

Sector: Sport

1. Major change drivers impacting on the sectors in the industry, now and over the next five years.

Internal Industry Issues

a. Current

NB: There are several issues facing the Australian sport and recreation industry. Some issues overlap across all four sectors of the industry (fitness, community recreation, outdoor recreation and sport) whereas some are particular to each individual sector.

- The Melbourne 2006 Commonwealth Games. Advent of the Games will necessitate a greater infrastructure at club level.
- A further \$100 million has been made available from the Federal Government for the Commonwealth Games which includes a Volunteer Strategy as part of the Commonwealth Games legacy.
- Implementation of Privacy Acts, Public Liability Insurance and Professional Indemnity Insurance, Human Resource and Industrial Relations policies and procedures and the legal responsibility of those representing an organisation on a Board.
- Heavy reliance on volunteers to survive. Due to a greater regulatory environment, numbers are gradually declining and there is a need for increased volunteer recruitment and retention.
- Increased use of information technology, the ageing population and increased formal responsibilities.
- Police checks becoming mandatory for parents, coaches and officials when working with children.
- Parental behaviour at sporting activities - many resorting to verbal or physical abuse.

b. Future (next five years)

- With increased insurance costs, more emphasis on training that is accredited and affordable.
- The Commonwealth Games will have a positive impact on participation levels and encourage further physical activity to combat the escalating obesity levels.
- Upgraded sporting facilities for the Games will increase attendance at future events

External Industry Influences

a. Current

- Availability of sponsorship and the disposable income of individuals
- Competition from other entertainment sources including more passive (electronic) recreational and extreme sports such as skateboarding.
- Time limitations and lifestyle commitments.
- International insecurity and terrorism.

- Competition from global sports for Australian elite players, coaching and administrative talent
- Emphasis on diversity and access – special needs and older people

b. Future (next five years)

- Increasing ageing population - demographic of those wishing to participate in organised sport and recreational activities will be affected.
- Increasing awareness of health issues - organisations will need to alter approach and products to address needs of this new market.

2. Enterprise and sector strategies to address the impact of the change drivers.

Internal Strategies

- Key agencies should come together and address training, recognition of qualifications, facility management and catering for specific target groups.
- Structures should be developed that increase and improve cooperation between agencies.
- AFL should continue to improve talented player development programs to attract first choice athletes to football
- Development of club administration training programs for league and club officials/volunteers
- Improving governance and management to link strategic planning to career progression
- To address the issue of decreasing physical activity, the AFL establish a recreational football game to cater for all levels of ability and fitness as well as gender mixes

External Strategies

- Forums to address current issues
- Support structure in place to provide opportunities in training and development to young people.
- Need to use IT better and more efficiently for membership issues and administrative processes
- Employ HR specialists to work with management to link strategy, organisation structure and employee competencies

3. Implications of these strategies for training need over the next five years, both positive and negative.

Impact on Individuals

- Methods need to be developed to improve training around sports science, talent identification & player development
- Training in subjects to address physical and mental health through sports development is required.

- Given the seasonal nature and casualisation of the workforce within this sector, consideration needs to be given to the training developed for new entrants so that there is an employment outcome. Also for career transition training
- Individuals need to have constant upgrade of IT and communication skills

Impact on the Industry Sector

- Trialing delivery of league and club administration training programs in rural, regional and metropolitan areas.
- Training in getting money from philanthropic organisations. Other sources of revenue should be considered given the increasing professionalism of the industry.
- Promotion and business skills