



ESSA-SPORT

Improving the Supply of Skills to the Sector



PORTUGAL

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

**YEAR
2019**





Source: Eurostat (2018)

Population and Employment

TOTAL POPULATION
10 291 027

TOTAL EMPLOYMENT*
4 615 000

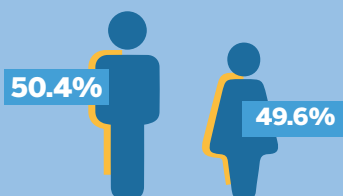
69.7% of the population
aged 15-64

TOTAL UNEMPLOYMENT*
363 000

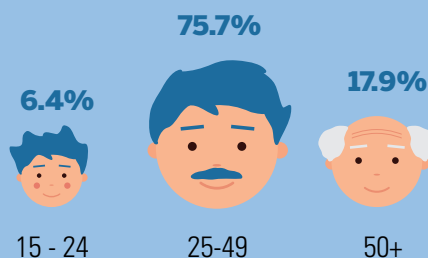
7% of the active
population

*persons aged between 15 to 64 years old

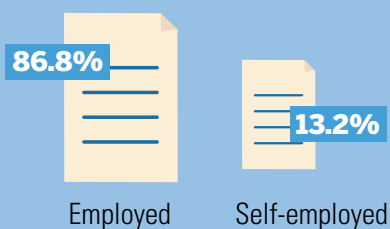
Total employment - Gender



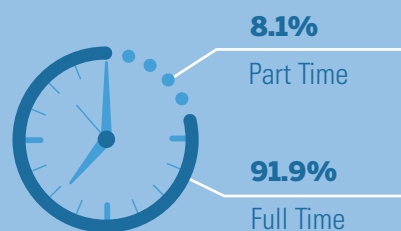
Total employment - Age



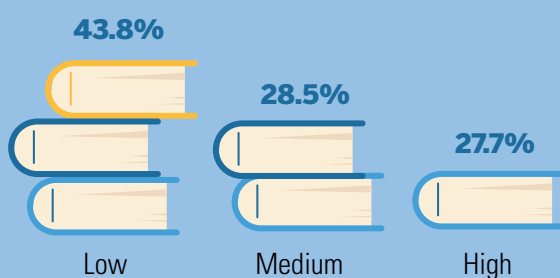
Total employment - Type of employment



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=1089

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)
21%

Seldom
(3 times a month or less)
6%

Never
68%

Place of practice of those engaged in sport and physical activity

In a park, outdoors, etc.
43%

At a health or fitness centre
27%

At home
17%

On the way between home and school, work or shops
17%

At work
12%

At a sport club
7%

At school or university
6%

At a sport centre
5%

Elsewhere
5%

Don't know
1%

Reasons for engaging in sport or physical activity

Improve health
51%

Relax
38%

Improve fitness
36%

Improve physical performance
31%

Have fun
24%

Be with friends
24%

Improve physical appearance
22%

Control weight
21%

Improve self-esteem
15%

Counteract the effects of ageing
11%

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

Not a member of any club
83%

Health or fitness centre
10%

Sport club
4%
*Do not know= 1%

Socio-cultural club that includes sport
1%

Other
2%

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

1%
 YES

99%
 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).

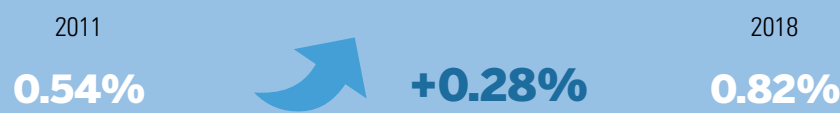
National sport labour market (=total sport employment)



- 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



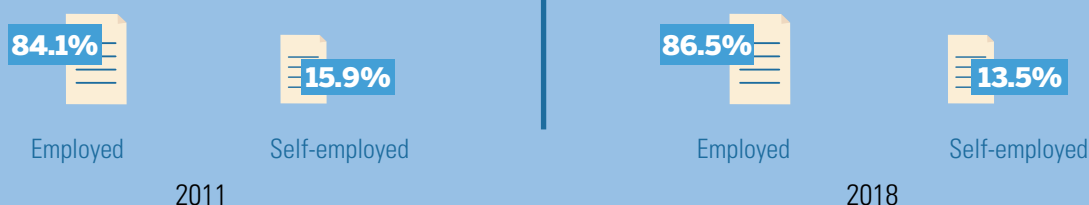
- Bottom 3 countries in 2018



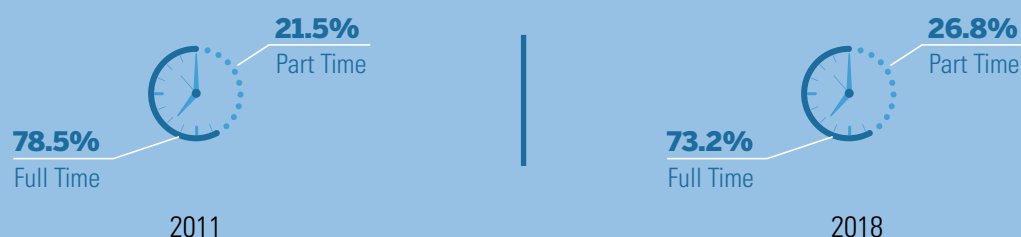
National sport labour market - Gender



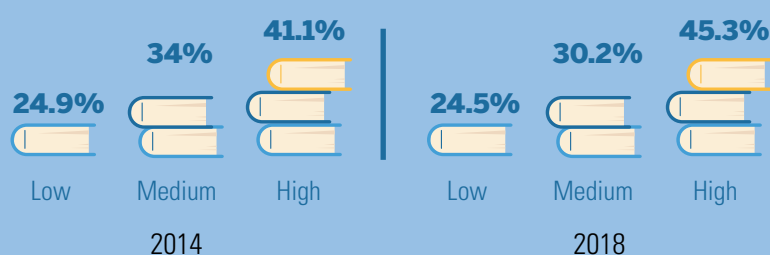
National sport labour market - Type of employment



National sport labour market - Type of contract



National sport labour market - Level of education*



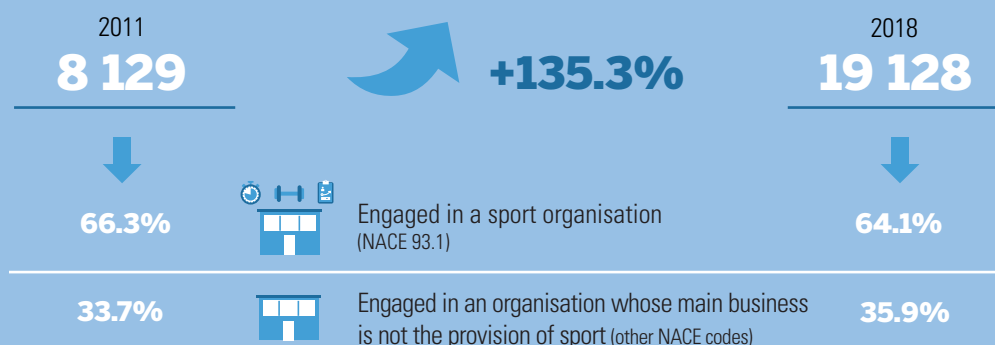
* The statistics on level of education collated from Eurostat refer to ISCED level:

	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

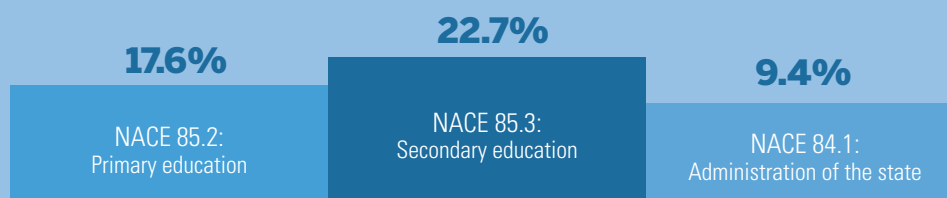
3.2 FOCUS ON SPORT SPECIFIC OCCUPATIONS (ISCO 342)

(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)



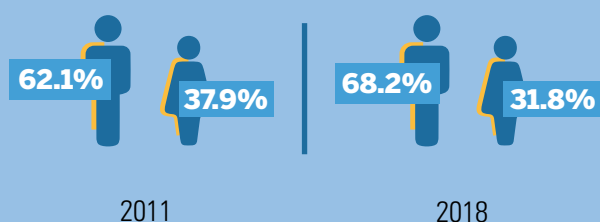
• Top 3 of the other NACE codes where sport specific occupations are engaged in 2016



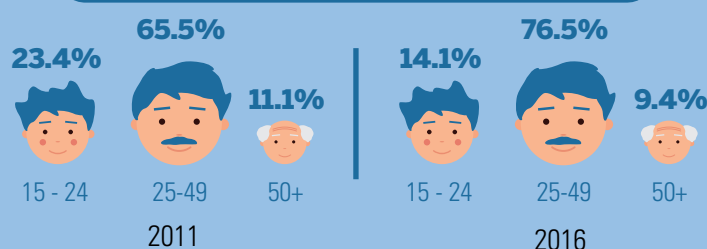
CHARACTERISTICS OF PEOPLE HAVING A SPORT SPECIFIC OCCUPATION - ISCO 342

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

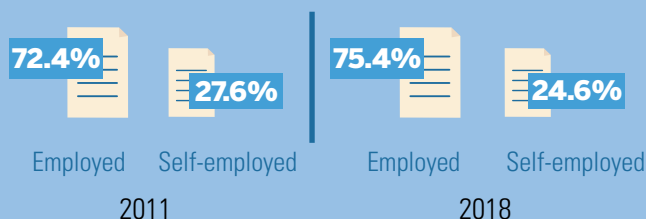
Total sport specific occupation - Gender



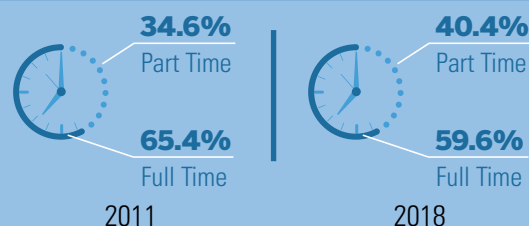
Total sport specific occupation - Age



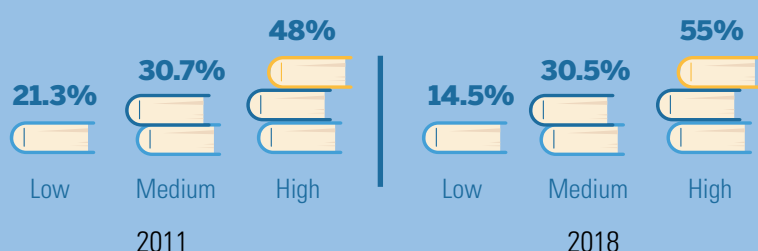
Total sport specific occupation - Type of employment



Total sport specific occupation - Type of contract



Total sport specific occupation - Level of Education*



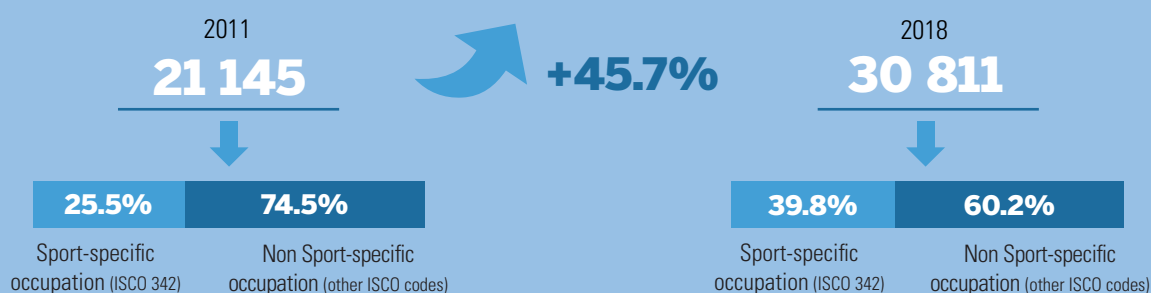
* The statistics on level of education collated from Eurostat refer to ISCED level:

	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)	5%
	ISCO 2 – Professionals (Health professionals, communication professionals, journalists, lawyers)	6%
	ISCO 3 - Technicians and associate professionals (incl. sport and fitness workers)	51.8%
	ISCO 4 - Clerical Support Workers (e.g. secretaries, receptions, bookkeepers)	11%
	ISCO 5 - Service and sales workers (e.g. conductors, cooks, waiters, lifeguards, sales workers)	9.7%
	ISCO 6 - Skilled agricultural and fishery workers (e.g. animal producers, market gardeners)	3.4%
	ISCO 7 - Craft and related trades workers (e.g. building workers, painters, cleaners, bicycle repairers)	1.3%
	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)	11.9%

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 **262 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=261



Sport Club
40.6%



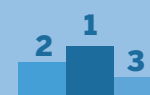
Municipality/Local Authority
17.6%



Network association (umbrella organisation)
8.4%



Fitness Club/ Centre
6.9%



Sport Federation
5.7%

Status of respondents - n=259



Not-for-Profit
57.5%



Public
23.2%



Commercial (private for profit)
17%

*Other= 2.3%

Size of organisations - n=247



No staff
15.8%



1 to 4 employees
21.9%



5 to 49 employees
41.7%



50+ employees
18.6%

*Do not know= 2%

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=245

Increased

33.5%

Remained the same

57.1%

Decreased

6.5%

*Do not know= 2.9%

- Over the next 2 years, respondents think that the workforce of their organisation will: n=245

Increase

33.5%

Remain the same

44.9%

Decrease

4.1%

*Do not know= 17.5%

Occupations engaged in respondents' organisation - n=242

1



Sport coaches

80.6%

2



Clerical and Office staff

76.9%

3



Operational staff

60.3%

4



Senior Management staff

56.2%

5



Middle Management staff

52.9%

6



Fitness Instructors /
Personal Trainers

43.8%

7



Athletes and Players

33.1%

8



Sport officials

27.3%







9



Outdoor activity leaders
and animators

22.3%

Skills and attributes

5 most important skills and attributes		5 weakest skills and attributes
<ol style="list-style-type: none"> 1. Ability to work in compliance with codes of practice/ethics 2. Clearly communicate instructions 3. Sport specific knowledge and skills 4. Team working skills 5. Motivational skills 	 <p>Sport coaches</p>	<ol style="list-style-type: none"> 1. Ability to work with people with disabilities 2. Motivational skills 3. Problem-solving skills 4. Organise activities and events 5. Plan coaching sessions and programmes
<ol style="list-style-type: none"> 1. Ensure health and safety of participants 2. Ability to work in compliance with codes of practice/ethics 3. Clearly communicate instructions 4. Team working skills 5. Ability to work with different participants 	 <p>Outdoor activity leaders & animators</p>	<ol style="list-style-type: none"> 1. Plan activity sessions 2. Ability to work with people with disabilities 3. Organise activities and events 4. Ability to work with children 5. Sport/activity specific technical knowledge and skills
<ol style="list-style-type: none"> 1. Exercise science knowledge (anatomy / physiology) 2. Ensure health and safety of participants 3. Understand participant needs 4. Ability to work in compliance with codes of practice/ethics 5. Designing sessions and programmes 	 <p>Fitness instructors/ personal trainers</p>	<ol style="list-style-type: none"> 1. Marketing and sales skills 2. Problem-solving skills 3. Customer Service Skills 4. Motivational skills 5. Team working skills
<ol style="list-style-type: none"> 1. Apply the rules and laws of the sport 2. Ability to work in compliance with codes of practice/ethics 3. Uphold integrity and fair play 4. Problem-solving skills 5. Decision-making skills 	 <p>Sport Officials (e.g. referees, judges)</p>	<ol style="list-style-type: none"> 1. Managing conflict 2. Information/Communication Technology (ICT) skills 3. Communicate information as an official 4. Organisational and planning skills 5. Leadership skills
<ol style="list-style-type: none"> 1. Problem-solving skills 2. Team working skills 3. Organisational and planning skills 4. Ability to work in compliance with codes of practice/ethics 5. Decision-making skills 	 <p>Senior and middle management staff</p>	<ol style="list-style-type: none"> 1. Strategic thinking 2. Marketing and sales skills 3. Knowledge of external policy issues facing sport 4. Organisational and planning skills 5. Team working
<ol style="list-style-type: none"> 1. Technical skills and knowledge required for their role 2. Team working skills 3. Ability to work in compliance with codes of practice/ethics 4. Ability to maintain health, safety and security standards 5. Problem-solving skills 	 <p>Operational staff</p>	<ol style="list-style-type: none"> 1. Use of technology, equipment and tools 2. Team working skills 3. Problem-solving skills 4. Communication skills 5. Information/Communication Technology (ICT) skills
<ol style="list-style-type: none"> 1. Administration skills 2. Technical skills and knowledge required for their role 3. Communication skills 4. Customer Service Skills 5. Ability to work in compliance with codes of practice/ethics 	 <p>Clerical and office staff / receptionists</p>	<ol style="list-style-type: none"> 1. Communication skills 2. Problem-solving skills 3. Use of technology, equipment and tools 4. Organisational and planning skills 5. Customer service skills

