



ESSA-SPORT

Improving the Supply of Skills to the Sector



IRELAND

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

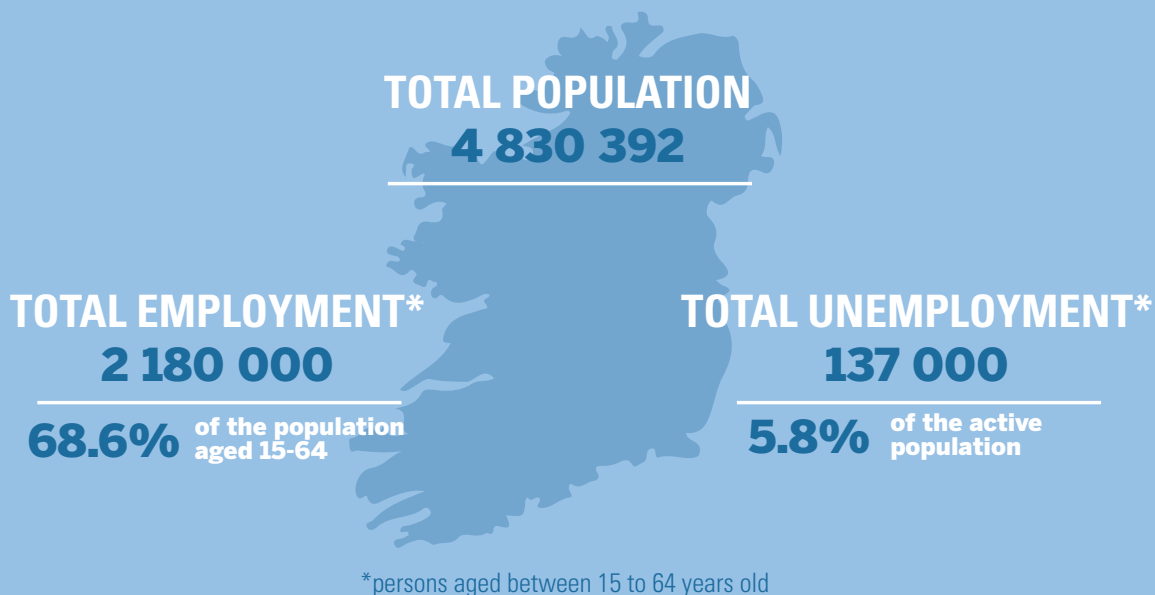
**YEAR
2019**



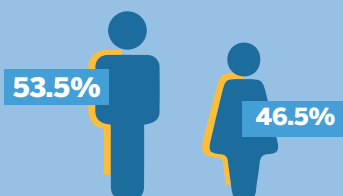


Source: Eurostat (2018)

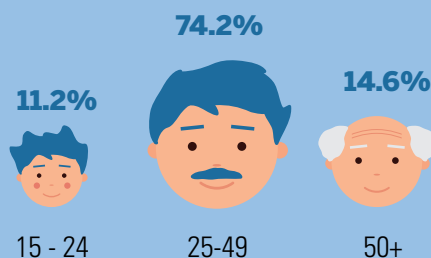
Population and Employment



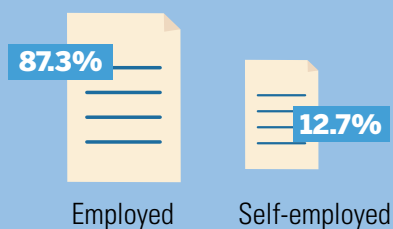
Total employment - Gender



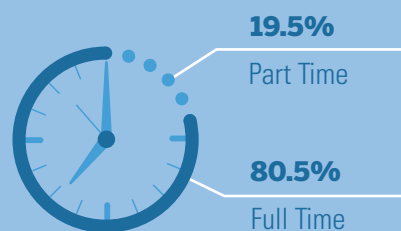
Total employment - Age



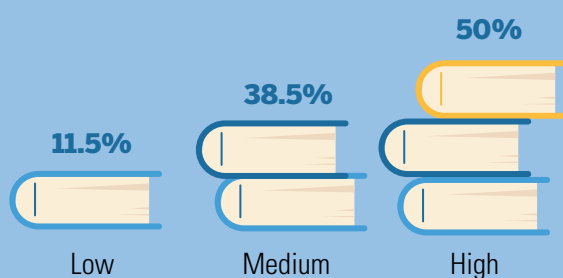
Total employment - Type of employment



Total employment - Type of contract



Total employment - Level of education*



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

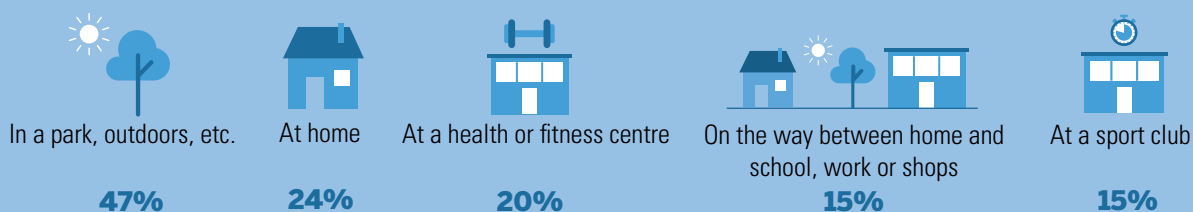
	ISCED 2011 (data from 2014 onwards)
Low education	Levels 0-2
Medium education	Levels 3-4
High education	Levels 5-8

Source: Special Eurobarometer 472 on Sport and physical activity (Publication March 2018) - n=1004

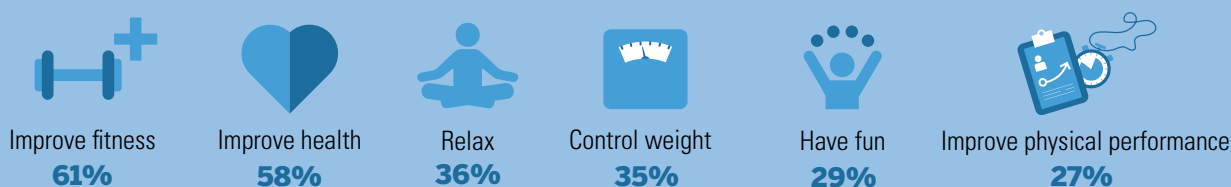
Level of practice of sport or physical activity



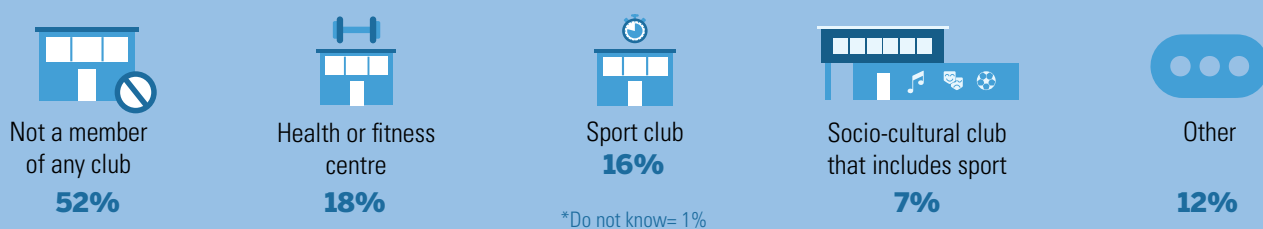
Place of practice of those engaged in sport and physical activity



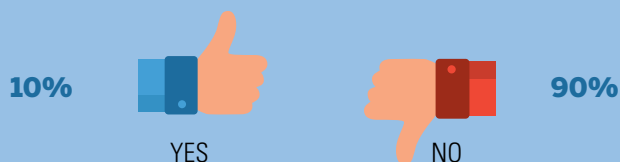
Reasons for engaging in sport or physical activity



