ABOUT THIS QUALIFICATION

The Diploma of Sport & Recreation Management allows graduates to develop the skills and knowledge required to work in the sport and recreation industry in a management or organizational capacity.

This qualification compliments existing technical qualifications such as fitness or massage by developing management skills.

The course leads to job outcomes in a range of sport or health organisations that may include: Sports and Recreation Manager, Sports Official, Allied Health Manager, Event Manager, Facility Manager.

Choice of 2 Streams

The College offers a choice of 2 streams for this course allowing students to specialise in their chosen industry area:

- GENERAL PROGRAM – Sports Manager
- FITNESS PROGRAM – Fitness Industry Specialist*

*Opportunity to gain second BONUS Diploma of Fitness

Due to the alignment between the Diploma of Sport and Recreation Management and the Diploma of Fitness, students who choose to undertake the Diploma of Sport & Recreation Management – Fitness Program will have the opportunity to use credit from their Diploma of Sport and Recreation Management towards the Diploma of Fitness. This means that students can gain a second bonus Diploma of Fitness to further enhance their professional qualifications with very little additional study. See below for details

<table>
<thead>
<tr>
<th>Course</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma of Sport and Recreation Management</td>
<td>Full Time 12 Months (4 x 10 week terms + holiday periods)</td>
</tr>
<tr>
<td>- General Program (SIS50115)</td>
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<tr>
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</tr>
<tr>
<td>- Fitness Program (SIS50115)</td>
<td></td>
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</tbody>
</table>

CURRICULUM

Diploma of Sport & Recreation Management - General Program

The Diploma of Sport & Recreation Management - General Program is for students who want to gain the skills and knowledge to work in a management position in either a sport, health or recreation based organisation.

It comprises 8 modules each with its own set of assessment:

1. Marketing the Sport and Recreation Organisation
2. Facility Management Essentials for the Sport and Recreation Manager
3. Client Services in Sport and Recreation
DIPLOMA OF SPORT AND RECREATION MANAGEMENT

Mode Delivery - Classroom

National Qualification Code: SIS50115
CRICOS Code: 090570J
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4. Accounting and Financial Management for the Sport and Recreation Organisation
5. Sports Sponsorship Management
6. Human Resources Management
7. Legislation and Compliance in the Sport and Recreation Industry
8. Business Planning and Operations for the Sport and Recreation Organisation

CURRICULUM

Diploma of Sport & Recreation Management - Fitness Program

The Diploma of Sport & Recreation Management - Fitness Program is for students who want to gain management skills whilst further enhancing their expertise in the fitness industry.

It comprises 8 modules each with its own set of assessments.

1. Marketing the Sport and Recreation Organisation
2. Accounting and Financial Management for the Sport and Recreation Organisation
3. Human Resources Management
4. Legislation and Compliance in the Sport and Recreation Industry
5. Advanced Personal Training Techniques 1*
6. Advanced Personal Training Techniques 2*
7. Health Promotion*
8. Injury Prevention Management*

* These modules require a current Certificate IV in Fitness as a pre-requisite.

The Fitness Specialist modules are conducted as hands on practical classes which are typically held in a fitness centre or gym environment as the classroom.

Opportunity to gain a second BONUS Diploma of Fitness

Students who choose to undertake the Diploma of Sport & Recreation Management – Fitness Program will have the opportunity to gain a second bonus Diploma of Fitness (SIS50215) to further enhance their professional qualifications.

At the completion of the Diploma of Sport & Recreation Management – Fitness program students can request a credit transfer of their units toward their second Diploma of Fitness (SIS50215).

Students will only be required to complete the following remaining units to gain their second bonus qualification:
CHCCOM002  Use communication to build relationships
CHCPRP003  Reflect on and improve own professional practice
HLTAID006  Provide advanced first aid*
HLTP0402C  Assess readiness for and effect behaviour change

* Provide advanced first aid will require either attendance at a Sydney campus workshop or completion via an external provider and this will be at the student’s own cost.

The College will offer these units via distance education**.

**Due to ASQA regulations, students will only be able to study these additional units once they are not on a student visa anymore.

The additional fees for these units are currently a) First aid $245 (Sydney campus only) or externally through another provider and b) Distance education of remaining units is $695. Fees subject to change.

Note, the Diploma of Fitness (SIS50215) require 12 months post Certificate IV in Fitness vocational experience as a pre-requisite. This requirement will be met through participation in the 12 month Diploma of Sport & Recreation – Fitness Program with this College.

MODULE DETAILS

MODULE
Marketing the Sport and Recreation Organisation
A manager in the sport and recreation industry is responsible for a range of roles in locations such as fitness centres, outdoor sporting grounds or complexes or aquatic centres or community recreation centres.

This module addresses the skills required to research, develop and present a marketing plan for a sport and recreation organisation. This involves determining the optimum marketing mix for a business through analysis of inter related marketing components.

Students will be required to conduct a strategic analysis to develop organisational marketing objectives. This involves reviewing the organisation’s internal and external environments, evaluating past and current marketing performance, and exploring and evaluating new marketing opportunities.

Assessment for this unit requires the completion of a Marketing Plan and assignment.

The course will cover:
- Introduction and the Sport and Recreation Environment
- Marketing Environment and Situational Analysis
- Marketing Research and Consumer Behaviour
- Strategic planning (objectives and strategies)
- Segmentation and Target markets
- The marketing mix
- Legislation and operational requirements
- Evaluation and Monitoring
MODULE

Facility Management Essentials for the Sport and Recreation Manager
The facility manager is responsible for a range of roles within the sport and recreation industry in locations such as fitness centres, outdoor sporting grounds or complexes or aquatic centres or community recreation centres. This module addresses the skills required to acquire and maintain physical assets, equipment and stock within a range of facilities.
Assessment for this unit requires the completion of a Facility Management Proposal, assignment and examination.
The course will cover:
- Introduction to Facility Management
- Funding
- Physical Assets
- Stock Selection and Control
- Maintenance
- Service agreements
- Risk, Contingency planning and Legislation

MODULE

Client Services in Sport and Recreation
In the sport, fitness and recreation industry, there are a range of services required by clients. This module will address the skills required to plan, implement and evaluate these services from a facility management perspective.
In addition, the module includes project management, researching client needs and client service skills.
The module will explore providing services within budgetary constraints, monitoring the provision of services, evaluating the outcomes of the service and making recommendations in which service outcomes and benefits to participants can be improved.
Students will be required to present a basic proposal for assessment as well as plan, implement and evaluate a service of their choice.
The course will cover:
- Introduction to Client services
- Client needs
- Project management
- Planning a service
- Service implementation
- Evaluation of services
MODULE

Accounting and Financial Management for the Sport and Recreation Organisation

Accounting is used to gain quantitative information about a business’s finances. The accounting process involves recording all transactions and keeping track of income received and expenditure incurred by the business. This is essential to determine accurate financial performance and the financial health of the business.

The Accounting principles and Financial Management module requires students to plan and implement financial management approaches, monitor and control finances, and review and evaluate the effectiveness of financial management processes in line with the financial objectives of the organisation.

It also requires students to undertake budgeting, financial forecasting and reporting requirements, and to allocate and manage resources to achieve the required outputs for the business unit. It includes contributing to financial bids and estimates, allocating funds, managing budgets and reporting on financial activity.

The assignment is based on analysis of annual reports for two organisations in the sport, fitness and recreation industry.

The course will cover:

- Introduction to accounting and financial management
- Planning for Financial Management
- Analysing Performance
- Budgets
- Implementation
- Monitoring and Controlling
- Evaluation and Review
- Legislation

MODULE

Sports Sponsorship Management

This module addresses the skills required to obtain and manage sponsorship for a hypothetical business, product or activity. It requires the ability to establish and manage positive business relationships and conduct formal negotiations.

In addition, it includes meeting management.

Students will be required to use this knowledge to plan a sponsorship proposal to be presented to a mock board of industry contacts. Feedback from this board will be considered in regards to student assessment.

Assessment requires students to plan a viable and reasonable sponsorship proposal. Present their proposal in a formal meeting to a ‘mock’ board. Run the meeting efficiently.

The topics covered in this module include:
DIPLOMA OF SPORT AND RECREATION MANAGEMENT  
Mode Delivery - Classroom

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- Introduction to sponsorship
- Business relationships
- Managing meetings
- Role of sponsorship in Sport, Fitness and Recreation
- Negotiating sponsorships

MODULE

Human Resources Management
This module on human resource management addresses the skills required to recruit, select and induct staff as well as the skills required to lead and manage them.

Students will be required to use this knowledge to develop a Human Resources manual for a hypothetical business or facility of their choosing. The HR manual will specify how to recruit, select, induct, lead and manage people and teams.

