



**DEAKIN**  
UNIVERSITY AUSTRALIA

# Sport Management

*Make Your Business  
The Sport Business*



## Faculty of Business and Law

*Our students come from diverse backgrounds and we value this diversity. Graduates are confident and competent in the use of on-line technology and are ready to make a significant contribution to the organisations they serve. They are highly-valued by employers for both their knowledge and their graduate attributes.*





# Program Suite

- ❖ **Bachelor of Business (Sport Management)**
  - ❖ 3 years, 24 units
  
- ❖ **Bachelor of Sport Development**
  - ❖ 3 years, 24 units
  
- ❖ **Bachelor of Exercise & Sport Science/ Bachelor of Business (Sport Management)**
  - ❖ 4 years, 32 units



# University Industry Link Advisory Board

- AFL
- MCC
- Vicsport
- IMG
- Tennis Australia
- Sport Employment Australia
- Netball Australia



# Practicum

- ❖ **Practical placement in sport organisation**
- ❖ **120 hours of fieldwork**
- ❖ **Organisation and industry of your choice**





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# Student Exchange

## STUDENT EXCHANGE

❖ 1 semester study overseas

❖ Robert Morris University, Pennsylvania

❖ University of Massachusetts, Amherst

❖ University of Windsor, Ontario Canada

Cathy Kinnear is currently studying at Robert Morris University in Pennsylvania, USA. Cathy reports that she is enjoying her semester living on campus at RMU and finding walking to classes across a 230 acre campus (currently covered with snow) somewhat different to Deakin Burwood! Cathy is gaining much experience with college sports and winter sports. She is currently studying Sport Facility Management which includes an in-class project examining the RMU Island Sports Centre which boasts 3 ice rinks and an indoor golf driving range. Cathy is enjoying small tutorial-like classes and is planning to travel before her return mid-year. ■

# 1. Bachelor of Business (Sport Management)

- Introduction of more sport industry expertise/content
- Adapting the course title
- Improved program delivery
  - Introduction to off-campus delivery 2012
  - Regional engagement



# 1. Bachelor of Business (Sport Management)

## Years 1 and 2

**9 Core Commerce Units**

**3 Sport Units**

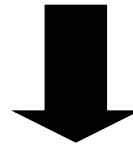
**4 electives**



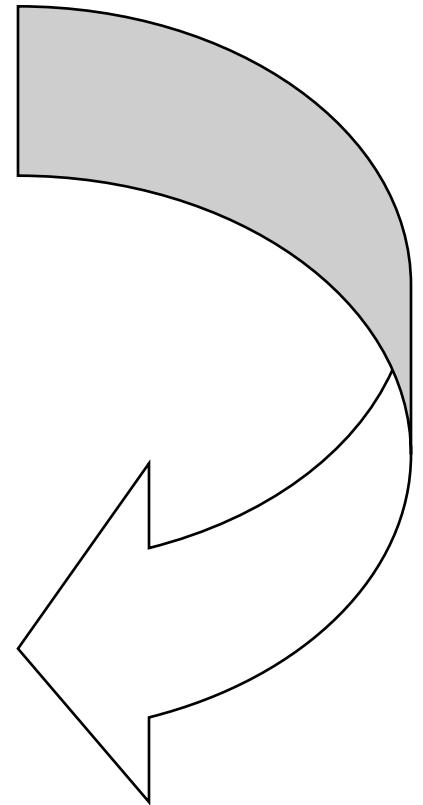
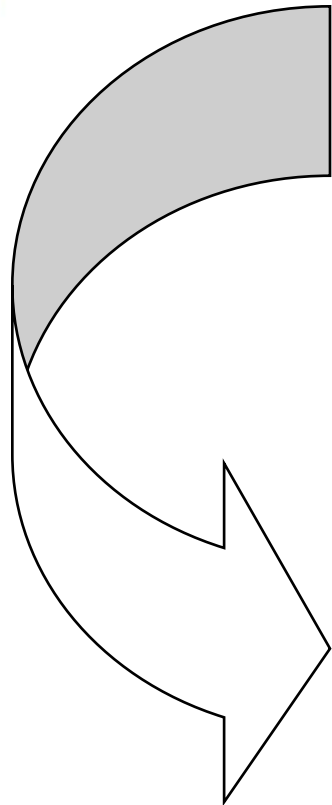
## Year 3

**5 Sport Business Units**

**3 Electives**



***Integrated Business Degree***





## Sport Management Units

- Sport Organisation
  - Sport in Society
- Management of Sport Performance
  - Sport and the Law
- Sport Facility & Event Management
- Sport Leadership & Governance
  - Sport Practicum
  - Sport Marketing

9 = Business  
8 = Sp Mgt  
7 = Elective  
24 Units



## Position Description

**Title:** Research and Insights Analyst  
**Location:** Sydney  
**Unit:** Corporate Services  
**Position Title of Supervisor:** Head of Planning, Evaluation and Legal  
**Date:** June 2009



## CAREERS AT NETBALL VICTORIA

Netball Victoria is the State body responsible for the leadership, management, development and promotion of netball at all levels throughout Victoria.

### Marketing Coordinator

Full Time, Permanent (35 hours per week)

Reporting to the Commercial Operations Manager and as part of Netball Victoria's hard working team; this role will see you coordinate web-based support and oversee merchandise and marketing initiatives to assist with the delivery of Netball Victoria's strategic priorities. The ideal candidate will be looking to work in a positive environment and be motivated and passionate about their work!

## EXECUTIVE ASSISTANT



FOOTBALL FEDERATION VICTORIA

Football Federation Victoria (FFV) is the peak body responsible for all aspects of the world game of football throughout Victoria, incorporating men's, women's, juniors, Futsal, refereeing and coaching. Victorians have embraced football, the state's fastest growing sport, due in part to the outstanding success of local heroes, Melbourne Victory, and Australia's own Socceroos and Matildas.

FFV seeks an experienced Executive Assistant (EA) for this important position. Based at their office in Thornbury and reporting to the Chief Executive Officer (CEO), you will be responsible for the provision of high level administrative support to the CEO and the provision of co-ordination and implementation of administrative tasks. The salary is commensurate with experience to \$55k package.

The successful candidate will possess:

- Proven experience in the efficient administration of a busy, sized, dynamic office;
- Exceptional organisational skills, proven work commitments and deadlines;
- Highest level communication and interpersonal skills and ability to interact effectively with varied stakeholders;
- High attention to detail;
- Advanced computer skills – MS Word, Excel and Powerpoint applications;
- An understanding of working within a non-profit environment; and
- Experience in an EA role is essential.

For additional enquiries please contact Penny Heron at Sport Employment Australia quoting Ref No 2398. Applications should be sent to [jobs@sportemploymentaustralia.com.au](mailto:jobs@sportemploymentaustralia.com.au)

Closing date for applications: Friday 24 August 2009  
 MELBOURNE CANTERBURY SYDNEY  
[www.sportemploymentaustralia.com.au](http://www.sportemploymentaustralia.com.au)



## Australia's Favourite Sport



CRICKET AUSTRALIA

Cricket Australia (CA) is one of the nation's premier sporting bodies, and provides an exciting, dynamic working environment within the sports and entertainment industry. Our vision is for cricket to be Australia's Favourite sport and one of the challenges for Marketing Services is to increase the market for cricket in Australia by driving key initiatives in customer interaction during events and match day entertainment. We are seeking applications from exceptional candidates for the role of

### Senior Events Officer

You will be responsible for delivering the in-stadia events program including match day co-ordination and on-field and event entertainment. You will also support the Event and Ticketing Manager in the delivery of broader event marketing programs.

The successful candidate is likely to possess:

- Demonstrable experience in developing and managing the presentation of major events;
- An ability to develop relationships with a large variety of stakeholders;
- Exceptional communication and decision making skills;
- Strong organisational and time management skills;
- Ability to multi-task and manage a heavy workload during the cricket season;
- Experience in developing and managing budgets;
- High levels of attention to detail; and
- Relevant tertiary qualifications (desirable).

A passion for sport is a given and a specific interest in cricket event management would be well regarded. Regular interstate travel and a Melbourne based role.

If you are interested in this position please contact Claudia Fatone or Penny Heron on 03 9620 2766 or email [jobs@ca.com.au](mailto:jobs@ca.com.au). Closing date is Wednesday 7 November 2007.



BOWLS AUSTRALIA

Bowls Australia (BA) is one of the nation's premier sporting organisations and is the driving force behind all levels of Lawn Bowls throughout Australia. With over 26,000 participants the sport continues to grow at an exciting rate. We are seeking a dynamic, self-motivated individual for the position of:

### Communications and Marketing Coordinator

This exciting role is based on the fringe of Melbourne CBD in Hawthorn, Victoria. Specific responsibilities include:

- Preparing media statements and acting as the first point of contact for media enquiries;
- Event reporting – provide an effective event reporting service to media;
- News release writing and production of Bowls Australia publications – including monthly CEO reports, monthly newsletters, event programs, annual reports, etc;
- Preparing all website content, daily management of website and development of new media opportunities;
- Event promotion – provide communications / marketing support for all BA events – the Australian Open, Grand Prix events, International Test matches, Award Nights, media launches, etc;
- Undertake correspondence and marketing activities for Bowls Australia programs – i.e. development program, High performance, merchandising, sponsorships, etc;
- Generating newsworthy stories for non-traditional Bowls members eg New Zealand, USA, NZ;
- Developing and maintaining the media library / Mail of Fame;
- Broad reading; and
- Management of registers such as graphic artists, photographers, printers, etc.

The successful candidate is likely to possess the following attributes:

- Tertiary qualifications in journalism;
- Excellent writing and project management skills;
- A proactive approach, strong team focus and customer service ethic;
- Good experience in media relations / promotion with some marketing experience;
- Strong attention to detail;
- Deadline driven with ability to work effectively under deadline pressure;
- Flexible and preparedness to roll your sleeves and make things happen;
- High degree of computer literacy – both verbal and written;
- Outstanding communication skills – both verbal and written;
- Well developed interpersonal skills;
- Team player – flexibility to assist and interact with a wide range of staff / officials and stakeholders;
- Integrity – maintains legal, social and organisational standards and values and focuses commitments;
- An ability to "roll a shirt" and
- Prepared to travel interstate work weekends and non-traditional hours as required.

The position is likely to suit someone who has strong personality, skills and a desire to embrace all communication mediums to leverage Bowls Australia. A salary package of up to \$50K p.a. is on offer. For more information, please contact Penny Heron or Claudia Fatone at Sport Employment Australia quoting Ref No 2409 on 03 9620 2766 or email [jobs@sportemploymentaustralia.com.au](mailto:jobs@sportemploymentaustralia.com.au). Closing date is Friday 16 November 2007.



SPORT EMPLOYMENT AUSTRALIA

MELBOURNE CANTERBURY SYDNEY



# Student Profile

**Lucy Mills**



❖ **Client Services and Marketing Manager**

❖ **Connor Sports Management**

[www.deakin.edu.au/buslaw/management-marketing/sport-mgt/lucy-mills.php](http://www.deakin.edu.au/buslaw/management-marketing/sport-mgt/lucy-mills.php)

# Where are Our Graduates?

- ❖ **AFL Commission & Clubs**
  - ❖ **Cricket Australia**
  - ❖ **ANZ Championship (Netball)**
  - ❖ **Institutes of Sport**
  - ❖ **Golf Clubs**
  - ❖ **NBA (Orlando Magic)**
  - ❖ **City of Melbourne**
- ❖ **Basketball, Rugby Union, Tennis, Swimming**
- ❖ **Commonwealth Games (Dehli)**
- ❖ **IMG, Nike**
- ❖ **F1 Grand Prix**
- ❖ **Events NSW**
- ❖ **UAE Professional Football League**
  - ❖ **United Arab Emirates**
- ❖ **IBM, Westpac, Lion Nathan**



## 2. Bachelor of Sport Development

- ❖ Focus on the Role of the coach
  - ❖ Coaching skills
  - ❖ Sport science
  - ❖ Sport management, Business
- ❖ Promoting participation in sport
- ❖ Building systems and pathways that facilitate movement into and through sport



# Career Opportunities

- ❖ **Coaching**
- ❖ **Sport Development Officer**
  - ❖ **National & State Sporting Organisations**
  - ❖ **Local Government**
- ❖ **Facilities**



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**Sports Development Officer**

- New Position
- Monthly RDOs

This is a unique opportunity to contribute to the development of the local sports and leisure industry and the needs of Victoria's largest and most vibrant municipality.

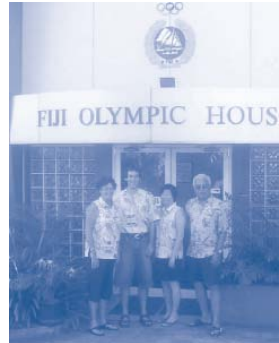
Casey is seeking an enthusiastic, creative individual with lots of initiative to promote community involvement with local sporting clubs, and maximise local resources to suit community needs.

To be successful you will have a relevant tertiary qualification, substantial experience working in the sport or leisure industry and well developed communication and project management skills.

This is a 12 month project position; salary starts at \$53,695 plus super.

PDs available from 9705 5200 or [www.casey.vic.gov.au](http://www.casey.vic.gov.au)

Applications close 24 August



**ALUMNI PROFILE**

**HELPING RAISE THE BAR FOR SPORT IN FIJI**

By Patrick Boyd  
**SPORTS DEVELOPMENT OFFICER**  
**FIJI ASSOCIATION OF SPORTS AND NATIONAL OLYMPIC COMMITTEE**

**Kate Benton (B. Com 07)**  
Development Officer  
Royal Victorian Bowling Association

**SPORT**



**CRICKET**  
NEW SOUTH WALES

*"NSW: Leading Australia's Favourite Sport"*

Cricket NSW aims to be the number one cricket State - "on and off the field". A wonderful opportunity exists to join this dynamic organisation on a full-time basis at their office in Paddington (Sydney).

**COUNTRY CRICKET CO-ORDINATOR**

**Georgie Herbert (B. Com. 02)**  
Summer Football Business  
Development Manager  
Football Federation Victoria



### **3. Bachelor of Exercise & Sport Science/ Bachelor of Business (Sport Management)**



**16 units from Exercise &  
Sport Science**



**16 units from Business/  
Sport Management**



- > **Rider Services Team Leader**
- > fantastic CBD based sport and recreation organisation
- > outbound sales expertise and commitment to customer service vital
- > work with sought after products in an exceptional organisation



**Jenelle Morton (B. Ex. Sp Sc/B. Com. 08)**  
Game Development Project Officer  
Softball Australia

**Natalie Menden (B. Ex. Sp/B. Com. 09)**  
Community Cricket Assistant Development  
Officer for Vanuatu Cricket

**Sarah Richardson (B. Com. 04)**  
Assistant Team Manager  
Drapac Porsche Development Program



# Career Opportunities

- ➔ Facilities
- ➔ Sporting Goods
- ➔ Professional Sport Teams, Leagues, Clubs
- ➔ National & State Sporting Organisations
- ➔ Government Departments (ASC, SRV, LGAs)
- ➔ Sport Management & Marketing Companies
  - ➔ Major Event Corporations
    - ➔ Fitness Industry
    - ➔ Institutes of Sport



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T · H · E

*Line-up*



**Professor David Shilbury**  
**Program Chair**



**Dr Pamm Kellett, Senior Lecturer**



**Dr Paul Turner**  
**Senior Lecturer**



**Dr Lesley Ferkins**  
**Senior Lecturer**



**Dr Sheila Nguyen**  
**Lecturer**



**Adam Karg**  
**Lecturer**



## True Access, Genuine Equity

Programs to support students from a diverse range of backgrounds who have suffered educational disadvantage to access the benefits of higher education:

- Special entry conditions
- Scholarships that defray costs
- On-going support during your studies
- To apply for an access and equity place at Deakin you must complete a VTAC SEAS application



## Grants

The Faculty of Business and Law will be offering a number of *First in Family* grants to students commencing in 2011 on the Geelong Campus at Waurin Ponds, the Melbourne Campus at Burwood and off campus, who are SEAS category 5 applicants.

More details available at [deakin.edu.au/buslaw](http://deakin.edu.au/buslaw)



# Scholarships

**The University offers a comprehensive range of academic and access and equity scholarships.**

**Full details of all University scholarships can be found at [deakin.edu.au/scholarships](http://deakin.edu.au/scholarships).**



**For further information .....**

**Visit the Sport Management Home Page**

<http://www.deakin.edu.au/buslaw/management-marketing/sport-mgt/index.php>



# Entry to Bachelor of Business (Sport Management)

## ❖ *Year 12*

❖ **Entry to 1st Year via VTAC**

❖ **ATAR Score - 2010 Entry - Clearly in → 83.4**

## ❖ **Non year 12 applicants**

❖ Deakin acknowledges the proportion of commencing students that come from backgrounds other than secondary school, including TAFE, other universities and the workforce, and offers extensive credit transfer arrangements for most courses. If you have completed, or partially completed, a course at an approved tertiary institution within the last 10 years, you may be eligible for Credit for Prior Learning.



# **Bachelor of Sport Development**

- ❖ **Entry to 1st Year via VTAC**
- ❖ **ATAR Score - 2010 Entry**
  - ❖ **Clearly in → 78.5**



# **Bachelor of Exercise and Sport Science/ Bachelor of Business - Sport Management**

- ❖ **Entry to 1st Year via VTAC**
- ❖ **ATAR Score - 2010 Entry**
  - ❖ **Clearly in →91.2**