

*are we ready to fight for HEPA human resources
as professionals in the UE market?*

KEY CHALLENGES FOR HUMAN RESOURCE IN SPORT IN EUROPE



Cassino, Italy

January 31st-February 2nd 2011

Toni Llop

Ubae

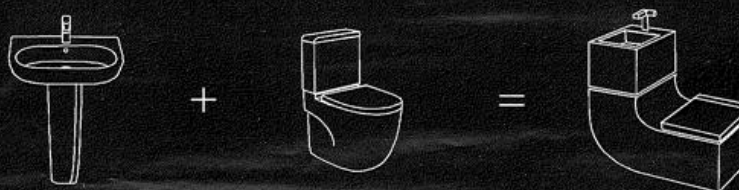
index

Human resources related to...

- entities
- infrastructure
- political approach
- market
- person (professional or volunteer)
- ... challenges & skills



entities



DISEÑO + SOSTENIBILIDAD = W + W

The challenge to change

W+W es el resultado de la ambición de Roca a la hora de incorporar soluciones nuevas, únicas e innovadoras en los espacios de baño. Una solución que combina diseño y sostenibilidad al unir el inodoro y el lavabo en una sola pieza. Su sorprendente diseño lo hace ideal para espacios reducidos, pero su gran aportación es la tecnología que permite reutilizar el agua usada en el lavabo para llenar la cisterna del inodoro. Un producto único que Roca ha hecho realidad.

Roca

THE LEADING GLOBAL
BATHROOM BRAND
www.roca.com

MODEL OF MANAGEMENT

ENTITY GOALS

- Voluntary leaders
- Focus in the service to the Community (social service)
- Promotion of the values of the physical activity

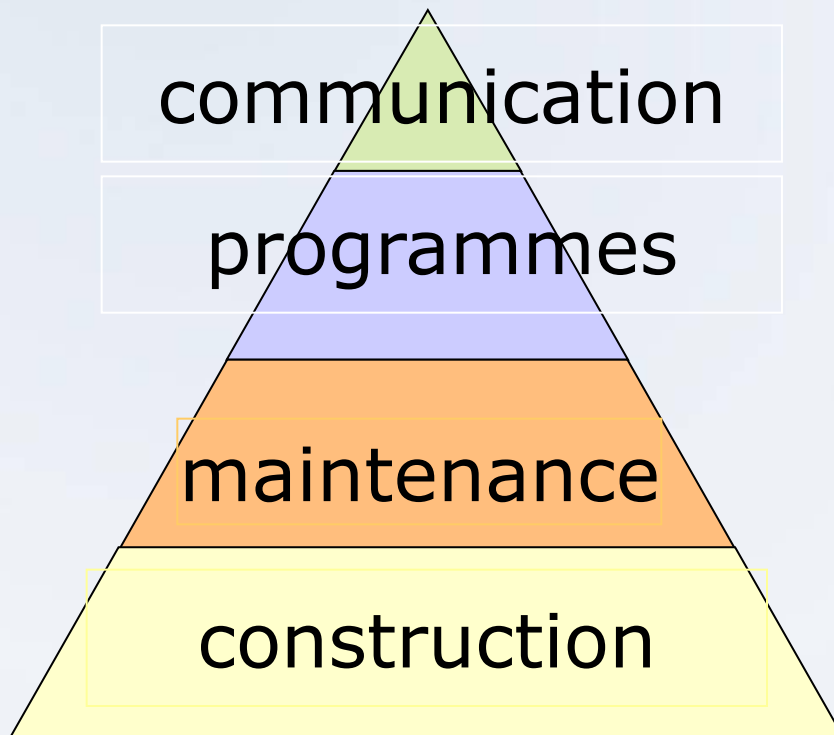
Integrating actions
and synergies

BUSINESS AREA

- Management of sport infrastructure / programmes
- Offer of activities
- Quality of services
- Sales training: focus in users and clients
- Market conditions: competitors

Image recognition
**Social and
economical
sustainability**

Development of sport **infrastructure**



Sport infraestructure...2.000

The economic dimension of sport

- Sport is a dynamic and fast-growing sector with an underestimated **macro-economic impact**, and can contribute to the Lisbon objectives of growth and **job creation**. It can serve as a tool for local and regional development, urban regeneration or rural development. Sport has synergies with tourism and can stimulate the upgrading of infrastructure and the emergence of **new partnerships** for financing sport and leisure facilities.
- A study presented during the Austrian Presidency in 2006 suggested that sport in a broader sense generated value-added of 407 billion euros in 2004, accounting for 3.7% of EU GDP, and employment for **15 million people or 5.4%** of the labour force. This contribution of sport should be made more visible and promoted in EU policies
- Sports financing (**fess**, gambling, merchandising, rights...)

<http://www.who.int/dietphysicalactivity/pa/en/index.html>

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World Health
Organization

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Global Strategy on Diet, Physical Activity and Health

[WHO](#) > [Programmes and projects](#) > [Global Strategy on Diet, Physical Activity & Health](#)[printable version](#)

Physical Activity

Physical activity is defined as any bodily movement produced by skeletal muscles that requires energy expenditure.

Physical inactivity, (a lack of physical activity) is an independent risk factor for chronic diseases, and overall is estimated to cause 1.9 million deaths globally.

Physical activity:

- Is a key determinant of energy expenditure, and thus is fundamental to energy balance and weight control.
- Reduces the risk of coronary heart disease and stroke
- Reduces risk of Type II diabetes
- Reduces the risk for colon cancer and breast cancer among women.

For physical activity, it is recommended that individuals engage in adequate levels throughout their lives. Additionally to the above mentioned benefits, being physically active also has social and mental health benefits.

Different types and amounts of physical activity are required for different health outcomes: At least 30 minutes of regular, moderate-intensity physical activity on most days reduces the risk of cardiovascular disease and diabetes, colon cancer and breast cancer. Muscle strengthening and balance training can reduce falls and increase functional status among older adults. More activity may be required for weight control.

Increasing physical activity is a societal, not just an individual problem. Therefore it demands a population-based, multi-sectoral, multi-disciplinary, and culturally relevant approach.

Physical Activity Information Sheets

[Benefits of Physical Activity](#)[Myths about Physical Activity](#)[Physical Inactivity: A Global
Public Health Problem](#)[Recommended Amount of
Physical Activity](#)[Physical Activity and Young
People](#)[Physical Activity and Women](#)[Physical Activity and Older
Adults](#)

