



ESSA-SPORT

Improving the Supply of Skills to the Sector



CROATIA

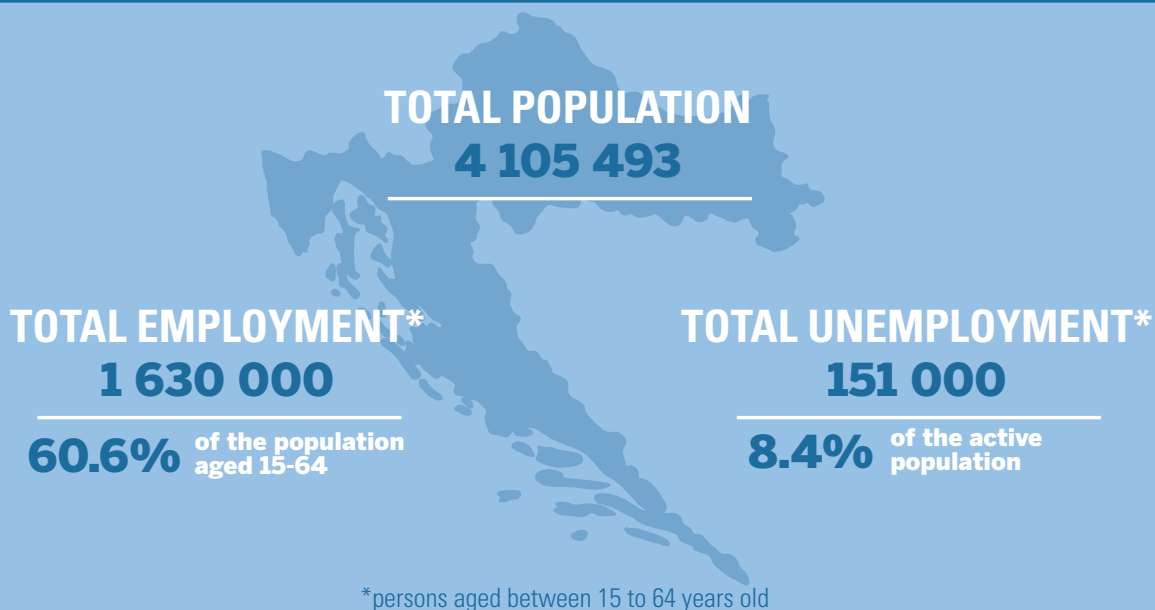
NATIONAL LABOUR MARKET AND WORKFORCE DEVELOPMENT PRIORITIES FOR THE SPORT AND PHYSICAL ACTIVITY SECTOR

YEAR
2019

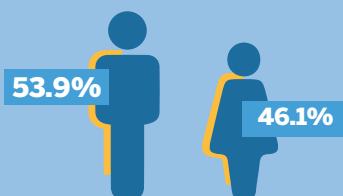


Source: Eurostat (2018)

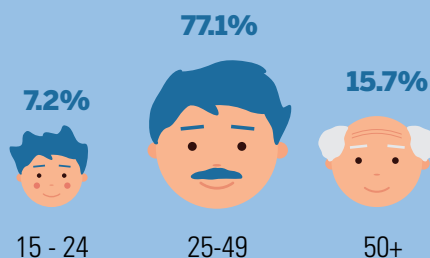
Population and Employment



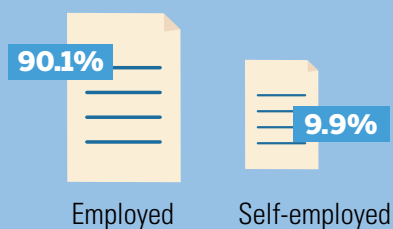
Total employment - Gender



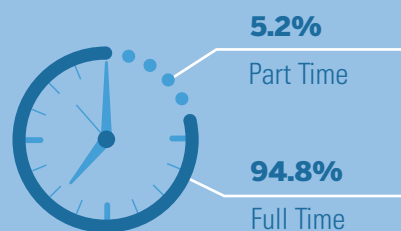
Total employment - Age



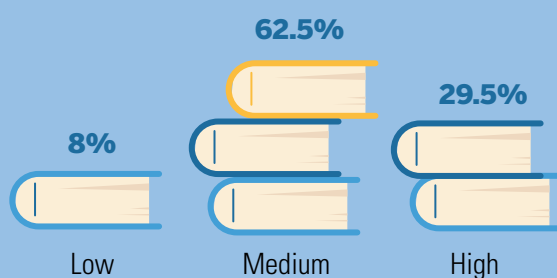
Total employment - Type of employment



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=1031

Level of practice of sport or physical activity


Regularly
(at least 5 times a week)
5%



With some regularity
(1 to 4 times a week)
19%


Seldom
(3 times a month or less)
20%



Never
56%


Place of practice of those engaged in sport and physical activity



At home
50%



On the way between home and
school, work or shops
30%



In a park, outdoors, etc.
27%



At work
13%


At a sport centre
8%


At a health or fitness centre
7%


At a sport club
5%


At school or university
4%


Elsewhere
3%



Don't know
2%


Reasons for engaging in sport or physical activity



Improve health
40%


Relax
36%


Improve fitness
34%



Improve physical performance
24%


Improve physical appearance
24%


Control weight
19%



Have fun
17%


Be with friends
15%


Counteract the effects of ageing
15%



Improve self-esteem
5%


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


Not a member
of any club
79%



Health or fitness
centre
6%



Sport club
5%


Socio-cultural club
that includes sport
2%


Other
8%

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

3%

YES

97%

NO

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 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).

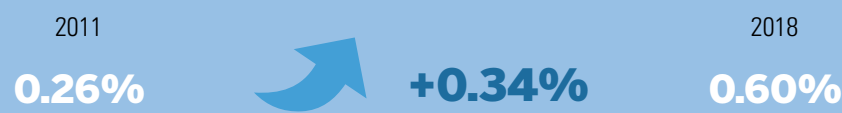
National sport labour market (=total sport employment)



- 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



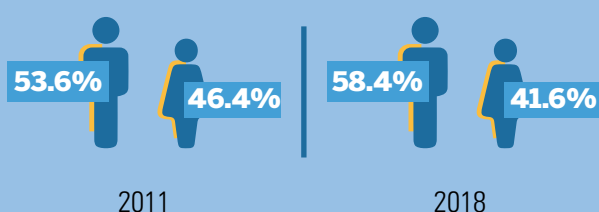
- Top 3 countries in 2018



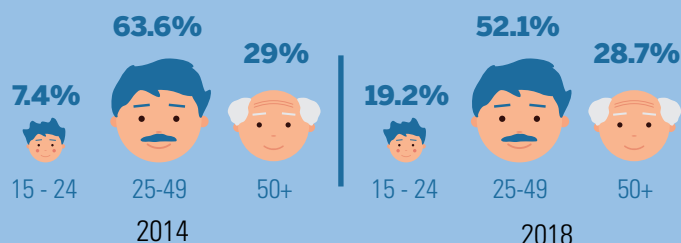
- Bottom 3 countries in 2018



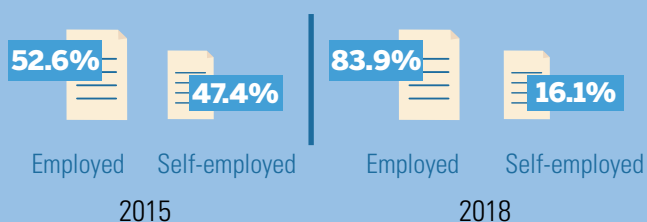
National sport labour market - Gender



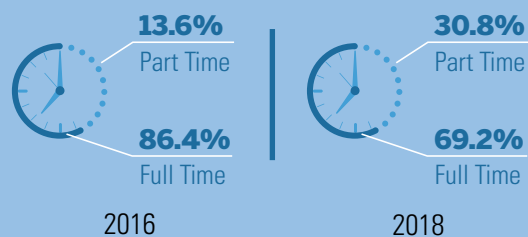
National sport labour market - Age



National sport labour market - Type of employment



National sport labour market - Type of contract



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)



• Variance from 2011 to 2018



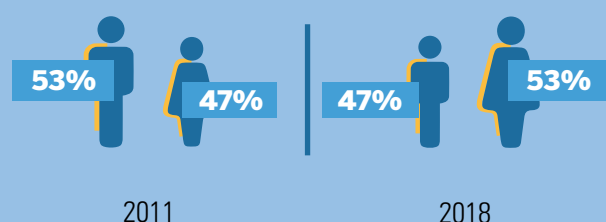
• Proportion of sport occupation in 2018



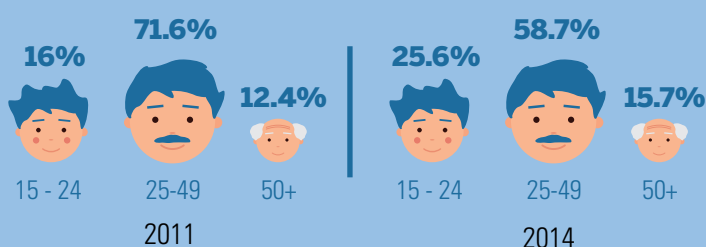
CHARACTERISTICS OF PEOPLE HAVING A SPORT SPECIFIC OCCUPATION - ISCO 342

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

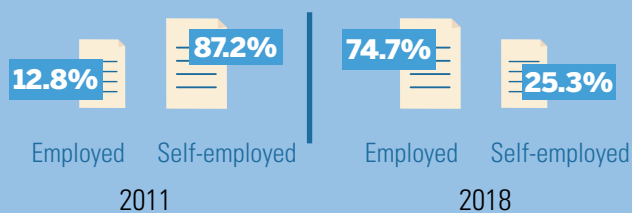
Total sport specific occupation - Gender



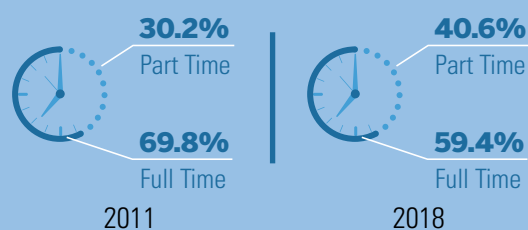
Total sport specific occupation - Age



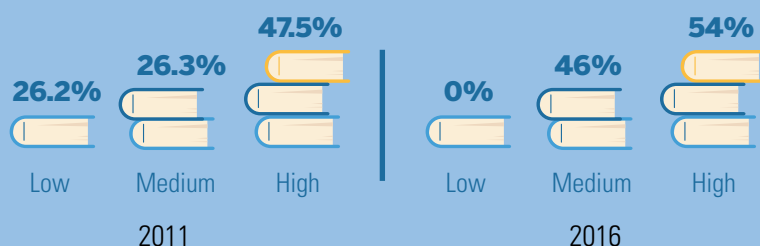
Total sport specific occupation - Type of employment



Total sport specific occupation - Type of contract



Total sport specific occupation - Level of Education*



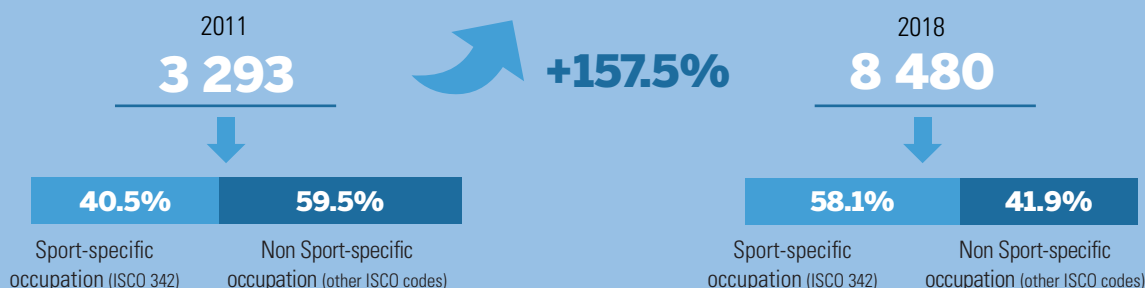
* The statistics on level of education collated from Eurostat refer to ISCED level:

