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The “WIFI & SportsFoundation - Academy” - Crossing Borders between Top-Sports Training and Vocational Training

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A2B AthletesToBusiness, 13 July 2010, Vienna

The Project “WIFI & SportsFoundation-Academy”

In the Focus: The Career after the Career

A unique project supports and escort top-athletes during their sports-career with taylormade vocational education and training (VET)

A Common Project can mean: $1 + 1 = 3$

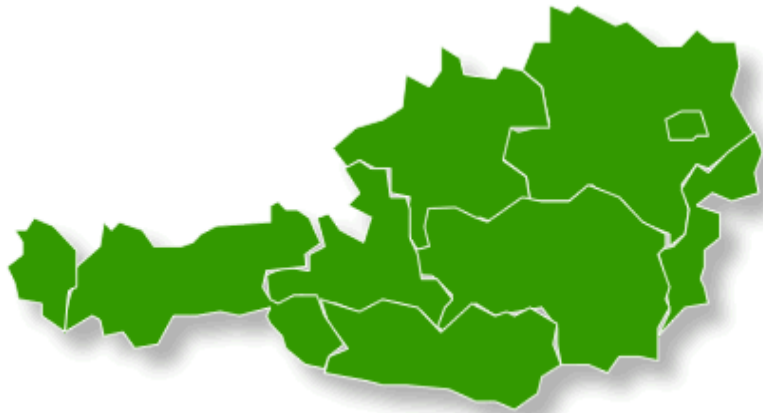
- Foundation of the „WIFI Sporthilfe Akademie
- Partners: WIFI Österreich and Österreichische Sporthilfe

Why? Sports and Economics have a lot in common:

- Successful athletes and successful entrepreneurs have similar attitudes: Focussing on goals, will to win, ambition, motivation
- „Sports“ in Austria means added value of € 6 Billions
- „Sports“ in Austria means appr. 100.000 jobs

WIFI in Facts & Figures

- 9 Main locations and 80 branches in Austria, app. 20 partners worldwide



- 340.000 Participants
- Average age: 32
- Female 46 %, Male 54 %
- 30.000 Courses
- 12.000 Trainers
- Market share: 20 %

Österreichische Sporthilfe (ÖSH) in Facts & Figures



- Founded in 1972 by the Austrian Government connected at the Bundesministerium für Landesverteidigung und Sport (Federal Ministry for national defence and sports) and the Federal Sports Association, Austrian Federal Economic Chamber and the Austrian Olympic Committee
- Austrias most important promotion-institution for „individual“ top-athletes
- Athletes get financial and mental support
- 350-400 top athletes are supported per year
- Budget(Fundraising): appr. € 1,2 Million

The Programme :

Objective: Support and escort top-athletes during their sportscareer with taylormade vocational education and training.

Optional: Further career counselling

Support in getting a job: KA:DA

Vocational education/training (courses, seminars in training institutes, school, university)

Important: Flexibility of vocational training-program because of intensiv sports-training and competition-program

Career/Educational counselling and development of an individual plan

Potential-Analyses = Series of Tests

„Position-Finding“

Success of the WIFI & SportsFoundation-Academy so far:

- 200 Austrian top-athletes Sportler/innen passed the „Potential Analyses“
- approx 1/3 startet already VET
- Demand: Examinations qualifying for university entrance, Event-Management, Wellness, Foreign-Languages, Applied Data Processing / Information Technology
- AND: A lot of the participants think of Entrepreneurship !

A good project - but there are some questions left and a current study can give answers....

Hadschieff M., Schmid K., Elsik M.: Begleitende Bildungs- und Berufsberatung für Sportler/innen. Wien 2010

Survey by Österreichische Sporthilfe (Austrian SportsFoundation), WIFI Austria and ibw (Institute for Research on Qualifications and Training of the Austrian Economy)

The Survey - Aim and Method

- Representative (online) survey among active athletes regarding their education and athletic careers, emphasis on the compatibility of the two.
- **Population and survey participation:** In March 2010, a total of 590 athletes were contacted by e-mail and were asked to participate in the survey.
- After Reminder, the questionnaire was ultimately completed by 325 athletes. Response rate: 55 %.
- The proportion of women in the population was 32 % which reflects the gender distribution correctly.
- First findings June 2010, Endreport Summer 2010

Focus of the survey includes topics as for instance:

- What are the obstacles/hindrances to start/continuing your education?
- How interesting or necessary could an accompanying educational/career counselling program be?
- How could this kind of accompanying educational/career counselling program be designed to make it appealing to active athletes so that they take advantage of it?
- How difficult is the transition from your sports career to the working world?

