



# ESSA-SPORT

Improving the Supply of Skills to the Sector



## FINLAND

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

**YEAR  
2019**





Source: Eurostat (2018)

## Population and Employment

**TOTAL POPULATION**  
**5 513 130**

**TOTAL EMPLOYMENT\***  
**2 465 000**

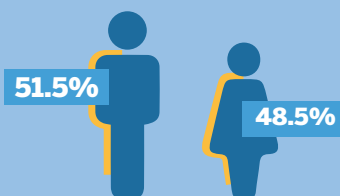
**72.1%** of the population  
aged 15-64

**TOTAL UNEMPLOYMENT\***  
**202 000**

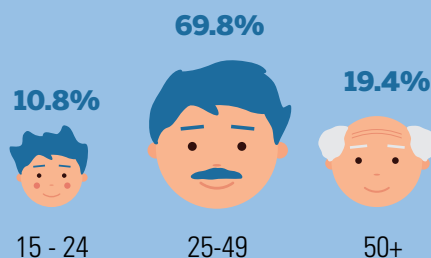
**7.4%** of the active  
population

\*persons aged between 15 to 64 years old

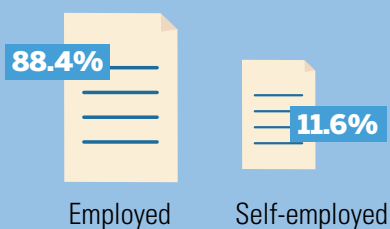
## Total employment - Gender



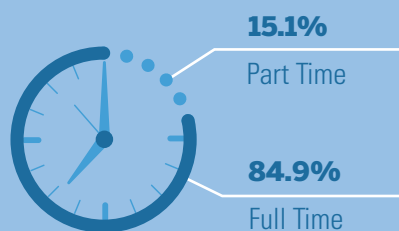
## Total employment - Age



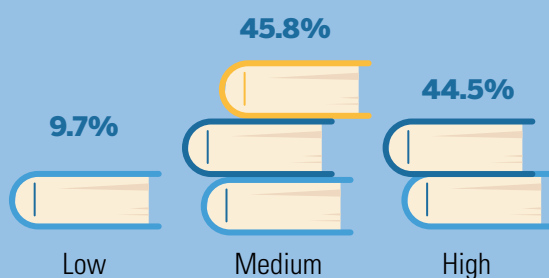
## Total employment - Type of employment



## Total employment - Type of contract



## Total employment - Level of education\*



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

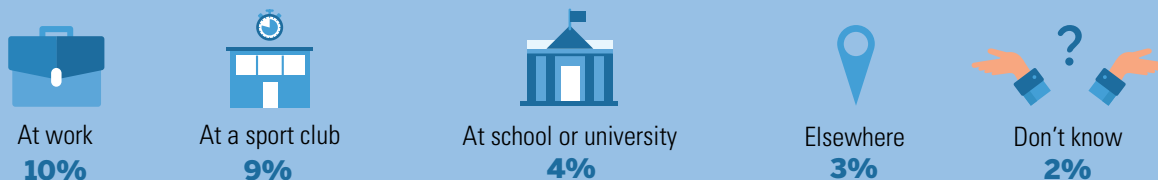
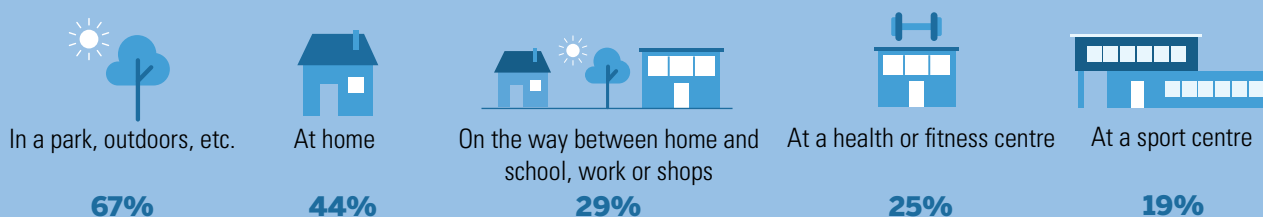
	ISCED 2011 (data from 2014 onwards)
Low education	Levels 0-2
Medium education	Levels 3-4
High education	Levels 5-8

