



Athletes 2 Business



Agenda

- I. Introduction
- II. Dual career in Austria
- III. Dual career programme KA:DA



I. Introduction

Organisation of sport in Austria

Governmental Structures

- Ministries
 - Sport**
 - Education**
- Regional sport organisations

Non-governmental Structures

- Austrian Sports Confederation
- Austrian NOC
- **Sporthilfe**
- Top Sport Austria



II. Dual career in Austria

Secondary level:

- School autonomy since 1962
- Focus: sport

II. Dual career in Austria

Secondary level:

- 110 Sports High Schools
- General sports orientation
- Principal characteristic: increase of 3-4 hours per week in PE
- In addition: Voluntary training sessions, increased participation in competitions and a greater number of school events (winter and summer sports weeks)
- Admittance: PA tests



II. Dual career in Austria

Secondary level:

- Ski-sport oriented high schools (alpine and nordic) (9)
- Training: 12 hours/ week
- Not all athletes reach top level → vocational training in related fields (e.g. coaching, ski instructor)
- Admittance: PA tests



II. Dual career in Austria

Ski-oriented Middle and Upper Schools:

- Schools with an alpine sport focus
- Close cooperation/ coordination with the Austrian Skiing Federation regarding training and schooling
- Admittance: PA tests



II. Dual career in Austria

Sports Academy

- Broad practical sports training
- Emphasis on sport science
- Training: 7-8 hours/ week



II. Dual career in Austria

Schools for competitive athletes

- Experimental schools for young performance athletes offering broad practical sports training
- Provide framework for high performance sport and school education
- Training organised and financed by training centres and/ or sport federation
- Class times are determined by training requirements

II. Dual career in Austria

Upper secondary level:

- 1199 young athletes attended sport schools in the school year 2006/2007
- 48 sport disciplines
- Additional school year
- Combining education and training

II. Dual career in Austria

After secondary/ compulsory school:

- No scientific data
- Sports in the army
- Scholarships (Sporthilfe, Top Sport Austria)



II. Dual career in Austria

Tertiary level

- No specific cooperation
- No formal special arrangements
- Flexible university (planning of exams, postponing exams)
- Small number of programmes via distance learning (not sport specific)
- Contrast between Austria and Finland



III. Dual career programme KA:DA

Karriere:Danach – Career after sport

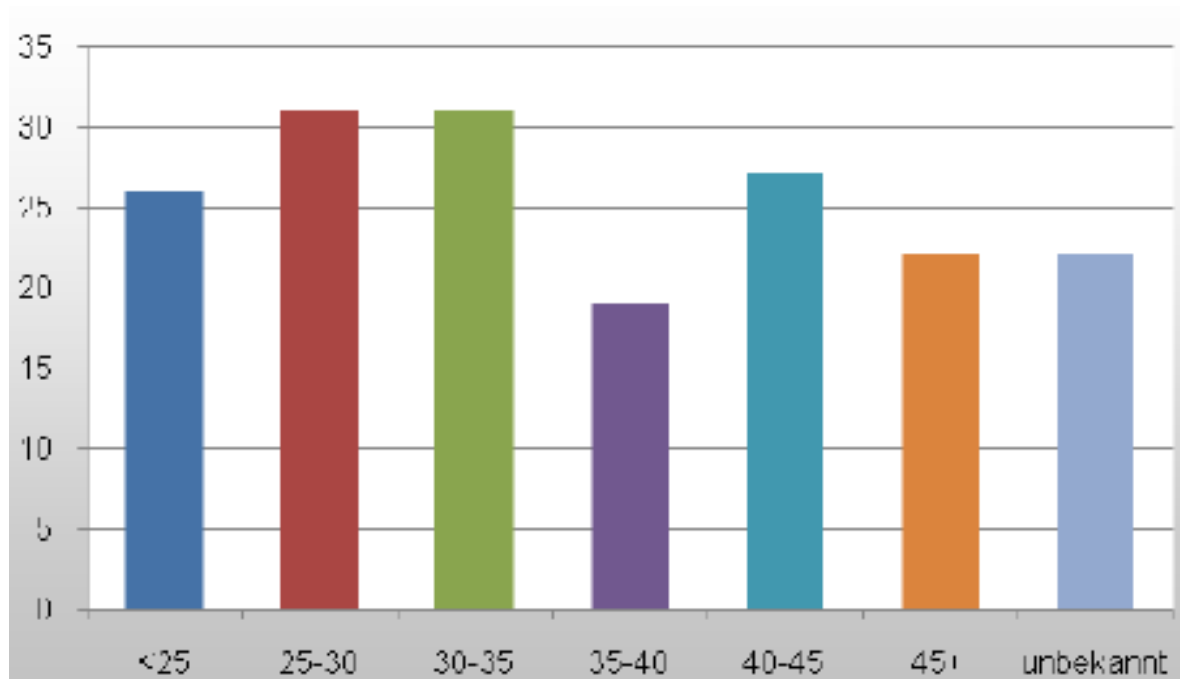
- Running since 2006 as a project (240 clients)
- Efforts to institutionalise KA:DA
- Security net for both athletes and coaches (!!!) seeking employment



III. Dual career programme KA:DA

Facts and figures

- Age of clients



III. Dual career programme KA:DA

Facts and figures - Education of clients

- **Compulsory education:** 21%
- Apprentice/ Mason: 27%
- Grad. upper sec. school: 31%
- University graduate: 6%
- University drop out: 3%
- Unknown: 12%



III. Dual career programme KA:DA

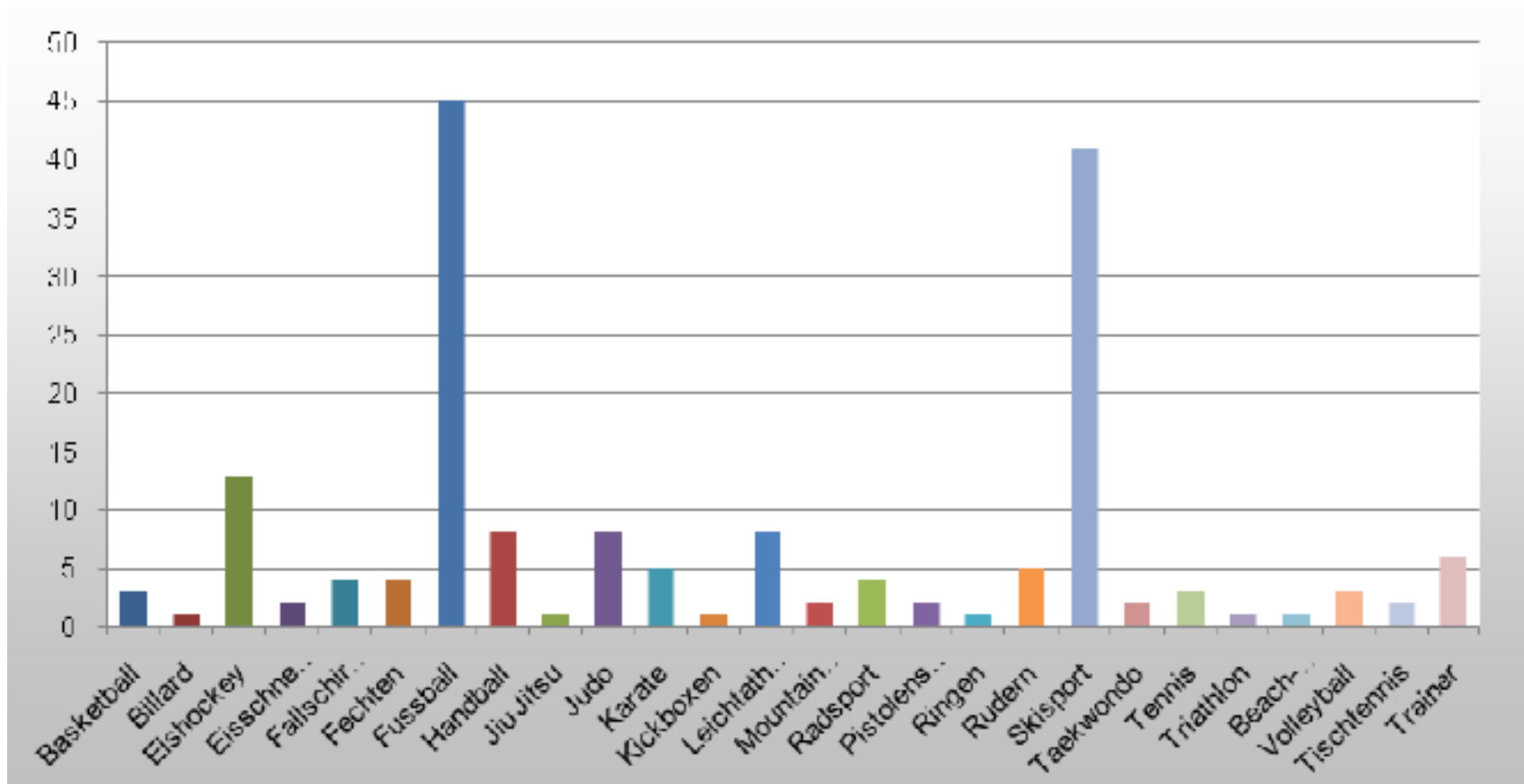
Facts and figures – situation after sports career (athletes)

- 57% do not have a professional training
- 25% graduates of vocational training schools
- 13% attend university, colleges
- 2% attend other courses
- 3% unknown



III. Dual career programme KA:DA

Facts and figures – Athletes come from the following sport disciplines



III. Dual career programme KA:DA

Facts and figures

- 77% of clients start a job
- 6,1 months



III. Dual career programme KA:DA

Cooperation

- Sporthilfe
- Austrian employment service AMS
- Various ministries (sport, education)
- Businesses



SWOT and dual career in Austria

STRENGTHS

- Running programmes
- Financial capacity
- Interest of athletes

OPPORTUNITIES

- “Good” labor market
- “Good” structures of stakeholders
- Public support

WEAKNESSES

- low awareness level of SO, coaches
- Low know-how
- No specific network
- No institutionalisation

THREATS

- Budgetary constraints
- ACP not recognised by stakeholders
- Less effective ACPs

Recommendations

How can we Use each Strength?

- Cooperate/ help other SO to implement an ACP
- Extend the programme
- Use athletes for mouth propaganda, testimonials

How can we Stop each Weakness?

- Provide information and thus raise awareness
- Set up a specific network
- Institutionalise KA:DA

How can we Exploit each Opportunity?

- Bring relevant stakeholders together
- Set up cooperation agreements
- Implement more extensive programmes with public support

How can we Defend against each Threat?

- Secure funding
- Provide high quality programmes

