VET: SPORT and RECREATION

NAME: ________________________________

SUBJECT TITLE: Introduction to the Sport & Recreation Industry

CODE: SRXINU001A

UNIT OF COMPETENCE: Develop Knowledge of the Sport & Recreation Industry
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</tbody>
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The Importance of the Recreation Industry

In this unit we need to consider the social and economic significance of the recreation industry and its impact on individuals and the community. Ideas will include:

1. why people participate in recreation
2. the benefits of recreation to the community
3. the role of volunteers in the recreation industry
4. the impact of the recreation industry on the Australian economy
5. sources of funding for the recreation industry
6. the characteristics of employment in the industry

Give a definition for “social”.

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Give a definition for “economic”.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

List reasons why people participate in recreation.

________________________________________________________________________

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________________________________________________________________________

Can you think of any ways in which the community benefits when people participate in recreation?

________________________________________________________________________

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________________________________________________________________________
In the next week, search newspapers and magazines for examples of how society benefits from recreation. Examples can include through:

- social interaction with others
- through improved community identity and community interaction
- through improved health and productivity

Collect a minimum of 10 articles, place them in a folder, and highlight the main points which illustrate the benefits of recreation. At the completion of the 10 articles comment on what you found. Minimum of 1 page typed please. This is due on: _______________

What reason would you give for why it can be difficult to attract volunteers to some recreation activities?

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How would you go about attracting volunteers to a recreation organization?

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What strategies would you use to retain volunteers in your organization?

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What training would you recommend for volunteers in your organization?

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What is the “working with children” certificate that has been introduced in Victoria? How will this impact on the industry?

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How do you think Australia’s economy benefits from recreation? Explain your answer.

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How does recreation benefit Australia’s productivity? Explain your answer.

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Give 2 examples of recreation goods or services which have led to increased employment.

Sport and recreation organizations must have money to keep their operations going. Where does this money come from? Sources of funding will depend on the nature of the organization, who sponsors it, and whether it operates on a national, state/territory, regional or local level.

List 5 local sport and recreation groups in your area, which are sponsored by local businesses. Indicate if the sponsorship is tied to a specific event or piece of equipment.

1. ____________________________________________________________

2. ____________________________________________________________

3. ____________________________________________________________

4. ____________________________________________________________

5. ____________________________________________________________
Where does the organization get its money? List the different sources. Is any of the income tied to a particular activity? If so, identify the activities.

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List 3 characteristics of employment in the recreation industry.

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What do you think are the advantages of working in the recreation industry? Why?

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What employment disadvantages exist in working in this industry? How could these disadvantages be overcome?
### 5 Sectors of the Sport & Recreation Industry

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>OUTDOOR RECREATION</th>
<th>SPORT INDUSTRY</th>
<th>HEALTH AND INDUSTRY</th>
<th>COMMUNITY RECREATION</th>
<th>RACING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities in the outdoors</td>
<td>Competitive organised activities</td>
<td>Develop physical fitness</td>
<td>Recreation and leisure services</td>
<td>Animal racing and gambling</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Groups / Individuals/ Organisations</th>
<th>Teams and individuals</th>
<th>Commercial operations</th>
<th>Community groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usually non profit</td>
<td>Usually non profit</td>
<td>Local government involvement</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SERVICES OFFERED</th>
<th>Leadership programs</th>
<th>Coaching</th>
<th>Fitness assessments</th>
<th>Sport and Rec activities</th>
<th>Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational programs</td>
<td>Refereeing/Umpiring</td>
<td>Exercise programs</td>
<td>School holiday programs</td>
<td>Breeding</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Camps</th>
<th>Elite training</th>
<th>Weight management</th>
<th>After school care</th>
<th>Animal sales</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Recreation activities</th>
<th>Junior Development</th>
<th>Health advice</th>
<th>Community recreation facilities</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Training</th>
<th>Injury rehabilitation</th>
<th>Courses</th>
</tr>
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<thead>
<tr>
<th>Accreditation</th>
<th>Sports Administration</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>Bushwalking</th>
<th>Football</th>
<th>Aerobics</th>
<th>Dancing</th>
<th>Racing of animals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kayaking</td>
<td>Netball</td>
<td>Gym</td>
<td>Book Club</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rock Climbing</td>
<td>Soccer</td>
<td>Body building</td>
<td>Singing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


CULTURE AND LEISURE INDUSTRY

1. Outdoor Recreation
2. Health and Fitness
3. Sport
4. Community Recreation
5. Racing

1. National Parks
2. Botanical Gardens
SPORT

The sport industry typically involves competitive and organised activities that require physical skill and/or exertion. EG. Football, basketball, archery, gymnastics.