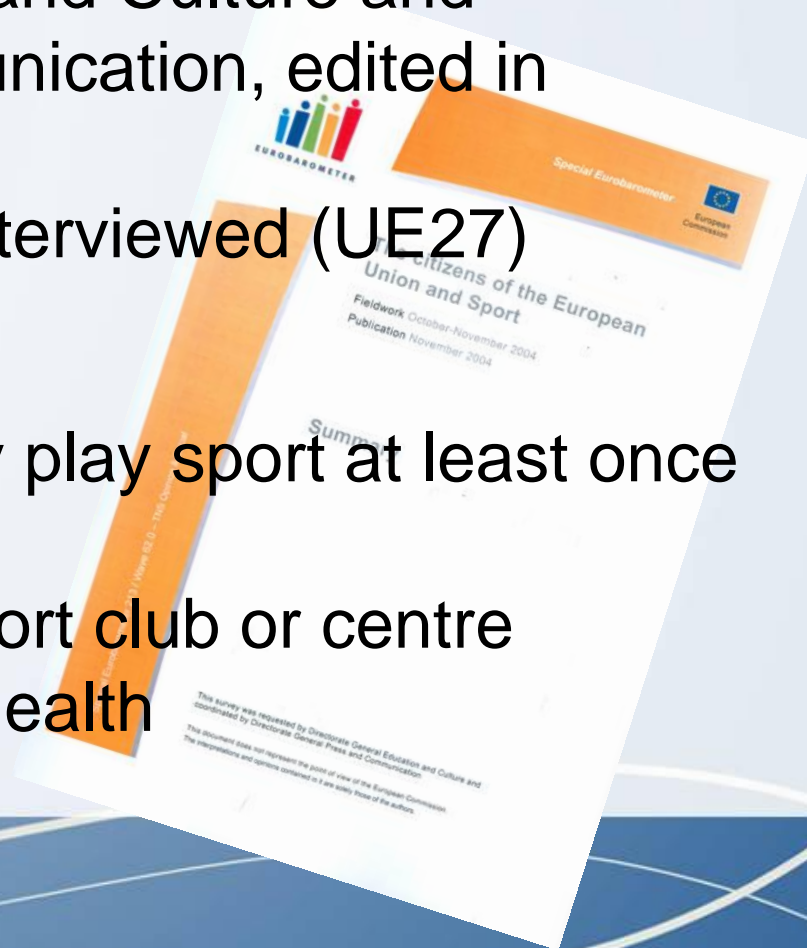
SPECIAL EUROBAROMETER (OCT'09) SPORT AND PHYSICAL ACTIVITY

Requested by the DG Education and Culture and coordinated by the DG for communication, edited in February'10 febrero'10

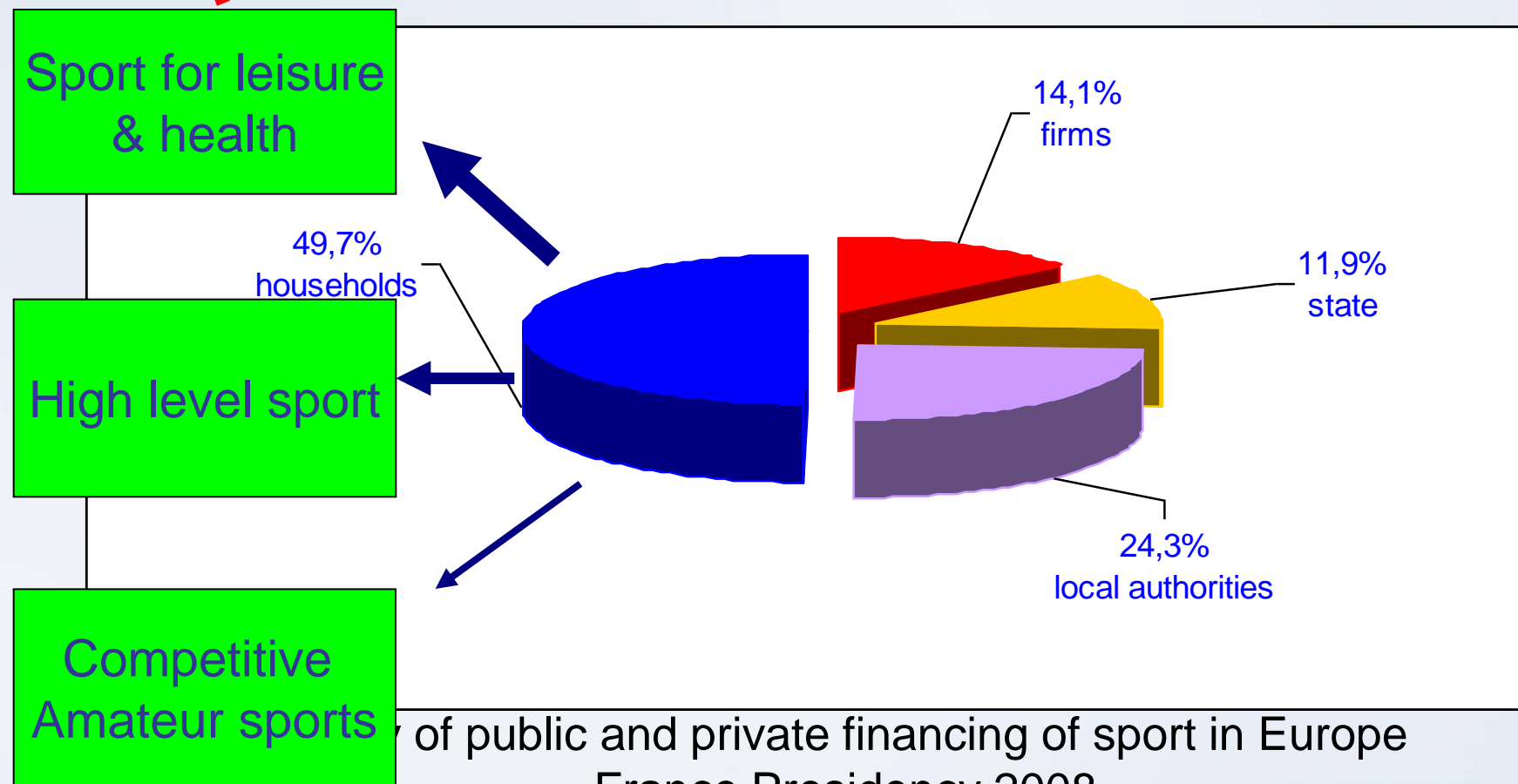
26.788 European citizens were interviewed (UE27)