Source: Special Eurobarometer 472 on Sport and physical activity (Publication March 2018) - n=1024

### Level of practice of sport or physical activity



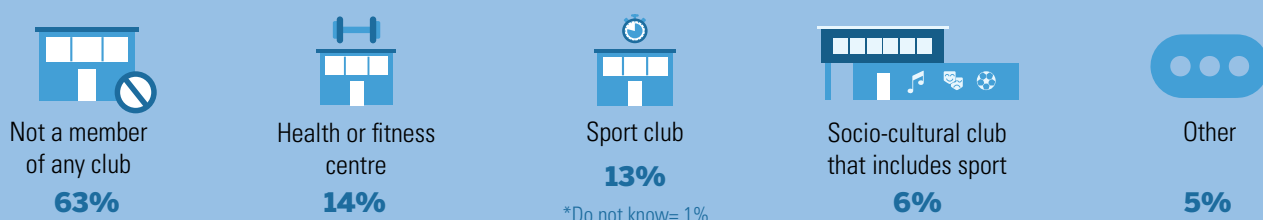
### Place of practice of those engaged in sport and physical activity



### 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





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).

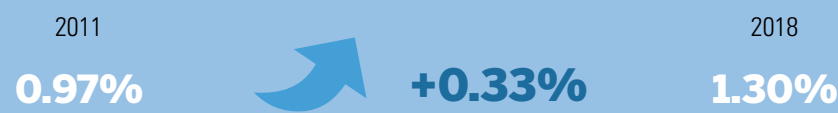
#### National sport labour market (=total sport employment)



- 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



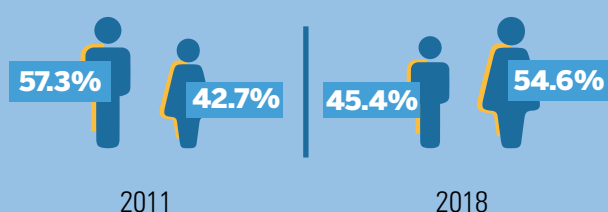
- Top 3 countries in 2018



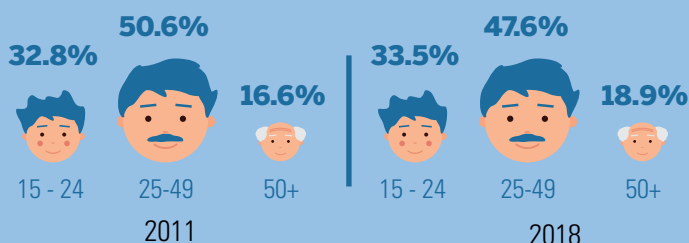
- Bottom 3 countries in 2018



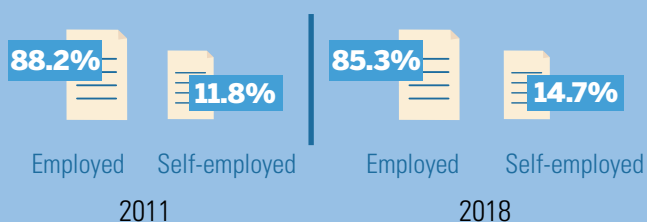
#### National sport labour market - Gender



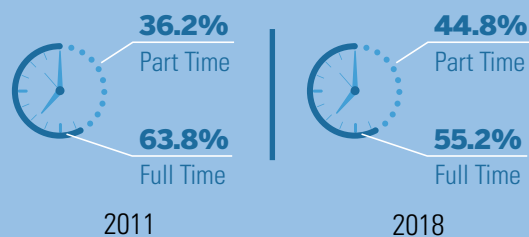
#### National sport labour market - Age



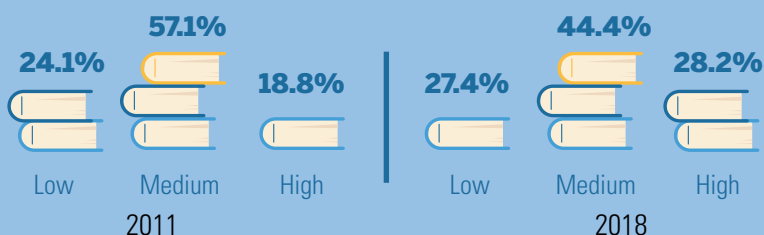
### National sport labour market - Type of employment