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



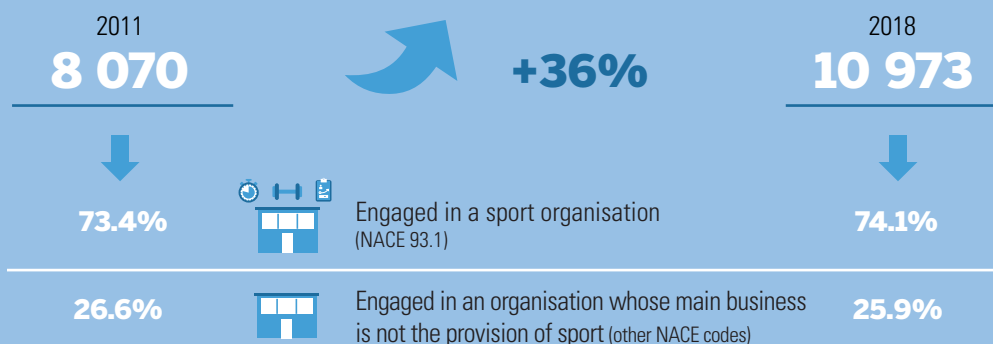
National sport labour market - Gender



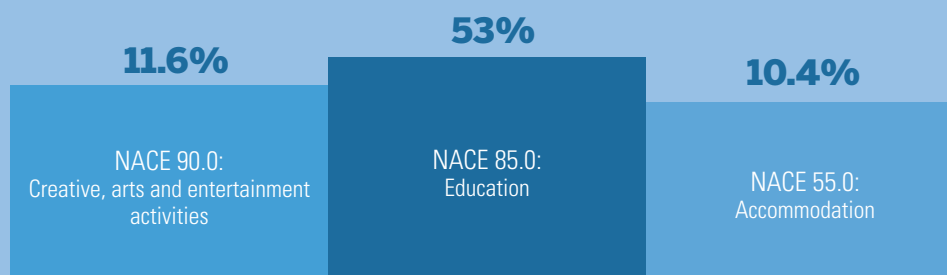
3.2 FOCUS ON SPORT SPECIFIC OCCUPATIONS (ISCO 342)

(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



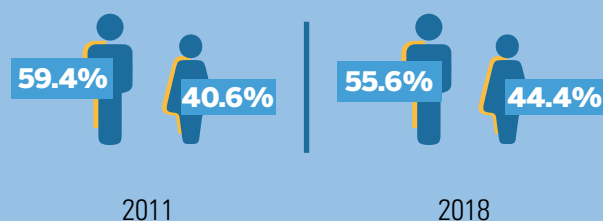
Proportion of sport occupation in 2018



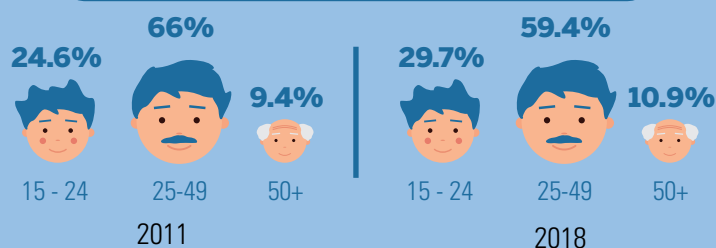
CHARACTERISTICS OF PEOPLE HAVING A SPORT SPECIFIC OCCUPATION - ISCO 342

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

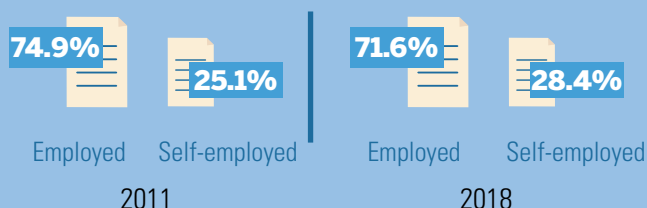
Total sport specific occupation - Gender



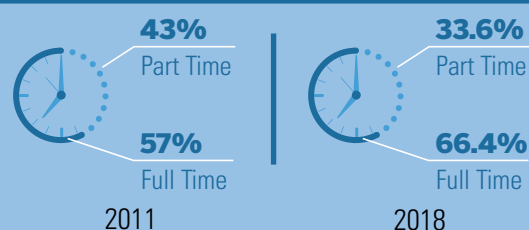
Total sport specific occupation - Age



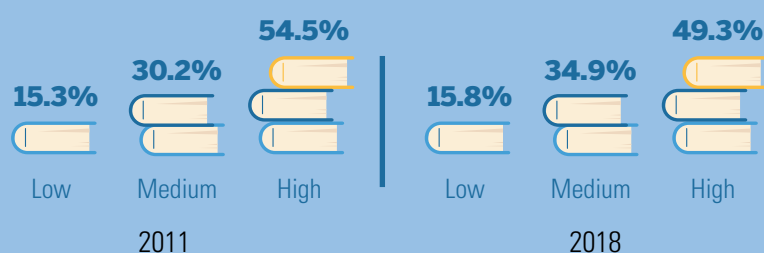
Total sport specific occupation - Type of employment



Total sport specific occupation - Type of contract



Total sport specific occupation - Level of Education*



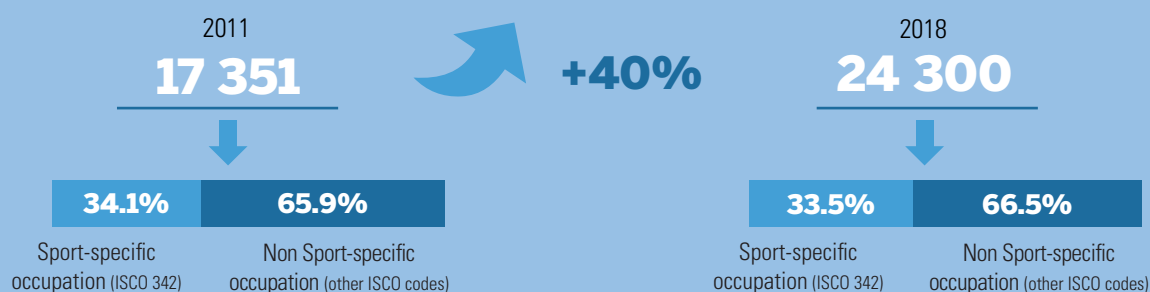
* The statistics on level of education collated from Eurostat refer to ISCED level:

	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)



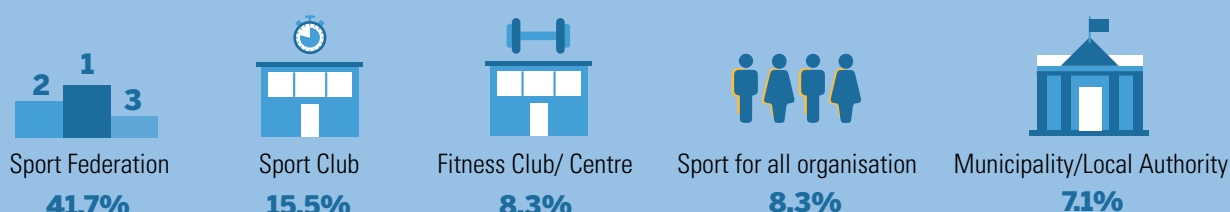
This section presents the main national results and key information from the first ever European Employer Skills Survey for the sport and physical activity sector. The goal was to consult the widest variety of employers to collate data on realities and difficulties to recruit and retain staff and volunteers 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 **84 responses** from your country.

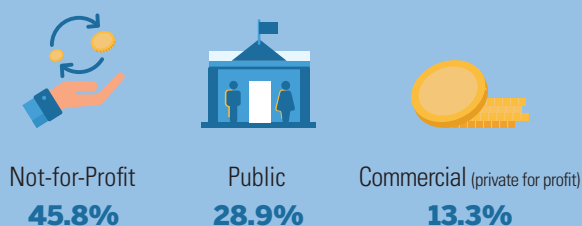
Important: the analysis provides an elaboration of all responses collated through the survey and so should be taken into consideration carefully as it is not necessary the exact reality and the exact picture of the whole sector.

4.1 THE PROFILE OF RESPONDENTS TO THE SURVEY

Top 5 type of respondents - n=84

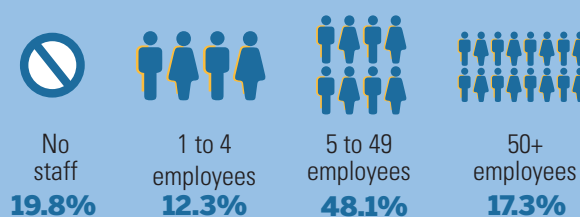


Status of respondents - n=83



*Other= 12%

Size of organisations - n=81



*Do not know= 2.5%

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=80












*Do not know= 5%

- Over the next 2 years, respondents think that the workforce of their organisation will: n=80










*Do not know= 10%

Occupations engaged in respondents' organisation - n=79

1		Sport coaches	83.5%
2		Middle Management staff	81%
3		Clerical and Office staff	79.7%
4		Senior Management staff	74.7%
5		Operational staff	70.9%
6		Sport officials	62%
7		Fitness Instructors / Personal Trainers	62%
8		Outdoor activity leaders and animators	48.1%
9		Athletes and Players	40.5%

Skills and attributes

5 most important skills and attributes		5 weakest skills and attributes
<ol style="list-style-type: none"> Clearly communicate instructions Motivational skills Plan coaching sessions and programmes Demonstrate a duty of care to the athlete/ participant Sport specific knowledge and skills 	 Sport coaches	<ol style="list-style-type: none"> Information/Communication Technology (ICT) skills Ability to work with people with disabilities Marketing and selling skills Evaluate performance and provide feedback Use of technology, equipment and tools
<ol style="list-style-type: none"> Ability to work in compliance with codes of practice/ethics Clearly communicate instructions Ability to work with children Ensure health and safety of participants Team working skills 	 Outdoor activity leaders & animators	<ol style="list-style-type: none"> Information/Communication Technology (ICT) skills Marketing and selling skills Ability to work with people with disabilities Use of technology, equipment and tools Provide appropriate feedback
<ol style="list-style-type: none"> Designing sessions and programmes Ensure health and safety of participants Motivational skills Understand participant needs Ability to work in compliance with codes of practice/ethics 	 Fitness instructors/ personal trainers	<ol style="list-style-type: none"> Marketing and selling skills Ability to work with people with disabilities Problem-solving skills Customer service skills Information/Communication Technology (ICT) skills
<ol style="list-style-type: none"> Uphold integrity and fair play Apply the rules and laws of the sport Ability to work in compliance with codes of practice/ethics Managing conflict Communicate information as an official 	 Sport Officials (e.g. referees, judges)	<ol style="list-style-type: none"> Information/Communication Technology (ICT) skills Use of technology, equipment and tools Managing conflict Communicate information as an official Ability to work in compliance with codes of practice/ethics
<ol style="list-style-type: none"> Verbal communication skills Team working Ability to work in compliance with codes of practice/ethics Organisational and planning skills Leadership skills 	 Senior and middle management staff	<ol style="list-style-type: none"> Knowledge of external policy issues facing sport Strategic thinking Marketing and sales skills Leading change Business development skills
<ol style="list-style-type: none"> Ability to work in compliance with codes of practice/ethics Technical skills and knowledge required for their role Team working skills Communication skills Ability to maintain health, safety and security standards 	 Operational staff	<ol style="list-style-type: none"> Problem-solving skills Marketing and selling skills Organisational and work planning skills Use of technology, equipment and tools Leadership skills
<ol style="list-style-type: none"> Administration skills Communication skills Understanding written documents and writing clearly Customer service skills Use of technology, equipment and tools 	 Clerical and office staff / receptionists	<ol style="list-style-type: none"> Information/Communication Technology (ICT) skills Leadership skills Administration skills Customer service skills Decision-making skills

4.3 RECRUITMENT REALITIES AND CHALLENGES

Recruitment of a paid employee in the past 12 months - n=61

*Do not know= 8.2%

63.9%
YES



27.9%
NO



30%
YES

40%
NO

30%
DO NOT KNOW



Difficulties to fill vacancies - n=60

Top 3 difficulties when recruiting - n=41

58.5%
Low number of applicants with the required skills

43.9%
Low number of applicants with required motivation and attitude

41.5%
Unattractive terms and conditions (e.g. wage) offered for this post

Top 3 hardest roles to fill - n=17

58.8%
Middle Management staff

58.8%
Operational staff

29.4%
Sport Coaches

4.4 RETENTION REALITIES AND CHALLENGES

Difficulties retaining staff - n=60



33.3%
Yes



45%
No



21.7%
Do not know

• Hardest roles to retain (top 3) - n=19



47.4%
Middle management staff



36.8%
Senior management staff



31.6%
Sport Coaches

• Top 5 difficulties expressed for retaining staff - n=20

45%



Better pay by other organisations

45%



Lack of career progression/pathways

35%



Better pay offered in other job roles

25%



The work is only seasonal

20%



Lack of commitment to the job

4.5 ENGAGEMENT OF VOLUNTEERS

Engagement of volunteers in a typical year - n=80

87.5%

Organisations engaging volunteers



* Do not know= 1.3%

11.2%

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=15

73.3% Yes

26.7% No

• Outdoor activity leaders and animators

n=22

40.9% Yes

59.1% No

• Sports Coaches

n=45

64.4% Yes

35.6% No

• Clerical and office staff / receptionists

n=43

44.2% Yes

55.8% No

• Operational staff

n=37

45.9% Yes

54.1% No

• Senior and middle management staff

n=40

40.9% Yes

59.1% No

Problems in engaging volunteers and for which occupations

• Any particular problem engaging volunteers

n=60

40%

No

48.3%

Yes

11.7%

Do not know

• Top 3 occupations where there are problems engaging volunteers

n=29

72.4%



Sport Coaches

58.6%



Sport Officials

44.8%



Management:
board members



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



81.4%



10.2%

- Sport organisations have become more professional in recent years



96.6%



3.4%

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



81.4%



10.2%

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



83.1%



6.8%

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



44.1%



35.6%

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



69.5%



18.6%

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



94.9%



3.4%

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



76.3%



17%

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



84.8%



8.5%

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



45.8%



35.6%

- 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)



79.7%



11.9%

- Staff would benefit from learning experiences in other countries



71.2%



17%

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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