Main findings:

- 40% of EU citizens say that they play sport at least once a week
- 67% are not members of any sport club or centre
- 61% exercise for improve their health



SPORT FINANCING IN EUROPE



of public and private financing of sport in Europe
France Presidency 2008

person

WHY HUM

1).-Services enviro



ity

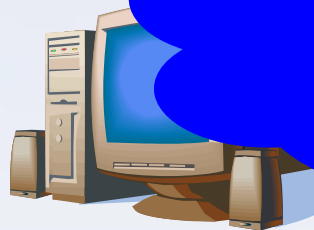
uitment, training,

PERSONAL SKILLS

Capabilities, curricula,
certification, training....:
aptitudes

Team working,
compromise, flexibility,
chances,

50% /
50%



KNOWLEDGE

hardware

profile)
on to
customers, creativity,
communication skills.



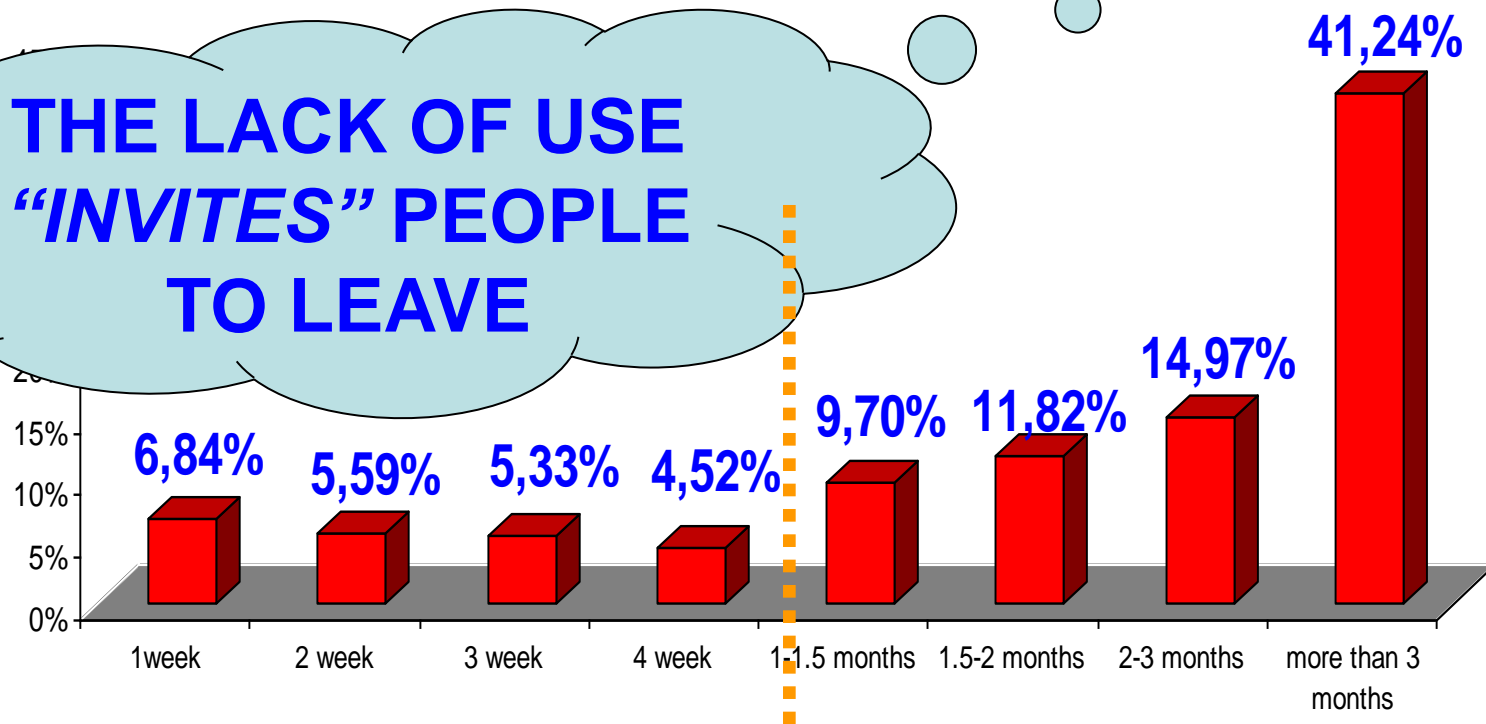
COMPETENCES

software

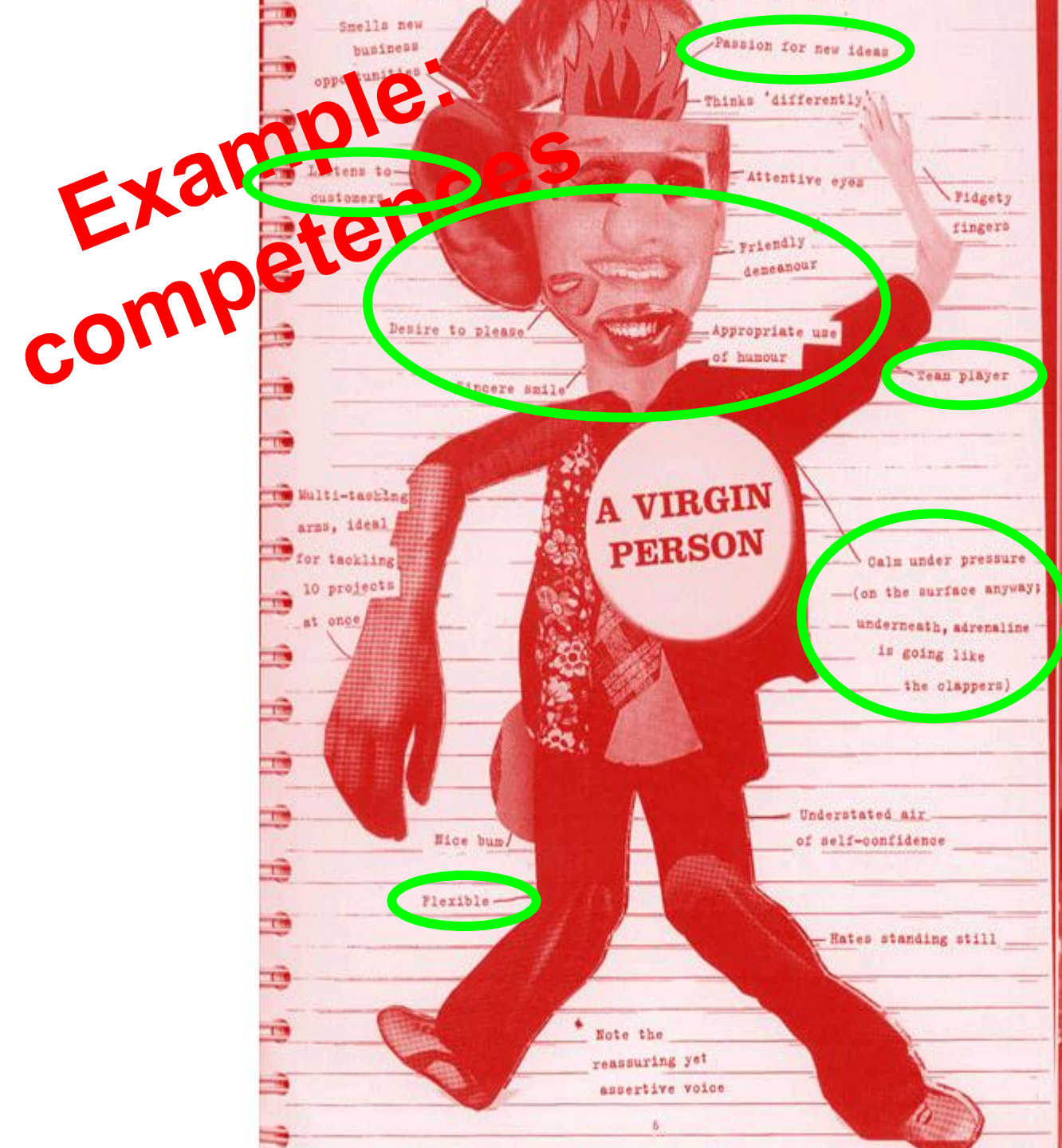
Example:

Last access recorded
by people who have left the sports centre

**THE LACK OF USE
“INVITES” PEOPLE
TO LEAVE**



Study based on a sample of 7282 people, leaving.
Ubae&Eurofintess group : January-April 2008.



ActiveCareers

The Premier Resource for Fitness Industry Professionals



Job Seekers

- Search Jobs
- Post Resume
- Career Resources
- Job Seekers login

Employers

- Post Jobs
- Search Resumes
- Employer Resources
- Employers login

Getting Started in the Fitness Industry

If you're interested in pursuing a career in the fitness industry, the following steps can help enhance your appeal to potential employers:

- 1) Get Educated:** Depending on the desired position, a degree in exercise physiology, nutrition, business, sports medicine, or sports management will be beneficial and may be required.
- 2) Get Certified:** Depending on the desired position, a certification from an accredited certifying organization will prove your qualifications to potential employers and clients.
- 3) Get Prepared:** Certification in first aid, cardiopulmonary resuscitation (CPR), the use of an automated external defibrillator (AED) and other emergency response training will be beneficial and may be required.
- 4) Get Online!:** You've already found ActiveCareers.com, the premier resource for fitness industry professionals. Job seeker services such as resume posting and easy, instant job application are FREE with registration. You can instantly find and apply for positions in clubs and fitness companies located around the world. [Upload your resume today](#) or [search available jobs](#)

Example:
knowledge

[Login](#)