Most sporting activity in Australia is not-for-profit and involves community and voluntary organizations.

HEALTH AND FITNESS

This industry includes services and programs that develop top physical fitness. EG: circuit gym, body building, aqua aerobics etc.

They are typically commercial operations and include health and fitness centres, gymnasiums, holiday resorts and hotels.
OUTDOOR RECREATION

The outdoor recreation industry consists of individuals, groups or organizations who engage in activities happening in an outdoor environment. EG: physical activities like abseiling, bushwalking, camping, or passive pursuits such as picnics and barbecues.

They are often used as a basis for educational programs in leadership, interpersonal skills and management.

RACING

This industry is concerned with animal racing and any gambling based on racing. Some segments of the racing industry may also be involved in catering, entertainment, turf management and other industry related activities.

Animals typically raced in Australia include:
- Horses: galloping and trotting
- Greyhounds
- Pigeons
Camel Services include:
- Breeding
- Training
- Animal sales
- Race meetings
- Race gambling services
- Maintenance of facilities

COMMUNITY RECREATION

Provides recreation and leisure services in community settings. EG: dancing, dog showing, singing, floral art etc

These organizations are typically not for profit providers such as the YMCA or day centres for older adults.

Local government is often involved in the provision of recreation facilities and programs, but there are also commercial providers offering recreational services on a fee-for-service basis.
### KEY INDUSTRY BODIES OF THE RECREATION INDUSTRY

<table>
<thead>
<tr>
<th>NATIONAL INDUSTRY BODIES</th>
<th>OUTDOOR RECREATION</th>
<th>SPORT</th>
<th>HEALTH AND FITNESS</th>
<th>COMMUNITY RECREATION</th>
<th>RACING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outward Bound</td>
<td></td>
<td>AIS</td>
<td>ACHPER</td>
<td>Aust Community Rec</td>
<td>Aust Racing Board</td>
</tr>
<tr>
<td>Aust Camping Ass</td>
<td></td>
<td>Aust</td>
<td>Aust Sports Medical</td>
<td>Council</td>
<td>YMCA/YWCA</td>
</tr>
<tr>
<td>Aust Canoeing Ass</td>
<td></td>
<td>Sports</td>
<td>Fed</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Council</td>
<td>Aust Coaching</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>AFL</td>
<td>Rec Industry Council</td>
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<td></td>
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<td></td>
<td>of Aust</td>
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</tbody>
</table>

| STATE INDUSTRY BODIES    | VIC Outdoor Ed Ass  | Athletics VIC | VIC Fit | Life Be In It | Vic Racing Club |
| Bicycle Victoria         |                     | Sport & Rec VIC |       | VIC YMCA      |              |

| REGIONAL/LOCAL BODIES    | Kirinari Kyak Klub  | Bentleigh FC | Fitness First | Local Book Club | Flemington Racing Club |
|                         |                     | Brighton Soccer Club | Fernwood |             |                          |
|                         |                     | McKinnon Basketball Club | King Club |             |                          |

| REPRESENTATIVE ORG       | Outdoor Recreation | Vic Sport | Fitness Victoria | Leisure Australia | Australian Racing Board |
| Industry Council         |                     |          |                 |                   |                           |
**WHAT IS RECREATION?**

Recreation is:

- Anything that is activity based, which is typically done during leisure time.
- A pastime, diversion, exercise or other resource affording relaxation and enjoyment.
- Refreshment by means of some pastime, agreeable exercise, or the like

**WHAT IS INDUSTRY?**

Industry is:

- A collective term to describe business activity on either a small or large scale.

**RECREATION AS AN INDUSTRY**

- Recreation has become big business and represents an increasing share of the Australian economy.
- 1997 statistics (a bit old but will give you the idea):
  1. 76,257 full time; 100,975 part time employees
  2. 11.6% of workforce in SA alone is employed in sport and rec industry
  3. Income $23 billion annually Aust wide
  4. Expenditure $25 billion annually throughout Aust
  5. 11,800 business units
  6. 16,514 single – purpose facilities
  7. 1,000,000 volunteers – 40% of all volunteer work in Aust is in the sport and rec industry
THE CULTURE & LEISURE INDUSTRY

This industry includes:

- Tourism (travel and hospitality)
- Arts and Culture (museums, libraries, music, visual and performance art, film, radio and TV)
- Community Services (education, festivals, and welfare services)
- Environment (National Parks, Botanical Gardens, Zoos and national estates)
- Recreation (sport, health and fitness, outdoor recreation, community recreation and racing)
Assessment

There will be 4 small tasks associated with this workbook.

