office staff

48%

8



Fitness Instructors /
Personal Trainers

29.3%

9



Outdoor activity leaders
and animators

20%

Skills and attributes

| 5 most important skills and attributes | | 5 weakest skills and attributes |
|---|---|--|
| <ol style="list-style-type: none"> 1. Sport specific knowledge and skills 2. Plan coaching sessions and programmes 3. Ensure health and safety of participants 4. Motivational skills 5. Decision-making skills |  <p>Sport coaches</p> | <ol style="list-style-type: none"> 1. Ability to work with people with disabilities 2. Ability to work with children 3. Plan coaching sessions and programmes 4. Sport specific knowledge and skills 5. Ability to work with different participants |
| <ol style="list-style-type: none"> 1. Ability to work with children 2. Clearly communicate instructions 3. Ensure health and safety of participants 4. Motivational skills 5. Decision-making skills |  <p>Outdoor activity leaders & animators</p> | <ol style="list-style-type: none"> 1. Ability to work with different participants 2. Ability to work with people with disabilities 3. Organise activities and events 4. Motivational skills 5. Decision-making skills |
| <ol style="list-style-type: none"> 1. Exercise science knowledge (anatomy / physiology) 2. Ensure health and safety of participants 3. Ability to work in compliance with standards & codes of ethics 4. Interpreting information 5. Designing sessions and programmes |  <p>Fitness instructors/ personal trainers</p> | <ol style="list-style-type: none"> 1. Ability to work with older adults 2. Marketing and selling skills 3. Understand participant needs 4. Designing sessions and programmes 5. Communicating effectively with participants |
| <ol style="list-style-type: none"> 1. Apply the rules and laws of the sport 2. Uphold integrity and fair play 3. Decision-making skills 4. Managing conflict 5. Ability to work in compliance with standards & codes of ethics |  <p>Sport Officials (e.g. referees, judges)</p> | <ol style="list-style-type: none"> 1. Managing conflict 2. Apply the rules and laws of the sport 3. Team working skills 4. Ensure health and safety of participants 5. Organisational and planning skills |
| <ol style="list-style-type: none"> 1. Team working 2. Organisational and planning skills 3. Problem-solving skills 4. Verbal communication skills 5. Decision-making skills |  <p>Senior and middle management staff</p> | <ol style="list-style-type: none"> 1. Knowledge of external policy issues facing sport 2. Marketing and sales skills 3. Business development skills 4. Financial control and management 5. Team working |
| <ol style="list-style-type: none"> 1. Technical skills and knowledge required for their role 2. Ability to work in compliance with standards & codes of ethics 3. Team working skills 4. Use of technology, equipment and tools 5. Ability to maintain health, safety and security standards |  <p>Operational staff</p> | <ol style="list-style-type: none"> 1. Use of technology, equipment and tools 2. Communication skills 3. Technical skills and knowledge required for their role 4. Organisational and work planning skills 5. Team working skills |
| <ol style="list-style-type: none"> 1. Administration skills 2. Understanding written documents and writing clearly 3. Team working skills 4. Technical skills and knowledge required for their role 5. Communication skills |  <p>Clerical and office staff / receptionists</p> | <ol style="list-style-type: none"> 1. Administration skills 2. Organisational and planning skills 3. Use of technology, equipment and tools 4. Problem-solving skills 5. Ability to work in compliance with standards & codes of ethics |

4.3 RECRUITMENT REALITIES AND CHALLENGES

Recruitment of a paid employee in the past 12 months - n=65

*Do not know= 13.8%

43.1%
YES



43.1%
NO



24.6%
YES

52.3%
NO

23.1%
DO NOT KNOW



Difficulties to fill vacancies - n=65

Top 3 difficulties when recruiting - n=56

55.4%

Low number of applicants with the required skills

42.9%

Low number of applicants with required motivation and attitude

35.7%

Lack of qualifications expected by the organisation

Top 3 hardest roles to fill - n=16

56.3%

Sport Coaches

31.3%

Athletes and Players

31.3%

Sport Officials

BULGARIA

4.4 RETENTION REALITIES AND CHALLENGES

Difficulties retaining staff - n=64



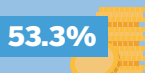
• Hardest roles to retain (top 3) - n=15



• Top 5 difficulties expressed for retaining staff - n=15



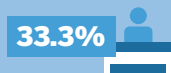
Better pay by other organisations



Better pay offered in other job roles



Lack of career progression/pathways



Lack of commitment to the job



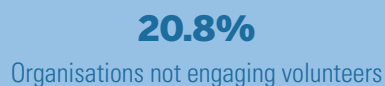
Lack of financial stability for the organisation

4.5 ENGAGEMENT OF VOLUNTEERS

Engagement of volunteers in a typical year - n=77



* Do not know= 3.9%



Expectations of volunteers and paid staff

Do organisations have same expectations of volunteers and paid staff in the following roles?

• Sport officials n=21

57.1% Yes **42.9% No**

• Outdoor activity leaders and animators n=11

18.2% Yes **81.8% No**

• Sports Coaches n=49

42.9% **57.1% No**

• Clerical and office staff / receptionists n=21

28.6% Yes **71.4% No**

• Operational staff n=28

42.9% Yes **57.1% No**

• Senior and middle management staff n=30

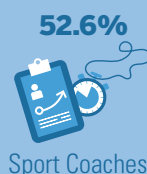
37.4% Yes **62.6% No**

Problems in engaging volunteers and for which occupations

• Any particular problem engaging volunteers n=64



• Top 3 occupations where there are problems engaging volunteers n=19





- Expectations and priorities from national governments on sport organisations are increasing



60%



25%

- Sport organisations have become more professional in recent years



55%



31.7%

- The sector is changing and evolving, as a result the skills needed by those working in the sector will change too



85%



1.7%

- In the future there will be a demand for a better qualified workforce operating in sport organisations



76.7%



10%

- It is difficult to find and recruit people with the right skills to work as paid staff



61.7%



28.3%

- It is difficult to find and recruit people with the right skills to work as volunteers



70%



21.7%

- It is important that staff have access to ongoing training to keep their skills up to date



86.7%



0%

- New training courses are required to meet the training needs of sport organisations



65%



13.3%

- Universities/ training providers should work more closely with sport organisations



86.7%



1.7%

- It is difficult to progress from a technical role (e.g. as a coach or instructor) to a management position



43.3%



31.7%

- The workforce of paid staff and volunteers in the sport and physical activity sector needs to be inclusive (reflecting gender, disability and minorities in society)



76.7%



1.7%

- Staff would benefit from learning experiences in other countries



80%



8.3%

The missing percentages stand for the answer "I do not know" present in the initial survey.
Respondents indicate their agreement/disagreement with the above statements.

THE PROJECT

The aim of the ESSA-Sport project, funded by the European Commission under the Erasmus+ programme, was to establish a European Sector Skills Alliance covering the full breadth of the sport and physical activity sector across the EU.

The 3-year project, which concluded in October 2019, aimed to create a debate within the sector on the key issues of skills and workforce development which are central to helping the sector grow, to equip those working or volunteering with the right skills and to enable the sector to fulfil its potential as a social, health and economic driver.

The overall ambition was to create an evidential basis for change and improvement, to create a major consultation on skills and to build a lasting consultation network at national and EU level to take forward the conclusions and recommendations made in national and EU Reports.

The consortium, composed of 20 national coordinators and 5 European networks, is proud to have generated new knowledge and statistics included within this National Fact Sheet.

Further information on the identified skill needs and future priorities for the sector can be found in the detailed European Report as well as National Reports.



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