### National sport labour market - Type of contract



### National sport labour market - 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

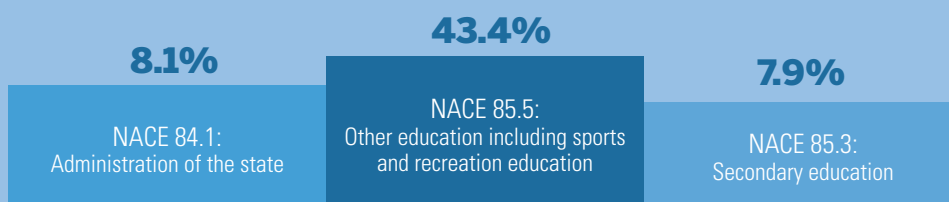
## 3.2 FOCUS ON SPORT SPECIFIC OCCUPATIONS (ISCO 342)

(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)



### Top 3 of the other NACE codes where sport specific occupations are engaged in 2016



### Variance from 2011 to 2018



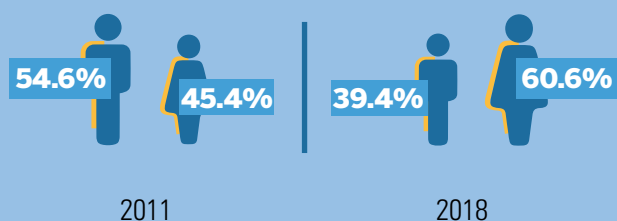
### Proportion of sport occupation in 2018



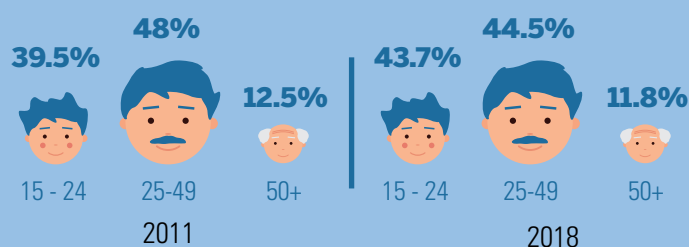
## CHARACTERISTICS OF PEOPLE HAVING A SPORT SPECIFIC OCCUPATION - ISCO 342

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

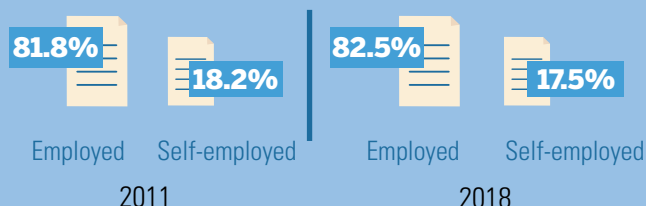
### Total sport specific occupation - Gender



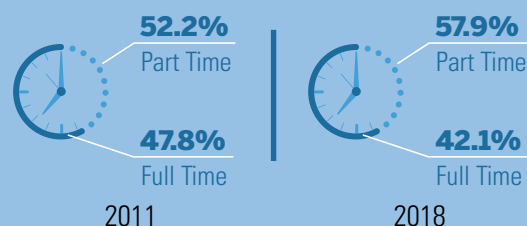
### Total sport specific occupation - Age



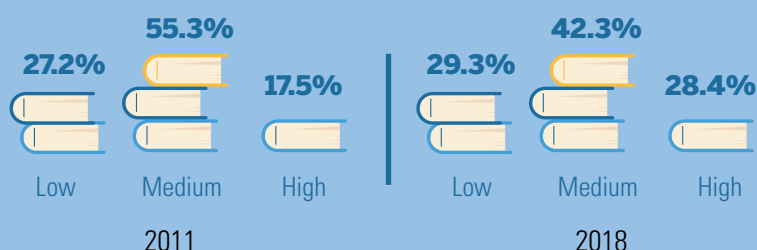
### Total sport specific occupation - Type of employment



