

AUT

A FUTURE IN  
**SPORT & RECREATION  
MANAGEMENT**





## WHAT IS SPORT MANAGEMENT?

Over 60,000 New Zealanders are paid to work in sport and recreation; of those 5,000 work in management. Sports management involves applying business and management techniques to the business of sport and recreation.

The globalisation of sport, including adventure tourism, leisure activities and an emphasis on health and exercise, has led to growth of careers in many areas. These include specialist sports facilities and mega-event stadiums, increased sports-related websites and social media, and increased fan interest in sports events and activities.

Roles within sport and recreation management can involve sport sponsorship, project and sporting event management and marketing. It can also involve helping shape, develop and deliver experiences for players, coaches, referees and fans.

Sports management skills are also useful skills for people that may be currently involved in coaching or sports science or their own sports career and intend to eventually set up their own businesses. Combining sports management with other sport and recreation study and training is a good way to stay open to other potential opportunities in the sport and recreation industry.

If you have a strong interest in how sport is managed and the business of sport, then sports management could be a good career path for you.

## OUTLOOK & TRENDS

The sport and recreation industry contributes around \$5 billion or 2.3% of GDP to the New Zealand economy. Sport New Zealand, the crown entity responsible for sport and recreation, invests \$70 million into the national economy per year. Another government agency, High Performance Sport NZ, invests \$60 million per year to develop New Zealand's elite athletes. There are close to 78,000 people employed in the sport and recreation sector, assisted by nearly 1 million unpaid workers.

**Co-ordination and collaboration** - Aktive was established in 2015 to work in partnership with Counties Manukau Sport, Harbour Sport, Sport Auckland and Sport Waitakere to provide a unified structure to lead the sport and recreation sector in the Auckland region. This involves partnering with the sector, overseeing the implementation of key strategies and ensuring there is a coordinated approach to sport and recreation across the region.

**Sports tourism** - The growth of sports tourism is an important part of the sports economy and events within the sector. Action and adventure sports are also becoming increasingly popular and attract tourists across the globe. It is important the events and experiences offered are managed professionally to tight contracted specifications, on time and within budget.

**Expansion of world-class facilities** - Over \$15 million has been invested in major sport infrastructure over the past five years, including expansion of world-class facilities, such as the Apollo Projects Centre in Christchurch, Avantidrome in Cambridge and the National Ocean Water Sports Centre in Auckland.

**Digital engagement** - Social media is an important part of the toolkit required to engage with new audiences and stakeholders. There is also an upsurge in sports-related internet sites and publications.

**Market focus** - Increasing fiscal accountability and commercial pressures are creating more market-focused sport organisations.

**Funding challenges** - Funding from traditional sources such as Sport NZ and councils is competitive and funding from gambling trusts is decreasing. This creates demand on management to find entrepreneurial and sophisticated approaches to sport.

**In formal participation** - Our aging population, as well as our youth, are driving a movement in sport and recreation towards informal participation that is less structured and competitive and more about engaging in activities that help people socially, emotionally and physically.

**Increased engagement** - Over the next five years Sport NZ aims to engage more people in sport & recreation and develop more international winners. To do so requires management, social media, events and delivery, sports development, sponsorship and law specialists.



## CAREER EXAMPLES

Sports management and related roles include sponsorship, events, publicity, facility and events management, legal and financial management, economic management and coach, player and sport development.

A sports management qualification opens the doors to local, national and global roles within the sport, recreation and leisure industries.

**Marketing and sponsorship manager:** Develops brand marketing plans and budgets, including marketing, communications, social media and events management activities that integrate sponsor leveraging activities for the corporate sector and the community into the overall plan.

**Sport and leisure facility manager:** Develops concepts, creates plans and documentation, manages budgets, funding and sponsorships, ticketing, organises staff, volunteers and contractors, books venues and equipment, manages promotions and marketing around the sport or sports and leisure activities within their setting. (source: [www.careers.govt.nz](http://www.careers.govt.nz))

**Events and activities coordinator (sport):** Helps design, organise and implement a programme of activities and events. Helps come up with ideas and then prepare, plan and budget for future events. Maintains accurate records of budget and customer data. Works with communication team on promotion, marketing and social media. Co-ordinates performances, activities and evaluations after the event.

Sources: Occupational Outlook, Seek, Careers NZ, Trade Me

## WORK SETTINGS

Sport and recreation is a broad industry with specialised career niches ranging from grass roots sport to high performance and elite athletes.

Graduates typically work within three sectors; public, nonprofit or commercial, taking on roles such as sales, marketing, project management, product development or administration.

### Public sector

Includes central government agencies such as Sport NZ and High Performance Sport NZ, regional and local authorities, schools and iwi.

### Non-profit sector

Includes national sports' organisations, (eg Hockey NZ), regional sporting organisations (eg Northern Football Federation), local clubs and regional sporting trusts (eg Harbour Sport). It includes venues for sport delivery (eg Eden Park), and various stand-alone groups including the YMCA/YWCA, Marine Education and Recreation Centre (MERC) and Halberg Disability Sport Foundation.

### Commercial

Includes privately owned sports teams (eg Breakers), sport marketing agencies and event management businesses, sport market research and strategy agencies (eg Gemba), NZ sponsorship agencies, sporting clothing and equipment suppliers, personal trainers and gyms and elite player agencies.

## SALARIES

Pay ranges from \$35,000 to six figure salaries, depending on your role, sector and experience. Graduates with conjoint business and sport and recreation degrees attract higher incomes because they are more specialised.

	Salary (per year)
New event managers	\$35,000 - \$63,000
Event managers with three or more years' experience	\$60,000 - \$80,000
Marketing manager	\$70,000 - \$90,000
Sponsorship manager, depending on sales targets and commission	\$73,000 - \$100,000
People running their own sport and recreation businesses or working at senior management/CEO level	can earn \$100,000 plus

Sources: Sportspeople Services, Careers NZ, Hays Salary Guide

Salary range is indicative of the NZ job market at the time of publication (late 2016) and should only be used as a guide.

## SKILLS REQUIRED

Sport management graduates combine their business skills and knowledge of sport within sport and recreation organisations, facilities, programmes and events. Sport managers utilise a variety of skills:

**Problem solving and critical thinking:** Able to use knowledge, facts and intuition to effectively solve problems.

**Team work:** Understand how to work effectively and problem solve as part of an interdisciplinary team in a sport and recreation-based environment.

**Communication:** Can communicate effectively to a diverse range of individuals from elite athletes to community groups and corporate business people.

**Theoretical knowledge:** Understand the key principles underlying the practice of sport and recreation management including the nature, characteristics and management of sport and recreation in New Zealand and around the world. Aware of the effects and consequences on the environments in which sport and recreation occurs.

**Organisational knowledge:** Able to put into place organisational responses to community, sporting and recreational needs, including selecting and applying techniques in sport and recreation planning and programming for different settings.

## PERSONAL QUALITIES

- Personable
- Leadership ability
- Self-motivated and focused
- Good planner and organiser

## FURTHER STUDY OPTIONS

Postgraduate certificate, diploma, master's and PhD study is available for sport and recreation students. Postgraduate coursework focuses on leadership and management, sport marketing, sport development and sport events. Research includes, sports leadership, sport governance, sports and event tourism, interorganisational relationships and event leveraging and legacies

## THE AUT ADVANTAGE

Sport Management students gain practical experience in the sport and recreation industry through extensive industry placements during their study, culminating in 350 – 400 hours in year 3. This experience prepares graduates well for careers with sport and recreation organisations, facilities, programmes and events.



## Gracey Monteith

Media and Communications Manager  
Mitre 10 Trade Racing, Wildcard Racing Ltd

Bachelor of Sport & Recreation in Management  
and Bachelor of Business in Marketing

"I'm responsible for managing our V8 ute racing team, and I'm also heavily involved in the sponsorship management of our naming corporate partners, Mitre 10 Trade. This means I am involved in sponsorship management, social media, media coverage, logistics between racing events, managing the race team and preparation of the race car for events.

In my sponsorship management role I apply many areas of marketing and sports management to my everyday tasks. Especially when approaching new corporate partners I'm mentally referring back to what my AUT lecturers taught me."

### EMPLOYER COMMENT

"The position required someone who is passionate about motorsport, has a wide range of skills, isn't afraid to get their hands dirty and can adapt to changing situations quickly. Gracey certainly is passionate and enthusiastic about our race team and our professional image with our corporate partners.

Her AUT qualification has certainly helped in the day to day operations. Gracey has taken control of managing the race team, setting each member's job description, ensuring communication is a top priority, putting systems in place to record that all scheduled work is done, and recording vital information on changes or anything abnormal that is found so all info can be reviewed by our chief engineer after each event. Gracey now confidently runs the full race team on all race weekends – no small feat in this male dominated game!"

### James Urquhart

Owner, Wildcard Racing Ltd

## **USEFUL WEBSITES**

### **SPRINZ**

[www.sprinz.aut.ac.nz/areas-of-expertise/sport-leadership-and-management](http://www.sprinz.aut.ac.nz/areas-of-expertise/sport-leadership-and-management)

### **AKTIVE**

[www.aktive.org.nz/About-Us](http://www.aktive.org.nz/About-Us)

### **Sport NZ**

[www.sportnz.org.nz](http://www.sportnz.org.nz)

### **High Performance Sport NZ**

[www.hpsnz.org.nz/about-us](http://www.hpsnz.org.nz/about-us)

### **Sport Management Association of Australia and New Zealand (SMAANZ)**


[www.smaanz.org](http://www.smaanz.org)

## **FURTHER INFORMATION**

For the most up-to-date sport & recreation management information visit our website:  
[www.aut.ac.nz/sportrecreation](http://www.aut.ac.nz/sportrecreation)

### **FUTURE STUDENTS**

Contact the Future Student Advisory team for more information: [www.aut.ac.nz/enquire](http://www.aut.ac.nz/enquire)  
[futurestudents@aut.ac.nz](mailto:futurestudents@aut.ac.nz)


 [@AUTFutureStudents](https://www.facebook.com/AUTFutureStudents)

### **CURRENT AUT STUDENTS**

Contact the Student Hub Advisors team for more information: 0800 AUT UNI (0800 288 864)

[www.aut.ac.nz/enquire](http://www.aut.ac.nz/enquire)

[studenthub@aut.ac.nz](mailto:studenthub@aut.ac.nz)

 [@AUTEmployabilityandCareers](https://www.facebook.com/AUTEmployabilityandCareers)

### **EMPLOYABILITY & CAREERS**

For other Future Career Sheets visit:  
[www.aut.ac.nz/careersheets](http://www.aut.ac.nz/careersheets)

For employability and career support, AUT students can book an appointment through  
<https://elab.aut.ac.nz/>


### **NORTH CAMPUS**


90 Akoranga Drive, Northcote, Auckland

### **SOUTH CAMPUS**


640 Great South Road, Manukau, Auckland

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The information contained in this career sheet is correct at time of printing, August 2019.

