sport coach education and employability in Italian sport sector
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NUMBERS AND SPORT

The purpose of this study is to analyze the trends in sport's employment over the last few years, its contribution to total employment, and the relationship with education.

METHODOLOGY

1. Identification of international statistics in labour market (Eurostat)
2. Cluster analysis of Coaches' education
3. Comparison of the results with SPSS 2.0 study

LITERATURE REVIEW

- EU Work Plan for Sport 2014-2017
- International Federation of Sport Coaching Framework – Version 1.2
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3. Comparison of the results with SPLISS 2.0 study
LITERATURE REVIEW

- EU Work Plan for Sport 2014–2017
- International Sport Coaching Framework – Version 1.2
Is there any real employment in sport?

THEORETICAL BACKGROUND

The Vilnius Definition of sport is thus an overview of all product groups which are included in the sport satellite account.

- All jobs in an economic sector (activity-based, NACE)
- Jobs in a sports occupation (ISCO "International Standard Classification of Occupations")

GROSS VALUE ADDED GENERATED BY SPORT ACTIVITIES

Analysis of the Economic Value generated by sports in Europe and Italy, 2014

<table>
<thead>
<tr>
<th>Country</th>
<th>Total</th>
<th>Partial</th>
<th>Partial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>1.3%</td>
<td>1.3%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Italy</td>
<td>1.5%</td>
<td>1.3%</td>
<td>1.2%</td>
</tr>
</tbody>
</table>

Under the European average in all definitions.
The Vilnius Definition of sport is thus an overview of all product groups which are included in the sport satellite account.

- all jobs in an economic sector (activity-based, NACE)
- jobs in a sports occupation (ISCO, 'International Standard Classification of Occupations')
GROSS VALUE ADDED GENERATED BY SPORT ACTIVITIES

Analysis of the Economic Value generated by sports in Europe and Italy, 2015

<table>
<thead>
<tr>
<th>Vilnius Definitions of Sports</th>
<th>Total Economic Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Board</td>
</tr>
<tr>
<td>Europe</td>
<td>1.76%</td>
</tr>
<tr>
<td>Italy</td>
<td>1.21%</td>
</tr>
</tbody>
</table>

UNDER THE EUROPEAN AVERAGE IN ALL 3 DEFINITIONS
**ITALIAN CONTEXT**

- The Italian NOC is in charge of developing a VET system for coaches and collaborating with universities in this field.
- CONI received an annual amount of 141 million (€) and 240,000 of them are invested in VET.
- In 2016 there were 233,606 coaches (INPS, DSSA and EPS - report CENI).

**EUROPEAN CONTEXT**

- Coaches’ education and employment analysis need a systemic approach to estimate the economic and social contribution of sport in the EU.
- Economic survey (2015) in the annual 120,000 persons working on sport field (via ThEIS 200,000 billion).

**NUMBERS IN SPORTS EMPLOYMENT IN ITALY**

<table>
<thead>
<tr>
<th>Employment numbers in Sports professions</th>
<th>Full time sports professions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONI Data</strong></td>
<td><strong>Non-competitive sports instructors</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Managers and directors</strong></td>
</tr>
<tr>
<td><strong>EURONET Data</strong></td>
<td><strong>Coaches</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Athletes</strong></td>
</tr>
</tbody>
</table>
The Italian NOC is in charge to develop a VET system for coaches and collaborate with organization in this field.

CONI receives an annual amount of 411 millions (euro) and 750,000 of them are invested in VET.

In 2014 there were 235,608 coaches (NSFs, DSA and EPS – report CONI).
Coaches’ education and employment analysis need a systematic approach:
- to research using interdisciplinary methodology
- to compare statistics on the economic and social significance of sport in the EU

Eurostat survey (2015) in Italy almost 120,000 persons works in sport field (less than 60,000 full-time)
## Numbers in Sports Employment in Italy

### Employment Numbers in Sports’ Professions

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONI Data</td>
<td>235,608</td>
</tr>
<tr>
<td>EUROSTAT Data</td>
<td>120,000</td>
</tr>
</tbody>
</table>

### Full Time Sports’ Professions

<table>
<thead>
<tr>
<th>Profession</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-competitive sports instructors</td>
<td>35,412</td>
</tr>
<tr>
<td>Managers and directors</td>
<td>6,672</td>
</tr>
<tr>
<td>Coaches</td>
<td>8,585</td>
</tr>
<tr>
<td>Athletes</td>
<td>5,790</td>
</tr>
</tbody>
</table>
In 2015, employment in sport across the EU-28 ranged from 0.1% of total employment (in Romania) to 1.6% in Sweden.

In most EU Member States, sport accounted for below 1% of total employment. As well as in Sweden, employment in sport stood at over 1% in four other EU Member States: the United Kingdom, Finland, Denmark and Spain.

2011-2015, sport's share in total employment increased in most countries, sometimes above 10% (Portugal, Slovakia, Hungary and Luxembourg).

*EUROSTAT statistics*
STATISTICAL ANALYSIS OF COACHES’ EDUCATION
(relationship with national employment)

People with tertiary education employed in sport, 2011 and 2015 (%)

Note: Data on people with tertiary education in sport not reliable and therefore not published for Bulgaria, Estonia, Latvia, Lithuania, Luxembourg, Malta and Romania.
(‡) Low reliability for 2011.
(§) Low reliability for 2015.

*EUROSTAT statistics
CLUSTER ANALYSIS OF COACHES’ EDUCATION

- Data collection addressing an open ended questionnaire on 5 items
- Items to 21 Italian Olympic NSF's VET managers
- Dendrogram: using the average bond in second level of coach qualification

* FIGC was not considered in this study
DISCUSSION OF THE RESULTS

COACH EDUCATION AND ENHANCEMENT

1. According to SPILLS 2.0 study “Coaching provision and development” (pillar 7) remain relatively underdeveloped
2. Better collaboration and dialogue between Irish Statistical Bodies, Universities and National Olympic Committee to provide appropriate education programmes tailored at sporting employment
3. Further systematic studies are needed, using clear definitions of sport, education and employment

CONCLUSIONS
DISCUSSION OF THE RESULTS

CONI education programs influence the 14% of employment in national sport sector

The salaries have a very wide range and contract types are heterogeneous and not all regulated by specific laws

The economic impact of sport is very influenced by the industrial sector (relate to producing goods and manufacturing) and the organization of events

The employment of sport related jobs is low and most of it is included in the non-competitive sports
CONCLUSIONS

1. According to SPLISS 2.0 study “Coaching provisioning and development” (pillar 7) remain relatively underdeveloped.

2. Better collaboration and dialogue between Italian Statistical bodies, Universities and National Olympic Committee to provide appropriate education programmes finalized at sporting employment.

3. Further systematic studies are needed, using clear definitions of sport, education and employment.
COACHES’ EDUCATION AND EMPLOYMENT IN ITALY

IN SPORT WE WILL NEVER FIND CONVINCING SOLUTIONS IF WE CONTINUE TO LOOK FOR THEM OUTSIDE OF IT

Alberto Madella