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# Evaluation of training and job situation for coaches in Switzerland



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# What is Swiss Olympic Coach Training?

- **Swiss Olympic Coach Training is a joint project between Swiss Olympic and the Federal Office of Sport (FOSPO)/Swiss Federal Institute of Sports Magglingen (SFISM), based on a service mandate between the two partners. Coach Training has been integrated into the elite sport branch of the Swiss Federal Institute of Sports in Magglingen.**
- **Tasks:**
  - Conception, planning, organisation and implementation of multi-sports basic and advanced training courses in German and French for coaches in performance and elite sports, and official recognition of the profession by the Federal Office for Professional Education and Technology (OPET).
  - Orientation of the development of the content of basic and advanced training towards the needs of the top coaches who are currently active and the specific requirements of the elite sports associations.
  - Requirement-oriented establishment of new forms of training through coach training tailored to increasing efficiency in elite sports.
  - Network of the Swiss Federal Institute of Sports, Youth and Sports, the training on offer by Swiss Olympic, the universities, the Swiss association of certified coaches and international coach training and educational establishments.



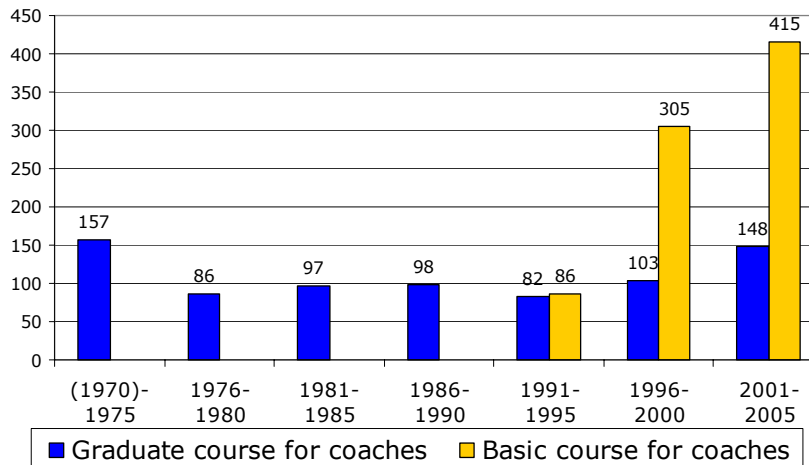
# What is Swiss Olympic Coach Training?

**Established in 1968 due to a failure to win any medals at the Olympic Games in Innsbruck in 1964**

**Today:**

- 11 staff members (total of 600%, (4 working in the administration, 7 in training, advanced education and consulting), of which 8 for training for people speaking German and 3 for formation francophone)
- Approx. 20-30 coaches attend the graduate course for coaches and 80-120 people attend the basic course for coaches annually
- More than 150 course days (training and advanced education course) are conducted in German and French language annually
- Conduct of vocational exams and advanced vocational qualification exams for performance and elite sports coaches
- Approx. 300 coaches attend 20 advanced education events annually

## Development of attendance of coach training 1970-2005



Source: Statistik Trainerbildung (coach training statistics)



# Basic and advanced training for coaches





# Numbers of participants, graduates and success rates from 2003 to 2005

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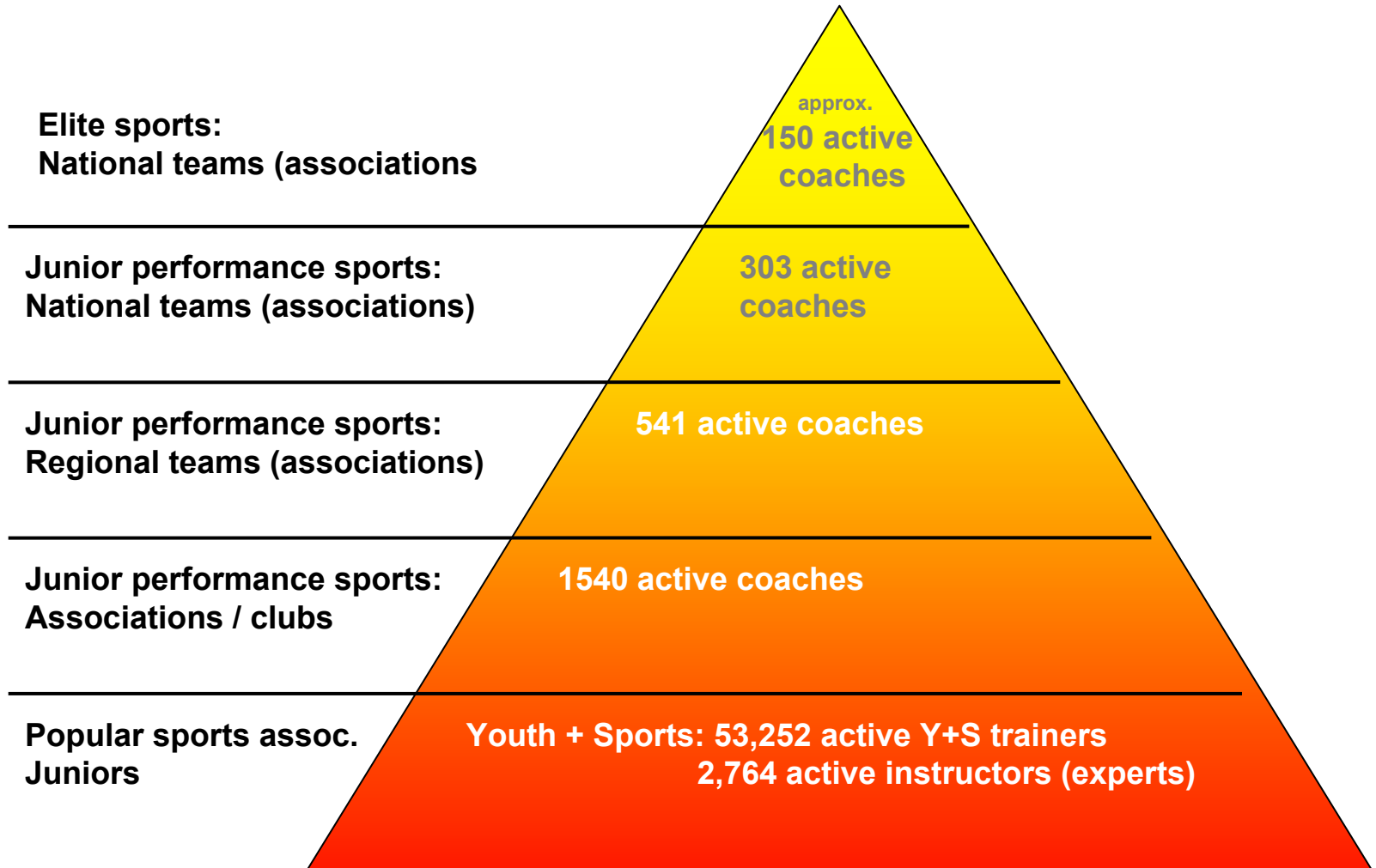
|   | Basic course<br>for coaches | Graduate course<br>for coaches |
|---|-----------------------------|--------------------------------|
| Participants                              | 336                         | 96                             |
| Students taking exams                     | 235                         | 85                             |
| Students who passed the exams             | 209                         | 81                             |
| Students who failed the exams             | 26                          | 4                              |
| Success rate of all participants          | 62%                         | 84%                            |
| Success rate of all students taking exams | 89%                         | 95%                            |

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*Source: Statistik Trainerbildung (coach training statistics)*



# The job market for coaches in Switzerland (associations and clubs)





# The job market for coaches in Switzerland (associations)

## Degree of professionalism of coaching in the sports associations:

- approx. 300 fulltime jobs
- approx. 300 part-time jobs
- approx. 1000 additional jobs – mostly honorary

## Comparison with training data:

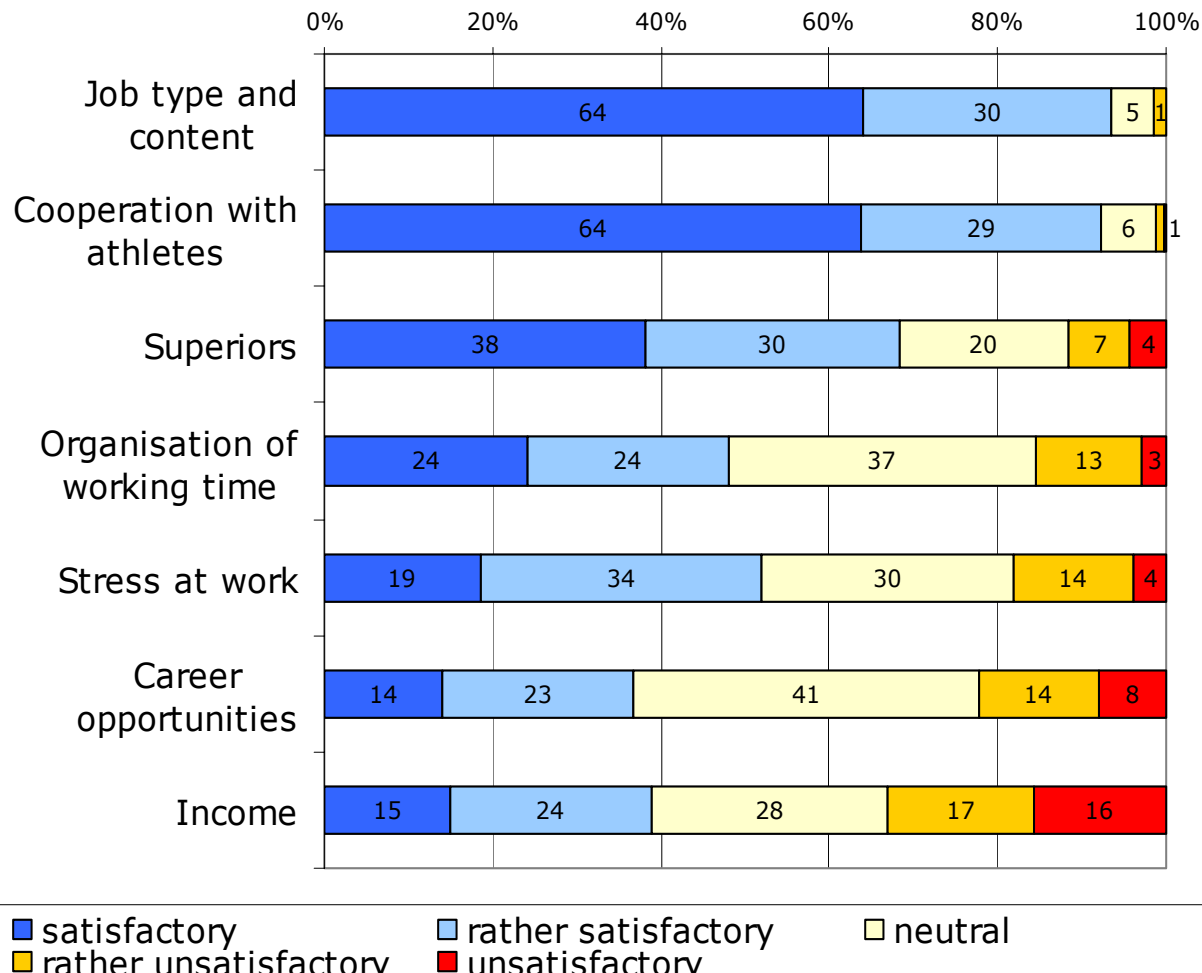
- From 2001 to this day, 188 persons have completed the graduate course for coaches (811 coaches since 1970) and 503 persons have completed the basic course for coaches (894 coaches since 1993).
- Approx. 60 percent of all full-time and part-time coaches in Switzerland completed their coach training.

## Conclusion:

- The labour turnover rate is high - particularly in coaches working part-time and in an honorary capacity.



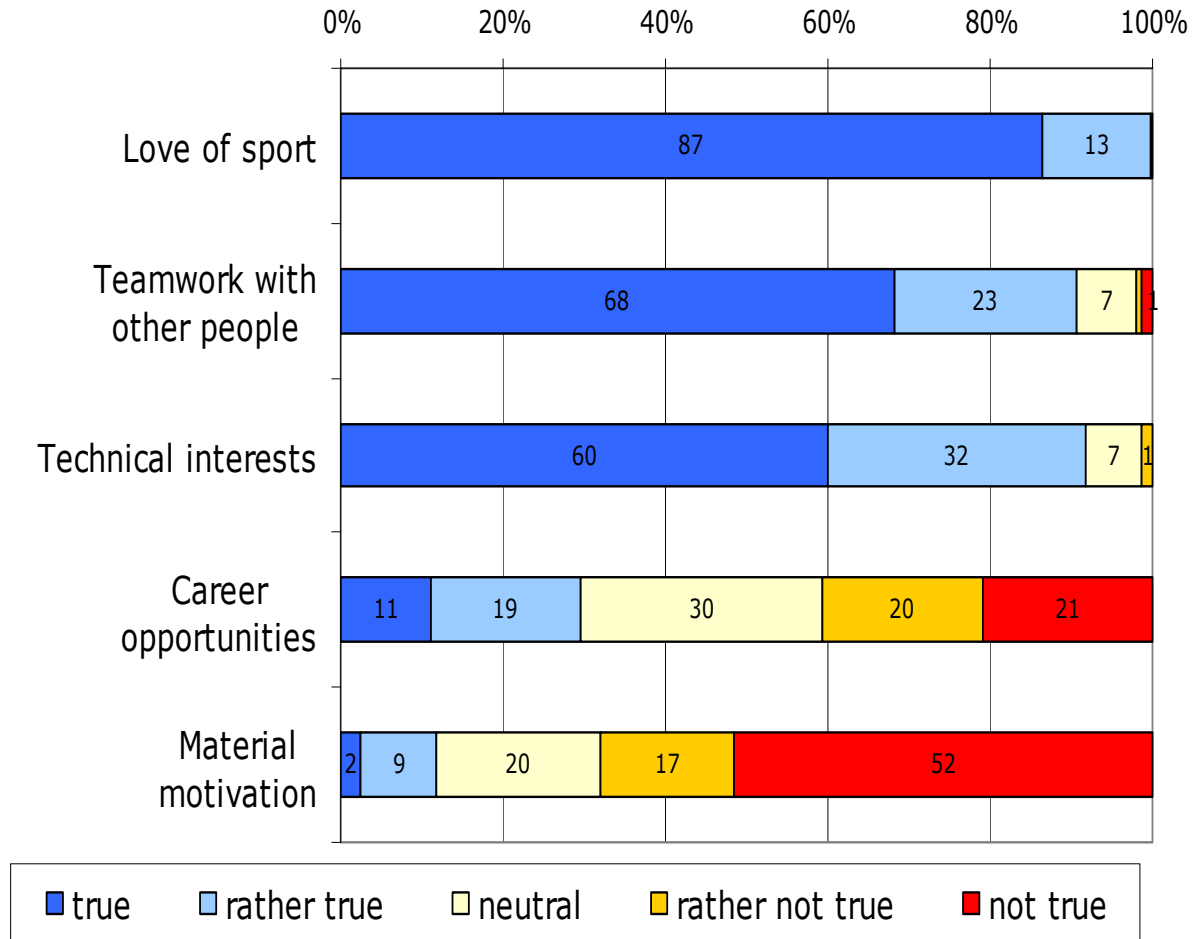
# Job satisfaction in coaching



Source: Stalder and Kersten 2002, n=442



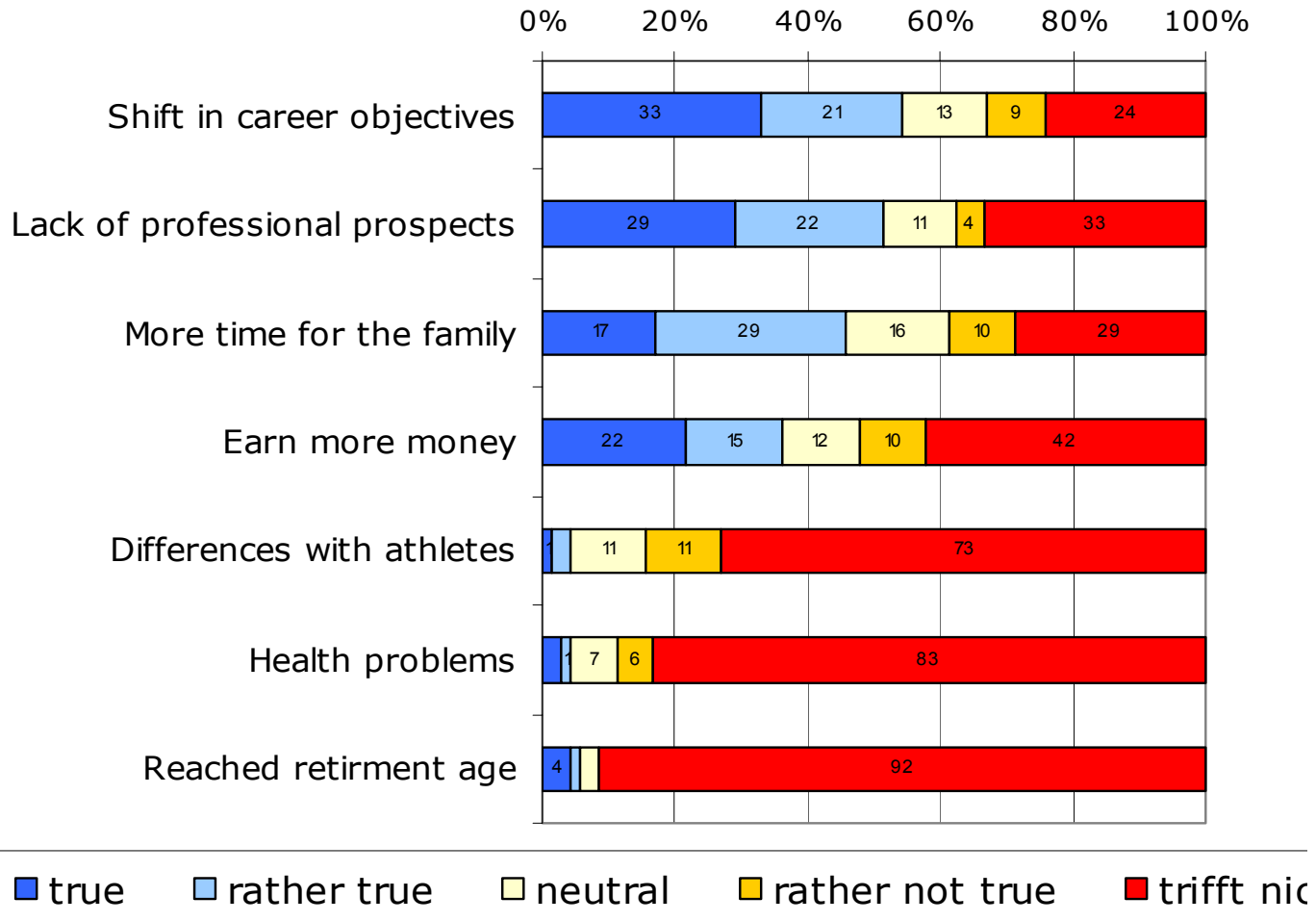
# Reasons to take up and remain in coaching



Source: Stalder and Kersten 2002, n=442



# Why give up coaching work?



Source: Stalder and Kersten 2002, n=89



# Conclusions in relation to job situation

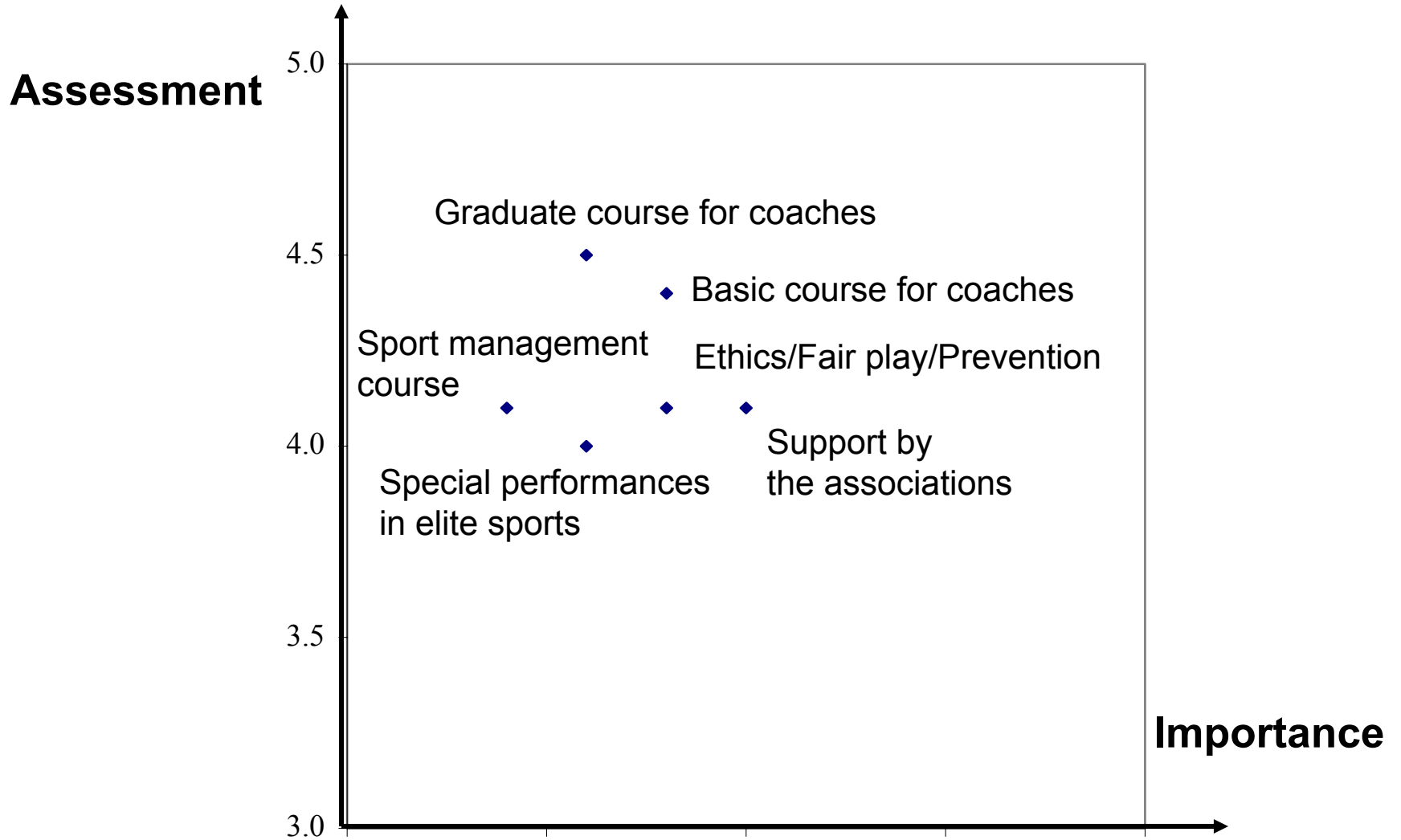
- The coaches working in elite and performance sports have a high level of job satisfaction.
- Their love of sport, the actual work as a coach as well as working with athletes and other coaching colleagues are seen as particularly positive factors.
- Less satisfying, however, are income and career opportunities. The lack of professional prospects is an important reason for giving up coaching work.
- In Switzerland coaching is a temporary occupation. Job security and career opportunities remain precarious despite the increase in professionalism → **It is vital that sports associations provide career management for coaches.**



# Analysis of the coach training in Switzerland



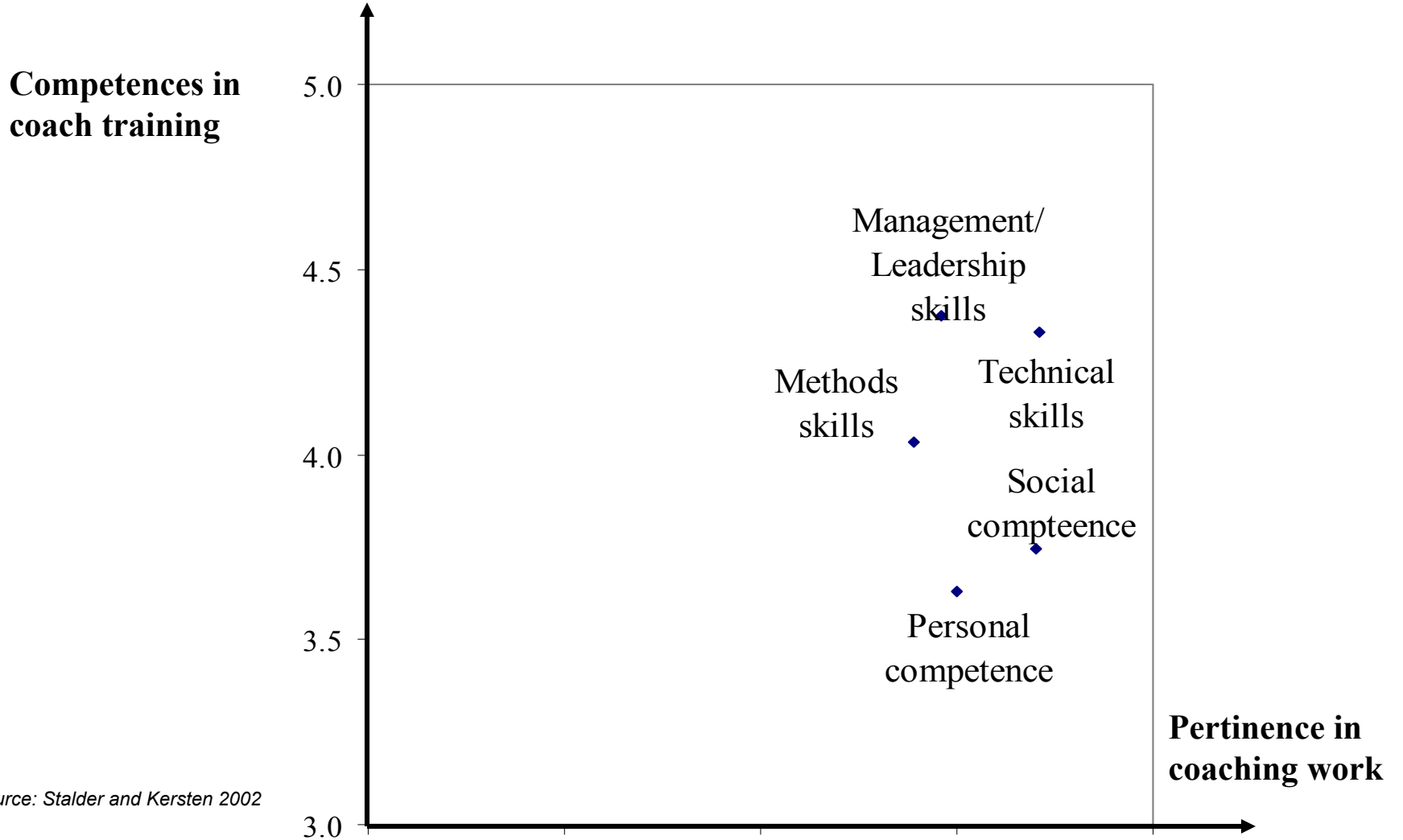
# Quality relevant analysis of services provided by Swiss Olympic *(Source: survey in associations)*





# Quality relevant analysis of competences

(only coaches who completed Swiss Olympic coach training)

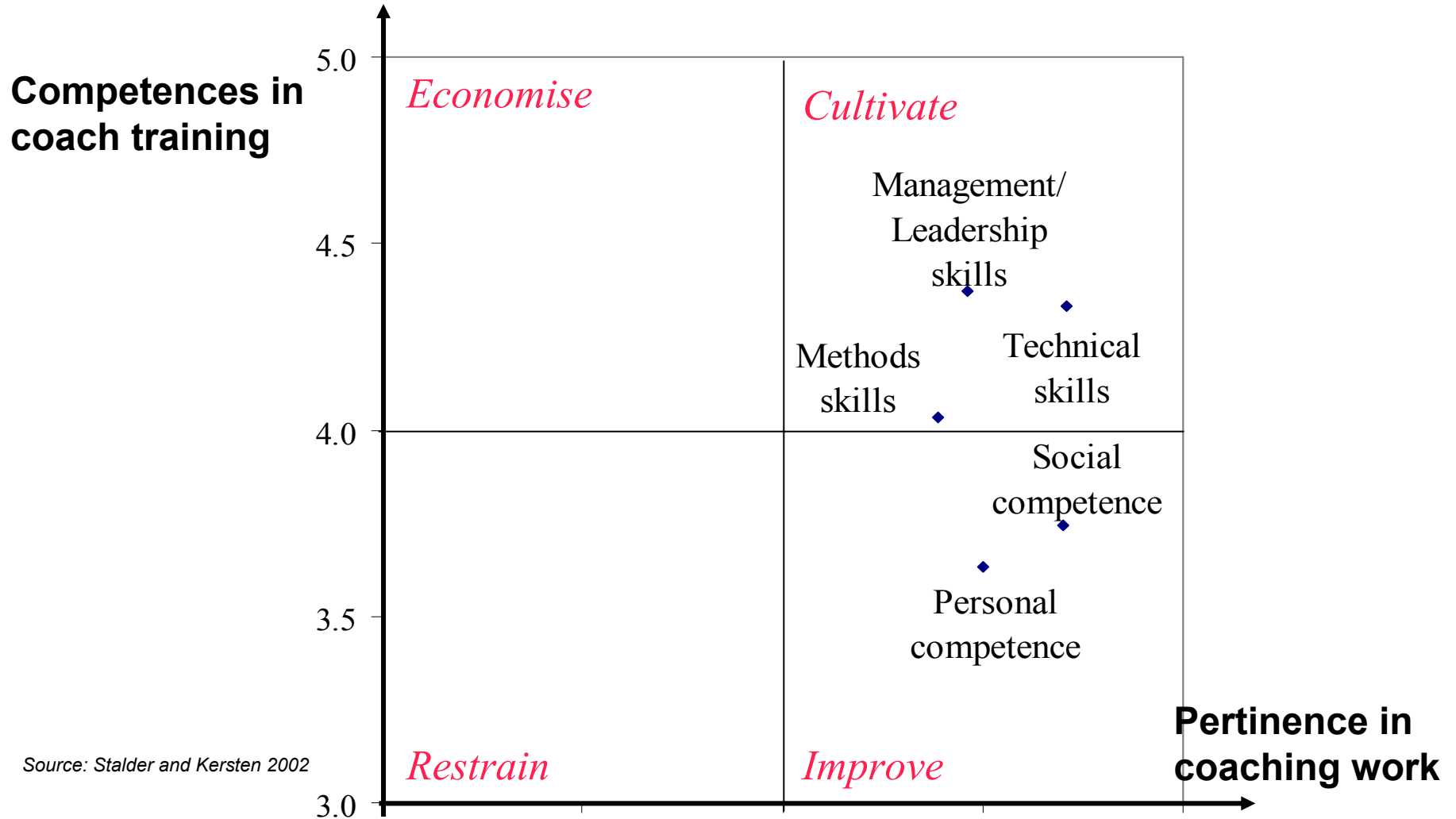


Source: Stalder and Kersten 2002



# Quality relevant analysis of competences

(only coaches who completed Swiss Olympic coach training)

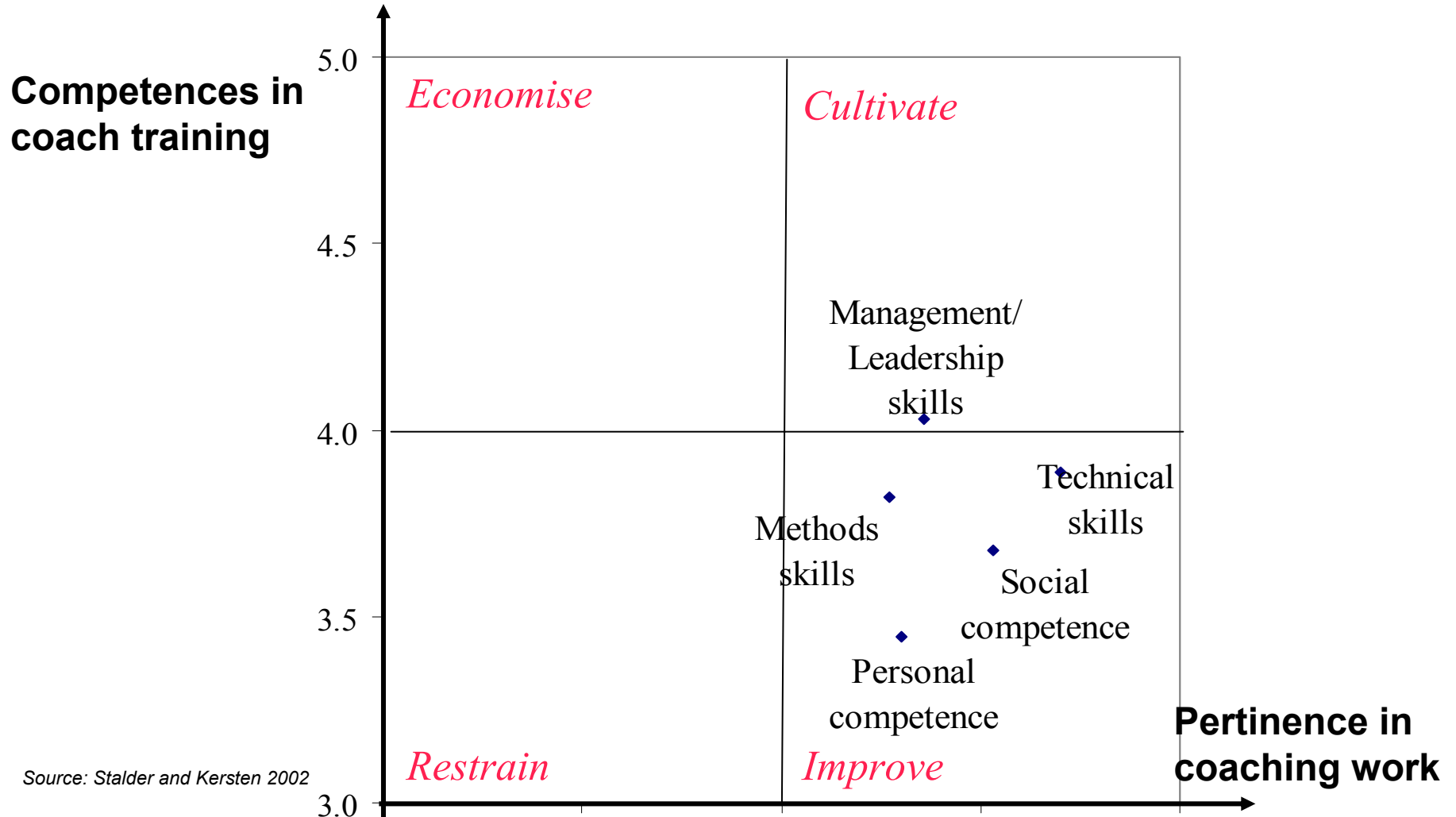


Source: Stalder and Kersten 2002



# Quality relevant analysis of competences

(only coaches without Swiss Olympic coach training)



Source: Stalder and Kersten 2002



# Survey of the top coaches in Switzerland

**Results of a survey of 22 top coaches in summer 2007.**

- **General:**
  - Advanced education in technical, leadership, methods skills and personal competence
  - is high social competence a defining characteristic of a top coach?
- **Varying requirements of national coaches and personal coaches:**
  - National coaches: emphasis on leadership, management of resources, personal competence
  - Personal coaches: emphasis on technical skills



# Conclusions in relation to coach training in Switzerland

- **The associations and specialists interviewed rate the coach training provided by Swiss Olympic as (very) important and (very) good.**
- **Coaches who have finished Swiss Olympic coach training feel better trained and more competent than the coaches without Swiss Olympic coach training.**
- **They feel especially well qualified in management and leadership skills as well as in professional competence. Certain deficits show in social and personal competence.**
- **Compared on international level, the vocational training of Swiss coaches has been considered good.**
- **Turning the coaching profession into an academic discipline has been heavily criticised. Coach training should remain practice-oriented and considerate towards part-time jobs and honorary work.**



# Measures to increase efficiency of coach training and advanced education and improve the situation of the coaches in Switzerland

- Training offered in social and personal competence must be optimised
- Orientation towards the specific needs of sports associations must be intensified
- Training must include higher relevance to sports studies
- Synergies of training offered in German and French must be increasingly exploited
- Orientation towards the specific needs of the top coaches who are currently active must be intensified
- Recognition of the coaching profession within the occupational environment of the coaches must be enhanced
- Coach turnover in the associations must be reduced in order to increase / maintain the wealth of knowledge and experience in the sports associations.



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