SCOPING PROPOSAL – FOR CONSIDERATION BY UNIVERSITY COURSES PLANNING COMMITTEE

FACULTY OF EDUCATION
SCHOOL OF HUMAN MOVEMENT STUDIES

NEW COURSE – Specialist Certificate/Graduate Diploma in Sports Management (Sports Law)

PROPOSED FIRST INTAKE: AUTUMN 2010
PROPOSED MODE OF OFFERING: DISTANCE EDUCATION

Background

As the sporting industry continues to grow and develop as a profession in Australia, there are increasing opportunities to work professionally in this area. This increased professionalism brings a need for increased and continued higher education for industry participants. The sporting industry is becoming increasingly complex, in part due to the growing influence of law in the sports arena. Sports law knowledge is vital for all participants in every level of sports management. Currently, only Melbourne University offer a sports law course (Graduate Diploma in Sports Law) which is available to non-legal practitioners in this growing and increasingly important area of sport. Sports law is primarily only addressed as single subject offerings in undergraduate sports management degrees.

As the sports industry develops and becomes more complex sporting professionals and participants in all areas need to have a working understanding of legislation and new legal developments to maintain their professional skills.

There are also a large number of current national sporting organisations who have committed to developing the career pathway of their participants, mainly players/athletes. Many sporting professionals aim to continue to work in the sports industry after their sporting careers have ended. This may take many forms, some of which are coaching, player management, administration, and event management. Traditionally, many of these roles did not need formal qualifications. With the advent of professionalism in Australian sport and indeed the western world generally over the last decade, professional development and career pathways are important parts of athlete/player contracts and for most collective bargaining agreements for national sporting associations. As such, there are funds dedicated to player/athlete career development. The proposed course would appeal to current players/athletes looking to develop a career pathway in sport, after they have finished competing. There is also a need for all coaches and sporting officials, whether coaching at junior, intermediate or an elite level to have a working understanding of legislation pertaining to sport and have the skills to decipher and interpret emerging law.
Context

These national sporting associations have a career pathway program for their contracted athletes.

Australian Football League  
A-League soccer  
National Rugby League  
Australian Rugby Union  
Australian cricketers’ association

Other associations that do not have a career pathway but have contracted athletes include;  
Swimming Australia  
Hockey Australia  
Netball Australia  
National Basketball League  
Tennis Australia  
W-League

These bodies have also been identified as potential industry partners/ advertising for the existing sporting professional to obtain continuing accreditation and professional development by undertaking the proposed course.

Australian Sports Commission  
SMAANZ Sport Management Association of Australia and New Zealand  
Institute of Sports Management

Mode and Funding

It should be noted that the courses listed above are on campus and range in duration from 1.5 – 2 years EFT. The School intends to offer the program by DE mode which would initially provide a competitive and marketing edge. The School also feels that the initial intake for this course should be a mixed CGS and full fee-paying structure where the best graduates of the undergraduate programs (CSU and others) would qualify for CGS funded places.
Proposed Structure

A one year Specialist Certificate program with the option for continuing to a one and a half year Graduate Diploma program linked to continuing education credits for:

Qualification requirements

Specialist Certificate - two subjects
Graduate Certificate – four subjects
Graduate Diploma – six subjects

Session 1
EHR Legal concepts and the sports industry
EHR Negligence, insurance and risk management in sport

Exit-Specialist Certificate

Session 2
EHR Employment, agency, trade and competition in sports law
EHR The sporting contract, athlete selection

Exit – Graduate Certificate

Session 3
EHR Criminal sanctions in sport
EHR Doping, behavioural misconduct, CAS

Exit – Graduate Diploma

Business and Marketing Plan

We would want to reduce the overall number of places in Exercise Science as this becomes a specialist area of professional work whilst the double degree in ExSc/Psychology will be deleted as a course. These numbers would be placed in this new program initially. We would want 15 CGS places and up to 10 Fee paying.

The Faculty will need to provide adequate resources for the marketing and advertising of the course to the sporting industry and current sporting professionals. We could have the course advertised in the peak bodies for sports management, coaching and administration, listed below.

Sports Management Association of Australia and New Zealand (SMAANZ)
Australian Sports Commission (ASC)
Institute of Sports management (ISM)
Australia New Zealand Sports Law Association (ANZSLA)
Australian Football League
A-League soccer
National Rugby League
Australian Rugby Union
Australian cricketers’ association
Swimming Australia
Hockey Australia
Netball Australia
National Basketball League
Tennis Australia
W-League
Australian Institute of Sport (AIS) and its state and regional affiliates.

Prerequisites

Students enrolling in this course would need at least a three year undergraduate degree. They will also be able to gain admission if they are able to show requisite professional experience or a need to gain this knowledge due to their current employment/professional status and relevant industry experience.

Risks identified

The School has identified the following areas which need to be considered:

-It will not give the graduate any ability or qualification to practice in the legal field in the area of sports law. Therefore the badging “Sports Management (Sports Law)” would be most appropriate.

-If the pre-requisite for the course is an undergraduate or formal qualification this may exclude many potential students who have been fulltime athletes, who also do not satisfy the requisite experience requirements, but are looking to move into sports management/administration once retiring from their athletic career.