



Work Integrated Learning Resources  
for Students in Secondary Schools

**Online Learning**



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




## **SUBJECT LINKS:**

**Accounting, Art, Business Management, Economics, English,  
Mathematics, Outdoor Education, Physical Education,  
Psychology, Visual Communication and Design**

**Name:**

# Careers in the Sport, Recreation & Fitness Industry

There are a multitude of employment possibilities in the Sport, Recreation and Fitness Industry that reach far beyond elite athlete alone. Individuals with an interest in sport should take the time to explore occupations such as journalists, accountants, event managers and more as they are all critical to the success of sporting events and clubs, from your local AusKick clinic all the way to the Hawthorn Hawks. To learn more about the many opportunities within the Sport, Recreation and Fitness Industry, watch the following videos and complete the activities. You might just find the perfect fit!

Click on this  icon in the following pages to watch interviews with real people working in the Sport, Recreation and Fitness industry.

If you need help finding answers to the questions in this workbook, the following websites will be useful:

<https://joboutlook.gov.au/>  
<https://myfuture.edu.au/>

## Lesson Objective:

In this lesson, it is intended that students will:

- Develop an understanding of the work that professionals employed in the Sport, Recreation and Fitness Industry undertake
- Gain insight into the many job prospects in the industry
- Identify sport, fitness, recreation and leisure workplaces in their local area



## Activity 1: What is the Sport, Fitness & Recreation Industry?

# Careers in the Sport, Recreation & Fitness Industry



## Answers:

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.

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## Activity 2: Hawthorn Football Club – Virtual Tour

In today's ever evolving digital world we have endless opportunities to learn from the comfort of our own homes. The Hawthorn Football club has created a virtual tours of their facilities so students can take a behind the scenes look at how the Sport, Recreation and Fitness Industry operates and the opportunities for employment



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

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

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

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

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

**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?

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

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

**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?

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



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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?

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?

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

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

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

#### What is AFL SportsReady?

AFL SportsReady is a national, not-for-profit company dedicated to helping young Australians develop careers through traineeships and educational opportunities. Find out more here: <https://aflsportsready.com.au/>

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## 3b: Randy Briggs – Indigenous Programs Coordinator

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

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

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

*How does Randy see his role evolving in the future?*

*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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## Hawthorn Football Club Community Inclusion Event

The Hawthorn Football Club aims to create a more accepting and inclusive community and environment and they want your ideas!

The Hawthorn Football Club is organising a youth focused event aimed at empowering people of all abilities, genders and cultural backgrounds to collaborate and integrate, creating a sense of equality and belonging.

Watch this video and then in groups of 4 or 5 complete 1 of the following tasks:

### 3c: Event Brainstorm:

*Location - where could this event be hosted?*

*Time - what is the best time of day/night? Why?*

*Activities - what activities would young people enjoy? Make sure they are inclusive and accessible for all abilities and promote being active, healthy and part of a community.*

