

# Coaching



Coaches work with athletes across a broad spectrum of skill levels from beginner athletes to high performance elite athletes. They help individuals and teams to increase their sporting skills, abilities and knowledge. Coaches can apply their skills to sport, business, health or niches such as motivational speaking or life coaching.

## INDUSTRY ENTRY REQUIREMENTS

Entry requirements for sport coaches vary depending on the sport. Each national sporting body has its own recommendations and requirements for sport coaches. For example, some sports, such as golf, require coaches to earn an entry level qualification and register before working as a paid coach.

## HOW MUCH COULD I EARN AFTER MY DEGREE?

Pay varies depending on the sport and region you work in. Full time sport coaches can earn \$30,000 a year or more, but may have administrative duties in addition to coaching.

## WHAT ARE THE CHANCES OF GETTING A JOB?

The chances of working as a sport coach are improving. The number of people in this job doubled between 1996 and 2006, according to census data. Job numbers are growing because:

- The government is providing more money for sport and recreation programmes
- People are more willing to pay for coaching services

## WHAT TYPE OF EMPLOYERS CAN I WORK FOR?

Sports coaches work for:

- Sports clubs or facilities
- National or regional sports organisations, such as the New Zealand Rugby Union
- Schools or tertiary providers
- Sport organisations, such as regional sports trusts

## CAREER PROGRESSION

With recognised experience and success, sport coaches may work as coaches for regional or national sport organisations, such as provincial rugby teams, or Netball New Zealand.

However, there are few full time roles for high performance coaches in New Zealand.

Depending on their skills, sport coaches could also move into roles such as a Sport Development Officer for a Regional Sports Organisation. With experience, there may be opportunities to become a Coaching Director for a National Sports Organisation, and set the direction for coaching in that sport.

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

Tama is coaching the coaches thanks to his AUT studies. "As the sports industry is using the business model more and more, having business knowledge as well is a great help." He now works for Sport Northland as the CoachForce Team Leader. "The Bachelor of Sport and Recreation gave me insight into the industry before I entered the workforce, which made the transition easier." Tama is a Bachelor of Sport and Recreation and Bachelor of Business conjoint degree graduate.



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