

## 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

## Contents

Title	Page
The Importance of the Recreation Industry	1 – 7
5 Sectors of the Sport & Recreation Industry	8
Culture & Leisure Industry	9
Sport / Health & Fitness	10
Outdoor Recreation / Racing	11
Community Recreation	12
Key Industry Bodies of the Recreation Industry	13
Recreation as an Industry	14
Culture & leisure Industry	15
Assessment	16 – 18
Assessment Rubric 1	19
Assessment Rubric 2	20
Assessment Rubric 3	21

## 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”.

---

---

---

Give a definition for “economic”.

---

---

---

List reasons why people participate in recreation.

---

---

---

---

---

---

---

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

---

---

---

***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?

---

---

---

---

---

---

---

---

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

---

---

---

---

---

---

---

---

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

---

---

---

---

---

---

---

---

What training would you recommend for volunteers in your organization?

---

---

---

---

---

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

---

---

---

---

---

---

---

---

---

---

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

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

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

---

---

---

---

---

---

---

---

---

---

---

---

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. \_\_\_\_\_  
\_\_\_\_\_







## 5 Sectors of the Sport &amp; Recreation Industry

	OUTDOOR RECREATION	SPORT INDUSTRY	HEALTH AND INDUSTRY	COMMUNITY RECREATION	RACING
DESCRIPTION	Activities in the outdoors	Competitive organised activities	Develop physical fitness	Recreation and leisure services	Animal racing and gambling
	Groups / Individuals/ Organisations	Teams and individuals	Commercial operations	Community groups	
		Usually non profit		Usually non profit	
				Local government involvement	
SERVICES OFFERED	Leadership programs	Coaching	Fitness assessments	Sport and Rec activities	Training
	Educational programs	Refereeing/Umpiring	Exercise programs	School holiday programs	Breeding
	Camps	Elite training	Weight management	After school care	Animal sales
	Recreation activities	Junior Development	Health advice	Community recreation facilities	
	Training	Injury rehabilitation	Courses		
	Accreditation	Sports Administration			
ACTIVITIES	Bushwalking	Football	Aerobics	Dancing	Racing of animals
	Kayaking	Netball	Gym	Book Club	
	Rock Climbing	Soccer	Body building	Singing	

# CULTURE AND LEISURE INDUSTRY

RECREATION

ENVIRONMENT

TOURISM

COMMUNITY  
SERVICE

ARTS

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**

	<b>OUTDOOR RECREATION</b>	<b>SPORT</b>	<b>HEALTH AND FITNESS</b>	<b>COMMUNITY RECREATION</b>	<b>RACING</b>
<b>NATIONAL INDUSTRY BODIES</b>	Outward Bound Aust Camping Ass Aust Canoeing Ass	AIS Aust Sports Commission Aust Coaching Council AFL Basketball Aust	ACHPER Aust Sports Medical Fed Rec Industry Council of Aust	Aust Community Rec Council YMCA/YWCA	Aust Racing Board
<b>STATE INDUSTRY BODIES</b>	Camping Ass of VIC VIC Outdoor Ed Ass Bicycle Victoria	Athletics VIC Sport & Rec VIC	VIC Fit	Life Be In It VIC YMCA	Vic Racing Club
<b>REGIONAL/ LOCAL BODIES</b>	Kirinari Kyak Klub	Bentleigh FC Brighton Soccer Club McKinnon Basketball Club	Fitness First Fernwood King Club	Local Book Club	Flemington Racing Club
<b>REPRESENTATIVE ORG</b>	Outdoor Recreation Industry Council	Vic Sport	Fitness Victoria	Leisure Australia	Australian Racing Board

## **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.

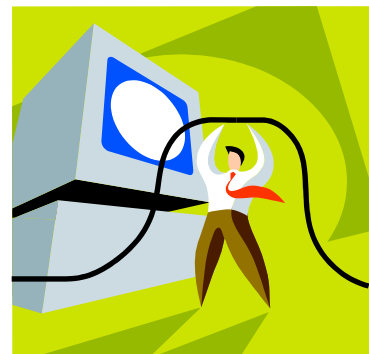
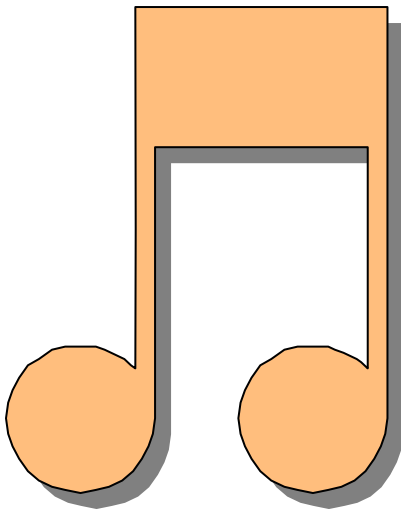
## **RECREATION AS AN INDUSTRY**

- 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**

- **Strategic Inter Government Forum on Physical Activity and Health**
- **Victorian State Government: Department of Human Services**
- **Victorian State Government: Sport and Recreation Victoria**
- **The Walking School Bus**
- **10,000 steps**

**This is to be submitted as a typed word document**

**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**

Name:

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

**Comments**

Competent                      NYC                      Resubmit

Date:

Signed:

Competent                      NYC                      Resubmit

Date:

Signed: