



Sports Career transition – fairness in sports labor market

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Romana Caput-Jogunica, Croatian Fair Play Committee

Athletes - national ambassadors and promoters





Top level athletes as the role models for successful society (D. Butković, 2014)

Working ethics of top level athletes as role models

“The amount of physical effort required for top level results is physically and psychologically impossible for the majority of average people as well as the physical pain that top level athletes have to endure during competitions is unimaginable for 99,9 % of people in worldwide society”

“The system of each society is not in correlation with the sports results: for example the accomplishment of many top level athletes is the result of athletes themselves, their families who have believed in them and financed them (especially at the beginning of their career) and of course of their coaches and other sport support staff”

It would be useful for society to learn from the top level athletes !!

*"Former athletes might be seen as a **good investment for society**. They are used to working hard and can be a good resource for a society in case of successful adaptation after sports career termination"* (Alfermann et al, 2004)



Content of the presentation



The current situation related to dual career
Sports career transition - dual career and employment
- recruitment

Results of the EU projects (A2B), studies...

EU Guidelines on Dual Career of Athletes (2012)

Mission:

**What should we do to support athletes in
sports career transition?**

**How could FAIR PLAY MOVEMENT be involved
in this process?**



- ☐ first Athletes Forum of the IOC Athletes Commission (IOC AC) held in 2002
- ☐ European year through sport (2004)
- ☐ Dual career - process - to combine education, sporting life and the beginning process of their career
- ☐ Studies: obstacles, barriers and opportunities that athletes face during these years

Espwall at all, (2004)

- the educational involvement (childhood, adolescence)
- in most sports - 15 to 25 training hours per week
- time expenditure **in school** ranges from 25 to 35 hours per week
- **in universities** - these values are widely exceeded + + + + +
- **additional demands:** result from homework, studying, changeover, passages, and competition trips
- manifold structural models of cooperation between **high-performance sport organisations and educational institutions** were built up in diverse systems in Europe



How can athletes obtain a top-level sporting achievement with education and a career to strengthen their transition from sport into the labour market into a job where athletes can leverage their strengths to further contribute to society? (Athletes2Business project)



Sports secondary school Zagreb, pannel disucssion with athletes, December, 2013

- the on-line questionnaire
- 600 athletes responded
- **219** were under the age of 21
- easier to combine sport and secondary school that sport and tertiary education or a profession
- 76% of athletes - concerned about making the transition from sport to education or a professional career

"As sportsmen mature and grow, problem and conflicts increase after secondary education as athletes engage in dual career and need to address increasing challenges."

"The majority of athletes state that their school or university education suffers from the time constraints imposed by their training."

Situation in Croatia



- 654 pupils (ages 15-20, 337 male athletes and 227 female athletes – participants of the Croatian Sports Secondary Schools Sports Association
- (handball, basketball, volleyball, track and field, table tennis, badminton and cross) (2013)
- **26 questions:** ages, sports career duration, sports' categorization and the rights related to the sports status, top sports achievements, interest related education and career, environment support and special conditions in educational system
- **31,7% athletes-pupils** - problems in elementary school **rarely** and 46 (7,6%) very often
- **secondary school education** - problems with adjustment and professors comprehension have had more athletes-pupils;
- 262 (**43,1%**) **rarely** and 62 (10%) very often

Special conditions for athletes in educational system

Recognized and confirmed conditions for athletes in educational system

	F	%
1. mentor or coordinator	119	19,57
2. opportunity for negotiation of an exams time	365	60,03
3. opportunity for on-line homework	31	5,09
4. agreement and cooperation between sports club and school	269	44,24

Analysis of top level athletes from Split



Munivrana et al, 2013

"with higher education former athletes have more chances in different services, in private and public sector"

73 top level former and active athletes in Splitsko-Dalmatinska County

- achieved the **medal at Olympic Games, or at World or European competitions**
- the majority of athletes have **secondary education (42%)**
- athletes with vocational college education (37%)
- **higher education (14%)**
- 7% athletes have the student status at the University in Split
- related to employment only 4 (5%) of athletes are unemployed (all of them have secondary education), while 12 (6%) are still professional athletes and **28 (38%) are employed in sport and other services:**
17 with higher education are employed in other services, while the athletes with secondary education are mostly employed in sport as coaches, secretaries in different sports organisation (sports clubs, sports association, etc.)



international athletes (Olympians) tend to be better able to combine sport and professional careers when compared to other high performance athletes (non-Olympians)

"By participating in international and national events athletes have the opportunity to establish international networks pertinent for their professional career goals, also Olympians have to face greater pressure and demands and have to be more ambitious and disciplined compared to non-Olympians."

Dual career and employment

From a business perspective - traditional process that companies practice is hiring base on known, past experience, experience that is articulated in a CV

- past experience is different it **can exclude an athlete just because of a practiced process** (promotion career day...)
- Therefore many **companies can miss the “career potential” of an athlete only because they have a unique background and a process that can exclude this**
- **most companies do not have the time to research and learn the advantages that offset the perceived challenges**



A2B guidelines for business to promote dual career

- The key recommendations are aimed at:
- establishing appropriate measures to strengthen collaboration between enterprises and actors of dual career,
- promoting further development of current activities,
- raising awareness in general and on existing initiatives that should be recommended or enforced



Guidelines for Action

1.National authorities should support initiatives facilitating the involvement in business

French transportation enterprise RATP active in sports sponsorship, entered an agreement with the French Ministry of Health, Youth and Sport to hire active athletes recommended by the Ministry.

full time remuneration while benefiting from a less intense work load. The salary differential is compensated by federal budget and the enterprise my additionally profit from tax incentives.

2.Business should be open and available for dialogue

The Austrian Career after Sports (KA:DA) initiative developed by the Austrian Sports Aid Foundation in association with national employment service
The German Sports Minister Conference, the German Olympic Sports Confederation and the German Chamber of Industry and Commerce adopted a common agreement on "High Performance Sports and Career Industry and Commerce related Jobs"

KA:DA collaborates with the Institute of **Economic Promotion of the Austrian Federal** which further facilitates access to and links with the labour market.

G: to provide optimized **dual career planning for high performance athletes**. The agreement focuses on **providing expert advice for business, sport clubs and Olympic training centres in issues relating to vocational and educational training and employment**

3. Business Should Open Up General Recruitment

sponsorship, **agreements sports sponsors in particular, should commit to offer athletes the opportunity to gain working experience in their enterprise**

Adecco hires athletes into its business through employment opportunities ranging from internships, part time, and full time employment.

4. Businesses Should Consider Structural Advancements and Innovation

French RATP Top Athlete Program

flexible working arrangements adapted to the changing employment needs during their career. Coherent communication strategy both internally (seminars) and externally (local media)

5. Business Should Participate in Networks

The Finnish Sports Academy Network

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comprising diverse actors of dual career, the employment provider Adecco Finland involving small and large sized enterprises throughout the country

6. Athletes Should be made aware of existing opportunities with the labour market

Finnish Sport Academy Network has a multiplier effect in efficiently informing athletes on the services available to them

Retirement process

- According to Wyllemen et al, 2004 - the typical **age of retirement varies for athletes competing in different sports**, depending on each sport's physical demands and requirements
- The majority of athletes have retired at younger ages when they need to move into their occupations and career which often require new skill sets (Cosh et al, 2014).
- CeciĆ-ErpiĆ et al. (2001) study on 85 former elite Slovenian athletes (aged 21-44 years) who had ended a sports career on international or national level in one of 16 Olympic Sports:
- the sports career termination process, which incorporates both, athletic and non-athletic aspects, **provides a more complex and multifaceted perspective of the course of athletic retirement and adaptation to post-sports life**
- **several factors** are "weighted" in the decision-making process and become responsible for an athlete's decision to terminate his sporting career
- Factors: **to sport** (de-selection, stagnation, injuries) and others to the **future life** (job offer, wish to start a family).