The course will cover:
- Identify recruitment needs.
- Specify selection criteria.
- Outline how to process and evaluate applications.
- Outline key determinants to be used during the selection process.
- Design induction programs
- Outline key elements of employment legislation and how this impacts the business.
- Explain how they can lead and manage teams with innovative approaches

MODULE

Legislation and Compliance in the Sport and Recreation Industry
This module addresses the skills required to determine legislative and compliance requirements in the Sport, Fitness and Recreation context.

Legislation impacts businesses in many ways. There are many forms of legislation that apply to ALL businesses, and there is also a vast range of legislation that is specific to certain industries or business types.

The purpose of this module is to help you navigate through the myriad of legislation, regulation, industry code, ethical practices and compliance issues that apply in the Sport, Fitness and Recreation Industry. You will not only learn about the actual pieces of legislation but how they apply to your business and how you can integrate them into your policies and procedures.

At first, this may seem daunting, but by the end of the course you should feel confident in your ability to read and interpret legislation and determine the implications for a small business.

Whilst some legislation is briefly discussed in other modules, the majority is contained within this module. This repetition is important for 2 reasons. Firstly, it enables students to review legislative requirements more than once and secondly it helps to contextualise the legislation to specific parts of the business.

The course will cover:
DIPLOMA OF SPORT AND RECREATION MANAGEMENT

Modal Delivery - Classroom

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- Introduction to Legislation in the Sport, Fitness and Recreation Industry
- Company, taxation and contracts
- Privacy, Trade Practices and Consumer Protection
- Industrial relations legislation
- Industry codes, ethics and environmental considerations
- WHS/OHS Management
- Risk Management
- Record keeping and compliance

MODULE

Business Planning and Operations for the Sport and Recreation Organisation

This module addresses the skills required to run a business operation and covers the steps required to develop and implement a business plan. The topic also focuses on operational planning.

If you are completing this module as part of the Diploma of Sport and Recreation Management qualification, you will benefit from your understanding of finance, marketing, operations and employment relations which occurs in further detail during the duration of the Diploma of Sport and Recreation Management Course.

The course will cover:

- Business Planning
- Operations Planning
- Financial Planning
- Resource allocation
- Rostering, scheduling and timetabling
- Contingency management
- Performance Measures
- Inventory, quality and supply chain management
- Reviewing and monitoring plans

COURSE DURATION

4 x 10 week terms (52 weeks)

COURSE INTAKES

The College offers 4 intakes per year:

- January
- April
- July
DIPLOMA OF SPORT AND RECREATION MANAGEMENT  Mode Delivery - Classroom

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- October
Please refer to timetable for more detail.

COURSE OVERVIEW

Method of Training and Delivery
The program will be delivered by a combination of:
- Theory lessons in a classroom environment
- Practical experiences
- Guided self-learning tasks

A range of learning approaches will be used to deliver the theory component of your course, which includes:
- Classroom discussion and feedback
- Role play activities and peer discussions
- Simulated work environments
- Presentations by the instructor using whiteboards, training aids, DVDs
- Guest specialists
- Student Course notes
- Additional reading material and latest articles
- Recommended further audiovisual and textbooks
- Excursions

EXAMPLE TIMETABLE

The typical timetable for this course is 2 days per week plus additional directed home study.
Example Timetable:

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Duration</th>
<th>Terms</th>
<th>Options</th>
<th>Class Timetable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma of Sport and Rec Management</td>
<td>6 months</td>
<td>2 x Terms</td>
<td>❑ Option 1</td>
<td>Tue &amp; Wed 8.45am – 5.30pm</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>❑ Option 2</td>
<td>Thu &amp; Fri 8.45am – 5.30pm</td>
</tr>
</tbody>
</table>

ENTRY REQUIREMENTS

The Diploma of Sport and Recreation Management - General Program does not have any academic entry requirements, students however are required to have the appropriate English proficiency (please refer to our English proficiency requirements factsheet).
DIPLOMA OF SPORT AND RECREATION MANAGEMENT  
Mode Delivery - Classroom

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The Diploma of Sport and Recreation Management - Fitness Program has the Certificate IV in Fitness as a prerequisite. Additionally, students are required to have the appropriate English proficiency (please refer to our English proficiency requirements factsheet).

EXAMPLE COURSE PHOTOS

High resolution versions can be found on www.alg.edu.au/alg-partner-portal/images/