

WESTERN SYDNEY
UNIVERSITY



Opportunities

For Sports Organisations and Teams

We are a world-class university with vast experience in working with sports organisations and teams

SPORTS SCIENCE

Understand how to get the best out of your players

TRAINING AND COACHING

Optimise your team's performance

COMMUNITY PROGRAMS

Reach out to your local areas more effectively

SPONSORSHIP EVALUATION

Improve your sponsorship arrangements

ENHANCED MEMBERSHIP NUMBERS

Strategies to engage with your fans

EDUCATION

Support for your players

- 6 Campuses
- 44,000 Students
- 3,300 Staff
- 1,500 Students Studying Sports Related Degrees



Left to Right, Top to Bottom:

Dr. R. Lovell, Dr. J. Siegler, Mr. K. Parry,
Dr. S. Chalmers, Dr. E. George, Dr. A. Bennie,
Dr. K. Steel, Dr. T. Hall

Based right here in Western Sydney, we understand the important role that sport plays in our region. Many of the premier Western Sydney sports teams and organisations have worked with us to gain competitive advantage on and off the field. We are also committed to partnering with sports organisations and teams to benefit the Western Sydney Community through education, research and outreach programs.

DR RIC LOVELL

Dr Ric Lovell is an internationally renowned expert in team-sports physiology. His particular focus is on athletic development and preparation of players, and monitoring of training and competition match-loads to optimise performance and reduce injury risk. He's worked with elite professional squads in a number of football codes, including Soccer (Hull City FC, Western Sydney Wanderers, Ghanaian Football Association, Middlesbrough FC, Scunthorpe United FC), Rugby League (Hull Kingston Rovers) and AFL (GWS GIANTS).

DR JASON SIEGLER

Dr Jason Siegler is an academic and a certified athletic trainer who has worked with elite athletes and professional squads in the US, UK and Australia. He can help you understand physiology to boost performance, for example buffering supplementation, hydration, training adaptations in team sports, and injury rehabilitation and prevention.

MR KEITH PARRY

Mr Keith Parry is an expert on sports fandom and the spectator experience. His research has examined issues around identity, masculinity, and the conflicts between country and culture in Australia. This research has provided him with a deep insight into both the sociology of sport (and sports fans) and the Greater Western Sydney region.

DR SAMUEL CHALMERS

Dr Samuel Chalmers researches sporting performance, thermoregulation, and load monitoring. He has worked with elite athletes in the Australian Football League (Adelaide Football Club) and internationally ranked beach volleyballers (South Australian Sports Institute).

DR EMMA GEORGE

Dr Emma George's research is focused on promoting lifelong physical activity and health through designing and implementing programs in the community, clubs and workplaces. Her research has involved working with middle-aged and older men, culturally and linguistically diverse groups, university employees, and youth in organised sport.

DR ANDREW BENNIE

Dr Andrew Bennie is an expert in sports coaching and physical education (PE). He has worked with elite professional sport teams, Indigenous coaches in community and high performance settings, and with PE teachers in schools across NSW. He has specialised in the use of in-depth interview techniques, on-site 'live' observations, and video analysis of coaching-teaching practice.

DR KYLIE STEEL

Dr Kylie Steel is a former PE teacher and sports coach who is an expert in skill acquisition and sports performance. She studies the perceptual-cognitive aspects of decision-making in team sports and the various applications of video training techniques with athletes and special populations.

DR TIM HALL

Dr Tim Hall's research area investigates the creation and delivery of customer experiences across a range of industry contexts. Of particular interest is the creation of game day fan experiences and increasing fan engagement. He has recently worked with the Australian Rugby Union gaining an insight into the fan experience provided by the ARU across various venues within Australia. Tim also fills the role of Sport Management Course Advisor in which he has assisted AFL and NRL players develop a pathway into university.

Opportunities for sports organisations and teams

How can we help you?

Western Sydney University can give your team the edge through:

- Specialist consultancy work to support your team to achieve on and off field success
- Expertise that supports your objectives (sport science, sport marketing, sport management)
- PhD & Masters scholarships – practice based evidence that's directly relevant to your team
- Internships – have a talented student as part of your team on a flexible or short term work arrangement
- Partnering with you to support school and community programs
- Our Elite Athletes Friendly program and other player support programs
- Use of our facilities
- Linking your sport and the University internationally
- Merchandise and ticket sales to Western Sydney University staff and students.

Facilities

With 6 campuses and two dedicated sports science research laboratories in Western Sydney, we offer:

- Wireless EMG System for monitoring neuromuscular function
- Muscle function testing system (KinCom and Biodex)
- Aerobic capacity and anaerobic power testing
- Ultrasound (for both muscle and vascular measurements)
- Vascular analysis and testing systems
- Motion capture and movement analysis systems
- Team Polar heart rate monitoring system – caters up to 20 athletes
- Global positioning systems – tracks movements of up to 25 athletes
- Wireless electronic timing gate and jump mat systems
- Body composition assessments
- Performance (video) analysis software.

We also have classroom, sporting fields and event space available for hire.

Community

Western Sydney University is committed to the Greater Western Sydney community and beyond. We run a number of community initiatives which touch on all age groups, genders and cultures. Partnering our expertise with that of your team, ensures the program's popularity with the audience.



Future for all is a jointly run program between Western Sydney University and Western Sydney Wanderers. The one-day program is divided into five workshops developed specifically for primary students and includes a football skills clinic developed by Western Sydney Wanderers, along with a 'Dream Big' workshop run by our student ambassadors. At the end of the day students are provided with a Western Sydney Wanderers jersey.

Player and Athlete Support

We are an Elite Athlete friendly university, currently supporting over 60 professional athletes through managing sport and study commitments. We can also work with your players to ensure they have a career plan beyond sport, through our sports related courses or various other courses of interest. Support can range from setting up young players with a higher education plan to players transitioning out of the game and looking for the next step.



Education

We believe that a successful career in sport can take many forms, Western Sydney University offers a number of different sport related courses including Sports Management, Sport and Exercise Science and Health and Physical Education. We also provide Diploma and Foundations study programs that can be used as a pathway into undergraduate and postgraduate opportunities through The College.

We can give sports organisations access to enthusiastic students through internships or co-funded scholarships. PhD and Masters studies are supported by the University and are often found to be useful for sports teams who would like to co-fund a scholarship and gain access to an educated resource to focus on a particular research question or area.



Sports and Exercise student Rhearne Ryan completed her Honours studies working at the GWS GIANTS, studying the physical traits unique to elite young AFL players. Her findings will help the team to improve the way they nurture up and coming talent.

Sport and Exercise student Dawn Scott is currently undertaking her PhD on a part time basis whilst continuing her role as the lead fitness coach for the US Women's National soccer team. Dawn's PhD will examine the physical demands of training and matches in elite level female soccer players, data that she hopes will inform her fitness regimes for the US players for Rio 2016, and beyond.

Sports Management students regularly undertake applied projects where they focus on an issue or challenge facing a sports organisation. Recently a group of students focused on strategies to increase the overall awareness of the GIANTS brand. Qualitative and quantitative data collected by the students was used to inform these recommendations. Students are treated as consultants in these projects and provide a presentation and full report on completion.

Contact information

REDI
02 9685 9800
REDI@westernsydney.edu.au

Western Sydney University
Locked Bag 1797
Penrith NSW 2751 Australia



WESTERNSYDNEY.EDU.AU