1. Completion of workbook
2. 10 Newspaper Articles (See booklet page 3)
3. Research Activity 1 (Below)
4. Research Activity 2 (Below)

There will be 2 other tasks and they are listed below.

**Research activity 1:**
Research and give a brief description of each of the key legislations below. Include a statement as to how each one impacts on the recreation industry.

- Duty of Care
- Health and Safety
- Anti Discrimination
- Indemnity Forms
- Insurance
- Professional Responsibility
- Negligence
- Workplace Relations

This is to be submitted as a typed word document. A hard copy will also be required. The due date is:___________________

**Research Activity 2:**
Identify the following sites. Write a two-paragraph description on the purpose of the site:

- Vic Fit
- Active for Life
- ACHPER
- Heart Foundation
- Parks and Leisure
Assessment Task 1.
Sectors of the Recreation Industry.

- List all the recreational activities you have participated in during the last week.
- For each of the activities, place them in the appropriate section of the recreation industry; ie: Community Recreation, Health & Fitness, Outdoor Recreation, Racing or Sport.
- Of the recreational activities listed above, choose one activity / organization and answer the following questions:
  1. Who is the key industry body for this activity / organization at a National Level?
     EG Basketball = Basketball Australia
     What is their role?
     List 2 services or activities they provide.
  2. Who is the key industry body for this activity / organization at a State Level?
     EG Basketball = Basketball Victoria
     What is their role?
     List 2 services or activities they provide.
  3. Who is the key industry body for this activity / organization at a Regional/Local Level?
     EG Basketball = Dandenong Basketball Association
     What is their role?
     List 2 services or activities they provide.
• Your friend would like to take up the activity but he/she wants to find out some more information. List 5 ways you could find out more information.

DUE DATE: ______________

Assessment Task 2
Researching Information (Individual activity)

Choose an activity / sport within the recreation industry which you have participated in and answer the following questions;

1. What is your interest in the sport? Why have you chosen this sport /activity?
2. Calculate the time (per week) spent on the activity. Indicate time spent; training, competing, travel etc
3. Calculate and itemize the costs associated with your activity (per year). Include membership fees, competition fees, equipment, clothing etc.
4. Discuss your results and time and cost.
5. What are the 3 benefits of being involved in this activity? Are there any negatives associated with your sport / activity?
6. Who can participate in the sport? Are there any restrictions? (eg age, gender etc)
7. Where does your organization get its funding?
8. What is the role of volunteers in your chosen sport / activity?
9. Give 2 suggestions as to how we can retain volunteers.
10. What employment opportunities are available within the sport / activity you have chosen?

DUE DATE: ______________

Late Submission of work:
This will be the same as the Maribyrnong College school policy for senior students.
## Develop Knowledge of the Sport & Recreation Industry SRXINU001A

<table>
<thead>
<tr>
<th>Task</th>
<th>Not completed</th>
<th>Unsatisfactory 2</th>
<th>Satisfactory 5</th>
<th>Very good 8</th>
<th>Excellence 10</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completion of workbook</td>
<td>Not completed</td>
<td>Little detail</td>
<td>Basic detail</td>
<td>Some detail</td>
<td></td>
<td>Detail and clear answers</td>
</tr>
<tr>
<td>Article presentation</td>
<td>Not completed</td>
<td>Poor effort</td>
<td>Satisfactory effort</td>
<td>Some reflection of the recreation industry</td>
<td></td>
<td>Excellent presentation and reflection of the industry</td>
</tr>
<tr>
<td>Research Key Legislations</td>
<td>Not completed</td>
<td>Basic description</td>
<td>Satisfactory description of legislation</td>
<td>Good description of legislation</td>
<td></td>
<td>Excellent description of legislation</td>
</tr>
<tr>
<td>Research description of sites</td>
<td>Not completed</td>
<td>Basic description of each site</td>
<td>Satisfactory description of each site</td>
<td>Good description of each site</td>
<td></td>
<td>Excellent description of each site</td>
</tr>
<tr>
<td>Sectors of recreation industry</td>
<td>Not completed</td>
<td>Basic description</td>
<td>Satisfactory description (3 industry included)</td>
<td>Good description (4 industry included)</td>
<td></td>
<td>Excellent description (5 industry included)</td>
</tr>
<tr>
<td>Individual activity</td>
<td>Not completed</td>
<td>Basic information provided</td>
<td>Satisfactory information provided – lacks depth</td>
<td>Good information provided</td>
<td></td>
<td>Excellent detail, through answers to questions</td>
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</tbody>
</table>

### Comments

Competent NYC Resubmit

Date: 

Signed: 

Competent NYC Resubmit

Date: 

Signed: