



Work Integrated Learning Resources
for Students in Secondary Schools

Online Learning



Answer Sheet

Careers in the **SPORT, RECREATION & FITNESS INDUSTRY**



Careers in the Sport, Recreation & Fitness Industry

Activity 1:

What is the Sport, Fitness and Recreation Industry?

*What jobs can you think of that would be within the Sport, Recreation and Fitness Industry?
Why did you identify these occupations?*

Jobs in the Sport, Recreation and Fitness Industry include athletes, trainers, physiotherapists, nutritionists, journalists, business managers, accountants, graphic designers, recruiters, marketing and communications professionals, sporting managers and community engagement officers.

Activity 2:

Hawthorn Football Club – Virtual Tour

Q1. What responsibilities does the Merchandise Manager at the Hawthorn Football Club (HFC) have and who are their key contacts?

Ashely, the Merchandise Manager oversees the Hawks Shop, the online store, customer service, marketing and buying and managing event days. Ashely liaises with game venues (in Victoria and in Tasmania) to make sure the merchandise outlets are ready to sell merchandise to fans.

Q2. What kind of queries does the Membership and Ticketing Team answer on a daily basis?

Queries are answered in relation to delivery of membership packs, what games members can attend and updating personal or banking information. On game days the team are available to sell membership packs and assist members who are having trouble getting into games.

Q3. What does being a professional footballer mean to Chad Wingard

Chad explained being a role model to the younger players coming through the club, setting a good example to those watching him and trying to win the premiership every year is what he sees as his duty to the Hawks.

Q4. Dean is the IT Manager at Hawthorn FC, what does he and his team focus on?

The IT team ensure that day to day operations of the IT infrastructure at the club is running smoothly. The team assist HFC staff with any IT issues they are experiencing and look at ways to improve the technology used at the club.

Q5. What responsibilities does the finance team have at HFC? What skills and strengths would professionals working in this area need?

The finance team account for and manage the club's money. As well as providing financial accounting, analysis and reporting. Budgeting, payroll and forecasting are key tasks the team focuses on.

Most individuals working in finance would have an interest and strength in maths, accounting and/or economics. Problem solving skills and strong attention to detail are also important for success in the role.

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Q6. What is the focus of Ned and the Community Department at HFC? Would you like to work in this team? Why or why not?

The Community Department aim to try and engage as many people in the community as possible. The team does this by delivering mental health and wellbeing, community inclusion and indigenous programs. They aim to inspire, educate, integrate and engage as many members of the community as possible.

Q7. What type of events are run by the team at HFC?

The HFC coordinate many events for members and fans including open training sessions, family days, gala dinners, Best and Fairest awards, Hall of Fame inductions and match day activities at quarter and half time in and around the grounds.

Q8. Why do you think constant communication with HFC partners and sponsors is important?

It is important that partners and sponsors who are supporting the HFC are kept in the loop of all activities that happen at the club. This is done in person, via phone or online. This ensures they feel part of the 'family club' and know how their money is being used to improve the HFC.

Q9. Would you like to work in the Marketing or Media & Communications team? Why or why not?

Q10. Why is the Football Admin team important to the running of the HFC?

The Football admin team looks after team travel, match day operations, training camps, player training camps and player contracts. The main objective of the team is ensuring things run smoothly so players and coaches can focus on winning football matches.

Q11. What year did Peter start helping out in the HFC Museum? What did he do then and what is his role now?

Peter started helping out at the club in 1978. He was collecting player and team photos and collecting statistics on games, goals and scores. Now he works in the museum answering questions of visiting students, sporting organisations, people writing books on football history and creating family trees.



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Activity 3:

3a: Carlie Saunders – Community and Foundation Department

Carlie works in the Community and Foundation Department at Hawthorn Football Club. What does she do as part of her job?

Carlie's job is focused on fundraising for the club. She also organises thank you gifts for people and organisations who donate to the HFC and inform them of how their money is being used.

How did Carlie get her job at Hawthorn Football Club? What are the kinds of skills that Carlie's employer would have seen in her when they decided to offer her a job?

Carlie explained that she made a contact whilst working at a café who identified her great communication skills and thought she would be a good fit for a role in the foundation team.

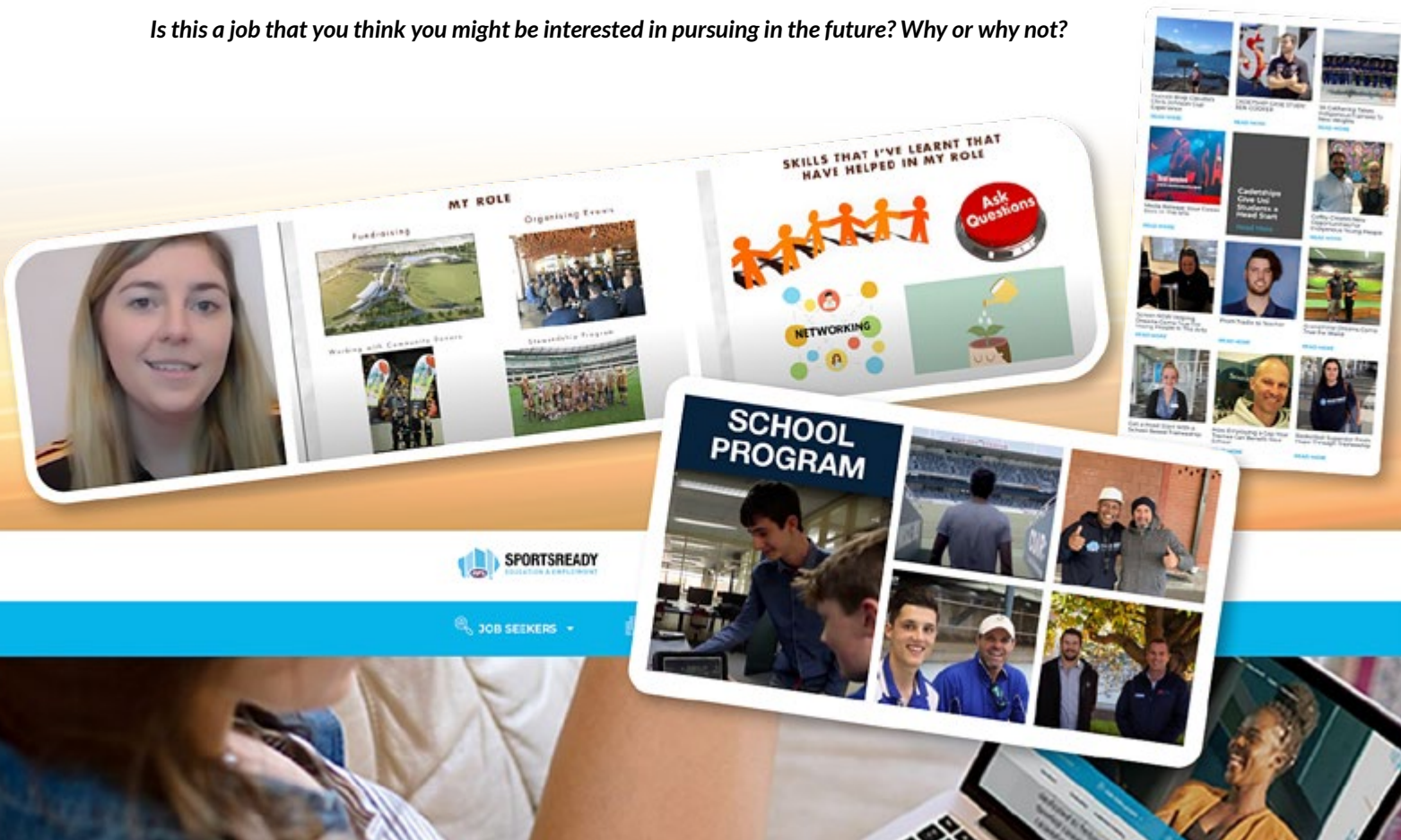
What is an internship? Why are internships important? (Hint: you can use the internet to help you)

An internship provides a student or trainee with the chance to work for an organisation, sometimes without pay, in order to gain work experience or satisfy requirements for a qualification. It provides the opportunity to learn about the industry or occupation they are studying and make important connections and contacts

Hawthorn Football Club has a buddy system for its employees. What are the qualities you would want in your workplace buddy?