	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)



Occupations engaged within sport organisations (NACE 93.1) - 2016

	ISCO 1 – Managers (e.g. directors, CEO)	10.1%		ISCO 6 - Skilled agricultural and fishery workers (e.g. animal producers, market gardeners)	N/A
	ISCO 2 – Professionals (Health professionals, communication professionals, journalists, lawyers)	N/A		ISCO 7 - Craft and related trades workers (e.g. building workers, painters, cleaners, bicycle repairers)	N/A
	ISCO 3 - Technicians and associate professionals (incl. sport and fitness workers)	78.7%		ISCO 8 - Plant and machine operators and assemblers (e.g. car, van, bus drivers, machine operators)	N/A
	ISCO 4 - Clerical Support Workers (e.g. secretaries, receptions, bookkeepers)	11.2%		ISCO 9 - Elementary occupations (e.g. office cleaners, labourers, deliverers)	N/A
	ISCO 5 - Service and sales workers (e.g. conductors, cooks, waiters, lifeguards, sales workers)	N/A			

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 **25 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=25



Sport Club
36%



Sport Federation
36%



Sport body
12%



University/College
8%



Sport for all organisation
4%

Status of respondents - n=24



Not-for-Profit
62.5%



Public
16.7%



Commercial (private for profit)
4.2%

*Other= 16.6%

Size of organisations - n=24



No staff
16.7%



1 to 4 employees
33.3%



5 to 49 employees
33.3%



50+ employees
16.7%

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=24

Increased

25%

Remained the same

66.7%

Decreased

8.3%

- Over the next 2 years, respondents think that the workforce of their organisation will: n=24

Increase

16.7%

Remain the same

66.6%

Decrease

4.2%







*Do not know= 12.5%

Occupations engaged in respondents' organisation - n=23

1	Middle Management staff	87%
2	Sport coaches	82.6%
3	Senior Management staff	82.6%
4	Operational staff	65.2%
5	Sport officials	60.9%

6	Clerical and Office staff	56.5%
7	Athletes and Players	56.5%
8	Outdoor activity leaders and animators	34.8%
9	Fitness Instructors / Personal Trainers	21.7%

Skills and attributes

5 most important skills and attributes		5 weakest skills and attributes
<ol style="list-style-type: none"> 1. Team working skills 2. Plan coaching sessions and programmes 3. Motivational skills 4. Sport specific knowledge and skills 5. Evaluate performance and provide feedback 	 <p>Sport coaches</p>	<ol style="list-style-type: none"> 1. Sport specific knowledge and skills 2. Plan coaching sessions and programmes 3. Organise activities and events 4. Leadership skills 5. Ability to work with people with disabilities
<ol style="list-style-type: none"> 1. Ability to work with children 2. Motivational skills 3. Use of technology, equipment and tools 4. Sport/activity specific technical knowledge and skills 5. Ability to work with people with disabilities 	 <p>Outdoor activity leaders & animators</p>	<ol style="list-style-type: none"> 1. Organise activities and events 2. Sport/activity specific technical knowledge and skills 3. Ability to work with people with disabilities 4. Team working skills 5. Clearly communicate instructions
<ol style="list-style-type: none"> 1. Decision-making skills 2. Problem-solving skills 3. Managing conflict 4. Ability to work in compliance with codes of practice/ethics 5. Ensure health and safety of participants 	 <p>Sport Officials (e.g. referees, judges)</p>	<ol style="list-style-type: none"> 1. Apply the rules and laws of the sport 2. Managing conflict 3. Communicate information as an official 4. Negotiation skills 5. Leadership skills
<ol style="list-style-type: none"> 1. Information/Communication Technology (ICT) skills 2. Written Communication skills 3. Organisational and planning skills 4. Verbal communication skills 5. Team working 	 <p>Senior and middle management staff</p>	<ol style="list-style-type: none"> 1. Strategic thinking 2. Team working 3. Facilitating innovation 4. Marketing and sales skills 5. Organisational and planning skills
<ol style="list-style-type: none"> 1. Technical skills and knowledge required for their role 2. Ability to work in compliance with codes of practice/ethics 3. Use of technology, equipment and tools 4. Organisational and work planning skills 5. Communication skills 	 <p>Operational staff</p>	<ol style="list-style-type: none"> 1. Customer Service Skills 2. Organisational and work planning skills 3. Technical skills and knowledge required for their role 4. Team working skills 5. Use of technology, equipment and tools
<ol style="list-style-type: none"> 1. Technical skills and knowledge required for their role 2. Administration skills 3. Use of technology, equipment and tools 4. Ability to work in compliance with codes of practice/ethics 5. Organisational and planning skills 	 <p>Clerical and office staff / receptionists</p>	<ol style="list-style-type: none"> 1. Organisational and planning skills 2. Problem-solving skills 3. Communication skills 4. Technical skills and knowledge required for their role 5. Customer service skills