HRVATSKI OLIMPIJSKI ODBOR

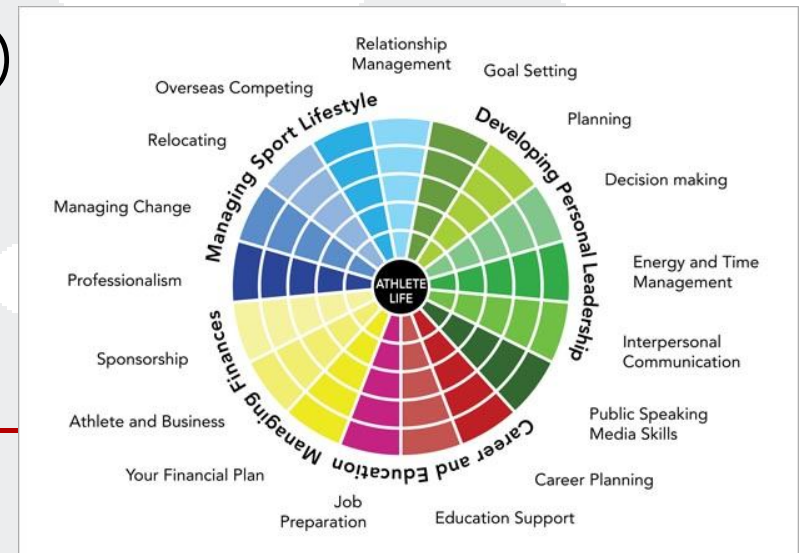
What can be done to support the athletes in dual career process and transition by the national authorities, sport organisation, fair play organisation, business and the athletes themselves?

EU Guidelines on Dual Career of Athletes (2012)

As inspiration for the formulation and adoption of action-oriented national dual career guidelines

Policy areas, Education, **Employment**, Health, Finance...

- Combination of work and sport
- Transition to the post-sport career
- Social dialogue
- Guidelines for action (17-20)



A2B project

"the majority of athletes **feel a disadvantage when looking for a job because they have developed different experiences and skills** while the regular job seekers appear more traditional.

What many athletes cannot translate are the **skills and attitudes that make them an elite champion into the language of business**. It is translation that is difficult without a **career coach**."

EU Guidelines

"athletes **need to be trained to understand the labour market and how they can make a positive contribution to the objectives of their employers** through their competences and learning experience in sport - sponsorship contracts should include a clause on dual careers, with enterprises committing to offer career opportunities to sportspersons fulfilling the profile requirements."

Some MS provide guarantees of employment or preferential recruitment based on sporting performance

- policy for the recruitment of retired elite athletes in the public sector
- some of the best athletes are employed by the State on the basis of a special agreement granting them employment during the time they are actively involved in sports

Slovenia (T. Jagodić, Olympic Committee)

- “special agreement, by which it committed itself to employing a definite number of top sports athletes and trainers by three Ministries, as follows:

- the Ministry of Defense,
- the Ministry of the Interior
- the Ministry of Finance

Croatia (Ministry of Defence, negotiation with the Ministry of the Interior.... National sports organisations, local sports government



Some of the activities in Croatia

- Project Atletes and Education (2012-2016)
- Promotion days "Career with sports career" (2013-2014)
- Document: Recommendation about the special condition for the categorized athletes in higher education (Croatian Rectors Conference)
- Agreement between the Croatian Olympic Committee and the Croatian Rectors Conference
- National Programme for developing career and career after sports career (2014-2020) – Ministry of Science, Education and Sport of the Republic of Croatia
- Career supporting programme (Croatian Olympic Committee) – new programme

The possible role of the fair play organisations in the field of dual career

- About the importance with the national authorities
- Share good practices

**Communi-
-
cation**

**Long term
strategy**

- support and follow the activities related to dual career (agenda)
- evaluation and monitoring the topic related dual career (coaches, labour market...)

- Network
- Promote fair education access

**Pilot
projects**

Cooperation

- With the partners (Association of European Journalism, ENGSO...)
- Publishing material in the Fair play news

Thank you for the attention!

