SWEDEN

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

YEAR 2019
THE OVERALL NATIONAL LABOUR MARKET IN 2018

Source: Eurostat (2018)

TOTAL POPULATION
10 120 242

TOTAL EMPLOYMENT*
4 921 000
77.5% of the population aged 15-64

TOTAL UNEMPLOYMENT*
344 000
6.3% of the active population

*persons aged between 15 to 64 years old

Total employment - Gender

52.1% Male
47.9% Female

Total employment - Age

15 - 24: 10.6%
25-49: 71.1%
50+: 18.3%

15 - 24
25-49
50+

Total employment - Type of employment

91.5% Employed
8.5% Self-employed

Total employment - Type of contract

22.7% Part Time
77.3% Full Time

12.7% Low
44.9% Medium
42.4% High

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
Medium education
High education
Levels 0-2
Levels 3-4
Levels 5-8

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**PRACTICE OF SPORT AND PHYSICAL ACTIVITY**

Source: Special Eurobarometer 472 on Sport and physical activity (Publication March 2018) - n=1036

### Level of practice of sport or physical activity
- Regularly (at least 5 times a week): 14%
- With some regularity (1 to 4 times a week): 53%
- Seldom (3 times a month or less): 18%
- Never: 15%

### Place of practice of those engaged in sport and physical activity
- In a park, outdoors, etc.: 52%
- At a health or fitness centre: 44%
- At home: 34%
- On the way between home and school, work or shops: 32%
- At work: 13%
- At a sport centre: 10%
- At a sport club: 9%
- Elsewhere: 3%
- At school or university: 1%
- Don’t know: 0%

### Reasons for engaging in sport or physical activity
- Improve health: 83%
- Improve fitness: 72%
- Improve physical performance: 53%
- Relax: 48%
- Have fun: 46%
- Control weight: 39%
- Counteract the effects of ageing: 36%
- Improve physical appearance: 23%
- Improve self-esteem: 21%
- Be with friends: 21%

### Membership of clubs where people participate in sport or recreational physical activity
- Not a member of any club: 40%
- Health or fitness centre: 41%
- Sport club: 16%
- Socio-cultural club that includes sport: 8%
- Other: 4%

### Level of engagement in voluntary work that supports sport and physical activity
- Never: 15%
- Seldom (3 times a month or less): 18%
- With some regularity (1 to 4 times a week): 53%
- Regularly (at least 5 times a week): 14%
- In a park, outdoors, etc.: 52%
- At a health or fitness centre: 44%
- At a sport club: 9%
- At school or university: 1%
- Don’t know: 0%

**SWEDEN**
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)

2011 2018
57 855 +44.9% 83 822

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

<table>
<thead>
<tr>
<th>Country</th>
<th>2018</th>
<th>2011</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>25.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>14.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>12%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>10.4%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

National sport labour market Vs National total employment

2011 2018
1.29% +0.41% 1.70%

Top 3 countries in 2018

<table>
<thead>
<tr>
<th>Country</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>1.70%</td>
</tr>
<tr>
<td>UK</td>
<td>1.43%</td>
</tr>
<tr>
<td>France</td>
<td>1.30%</td>
</tr>
</tbody>
</table>

Bottom 3 countries in 2018

<table>
<thead>
<tr>
<th>Country</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Russia</td>
<td>0.39%</td>
</tr>
<tr>
<td>Spain</td>
<td>0.39%</td>
</tr>
<tr>
<td>Portugal</td>
<td>0.13%</td>
</tr>
</tbody>
</table>

National sport labour market - Gender

2011 2018

<table>
<thead>
<tr>
<th>Gender</th>
<th>2011</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>54.6%</td>
<td>54%</td>
</tr>
<tr>
<td>Female</td>
<td>45.4%</td>
<td>46%</td>
</tr>
</tbody>
</table>

National sport labour market - Age

2011 2018

<table>
<thead>
<tr>
<th>Age</th>
<th>2011</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24</td>
<td>33.3%</td>
<td>45.2%</td>
</tr>
<tr>
<td>25-49</td>
<td>21.5%</td>
<td>36%</td>
</tr>
<tr>
<td>50+</td>
<td>41.6%</td>
<td>22.4%</td>
</tr>
</tbody>
</table>
National sport labour market - Type of employment

<table>
<thead>
<tr>
<th>Type of Employment</th>
<th>2011</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>90.5%</td>
<td>89.8%</td>
</tr>
<tr>
<td>Self-employed</td>
<td>9.5%</td>
<td>10.2%</td>
</tr>
</tbody>
</table>

National sport labour market - Type of contract

<table>
<thead>
<tr>
<th>Type of Contract</th>
<th>2011</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Time</td>
<td>52%</td>
<td>50.6%</td>
</tr>
<tr>
<td>Part Time</td>
<td>48%</td>
<td>49.4%</td>
</tr>
</tbody>
</table>