### Total sport specific occupation - Type of contract



### Total sport specific occupation - Level of Education\*



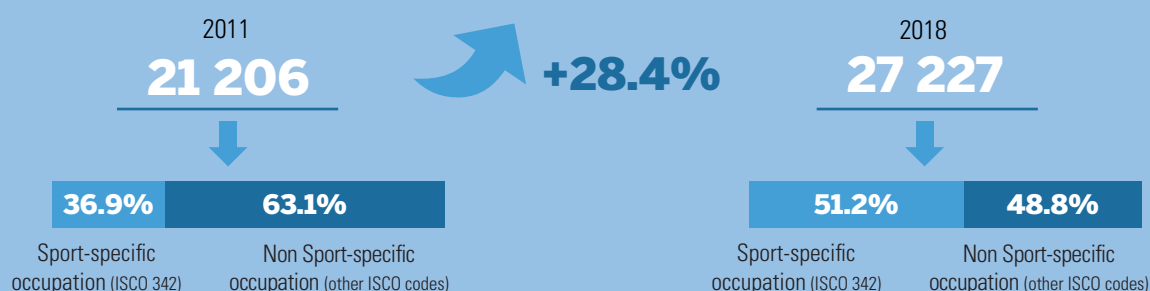
\* The statistics on level of education collated from Eurostat refer to ISCED level:

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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)	6%
	ISCO 2 – Professionals (Health professionals, communication professionals, journalists, lawyers)	2.8%
	ISCO 3 - Technicians and associate professionals (incl. sport and fitness workers)	58.9%
	ISCO 4 - Clerical Support Workers (e.g. secretaries, receptions, bookkeepers)	4.6%
	ISCO 5 - Service and sales workers (e.g. conductors, cooks, waiters, lifeguards, sales workers)	19.2%
	ISCO 6 - Skilled agricultural and fishery workers (e.g. animal producers, market gardeners)	2.8%
	ISCO 7 - Craft and related trades workers (e.g. building workers, painters, cleaners, bicycle repairers)	1.6%
	ISCO 8 - Plant and machine operators and assemblers (e.g. car, van, bus drivers, machine operators)	0%
	ISCO 9 - Elementary occupations (e.g. office cleaners, labourers, deliverers)	4.1%



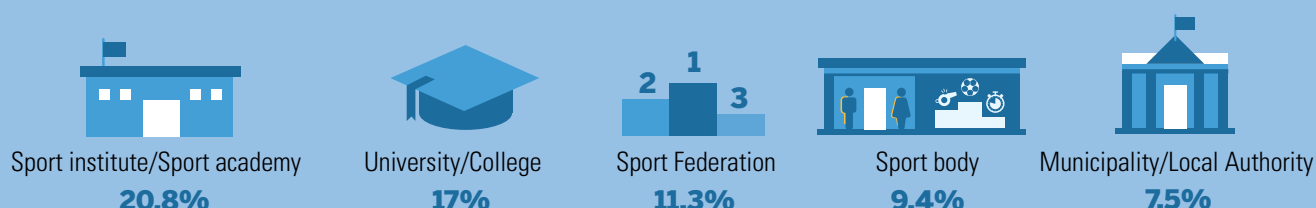
This section presents the main national results and key information from the first ever European Employer Skills Survey for the sport and physical activity sector. The goal was to consult the widest variety of employers to collate data on realities and difficulties to recruit and retain staff and volunteers 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 **53 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

