

SYDNEY SWANS



THE SYDNEY SWANS INSTITUTE
**EDUCATION THROUGH
EXPERIENCE**



ABOUT US

WHY CHOOSE THE SYDNEY SWANS?

When choosing a career with the Sydney Swans, you will join a strong values-based organisation with a committed, proud and professional team working together towards ultimate sporting success.

The Sydney Swans have long been community leaders in celebrating diversity and using the power of football to bring people together with a shared purpose and sense of belonging. We are committed to creating a supportive environment in which people feel connected to our football club and to each other. Our Diversity Action Plan (DAP) and our Reconciliation Action Plan (RAP) are joint initiatives from the Board, staff, players and community leaders. They are our commitments to meaningful change aimed at fostering respect and providing opportunities.

SYDNEY SWANS
DIVERSITY
ACTION
PLAN



ABOUT YOU

WHO ARE WE LOOKING FOR?

The program will give back as much as you put in. The Sydney Swans Institute is looking for candidates who are:

- > Authentic and humble
- > Can speak to strangers, find a connection and have genuine interactions
- > Able to spot an opportunity to sell a product, whether that be a ticket to a game, item of merchandise or a membership
- > Proactive and curious with a passion for sport
- > Hands-on team players

Some experience in promotions, sales, customer service or grassroots community sport is desirable.

ABOUT THE PROGRAM

EDUCATION THROUGH EXPERIENCE

The Sydney Swans Institute is designed to give students the opportunity to improve their personal and professional development.

The program provides students with the opportunity to learn from leading subject matter experts across various business areas of sport while providing students with invaluable industry experience.

Our experts span the following fields:

- > Brand and Marketing
- > Media and Communications
- > Digital and Social Media
- > Customer Engagement
- > Sales
- > Leadership and Culture

Participants will hear first-hand from industry professionals what it takes to make it in sporting administration.



Jacqui McGregor
Events Intern, 2017
Match Day, Events and
Hospitality Coordinator, 2018
— present

Learn more about the Sydney Swans by visiting:
www.sydneyswans.com.au/club



INCLUSIONS

MORE THAN JUST AN INTERNSHIP

Welcome pack: Complete with everything you need to feel at home at the Sydney Swans.

Orientation: The program will kick start with orientation, to familiarise you with the history of the Sydney Swans, what to expect out of the program and opportunities available upon completion.

Program Workshops (see next section for more details)

Industry Experience:

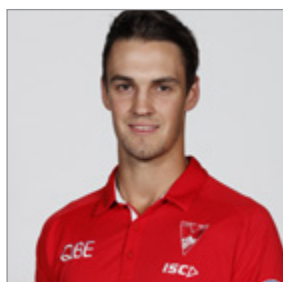
- > Minimum four (4) match days in the 2020 season (approx. 32 hours)
- > Two (2) x Street Team activations (approx. 16 hours)
- > Two (2) x School Program sessions (approx. 9 hours)
- > Business area internship
 - The length of each internship will vary and be open to negotiation based on course requirements
- > Paid opportunities as determined by your business area
- > Access to a mentor within the Sydney Swans organisation

Provided Resources:

- > Behaviour frameworks
- > Developing experience tool kit
- > Customer centric mindset
- > Reading list recommendations

Thank You + Networking Event

Attended by Sydney Swans staff, suppliers and staff alumni



Will Sheehan
Sports Science Intern, 2018
GPS Analyst, 2019 – present



WORKSHOPS

HEAR FROM SUBJECT MATTER EXPERTS

These presentations will be scheduled throughout the year. It is at the students' discretion how many they attend.

Workshop / Presentation	Inclusions & Outcomes
Orientation	Induction into the Sydney Swans, tour of the facilities, presented with welcome packs
Leadership & Culture	The principles of leadership & culture and how these concepts manifest in the football environment
Brand & Marketing	Filling a stadium: How to create a multi-dimensional marketing plan
Sales & Commercial	Aligning two brands to create mutually beneficial outcomes
The importance of customer 'fan' centricity	Putting the fan first: the importance of customer 'fan' centricity
Guest Speaker	To be confirmed
Product Development	From "idea" to the shelf: how a merchandise product comes to life
Social Media	How to harness the power of fan and influencer generated content
Media	The role of traditional media in sport
My Career Journey	Hear from a senior member of the Swans staff as they share their career journey and what they learned through the years
Running a football club	How the different parts of the Swans contribute to our overall mission
Event Management	Keeping events fresh
On-field Performance	Strength and conditioning
Football Operations	From analysis to on-field to operations and logistics: how to create a winning team

For all available internship opportunities visit:
www.sydneyswans.com.au/club/our-people/careers

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I absolutely love working at this club. As an intern, I was exposed to many different areas of the business. It solidified my passion for working in sport while showing just how much work it takes to run a professional sporting club.

Andrew Stelzer
Fan and Community Engagement Intern

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Sydney Swans Staff participating in the 2020 Mardi Gras parade



Light Tower 4, Driver Avenue, Paddington, NSW, 2021
PO BOX 173, Paddington, NSW, 2021
02 9339 9123 | sydneyswans.com.au