*Special guests - who would young people like to see on the day?*

*Will people be able to purchase food & drinks? What will be available?*

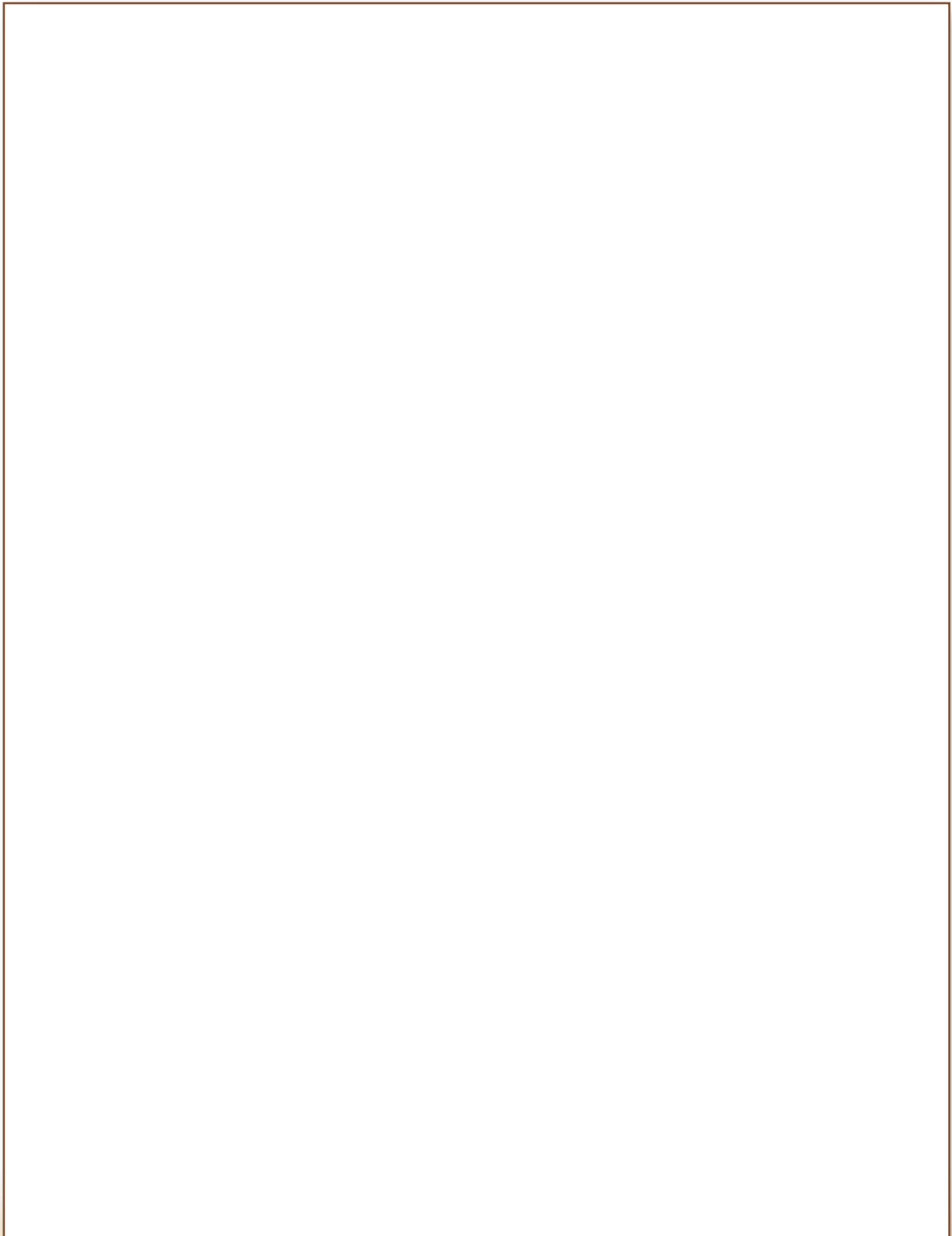
*Think of a catchy motto or slogan for the event*



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## 3d: Design a poster

Design a poster to promote the upcoming Hawthorn Football Club Community Inclusion Day. Consider colours, logos, a motto or slogan, important information people need to know (time & location, special guests) etc.



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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?*

*What is a referee?*

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

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

## 4b: Interview Role Play

Break into pairs and pretend you are attending a job interview.

You and your partner should decide on a company and job that you are applying for. Research this company for 10 minutes on the internet. Read about the company's mission and values.

Your partner will be the interviewer (or boss). Think about how you interact with the 'employer' and answer the following questions:

1. *Tell me a little about yourself.*
2. *Why did you apply for a position with our company?*
3. *Do you have any work experience? If yes, tell me about it.*  
*If not, where would you like to do work experience in the future and why?*
4. *What are your favourite subjects at school and why?*
5. *Are you involved in any extracurricular activities? Hobbies, sports, clubs?*
6. *Why are you looking for a job?*
7. *Are you okay working nights and weekends?*
8. *If your teachers were here, what would they say about you?*
9. *Why would you be an asset to our company?*

\*Make sure you switch with your partner and have a turn of being the interviewer and they can have a turn of being interviewed.



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## Activity 5:

### Other Career Opportunities in Sport, Recreation & Fitness

There are many opportunities for employment in the Sport, Recreation & Fitness Industry. In the following videos you will hear from people working in the industry and find out why they love what they do.

Take a look at these videos and reflect on your learning by answering the questions below:



#### 5a: Matt: Personal Trainer

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

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

*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?*



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## **FAST FACT:**

The global games market is expected to top US\$100 million in annual sales this year!

