

## **Careers in the area of Sport Business**

**Professor David Shilbury** is the Foundation Professor of Sport Management and has been at Deakin University since 1990. He was responsible for the establishment of the Bachelor of Business (Sport Management), Master of Business (Sport Management and the Bachelor of Sport Development. Professor Shilbury is a former Head of the school of Management and Marketing, and currently oversees the sport management programs.

### **Interview**

#### **What are the main types of careers in the sport business area?**

Sport management graduates typically work in professional sports, national and state sporting organisations, private sport management and marketing consulting firm and government agencies for sport at local, state and federal levels. They also find employment opportunities in major events and facilities. The key focus of all these roles is in the organisation and delivery of sport to local communities, or weekly contests in professional and elite level sport. Relevant organisations include:

- Professional sports organisations
- Semi-professional/amateur sports
- Player unions
- Individual teams
- National and state sporting organisations
- Olympic sports organisations
- Institutes of sport
- Regional academies of sport
- The Australian Sports Commission
- State departments of sport and recreation
- Local governments and other related agencies such as major events corporations such as [Victorian Major Events](#) and health related agencies including [VicHealth](#)
- Sport agencies
- Broadcasting agencies (television, radio)
- Major facilities, such as [MCG](#), [Etihad Stadium at the Docklands](#), [Melbourne Park](#), [ANZ Stadium in Sydney](#), [AAMI Stadium in Adelaide](#), [Sydney Olympic Park](#)
- Local recreation and leisure centres
- Firms specialising in sport marketing, sport sponsorship and athlete representation
- Sporting goods manufacturing

#### **What are the main responsibilities involved in the above sport business careers?**

- Community relations
- Finance and accounting
- Management
- Human resource management
- Marketing
- Media relations (television, radio, print, web site)
- Sales (tickets, suites, advertising, sponsorship)
- Public relations
- Facility management (operations)
- Game development
- Sport law
- Merchandising and licensing

### **What experience and qualifications do you need to work in the area of sport business?**

Increasingly a degree is required, and specifically that includes the Bachelor of Business (Sport Management), the Bachelor of Sport Development and the Master of Business (Sport Management). These are integrated sport business programs, where the socio-cultural dimensions and organisation of sport are key features of the program, which becomes the foundation for specific studies in business generally and sport business more specifically. Sport business subjects for example, include Sport and the Law, Sport Facility and Event Management, Sport Leadership and Governance and Sport Marketing. A background in sport participation, volunteering or local level administration is also important.

### **What are the highlights?**

A career in sport management offers highlights such as working at Olympic and Commonwealth Games, major sports events such as the World Cup (soccer) Presidents Cup (golf), the Australian Tennis Open, F1 Grand Prix and many others. The degree has international standing with many past graduates working in sporting organisations throughout the world, and in some cases, following major events as they move around the globe.

### **Advice for students who are interested in working in the area of sport business?**

Students interested in a career in sport management should obviously complete their degree, but while doing so, endeavour to build a portfolio of volunteer involvement in sport and where possible, casual work at major sporting events or local government recreation and leisure centres. Involvement in coaching is also a good outlet for sport based experience, particularly for students focused on working in sport development. Another important outlet is the Sport Practicum program available as part of the Bachelor of Business (Sport Management). Students are required to complete 120 hours of work in a sporting organisations. Similarly, a practicum program also exists in the Bachelor of Sport Development.