First Findings

The following charts give first impressions to

- **Occupations of athletes -
How do athletes earn a living**
- **Education in addition to an athletic career**
- **Plans for the future, potential**
- **(Very first) Conclusions and starting points for
further measures**

Chart 1: Average of the weekly hours during training and competition-phases

Proportions by gender for summer and winter sports

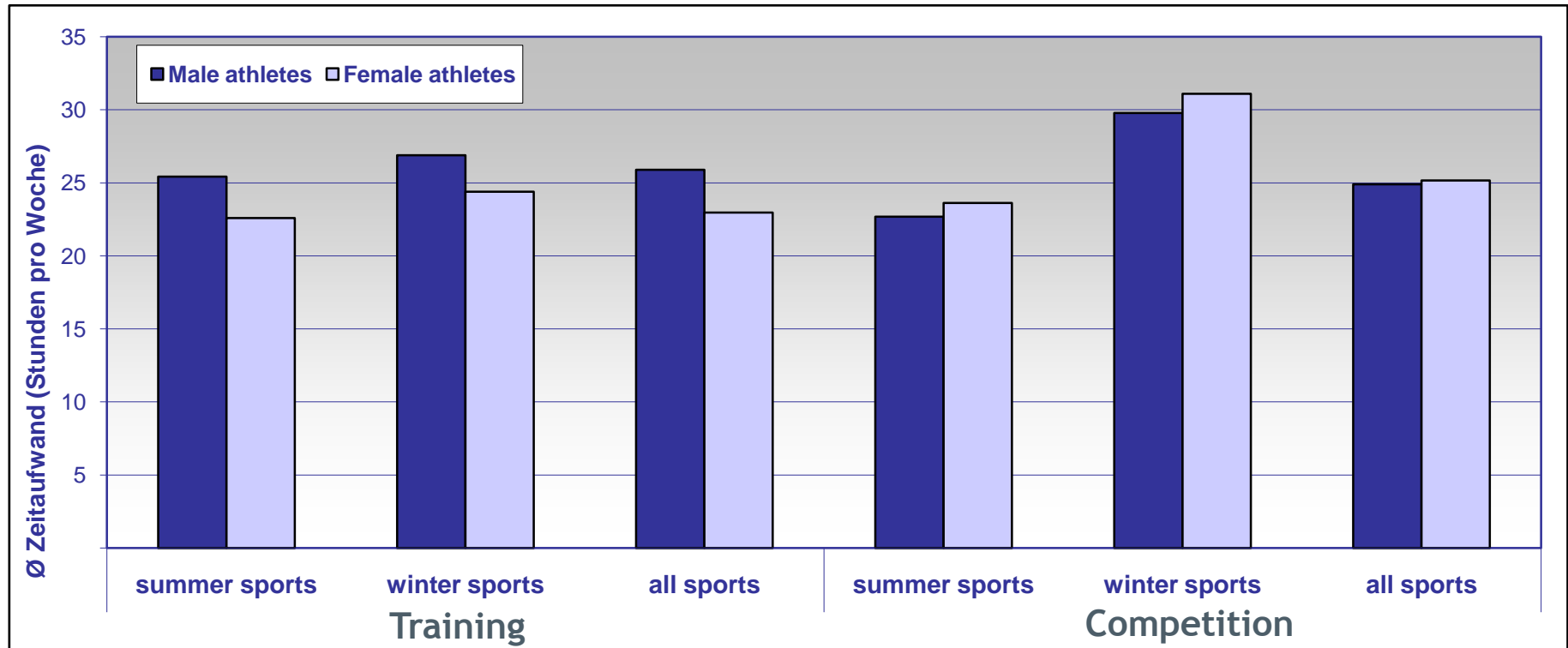


Chart 2a: Ways of earning a living, Proportions by gender

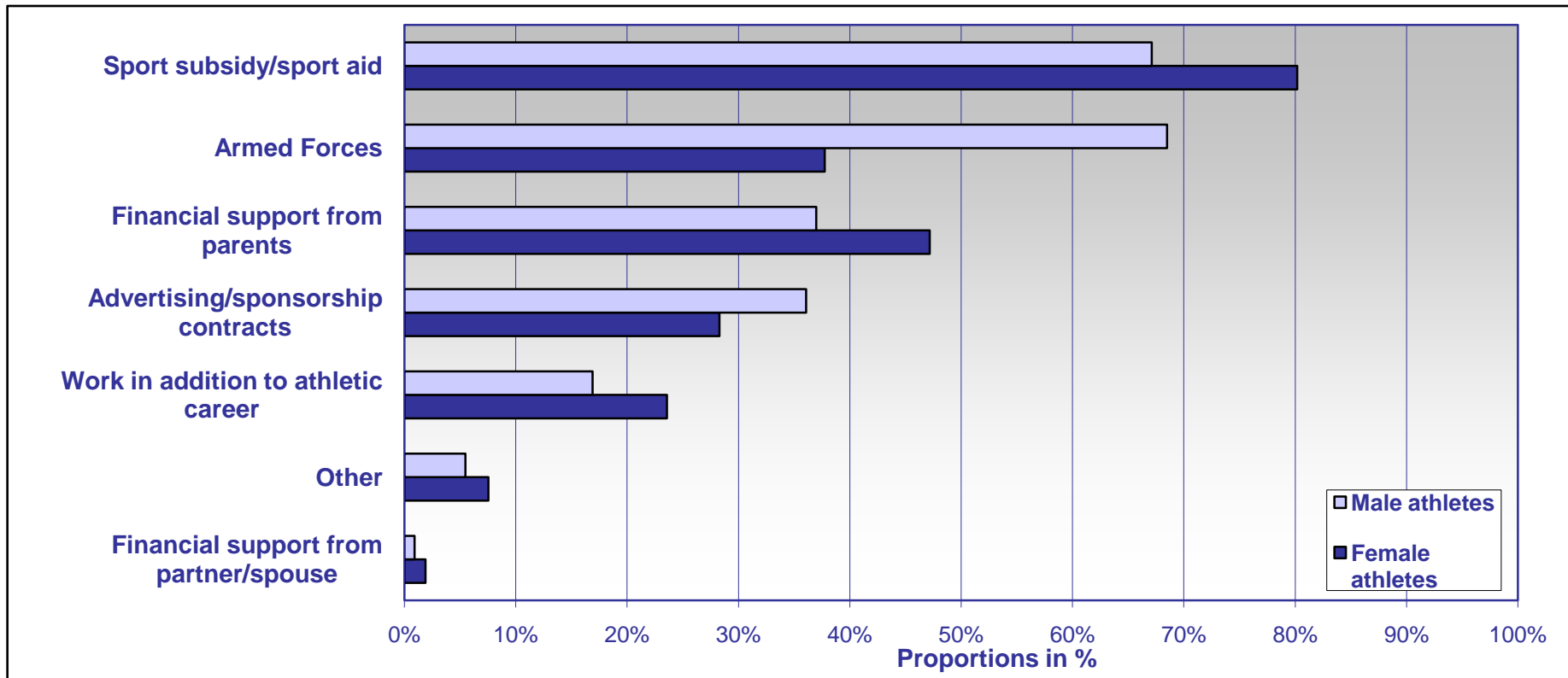


Chart 2b: Ways of earning a living, Proportions for summer and winter athletics

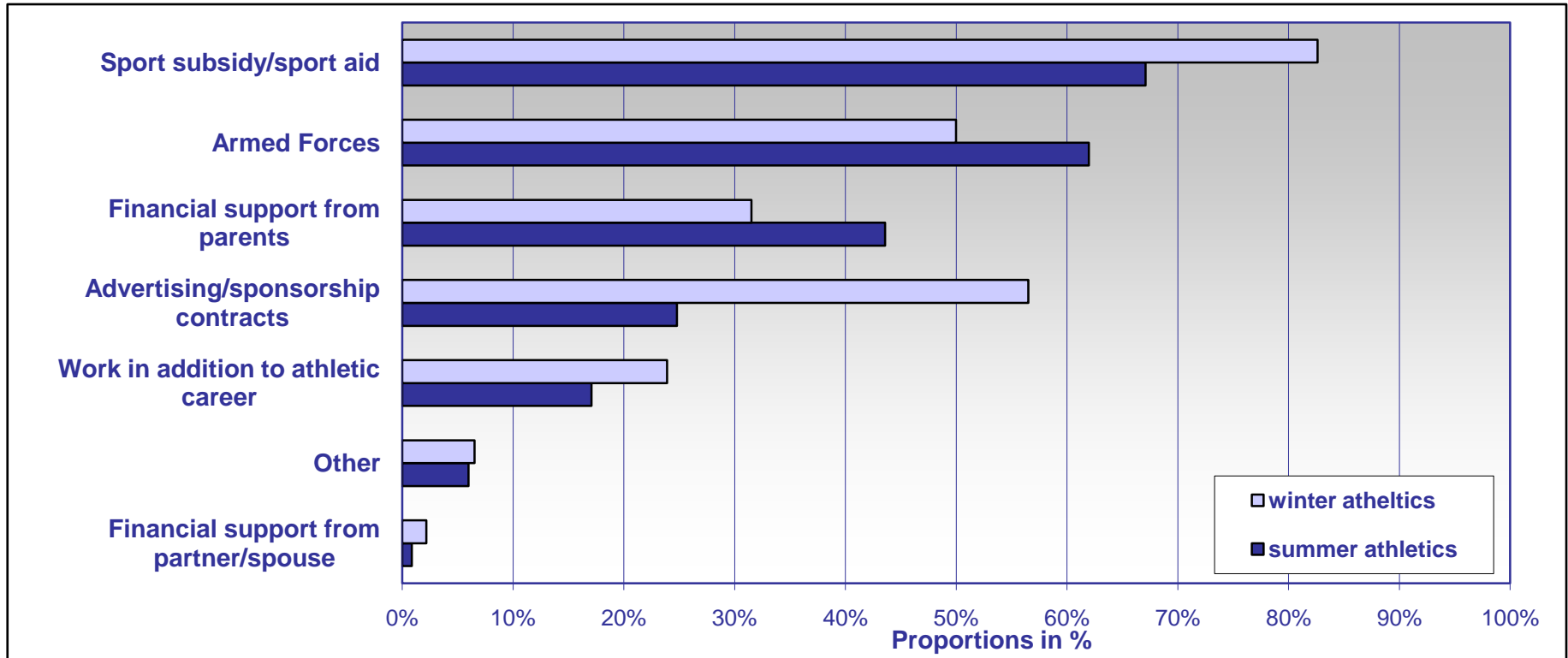


Chart 3a: Reasons why athletes work, Proportions by summer and winter athletics



Chart 5b: Top-athletes and their highest formal educational degree, Proportions by summer/winter athletes