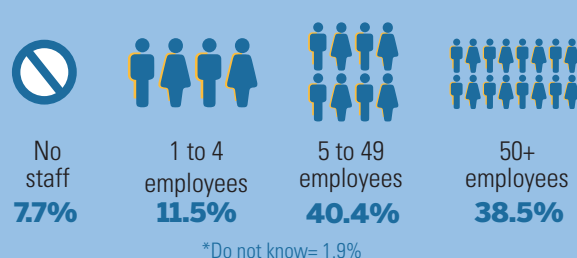
### Top 5 type of respondents - n=53



### Status of respondents - n=53



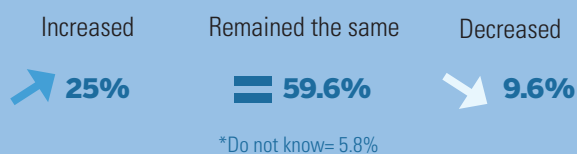
### Size of organisations - n=52



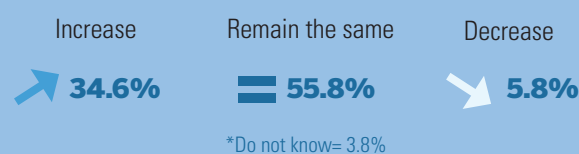
## 4.2 EMPLOYMENT AND PRIORITY SKILLS FOR DEVELOPMENT

### A positive forecast for the sector workforce

- Compared to 12 months ago, the number of employees in respondents' organisation has: n=52










- Over the next 2 years, respondents think that the workforce of their organisation will: n=52



### Occupations engaged in respondents' organisation - n=52

1		Senior Management staff	92.3%
2		Middle Management staff	84.6%
3		Clerical and Office staff	80.8%
4		Operational staff	75%
5		Sport coaches	46.2%
6		Sport officials	34.6%
7		Outdoor activity leaders and animators	32.7%
8		Fitness Instructors / Personal Trainers	26.9%
9		Athletes and Players	19.2%

## Skills and attributes

5 most important skills and attributes		5 weakest skills and attributes
<ol style="list-style-type: none"> <li>1. Sport specific knowledge and skills</li> <li>2. Team working skills</li> <li>3. Problem-solving skills</li> <li>4. Motivational skills</li> <li>5. Plan coaching sessions and programmes</li> </ol>	 <p><b>Sport coaches</b></p>	<ol style="list-style-type: none"> <li>1. Use of technology, equipment and tools</li> <li>2. Marketing and selling skills</li> <li>3. Team working skills</li> <li>4. Information/Communication Technology (ICT) skills</li> <li>5. Sport specific knowledge and skills</li> </ol>
<ol style="list-style-type: none"> <li>1. Organise activities and events</li> <li>2. Ensure health and safety of participants</li> <li>3. Customer service skills</li> <li>4. Team working skills</li> <li>5. Sport/activity specific technical knowledge and skills</li> </ol>	 <p><b>Outdoor activity leaders &amp; animators</b></p>	<ol style="list-style-type: none"> <li>1. Organise activities and events</li> <li>2. Sport/activity specific technical knowledge and skills</li> <li>3. Ability to work with people with disabilities</li> <li>4. Plan activity sessions</li> <li>5. Provide appropriate feedback</li> </ol>
<ol style="list-style-type: none"> <li>1. Exercise science knowledge (anatomy / physiology)</li> <li>2. Designing sessions and programmes</li> <li>3. Understand participant needs</li> <li>4. Ability to work in compliance with codes of practice/ethics</li> <li>5. Customer service skills</li> </ol>	 <p><b>Fitness instructors/ personal trainers</b></p>	<ol style="list-style-type: none"> <li>1. Marketing and selling skills</li> <li>2. Understand participant needs</li> <li>3. Customer service skills</li> <li>4. Communicating effectively with participants</li> <li>5. Interpreting information</li> </ol>
<ol style="list-style-type: none"> <li>1. Apply the rules and laws of the sport</li> <li>2. Team working skills</li> <li>3. Ensure health and safety of participants</li> <li>4. Ability to work in compliance with codes of practice/ethics</li> <li>5. Problem-solving skills</li> </ol>	 <p><b>Sport Officials</b> (e.g. referees, judges)</p>	<ol style="list-style-type: none"> <li>1. Communicate information as an official</li> <li>2. Apply the rules and laws of the sport</li> <li>3. Customer service skills</li> <li>4. Negotiation skills</li> <li>5. Leadership skills</li> </ol>
<ol style="list-style-type: none"> <li>1. Ability to work in compliance with codes of practice/ethics</li> <li>2. Team working</li> <li>3. Negotiation skills</li> <li>4. Problem-solving skills</li> <li>5. Strategic thinking</li> </ol>	 <p><b>Senior and middle management staff</b></p>	<ol style="list-style-type: none"> <li>1. Strategic thinking</li> <li>2. Leading change</li> <li>3. Business development skills</li> <li>4. Leadership skills</li> <li>5. Marketing and sales skills</li> </ol>
<ol style="list-style-type: none"> <li>1. Technical skills and knowledge required for their role</li> <li>2. Ability to work in compliance with codes of practice/ethics</li> <li>3. Customer service skills</li> <li>4. Team working skills</li> <li>5. Communication skills</li> </ol>	 <p><b>Operational staff</b></p>	<ol style="list-style-type: none"> <li>1. Use of technology, equipment and tools</li> <li>2. Information/Communication Technology (ICT) skills</li> <li>3. Communication skills</li> <li>4. Marketing and selling skills</li> <li>5. Customer service skills</li> </ol>
<ol style="list-style-type: none"> <li>1. Technical skills and knowledge required for their role</li> <li>2. Communication skills</li> <li>3. Customer service skills</li> <li>4. Team working skills</li> <li>5. Information/Communication Technology (ICT) skills</li> </ol>	 <p><b>Clerical and office staff / receptionists</b></p>	<ol style="list-style-type: none"> <li>1. Information/Communication Technology (ICT) skills</li> <li>2. Technical skills and knowledge required for their role</li> <li>3. Use of technology, equipment and tools</li> <li>4. Communication skills</li> <li>5. Customer service skills</li> </ol>