It is important for workplace buddies or mentors to be approachable, friendly, welcoming and patient. It would also be good for them to have a solid knowledge of the business or organisation and be able to answer any questions a new employee may have.

Is this a job that you think you might be interested in pursuing in the future? Why or why not?



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3b: Randy Briggs – Indigenous Programs Coordinator

How has Randy's career pathway evolved from high school to now?

When “reality sunk in” that he was not going to be a professional athlete, Randy focused on his studies and completed VCE. Randy felt he was most likely going to work in a trade and began working in warehouses and delivering windows with his dad. Randy had the opportunity to work at Hawthorn Football Club and Dandenong Stingrays through placements with the AFL Sports Ready program. After Randy's 12 month placement he was offered a position in Hawthorn's Community Department.

What are some of the skills Randy says are required to do his job well?

Randy says that an ability to work under pressure and to operate as part of a team is very important in his role. Communicating well with other team members allows them to solve problems that arise. Randy said that problem solving was a skill that he has had to use in every role he has had.

What were some things Randy would go back and change about his career journey? What is his advice to young people beginning their career journey?

Randy explained that he always had the dream of working in a football club but did not know how to make the first steps to make that dream a reality. Randy's advice is to set goals around what you want to achieve in the future. Once you have a career goal, set smaller, achievable goals to help along the path to that final goal. Randy said that he has found personal development (i.e. upskilling) played a big role in making the most of the opportunities that were presented to him.

How does Randy see his role evolving in the future?

Randy explained that his role has already been through a lot of change in the months since the COVID-19 pandemic began, and he expects the impacts to be felt for the next twelve months at least. Randy expects that community engagement will still be very important to the football club, with the club's move to the new Dingley facilities in the next five years providing an opportunity to grow and expand the community engagement program.

Would you like to work for a professional sporting club? If yes, what role would you enjoy most and why? If no, why not?



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Activity 4:

4a: Executive Leadership Team – Employment Tips

What tips on creating a resume does Michelle have for students who are applying for a job?

Michelle explained that it is important that resumes stand out and read very well. She suggests making resumes succinct (brief), with no spelling errors and to get another person to proofread your document.

What is a referee?

A referee is someone who knows you well who can talk about your character skills, strengths and employability skills. You give them permission to speak to a potential employer regarding your suitability for employment.

Who is a good person to have as a referee on your resume?

If you have had a job or work experience, someone you have worked for/directly reported to is a great option.

If you haven't had a job, ask someone who knows you well and can speak about all of your good qualities. Someone through community sport or volunteer work.

Teachers can be a good option for students who haven't had employment yet.

Note: Make sure you check with the person if they are willing to be your referee before you put their information on your resume.

What tips do the Hawthorn Football Club executive team suggest for success during a job interview?

Be prepared and research the organisation. Learn some key facts. This shows a keen interest and passion about the job and organisation.

Make a good first impression. Shake hands, look the interviewer in the eye, use the interviewer's name.

Be genuine and be yourself. Feel confident in yourself and your skill set.

Activity 5:

5a: Matt: Personal Trainer

Matt is a professional rugby player. Why do you think Matt found it important to do further study in sports coaching, fitness and teaching?

To ensure he had a career to continue with once his professional rugby playing career ended.

Why are organisational skills so important when balancing work and study? Do you think your organisational skills could be improved? Why or why not?

Solid organisational skills are important to ensure students can manage the demands of work and study commitments. Strong organisational skills ensure individuals can meet all educational and professional requirements and obligations.

Use the internet to learn more about Australian Apprenticeships (<https://www.aapathways.com.au>).

