

AUT

A FUTURE IN
COACHING





WHAT IS A CAREER IN COACHING LIKE?

Preparing and inspiring a group or individual towards achievement in sports is the goal that motivates coaches. What lies behind this goal is a dual passion for sport and people and a mission to explore what's possible when these two areas are combined.

Modern coaching goes beyond the traditional simple focus on technique – it emphasises an athlete-centred perspective, with coaches required to understand dynamic individual, environment and task challenges. They incorporate a game-based approach in order for athletes to develop a strong awareness of how to respond in competitive situations.

Coaching is an exciting and rewarding career and can involve working with athletes across a broad range of skill levels, from beginners to high-performance elite athletes. There is also an increasing number of coaching development roles, where coaches use their technical expertise to develop the knowledge and effectiveness of other coaches.

There are many elements to successful and effective coaching. Besides the more obvious aspects such as motivation, logistics, organisation, and specific physical, cognitive and affective skills, coaches need to be up to date with the latest technical tools in their area. They need to have a good grasp of biomechanics and physiology, and they must be aware of how different individuals respond to different stimuli and training methods. Such coaching attributes are transferable to wider fields such as management, marketing and business.

Can you see yourself inspiring coaches or players to develop the skills necessary for sporting success? Do you have a passion for sport and physical activity? Are you highly motivated, organised and keen to inspire? If so, a career in coaching could be for you.

OUTLOOK AND TRENDS

Coach development framework

Sport and Recreation New Zealand (SPARC) has developed guidelines on coach development in New Zealand. The Coach Development Framework aims to improve coach education requirements and qualifications. It provides the structure for the delivery of coach development and accreditation systems, and aligns with the NZ Coaching Strategy.

Source – www.sportnz.org.nz/

Volunteer coaching best path to paid work

Many sports coaches start out as volunteers working with players and teams at a lower playing level. They build up their skills, knowledge and networks over a period of time, and get involved in specialised courses before moving to the professional ranks of coaches.

Coaching development roles

Coach trainers, mentors and assessors have a crucial role in the sector, as they provide knowledge and passion for the next generation of coaches. Sport NZ manage high quality training systems that allow providers of coach development to educate coach trainers, mentors and assessors utilising the skills and knowledge of the appropriate key players in coaching.

Source – www.sportnz.org.nz

Increasing numbers of coaches forecast to 2023

In 2010 there were 8785 instructors/coaches in New Zealand. Business and Economic Research Ltd (BERL) forecast that this could rise to 9858 by 2023, an 11% increase.

Source – Skills Active New Zealand

Constraints approach

An athlete's behaviour is constrained by their judgement and perception of other individuals (e.g. fitness level, body size), their perception of their environment (e.g. pitch type, crowd, referee) and their perception of the task (e.g. game situations). Incorporating this constraints-based approach in coaching methodology enables coaches/players to use these dynamic systems in their coaching design and so better prepare athletes for success in their sports setting. The constraints approach is increasingly accepted as best practice in coaching, and graduates with skills in this area will be favoured.

Teaching Games for Understanding (TGfU)

TGfU is a coaching method that enables athletes to learn about the game and practise skills and technique within the context of a game rather than separate from it. Learning in context provides a sound understanding of the game and better opportunities to apply skill, technique and decision making. This approach is considered to be a fundamental basis for the modern coaching method, and expertise in this method is in demand.



WORK SETTINGS

Sports coaches and coach development officers can be self-employed, or work for:

- Sports clubs or facilities, such as rugby or football clubs, gyms, ski fields or swimming pools
- Regional, national or international sports organisations, such as Tennis Auckland, NZ Rugby Union or the International Cricket Council
- Schools or tertiary providers

- Sport organisations, such as regional sports trusts or the New Zealand High Performance Unit
- Indoor sports venues

Sports coaches may have to work long or irregular hours, particularly evenings and weekends.

CAREER ROLE EXAMPLES

Coach development manager/officer – develops and implements programmes that increase and maximise the participation and capability of coaches at all levels.

Enhances the image of the sport and the organisation through being a positive role model with a sound knowledge of all aspects of coach development.

Coach with regional or national sports organisations – helps athletes learn the skills, rules and tactics of a sport, organise practice sessions and develop training programmes and drills, motivates teams or individuals. Identifies and encourages talented players and selects players for teams and events.

Performance analyst – helps to analyse behaviour (coach and athlete), energy expenditure, tactics and techniques, time-motion and scout opposition to incorporate in planning training sessions.

Sports co-ordinator – Promotes sport and physical exercise in schools, helps develop and run sport programmes and nutrition workshops, works with teams to encourage healthy eating, co-ordinates and liaises with managers, coaches and other community bodies associated with the school.

Physical education teacher* – Prepares and delivers instructional physical education lessons and programmes, promotes student and community wellbeing. Is involved in the co-curricular life of a school, often delivering individual and team sports coaching.

* Must also complete the additional one year Graduate Diploma in Secondary Teaching .