CHALLENGES



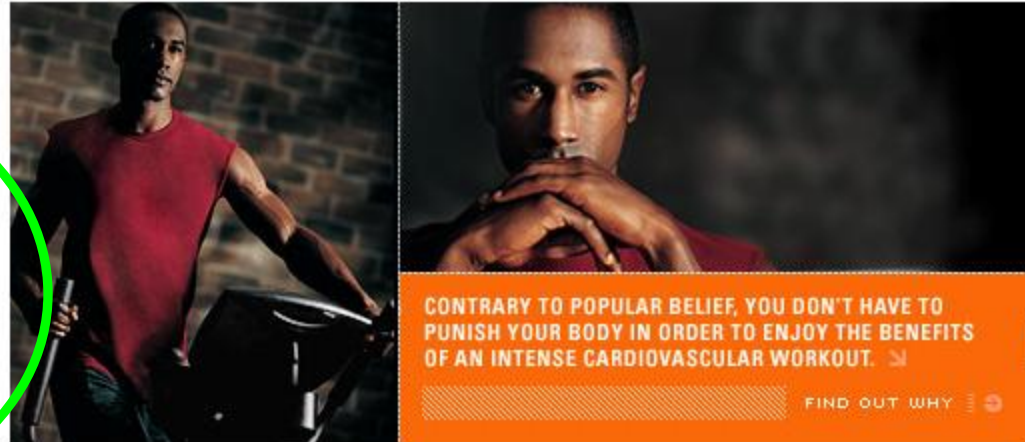
EDUCATION

EXERCISE CLASS TIMETABLE															
	MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		SUNDAY		
06.00 – 10.00	07.00 - 07.40	Multi Circuit S2	07.00 - 08.10	Yoga(S) S1	07.00 - 07.40	Multi Circuit S2	07.00 - 08.10	Yoga (S) S1	07.00 - 07.40	Multi Circuit S2	08.30 - 09.55	Tai Chi Chuan (S) S2			
	09.30 - 10.10	Core Stability S2	09.15 - 09.55	Fab Abs S1	09.15 - 09.55	High Energy S2	09.15 - 09.55	Core Stability S2	09.15 - 09.55	Body Balance S1	09.00 - 09.55	Pilates 2 S1			
	09.30 - 10.55	Pilates 3 (A) S1	09.30 - 10.25	Body Pump S2	09.15 - 10.25	Astanga Yoga S1	09.30 - 10.10	Stretch And Tone S1		Dance S2					
	09.45 - 10.25	Keiser Cycling S3								09.30 - 10.10	RPM S3				
10.00 – 16.00	10.30 - 11.10	Body Combat S2	10.30 - 11.25	Conditioning S2	10.00 - 10.55	Body Pump S2	10.00 - 10.40	Conditioning S2	10.00 - 10.40	Aqua (S) P	10.00 - 10.40	Core Stability S2	10.00 - 10.40	High Energy S2	
	11.00 - 11.40	Aqua (S) P			Body Balance S1	10.30 - 11.25	Speciality Pilates (S) S1	10.15 - 11.10		Pilates 1 (S) S1		Legs, Burns & Tums S2	10.00 - 10.55	Pilates1 S1	11.00 - 11.55
	11.00 - 12.10	Astanga Yoga S1	11.00 - 11.40	Aqua (S) P	11.15 - 11.55	Core Stability (S) S2	10.45 - 11.40	Body Combat S2	10.00 - 10.55	Intro To Pilates (S) S1	11.00 - 11.55	Body Pump S2	12.30 - 13.10	Keiser Cycling S3	
	11.15 - 11.55	Legs, Burns & Tums S2	11.30 - 12.10	Stretch And Tone S1	11.30 - 12.25	Pilates 2 S1	11.00 - 11.40	Aqua (S) P	10.30 - 11.25	Weight Management (C) CR			Row Fit S3	12.30 - 13.40	Astanga Yoga S1
	11.30 - 11.55	Group Exercise Welcome CR	11.30 - 12.25	Dance S2	12.00 - 12.55	Body Vive (S) S2	11.15 - 12.10	Advanced Tai Chi S1	11.00 - 11.55	Body Pump S2			Yoga Moves S1		
	12.00 - 12.55	Triple Taster S2	12.15 - 13.25	Hatha Yoga S1	13.30 - 14.40	Iyengar Yoga (S) S1	12.15 - 13.40	Hatha Yoga S1			Pilates 2 S1	12.00 - 12.40	RPM S3		
	12.15 - 13.10	Intermediate Tai Chi S1							12.00 - 12.55	Yoga Moves S1		Body Combat S2			
	13.15 - 14.10	Beginners Tai Chi S1									12.00 - 12.55	Body Balance S1			
													Family Yoga S1		
												13.00 - 13.55	Family Aerobics S2		
												14.00 - 15.10	Iyengar Yoga (S) S1		
18.00 – 21.00	18.00 - 18.40	Core Stability S2	17.15 - 17.55	Family Aerobics S2	18.00 - 18.55	Body Balance S1	16.15 - 16.55	Family Yoga S2	19.30 - 20.25	Salsa Dance (S) S2			18.00 - 19.10	Hatha Yoga S1	
	18.15 - 18.55	Keiser Cycling S3	17.30 - 17.55	Group Exercise Welcome CR	18.15 - 18.55	RPM S3	17.15 - 17.55	Family Aerobics S2							
	18.45 - 18.55	Intro To Combat S2	18.00 - 18.55	Triple Taster S2	19.00 - 19.40	Swim Fit (Triathlon Training) P	18.00 - 18.55	Weight Management (C) CR							
	19.00 - 19.55	Body Balance S1	19.00 - 19.40	Aqua (S) P	19.00 - 19.55	Body Pump S2	18.15 - 18.55	Core Stability S2							
		Body Combat S2			RPM S3		Hatha Yoga S1	19.00 - 19.25	Intro To Pilates (S) S1						
	Row Fit S3		Body Jam S2		Keiser Cycling (A) S3		Aqua (S) P								

[→ Treadmills](#)[→ Elliptical Cross Trainers](#)[→ Lifecycle Exercise Bikes](#)[→ Summit Trainers](#)

Elliptical Cross Trainers ↵

BUILD YOUR
DREAM HOME GYM

[Find Out More](#)

CONTRARY TO POPULAR BELIEF, YOU DON'T HAVE TO PUNISH YOUR BODY IN ORDER TO ENJOY THE BENEFITS OF AN INTENSE CARDIOVASCULAR WORKOUT. ↵

[FIND OUT WHY](#)

Club

the Club Series Elliptical Cross-Trainer

For those who want the very best, the Club Series is the home version of our world-renowned health club model.

- > Health club-derivative console
- > Stride is identical to our popular health club model
- > Wireless heart rate and contact heart rate hand sensors

[VIEW OUR CLUBS-TRAINER](#)

X7

the X7 Elliptical Cross-Trainer

On-the-fly electronic stride adjustments and an even lower-impact elliptical workout are just a few reasons why this machine is the ultimate in customization and comfort.

- > Customize your fitness equipment by adding either the Basic or Advanced Workouts Console
- > Whisper eStride™ technology offers 7 quiet, on-the-fly electronic stride adjustments
- > Contact heart rate hand sensors
- > View the promo video for the new X7 Elliptical

USE OF TECHNOLOGY



DIVERSITY





NEW USERS, NEW NEEDS

Inscriu-te

Bally Total Fitness és al Facebook.

Registra't a Facebook per contactar amb Bally Total Fitness.

**FOR FANS**
who love fitness

Uncomplicated fitness for real people

Admiradors

6 de 7.013 admiradors Mostra'ls tots



Alex



Jay



Stefanie



Chirag



Susie



Sharon

Bally Shoutbox

Shout Box

Bally Total Fitness

El mur

Informació

Fòrum

Trainer Spotting

Careers

Success Stories

>>

Filtres

**L'Ingrid Clover Lee** i love ballys in san diego at mission valley....i love the pain and sweat.no pain no gain ,baby.

Fa 12 hores · Notifica

**La Connie Achord Saizan** Ask me about my Bally membership!

Fa 13 hores · Notifica

**La Stacy Copeland** Are there any specials NOW for personal training packages??

Fa 13 hores · Notifica

**La Farrah Nicole Nassar** Can you work out even if you are sick; and really don't feel like it?

Fa 15 hores · Notifica



El Bally Total Fitness



How to Make Time for Exercise During the Holidays – TIP #3

DITCH THE HARD-LINE ATTITUDE: When it comes to hitting the gym, many of us take an all-or-nothing approach: If we don't have time for our usual workout, we'll skip it altogether—why bother? Well, because dropping even a few of your regular exercise sessions can create a momentum La'hazy. So k...

Fa 15 hores

A Kimberly , Kim, Rick i 6 més les ha agradat


**La Mary I.** I've become serious shaping up!! If the President can find time to exercise

Fa 1 hores · Notifica

NEW COMMUNICATION MEDIA



LIDERSHIP



**The management of
the human resources
becomes very fragile**

Thank you for your attention

toni.llop@ubae.cat