How long do they take complete? What industry area would you consider an apprenticeship in?

Would you like to do an apprenticeship? Why or why not?

Apprenticeships usually take 4 Years to complete full-time.

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5b: Brendan & Crystal: Sports Management

Crystal undertook an internship whilst she was studying at university. Use the internet to find out what is involved in an internship. (Hint: Visit www.youthcentral.vic.gov.au to find out)

An internship is a temporary work placement that is completed as part of an education or training course. Internships are completed by students doing a TAFE or university course. Internships can be paid or unpaid. Internships provide a great learning experience and the chance to build professional networks.

Source: www.youthcentral.vic.gov.au

What are the benefits of undertaking an internship?

The ability to make valuable connections and networking within the industry, whilst obtaining hands-on experience.

How can students develop the networks required to work in the Sports Management industry?

Arrange work experience or work placement. Apply to volunteer or work casually or part-time with a sporting club or organisation.

5c: Tom: Sports Reporter

Why does Tom think Work Experience is so important?

Tom shadowed a journalist on his weekends whilst he was studying his journalism degree, this provided him with the chance to ask lots of questions and learn about the industry whilst building networks and connections.

Aside from TV networks, where else could someone interested in sports reporting approach for a Work Experience placement?

Radio stations, newspapers, internet publications, podcasts.

Would you like to be a sports reporter? If yes, detail the reasons why. If no, list another area of reporting/journalism that you would enjoy.

5d: Michelle: Social Media Manager

What is a communications degree and where could you study to receive this qualification?

(Hint: visit www.joboutlook.gov.au and/or www.myfuture.edu.au to find out)

A communications degree focuses on effective communication through a variety of channels including face-to-face, print, web, social media and mass media. In Victoria, students can study Media, Communications, Public Relations and Journalism at university.

What sectors can social media managers work in? Which of these sectors would you enjoy the most?

Communications, industry, large organisations government departments, advertising and marketing agencies, consultants and freelancers.

List all the social media sites you can think of, how do businesses use these different platforms to communicate with their audiences?

Facebook – share stories, ads, images, videos

Twitter – short messaging via the written word, article sharing

Instagram – imagery, videos

TikTok – videos

Snapchat – videos and images that are time-sensitive

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5e: Sam: Sport & Leisure Officer

Sam has studied at both university and TAFE – use the internet to research the differences between these learning environments and the qualifications obtained?

TAFE offers students the chance to work in a hands-on environment and receive a qualification at either certificate, diploma or advanced diploma level. Courses vary in length from a few months to 2 years full-time.

A university degree requires a minimum of 3 years of full-time study, and courses often cover more theoretical aspects of the subject matter

Sam has undertaken study in project management. How would this make her a better sport and leisure manager and personal trainer?

Sam's further study has allowed her to increase her skill set. She hopes to one day work as a manager of a sports centre. Project managers can oversee activities which may involve a number of factors and stakeholders. This would be important for Sam's work in improving the fitness of her local community.

5f: Daniel: Community Engagement Officer

What are the key responsibilities of community engagement officers?

To ensure consultation and engagement regarding activities happening within communities i.e. new buildings, playgrounds, roads and how these may impact groups and individuals. Community engagement officers aim to give people a voice in decisions that affect their lives. Community engagement officers work with and encourage individuals to have the confidence to speak up and ensure council staff are listening and responding to community needs.

Why do you think it is important that local councils employ community engagement officers?

Community engagement officers ensure communities can have a voice within their councils. These professionals must be empathetic when they liaise between the council and residents.

List some organisations that you could volunteer with in your local community, that would provide you with valuable experience and information about working as a community engagement officer.

E.g. Council offices, youth centres, welfare agencies, government departments.

QUICK QUIZ

Extend students learning by getting them to complete this fun and interactive online quiz all about the Sport, Fitness & Recreation Industry!

You and your students can access the quiz here:

<https://quiz.tryinteract.com/#/5ec351dd23e94d0014caa8a8>



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