National sport labour market - Level of education*

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>2011</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>28.9%</td>
<td>28.7%</td>
</tr>
<tr>
<td>Medium</td>
<td>52%</td>
<td>44.9%</td>
</tr>
<tr>
<td>High</td>
<td>19.1%</td>
<td>26.4%</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Year</th>
<th>Count</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>29621</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>49241</td>
<td>+66.2%</td>
</tr>
</tbody>
</table>

- Engaged in a sport organisation (NACE 93.1) 48.6%
- Engaged in an organisation whose main business is not the provision of sport (other NACE codes) 51.4%

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

<table>
<thead>
<tr>
<th>NACE Code</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3421</td>
<td>13.4%</td>
</tr>
<tr>
<td>3422</td>
<td>18.9%</td>
</tr>
<tr>
<td>3423</td>
<td>13.4%</td>
</tr>
<tr>
<td>93.2</td>
<td>18.9%</td>
</tr>
<tr>
<td>85.2</td>
<td>13.4%</td>
</tr>
<tr>
<td>85.5</td>
<td>13.4%</td>
</tr>
</tbody>
</table>

Variance from 2011 to 2018

- Athletes and Sports Players - ISCO 3421: +64.6%
- Sports Coaches, Instructors and Officials - ISCO 3422: +40.4%
- Fitness and Recreation Instructors & Programme Leaders - ISCO 3423: +84.3%

Proportion of sport occupation in 2018

- Athletes and Sports Players - ISCO 3421: 7.6%
- Sports Coaches, Instructors and Officials - ISCO 3422: 31.8%
- Fitness and Recreation Instructors and Programme Leaders - ISCO 3423: 60.7%
CHARACTERISTICS OF PEOPLE HAVING A SPORT SPECIFIC OCCUPATION - ISCO 342

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)

3.3 FOCUS ON SPORT ORGANISATIONS (NACE 93.1)

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

Occupations engaged within sport organisations (NACE 93.1) - 2016
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 **88 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=89

- **Sport Federation** 31.5%
- **Sport Club** 30.3%
- **Sport body** 6.7%
- **Fitness Club/ Centre** 5.6%
- **Municipality/Local Authority** 4.5%

#### Status of respondents - n=86

- **Not-for-Profit** 72.1%
- **Commercial (private for profit)** 8.1%
- **Public** 7%

*Other=12.8%

#### Size of organisations - n=83

- **No staff** 0%
- **1 to 4 employees** 9.6%
- **5 to 49 employees** 66.3%
- **50+ employees** 24.1%

### 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=83
  - Increased 47%
  - Remained the same 45.8%
  - Decreased 7.2%

- Over the next 2 years, respondents think that the workforce of their organisation will: n=83
  - Increase 37.3%
  - Remain the same 50.7%
  - Decrease 6%

*Do not know= 6%

#### Occupations engaged in respondents’ organisation - n=81

1. Middle Management staff 87.7%
2. Senior Management staff 86.4%
3. Sport coaches 61.7%
4. Clerical and Office staff 59.3%
5. Sport officials 49.4%
6. Operational staff 49.4%
7. Athletes and Players 45.7%
8. Outdoor activity leaders and animators 42%
9. Fitness Instructors / Personal Trainers 34.6%
4.3 RECRUITMENT REALITIES AND CHALLENGES

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

**Yes**: 89.2%
**No**: 9.2%
**Do not know**: 9.2%

Difficulties to fill vacancies - n=65

**Yes**: 72.3%
**No**: 18.5%
**Do not know**: 9.2%

Top 3 difficulties when recruiting - n=47

1. Unattractive terms and conditions (e.g., wage) offered for this post - 42.6%
2. Low number of applicants with the required skills - 38.3%
3. Lack of qualifications expected by the organisation - 36.2%