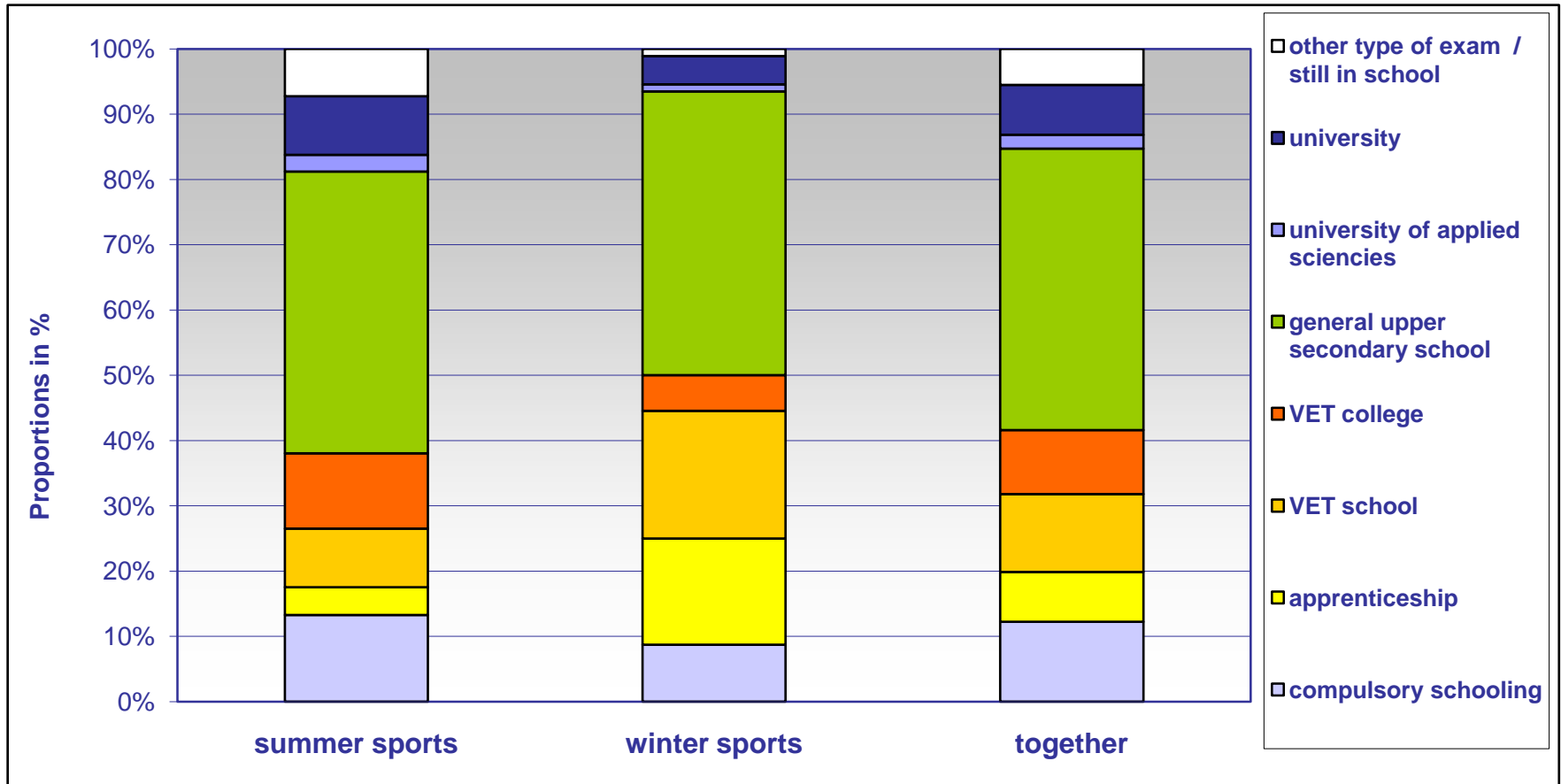
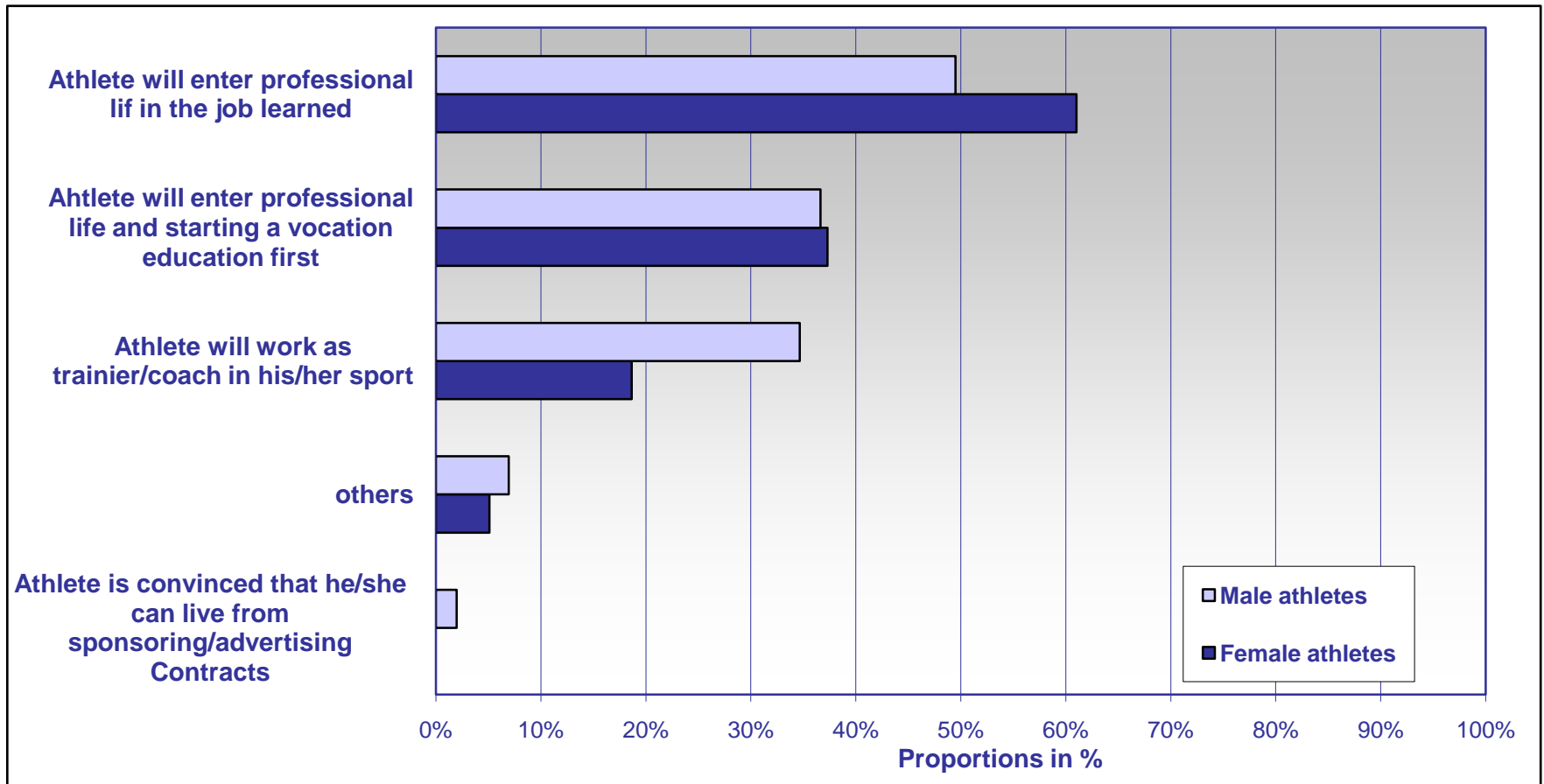


