To kick off the New Year, Holmesglen Sports Media and Sports Management students were treated to an orientation with a difference. Three time AFL premiership winning player, former Geelong captain and media personality, Cameron Ling, shared his experiences in the spotlight with 60 enthralled students.

Cameron spoke with passion about his 12 years at Geelong, his retirement after winning the 2011 Grand Final (Geelong’s third in five years) and his transition into a media career, both in front of the camera and behind the microphone. His stories gave students real world examples of where their future careers could take them; be it managing elite athletes, within sporting clubs or as a part of the ever growing media – specialising in sport.

“The opportunities are there and the enjoyment is incredible,” he said.

“Know it’s a great industry, but know you’ve got to work hard for it. They [employers] expect a super driven and professional person.”

For students embarking on their studies, first hand tips and tricks of the trade from someone of Cameron’s calibre were invaluable. He discussed how preparation was the key to success. Even the ability to sound off-the-cuff when commentating came down to research skills and being well prepared.

It was through the support of his colleagues, people like Bruce McAvaney and Matthew Richardson that Cameron was able to rise to the challenge. In the beginning of a media career, his best advice to students was to keep it simple.

“Never, ever, forget just how hard it is to be out there doing it.” Cameron also spoke about key lessons he learnt over his career, including how individual success came from overall team success.

“You can’t do it all yourself. Take responsibility to work as hard as you possibly can; you have to improve yourself [but] what you see in life is a result of a team of people executing their jobs seamlessly.”

During the Q&A part of the orientation Cameron fielded questions that ranged from; double standards in reporting and how to combat nerves, personal development opportunities and the value of learning from multiple clubs, salary caps and Grand Finals! Course leader, Robbie Coyle, was finally forced to close the floor to questions as enthusiastic students showed no sign of running out of questions to ask. Students completed their orientation with a BBQ, where Cameron’s talk was widely acknowledged as the best part of the day, setting the bar for both courses this year.

This is the first year that the Bachelor of Sports Media is offered at Holmesglen and has a promising future as industry demand grows for tailored training.

The Bachelor of Sports Management is in its second year at Holmesglen but was first launched in 1981 by the University of Canberra (the first of its kind in Australia). Holmesglen’s partnership with the University of Canberra gives students the opportunity to study this and eleven other career focused degrees, right here in Melbourne.
In 2012 Holmesglen’s Diploma of Fitness students commenced the management and implementation of Tateswim’s High Performance Dry Land Training Program.

The program utilises the fitness training facility located at the Waverley campus and sees approximately forty-five athletes per week undertake their strength and conditioning training.

The program allows Diploma of Fitness students regular access to high performance athletes who could possibly be the next Australian swim team member. The student coaches are supervised by their strength and conditioning teacher Scott Little, allowing opportunities for constant feedback and support. “This project has allowed student coaches opportunities and experiences that otherwise are not accessible. The ongoing nature of seeing your athletes week-in, week-out allow the coaches to experience all aspects of coaching – including the highs and lows of competition performance”, said Scott.

During the sessions the student coaches are able to apply a range of skills learnt in the classroom; from the creation of sports performance programs to teaching power developing exercises.

Former Diploma of Fitness student Tim said, “The program is truly a unique opportunity to learn your trade as a coach. You will work hard during the coaching sessions but it is well worth it.”

The program has grown since 2012 and is a key training component for Tateswim. It has assisted the club in maintaining an extremely high personal best (PB) performance rate. Tateswim’s head coach, Mark Tate says, “In the modern era of swimming it is essential to have a strength and conditioning program that complements the work the swimmers are doing in the water. The Holmesglen program has played an important role in the development of the swimmers and we are starting to see some great results.”

The future looks promising with early 2014 results from Tateswim swimmers including State medals, Victorian top 10 rankings and significant improvements in PB’s.

Scott would like to thank both Greg & Mark Tate (Tateswim) for their continual support.

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Date: Friday 28 March
Time: 9.15am - 1.30pm
Location: Holmesglen Chadstone campus
Batesford Rd, Holmesglen

Please advise of any dietary requirements

For more information or to RSVP:
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