## 4.3 RECRUITMENT REALITIES AND CHALLENGES

### Recruitment of a paid employee in the past 12 months - n=45

\*Do not know= 4.4%

80%  
YES



15.6%  
NO



15.6%  
YES

64.4%  
NO

20%  
DO NOT KNOW



### Difficulties to fill vacancies - n=45

### Top 3 difficulties when recruiting - n=23

69.6%

Low number of applicants with the required skills

47.8%

Low number of applicants with required motivation and attitude

21.7%

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

### Top 3 hardest roles to fill - n=7

71.4%

Operational staff

57.1%

Clerical and office staff

57.1%

Middle Management staff

FINLAND



## 4.4 RETENTION REALITIES AND CHALLENGES

### Difficulties retaining staff - n=44



**13.7%**  
Yes



**63.6%**  
No



**22.7%**  
Do not know

#### • Hardest roles to retain (top 3) - n=5



**60%**  
Sport Coaches



**60%**  
Operational staff



**60%**  
Middle management staff

#### • Top 5 difficulties expressed for retaining staff - n=6

**59%**



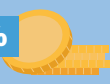
Lack of commitment to the job

**50%**



Lack of job satisfaction

**33.3%**



Better pay by other organisations

**33.3%**



Better pay offered in other job roles

**33.3%**



Lack of financial stability for the organisation

## 4.5 ENGAGEMENT OF VOLUNTEERS

### Engagement of volunteers in a typical year - n=52

**69.2%**

Organisations engaging volunteers



\* Do not know= 3.9%

**26.9%**

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=11

**72.7% Yes**

**27.3% No**

#### • Outdoor activity leaders and animators

n=15

**60% Yes**

**40% No**

#### • Sports Coaches

n=22

**72.7% Yes**

**27.3% No**

#### • Clerical and office staff / receptionists

n=26

**61.5% Yes**

**38.5% No**

#### • Operational staff

n=29

**65.5% Yes**

**34.5% No**

#### • Senior and middle management staff

n=33

**56.4% Yes**

**43.6% No**

### Problems in engaging volunteers and for which occupations

#### • Any particular problem engaging volunteers

n=44

**34.1%**

Do not know

**43.2%**

No

**22.7%**

Yes

#### • Top 3 occupations where there are problems engaging volunteers

n=10

**70%**



Sport Officials

**40%**



Outdoor activity leaders and animators

**30%**



Sport Coaches



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



86.1%



4.7%

- Sport organisations have become more professional in recent years



88.4%



7%

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



90.7%



4.7%

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



62.8%



23.3%

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



25.6%



55.8%

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



39.5%



39.5%

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



93%



2.3%

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



95.4%



0%

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



97.7%



4.3%

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



46.5%



41.9%

- 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)



72.1%



18.6%

- Staff would benefit from learning experiences in other countries



90.7%



0%

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.



[www.essa-sport.eu](http://www.essa-sport.eu)  
[www.eose.org](http://www.eose.org)



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## PARTNERSHIP



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