SKILLS AND KNOWLEDGE

- Ability to teach and coach young people and/or adults from a range of backgrounds and cultures
- Knowledge of different coaching and teaching methods and learning styles
- Research skills to keep up to date with best practice in coaching
- Leadership and management skills
- Group facilitation skills
- Knowledge of occupational health and safety (OHS)
- First aid skills
- An understanding of athlete motivation
- Performance analysis skills

PERSONAL QUALITIES

- Positive and open-minded
- A desire to work with people
- Curious and keen to learn

THE AUT APPROACH

AUT and University of Canterbury are the only universities in New Zealand offering degree-level coaching programmes.

Students undertake a major co-operative education placement which takes approximately two days per week throughout the final year of study. Through work placements with national and regional sporting bodies AUT offers extensive practical work experience with athletes through reputable industry partners including:

- Regional sports trusts
- Aktive Sports
- Primary, intermediate and secondary schools
- National and regional sport organisations and clubs

SALARY GUIDE

Pay for professional sports coaches varies depending on the sport and the level at which they coach.

Many sports coaches/officials are volunteers, and many who are paid still rely on supplementary jobs to make a living.

Some sports reimburse expenses or may have a small game fee for officials. A small number of sports, such as rugby and cricket, pay their top level officials a salary.

	Salary (per year)
Sports coach (casual, part-time basis)	\$15 to \$25 an hour
Sports coaches (entry-level, full-time)	\$31,000 or more
Regional or national coaches	\$80,000 plus. A car and performance bonuses may be included for senior coaching roles.
Coach development officers	\$44,800 ave
Strength and conditioning coach	\$52,500 ave
Secondary school teachers	\$48,300 (first year) \$73,000 (up to 7 years)
Private or independent school teachers	often extra \$2,000 – \$3,000 pa on top of usual salary

Sources: www.payscale.com and Education NZ

Salary range is indicative of the New Zealand job market at the time of publication (early 2016) and should only be used as a guideline.

FURTHER STUDY OPTIONS

Postgraduate options include the Graduate Diploma and Postgraduate Certificate in Sport and Exercise, specialising in coaching, as well as honours, master’s and PhD programmes in sport and recreation.

Research areas include coaching behaviours and performance analysis, athlete-centred coaching approaches, and enhancing coaches’ effectiveness when working with athletes.

LORETTA HOGG

Business Development Manager
Matakana Beach Company

Bachelor of Sport and Recreation in Coaching and Sport
Management

"I have always played sport and had a passion for coaching, therefore studying a Bachelor of Sport and Recreation felt like the ideal life pathway. I really wanted to work with and assist people who were as enthusiastic about being active as I was.

While studying at AUT I coached in my local area, Omaha, as an ocean swim, stand up paddleboard and surf lifesaving coach. After my degree I moved to Raglan and worked in Hamilton as a Team Leader of Pools and Recreation for council, but an opportunity opened up in my home community, so I moved back to Omaha into my current role.

My job incorporates both of my majors amazingly well. As Business Development Manager I am responsible for overseeing and supervising the company's activities and employees. Some tasks include hiring, training and evaluating new employees for the new Summer Sessions store and ensuring that the company is on track to meet its financial goals. The coaching role involves collaboratively setting goals with clients to meet their training and task needs. Individual athletes require different areas of my coaching expertise, including the use of performance analysis programmes and applications, goal setting and motivational coaching techniques. Studying at AUT enabled me to develop excellent planning and facilitation skills, improve in my professional report writing and increase my knowledge of pedagogy and coaching techniques. I love working in the outdoors with like-minded people, and I am motivated by the work and the surroundings.

This year I am starting a Master of Sport and Exercise, where I intend to study the importance of core strength in athlete development. I have had meetings with High Performance Sport New Zealand, where I would ideally like to work, on completion of the qualification."

EMPLOYER COMMENT

"To work in this field you need to have an excellent understanding of sport and how it works. To coach and teach effectively it is important to be able to assess people's restrictions, such as age, balance, size and skill level, and to create a great experience based on their perceptions rather than yours.

Loretta has a fantastic, infectious personality with a can-do attitude. She understands my directions and projects, but she also challenges my ideas in a constructive way. She goes above and beyond expectations to achieve great results for the business."

Matt Craig

Owner Operator, Matakana Beach Outfitters



USEFUL WEBSITES

Skills Active

www.skillsactive.org.nz

High Performance Sport New Zealand

www.hpsnz.org.nz

Sport New Zealand

www.sportnz.org.nz

New Zealand Recreation


www.nzrecreation.org.nz

FURTHER INFORMATION

For the most up-to-date information on the study of coaching and the Bachelor of Sport and Recreation, please visit our website:
www.aut.ac.nz/coaching-study


FUTURE STUDENTS

Contact the Future Student Advisory team for more information: www.aut.ac.nz/enquire
futurestudents@aut.ac.nz

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For other Future Career Sheets visit:
www.aut.ac.nz/careersheets

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





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