4.3 RECRUITMENT REALITIES AND CHALLENGES

Recruitment of a paid employee in the past 12 months - n=19

*Do not know= 10.5%

63.2%
YES

26.3%
NO

63.2%
NO

15.8%
YES

21%
DO NOT KNOW

if
YES

Difficulties to fill vacancies - n=19

Top 3 difficulties when recruiting - n=13

46.2%

Not enough people
interested in doing
this type of job

38.5%

Unattractive terms
and conditions (e.g.
wage) offered for
this post

30.8%

Low number
of applicants with
required motivation
and attitude

Top 3 hardest roles to fill - n=3

66.7%

Sport Coaches

33.3%

Senior
Management staff

33.3%

Outdoor activity
leaders and animators

4.4 RETENTION REALITIES AND CHALLENGES

Difficulties retaining staff - n=19



15.8%
Yes



63.2%
No



21%
Do not know

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



66.7%
Sport Coaches



33.3%
Outdoor activity leaders & animators



33.3%
Operational staff

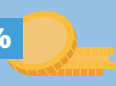
• Top 5 difficulties expressed for retaining staff - n=3

66.7%



Better pay offered in other job roles

66.7%



Better pay by other organisations

33.3%



The work is only seasonal

33.3%



Lack of career progression/pathways

33.3%



Unable to meet the skill requirements of the job

4.5 ENGAGEMENT OF VOLUNTEERS

Engagement of volunteers in a typical year - n=24

75%

Organisations engaging volunteers



* Do not know= 4.2%

20.8%

Organisations not engaging volunteers

Expectations of volunteers and paid staff

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

• Sport officials

n=8

62.5% Yes

37.5% No

• Outdoor activity leaders and animators

n=5

40% Yes

60% No

• Sports Coaches

n=18

38.9% Yes

61.1% No

• Clerical and office staff / receptionists

n=9

44.4% Yes

55.6% No

• Operational staff

n=13

38.5% Yes

61.5% No

• Senior and middle management staff

n=10

36.9% Yes

63.1% No

Problems in engaging volunteers and for which occupations

• Any particular problem engaging volunteers

n=19

36.8%

No

47.4%

Yes

15.8%

Do not know

• Top 3 occupations where there are problems engaging volunteers

n=9

77.8%



Sport Officials

55.6%



Sport Coaches

44.4%



Management:
board members

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



63.2%



31.6%

- Sport organisations have become more professional in recent years



63.2%



31.6%

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



89.5%



5.3%

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



68.4%



10.5%

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



68.4%



10.5%

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



78.9%



5.3%

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



100%



0%

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



84.2%



10.5%

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



100%



0%

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



52.6%



31.6%

- 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)



89.5%



0%

- Staff would benefit from learning experiences in other countries



78.9%



10.5%

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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