

# Sport Management



Sport and recreation managers coordinate marketing opportunities, deal with team relationship issues, help with sponsorship and endorsement deals, and plan media launches and major events.

## INDUSTRY ENTRY REQUIREMENTS

Employers prefer candidates to have experience and a tertiary degree.

## HOW MUCH COULD I EARN AFTER MY DEGREE?

Pay for sport and recreation managers varies depending on experience and responsibilities.

- Entry level managers who have experience working as coordinators or assistants can expect to earn \$45,000 a year or more
- Managers with at least three years experience can earn \$50,000 or more
- Senior directors with at least five years experience can earn \$80,000 or more

Source: Rae Finlay, managing director, Tenth Dot Management Ltd.

## WHAT ARE THE CHANCES OF GETTING A JOB?

The large number of professional athletes, sports organisations, facilities and events in New Zealand people with specialist business skills applicable to the sport and recreation sector are in high demand.

## WHAT TYPE OF EMPLOYERS CAN I WORK FOR?

Sports managers may work for:

- National or regional sports organisations and associations
- Charities and not for profit organisations
- Sport organisations, such as regional sports trusts

## CAREER PROGRESSION

Most managers work up from assistant or coordinator positions. Some managers may further progress to start up their own businesses, or work as directors.

Information Source: [www.careers.govt.nz](http://www.careers.govt.nz)

Lauren had a clear picture of the career she wanted by the time she graduated from AUT. "The core papers of the Bachelor of Sport and Recreation degree gave me a detailed understanding of the overall sports industry. From my cooperative experience at Tennis Auckland I learnt more about the professional world of sport in six months than I had in my whole life. I was offered four different jobs from contacts I had made while there."



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Information in this brochure was correct at time of printing February 2011