Chart 8: Professional/Job-ideas of top-athletes after the sports-career, Proportions by gender



Conclusion and starting points for further measures (1/2)



WIFI & SportsFoundation-Academy and other similar projects (eg KA:DA) at the crossing of support of the top-sports directly and social support of athletes are of very high value

Importance of a „second standing leg“ beneath the sports-career

-> A social signal already to the young top-talents and their parents

Idea of a closer connexion of financial support (e.g. of the ÖSH) with activities for a professional working life after the sport, by

- an obligatory Potential Analyses as a starting point
- and evidence of „educational activity“ every year

Conclusion and starting points for further measures (2/2)

Importance of involvement of the trainers and the different sports associations in „thinking of the future after the career“.

Special Cooperations with Educational Institutions, e.g.:

- regarding times of presence in the courses
- eLearning elements
- development of special courses in relevant ways of VET

Finding and working on common points of attachment with similar projects (like KA:DA, ...) with the aim to support in the integration of top athletes into working life.

BUT ... Restrictions to all ideas: Budget/Staff...

Austrian Top Athletes like Fabienne Nadarajah, Werner Schlager and Gregor Schlierenzauer are convinced

Von der Schwimmbahn zur beruflichen Laufbahn!
Fabienne Nadarajah am Karrieresprung



WIFI/Rafaela Proll

Vom Top-Spieler zum beruflichen Big Player!
Werner Schlager immer am Ball



Vom Weitenjäger zum Karrieresprung!
Gregor Schlierenzauer am Höhenflug



WIFI/Michael Hoff

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Thank you for your attention.