4.3 RECRUITMENT REALITIES AND CHALLENGES

Recruitment of a paid employee in the past 12 months - n=207

*Do not know= 7.7%

54.1%
YES



38.2%
NO



25.7%
YES

41.3%
NO

33%
DO NOT KNOW



Difficulties to fill vacancies - n=206

Top 3 difficulties when recruiting - n=140

45.7%

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

45.7%

Low number of applicants with the required skills

35%

Low number of applicants with required motivation and attitude

Top 3 hardest roles to fill - n=52

59.6%

Sport Coaches

40.4%

Clerical and office staff

36.5%

Fitness Instructors / Personal Trainers

4.4 RETENTION REALITIES AND CHALLENGES

Difficulties retaining staff - n=205



31.7%
Yes



36.6%
No



31.7%
Do not know

• Hardest roles to retain (top 3) - n=56



41.7%
Sport Coaches



40%
Operational staff



28.3%
Clerical and office staff

• Top 5 difficulties expressed for retaining staff - n=65

38.5%



Better pay by other organisations

33.8%



The work is only seasonal

27.7%



Lack of commitment to the job

26.2%



Lack of career progression/pathways

26.2%



Geographic location

4.5 ENGAGEMENT OF VOLUNTEERS

Engagement of volunteers in a typical year - n=247

84.6%

Organisations engaging volunteers



* Do not know= 4.1%

11.3%

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=49

65.3% Yes

34.7% No

• Outdoor activity leaders and animators

n=51

68.6% Yes

31.4% No

• Sports Coaches

n=163

65.6% Yes

34.4% No

• Clerical and office staff / receptionists

n=128

48.4% Yes

51.6% No

• Operational staff

n=108

50% Yes

50% No

• Senior and middle management staff

n=75

46.3% Yes

53.7% No

Problems in engaging volunteers and for which occupations

• Any particular problem engaging volunteers

n=205

21%

Yes

65.8%

No

13.2%

Do not know

• Top 3 occupations where there are problems engaging volunteers

n=42

52.4%



Sport Coaches

45.2%



Management:
board members

40.5%



Sport Officials

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



39.3%



47.8%

- Sport organisations have become more professional in recent years



85.1%



9.5%

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



84.1%



10%

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



74.1%



11%

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



45.3%



45.8%

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



58.7%



32.8%

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



96.5%



1%

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



81.2%



11%

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



93%



2%

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



60.2%



28.9%

- 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)



77.1%



10.5%

- Staff would benefit from learning experiences in other countries



49.3%



32.3%

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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PARTNERSHIP



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