Top 3 hardest roles to fill - n=11

1. Middle Management staff - 45.5%
2. Sport Coaches - 36.4%
3. Fitness Instructors / Personal Trainers - 18.2%

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**Skills and attributes**

<table>
<thead>
<tr>
<th>5 most important skills and attributes</th>
<th>5 weakest skills and attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Clearly communicate instructions</td>
<td>1. Ability to work with people with disabilities</td>
</tr>
<tr>
<td>2. Sport specific knowledge and skills</td>
<td>2. Ability to work with different participants</td>
</tr>
<tr>
<td>3. Demonstrate a duty of care to the athlete/ participant</td>
<td>3. Leadership skills</td>
</tr>
<tr>
<td>4. Leadership skills</td>
<td>4. Evaluate performance and provide feedback</td>
</tr>
<tr>
<td>5. Plan coaching sessions and programmes</td>
<td>5. Sport specific knowledge and skills</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sport coaches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ensure health and safety of participants</td>
</tr>
<tr>
<td>2. Motivational skills</td>
</tr>
<tr>
<td>3. Ability to work with children</td>
</tr>
<tr>
<td>4. Customer service skills</td>
</tr>
<tr>
<td>5. Leadership skills</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Outdoor activity leaders &amp; animators</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Understand participant needs</td>
</tr>
<tr>
<td>2. Communicating effectively with participants</td>
</tr>
<tr>
<td>3. Ensure health and safety of participants</td>
</tr>
<tr>
<td>4. Ability to work in compliance with standards &amp; codes of ethics</td>
</tr>
<tr>
<td>5. Motivational skills</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fitness instructors / personal trainers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Apply the rules and laws of the sport</td>
</tr>
<tr>
<td>2. Uphold integrity and fair play</td>
</tr>
<tr>
<td>3. Communicate information as an official</td>
</tr>
<tr>
<td>4. Decision-making skills</td>
</tr>
<tr>
<td>5. Ability to work in compliance with standards &amp; codes of ethics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sport Officials (e.g., referees, judges)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Organisational and planning skills</td>
</tr>
<tr>
<td>2. Ability to work in compliance with standards &amp; codes of ethics</td>
</tr>
<tr>
<td>3. Problem-solving skills</td>
</tr>
<tr>
<td>4. Team working</td>
</tr>
<tr>
<td>5. Verbal communication skills</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Senior and middle management staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Problem-solving skills</td>
</tr>
<tr>
<td>2. Technical skills and knowledge required for their role</td>
</tr>
<tr>
<td>3. Ability to work in compliance with standards &amp; codes of ethics</td>
</tr>
<tr>
<td>4. Team working skills</td>
</tr>
<tr>
<td>5. Use of technology, equipment and tools</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Operational staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Organisational and work planning skills</td>
</tr>
<tr>
<td>2. Communication skills</td>
</tr>
<tr>
<td>3. Technical skills and knowledge required for their role</td>
</tr>
<tr>
<td>4. Information/Communication Technology (ICT) skills</td>
</tr>
<tr>
<td>5. Marketing and selling skills</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Clerical and office staff / receptionists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ability to work in compliance with standards &amp; codes of ethics</td>
</tr>
<tr>
<td>2. Administration skills</td>
</tr>
<tr>
<td>3. Organisational and planning skills</td>
</tr>
<tr>
<td>4. Customer service skills</td>
</tr>
<tr>
<td>5. Communication skills</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SWEDEN</th>
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</thead>
</table>
4.4 RETENTION REALITIES AND CHALLENGES

Difficulties retaining staff - n=64

- Hardest roles to retain (top 3) - n=9
  - Middle Management staff: 44.4%
  - Operational staff: 22.2%
  - Senior management staff: 22.2%

- Top 5 difficulties expressed for retaining staff - n=10
  - Better pay offered in other job roles: 40%
  - Unable to meet the skill requirements of the job: 40%
  - Better pay by other organisations: 30%
  - Lack of commitment to the job: 30%
  - Lack of financial stability for the organisation: 20%

4.5 ENGAGEMENT OF VOLUNTEERS

Engagement of volunteers in a typical year - n=83

- Organisations engaging volunteers: 74.7%
- Organisations not engaging volunteers: 25.3%

Expectations of volunteers and paid staff

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

- Sport officials: 68.8% Yes, 31.3% No
- Outdoor activity leaders and animators: 40% Yes, 60% No
- Sports Coaches: 30.8% Yes, 69.2% No
- Clerical and office staff / receptionists: 24.2% Yes, 75.8% No
- Operational staff: 38.1% Yes, 61.9% No
- Senior and middle management staff: 22.3% Yes, 77.7% No

Problems in engaging volunteers and for which occupations

- Any particular problem engaging volunteers - n=64
  - Yes: 31.3%
  - No: 43.7%
  - Do not know: 25%

- Top 3 occupations where there are problems engaging volunteers - n=20
  - Sport Officials: 55%
  - Management: board members: 50%
  - Sport Coaches: 50%

SWEDEN
5.

KEY ISSUES AND CHALLENGES FOR THE SPORT AND PHYSICAL ACTIVITY SECTOR - n= 61

- Expectations and priorities from national governments on sport organisations are increasing
  - Agree: 72.1%
  - Disagree: 11.5%

- Sport organisations have become more professional in recent years
  - Agree: 82%
  - Disagree: 8.2%

- The sector is changing and evolving, as a result the skills needed by those working in the sector will change too
  - Agree: 82%
  - Disagree: 6.6%

- In the future there will be a demand for a better qualified workforce operating in sport organisations
  - Agree: 80.3%
  - Disagree: 13.1%

- It is difficult to progress from a technical role (e.g. as a coach or instructor) to a management position
  - Agree: 41%
  - Disagree: 32.8%

- It is difficult to find and recruit people with the right skills to work as paid staff
  - Agree: 32.8%
  - Disagree: 59%

- It is difficult to find and recruit people with the right skills to work as volunteers
  - Agree: 37.7%
  - Disagree: 39.3%

- It is important that staff have access to ongoing training to keep their skills up to date
  - Agree: 96.7%
  - Disagree: 1.6%

- New training courses are required to meet the training needs of sport organisations
  - Agree: 65.6%
  - Disagree: 18%

- Universities/ training providers should work more closely with sport organisations
  - Agree: 77%
  - Disagree: 8.2%

- 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)
  - Agree: 88.5%
  - Disagree: 4.9%

- Staff would benefit from learning experiences in other countries
  - Agree: 72.1%
  - Disagree: 14.7%

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 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
www.eose.org

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