## **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](http://www.youthcentral.vic.gov.au) to find out)

*What are the benefits of undertaking an internship?*

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



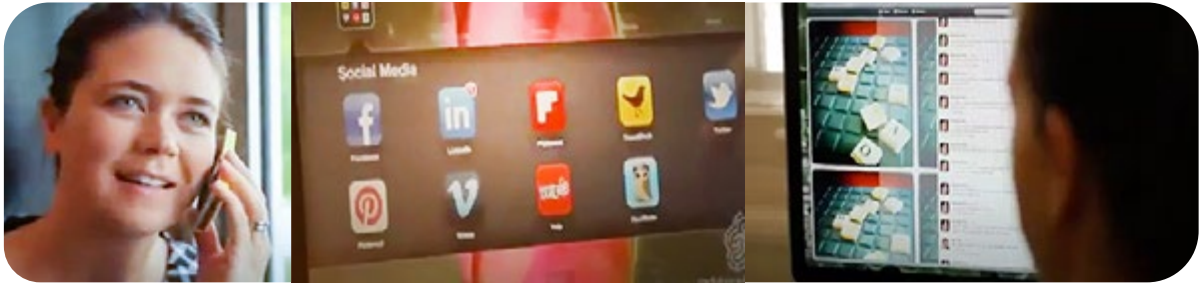
## **5c: Tom: Sports Reporter**

*Why does Tom think Work Experience is so important?*

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

*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.*

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## 5d: Michelle: Social Media Manager

What is a communications degree and where could you study to receive this qualification?  
(Hint: use [www.joboutlook.gov.au](http://www.joboutlook.gov.au) and/or [www.myfuture.edu.au](http://www.myfuture.edu.au) to help you.)

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

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



## 5e: Sam: Sport and 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?

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

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## 5f: Daniel: Community Engagement Officer

*What are the key responsibilities of community engagement officers?*

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

*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.*



# Careers in the Sport, Recreation & Fitness Industry

## Activity 6:



[www.joboutlook.gov.au](http://www.joboutlook.gov.au) is a fantastic resource that provides extensive information on a range of different professions. Take a look at this website and identify three jobs within the Sport, Recreation & Fitness Industry that you would consider working in, in the future – they don't have to be jobs that you have learnt about in today's lesson – and answer 5 important questions..

**Definition:** Explain what the job involves

**Tasks:** What kind of activities do these professionals do on a daily basis?

**Weekly Pay:** How much do these employees earn each week?

**Number Employed:** How many Australians work in this field?

**Study Options:** What and where can you study to work as a professional in this industry?

Job Title	Definition	Tasks	Weekly Pay	Number Employed	Study Options



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## Activity 7:

### Work Experience

Use the internet to research 5 different organisations that you could approach to undertake Work Experience or a part-time job (when you are over 15) in the Sport, Recreation & Fitness Industry.

*Company:*

*Address:*

*Phone:*

*Website:*

*Email:*

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*Company:*

*Address:*

*Phone:*

*Website:*

*Email:*

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*Company:*

*Address:*

*Phone:*

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*Email:*

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*Company:*

*Address:*

*Phone:*

*Website:*

*Email:*

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*Company:*

*Address:*

*Phone:*

*Website:*

*Email:*

# Careers in the Sport, Recreation & Fitness Industry

## Activity 8:

### Write a Cover Letter

Write a cover letter (an important document which accompanies a resume) for a job application for a job of your choice in the Sport, Recreation & Fitness Industry.

Don't forget to include:

- The job you are applying for
- Your education history, subjects studied, awards etc.
- Work or volunteering experience
- Why you are suitable for the job
- Career ambitions and how this job is linked

*(Hint: Visit <https://www.youthcentral.vic.gov.au/jobs-and-careers/applying-for-a-job> to see a selection of cover letter samples)*

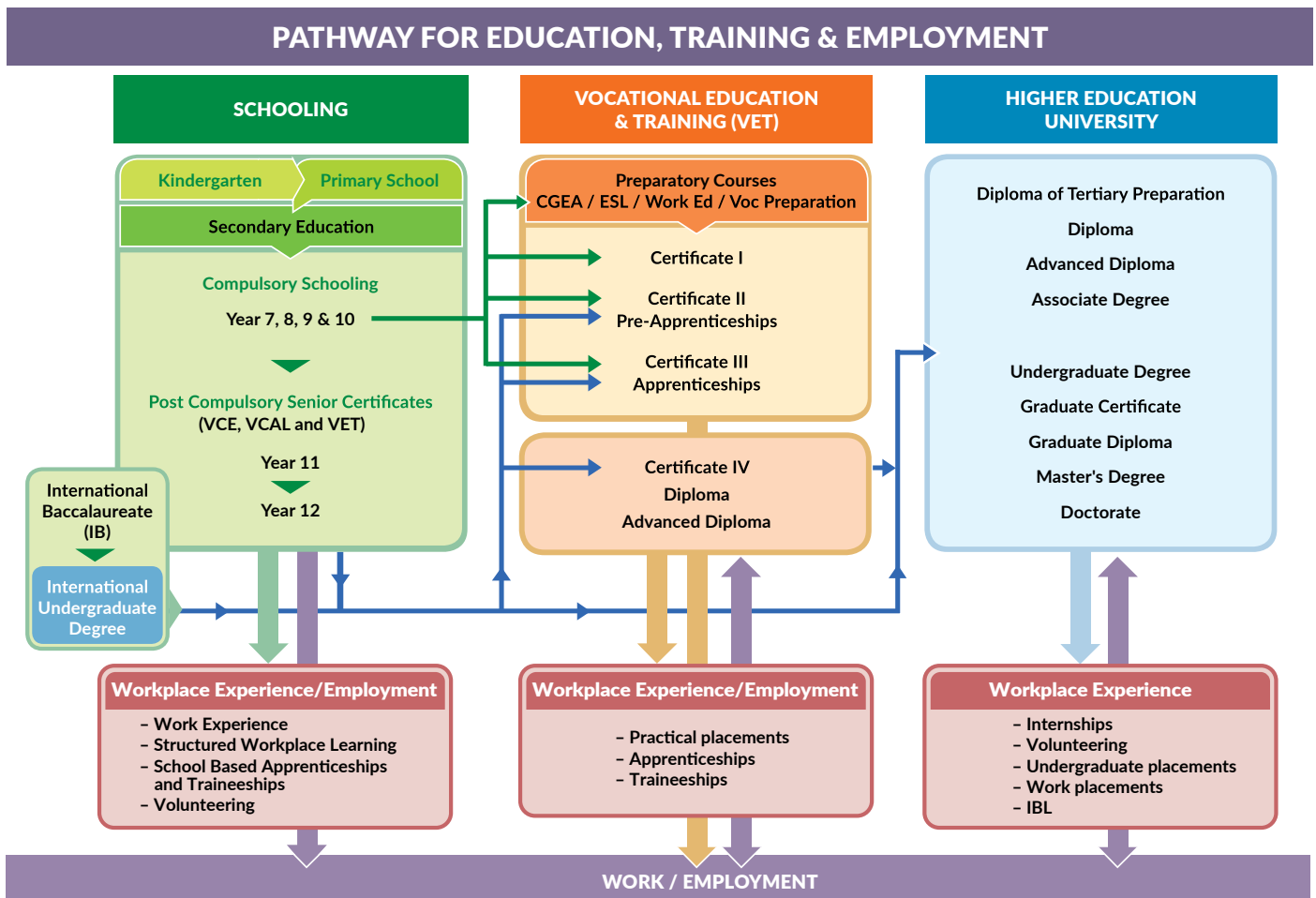
Today's Date

To xxxxxxxxxxxxxxxx,

# Careers in the Sport, Recreation & Fitness Industry

## Pathways Planner

There are many pathways into a job or career you might like. You will discover this during your Industry Immersion Experience and through the additional research you complete. Use the diagram below to gain an understanding of how you can navigate a pathway from school into study or training or acquire the skills you will need to gain employment and sustain work across your lifetime.



## Acknowledgement

Young people require as many opportunities as possible to experience the world of work in order to become well informed before developing a career pathway plan for their futures. This online learning resource has been developed to provide secondary school students with the opportunity to undertake a range of activities focused on exploring the exciting career opportunities available in the Sport, Recreation and Fitness Industry. The Career Education Association of Victoria thanks the Hawthorn Football Club, who have provided access to their Education Team, staff and facilities to develop and produce the career information contained in this resource.

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