

More than just the Sport

Work Integrated Learning
and the UBL

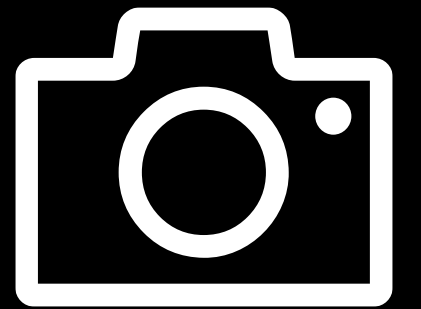
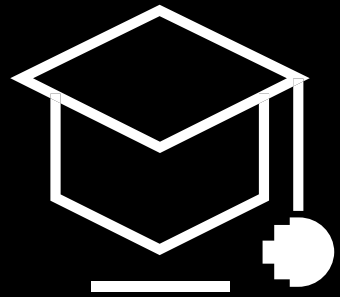


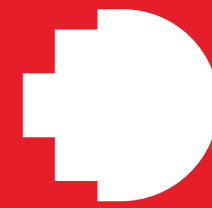
What is Work Integrated Learning?

- A Program that links a University student to a workplace related to their field of study.
- Internships/Practical placements
- NOT Volunteering
- Supervision
- Curricular based learning outcomes



RMIT Sports Media Program





We are the #RMITRedbacks

The Redbacks represent RMIT University in Sport Nationally and Internationally.

If you are part of the RMIT Community; student, alumni, staff, participant or fan you are a Redback too!

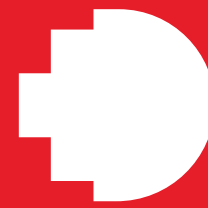


The Redbacks Spirit

As a collective representing RMIT on the National stage we are known for our spirit on & off the field, we pride ourselves on displaying impeccable sportsmanship, strong team values and morals.

- Socially connected
- Inclusive
- Fun
- Team orientated





Yearly Summary

Redbacks on Radio



SYN Media x RMIT Sport



UniSport Nationals Perth



Redbacks Gala Awards

LIVE



40 live radio broadcasts ft. REAP eSports Athlete Interviews



UTS v RMIT Derby

26 Live Streams



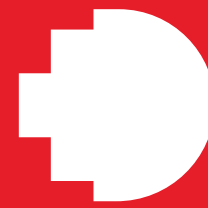
3 Media students covering the event



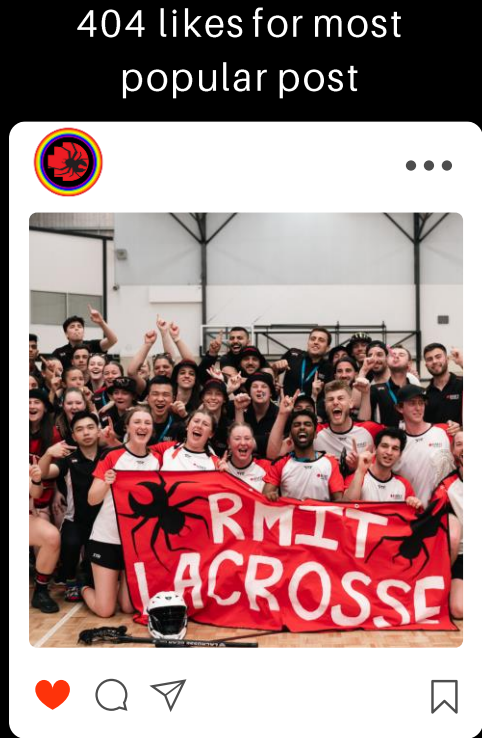
8 sport episodes on Channel 31



Upgraded broadcast equipment



Yearly Successes

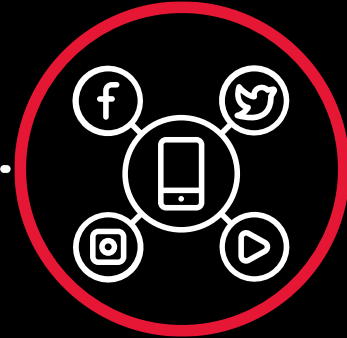


+736 IG Followers
38 Collaborative Post
167 Yearly Posts

Clutch



+26 Livestreams
36K Collective Reach
\$17K Equipment Investment
9K Audience Members
1.2K Collective Hours



Socials

Live-streaming



Experiences



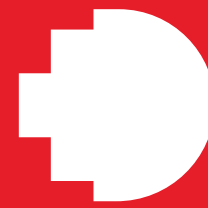
Content



The Derby - Sydney
University Basketball League - Perth
AFL Premiership Season
Australian F1 Grand Prix
UniSport Nationals
Australian Open
Premier League Tennis



271 collective posts
75.6K collective reel views
41 video reels
40 live radio broadcasts
Two Documentaries
Two videos captured by drone
One television studio production



Key events in 2024

Some of our big events & in-person engagements

Orientation Week

Redbacks Media Day

UniNationals in Canberra

UBL & Big V Basketball Season

RMIT v UTS Derby - Sydney & Melbourne

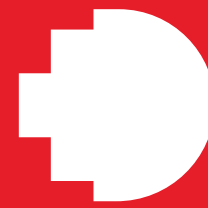
RMIT Sport IDAHOBIT A'Beckett Party

eSports Gaming Events x Kanga eSports

Redbacks Podcast

Active Play





Media roles available in 2024

Photographers

Social Media Content Managers

Videographers

Radio Presenters

Commentators/Casters

Court Announcer

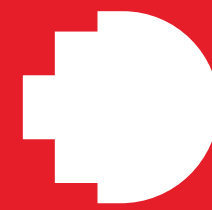
TV Presenters

Online News Author/Editor

Podcasters

Graphic Designers





What's in it for students?

Travel
Opportunities



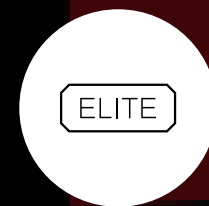
Networking with
Industry Pros



Own Content
and Build
Skills

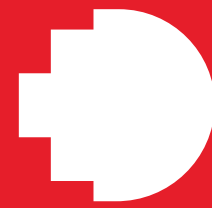


Direct Access
to Elite Athletes



Practical Exposure to
Sporting Environments





Weekly Outlook

Once a fortnight check-in

- discuss upcoming opportunities
- showcase content
- brainstorm
- collaborate

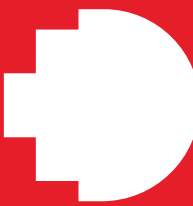
Media Comms working doc

- Spreadsheet schedule

Onsite Media Space

- Editing/Content creation space





Schedule Example

Date/Timeframe	Event/Activity	Location	Times	Task/s	Presenting	Photography	Crew	Videography	Journalism
Sunday 26th February	UBL (University Basketball League) MEDIA DAY	RMIT Sports Centre 203 McKimmies Rd, Bundoora VIC 3085	4 - 6pm	Photography - HEADSHOTS, posing, action, team photo Videography - INTERVIEWS, action, BTS Journalist - INTERVIEWER / Get to know team Q&A Social Media - Stories / INTERVIEWS,	Alex James Sam Menhennet	Leo Spyrou Mikko Robles	Louie Sleeman Jayden Whitelaw Jacob Steele Jason Evans	Miller Marks-Boulton	Adam Miller
	Big V Jersey Presentation (Meet & Greet)		6 - 10pm	Photography - HEADSHOTS, posing Videography - INTERVIEWS, BTS, posing Journalist - INTERVIEWER / Season preview					
Thursday 2nd March	Clubs Fest	A'Beckett St City Courts, (behind Building 80)	11am - 3pm	Photography - Group, action, Decathlon products Videography - INTERVIEWS, action shots Social Media - Stories / INTERVIEWS					
Tuesday 7th March	RMIT Elite Athletes Media Day	TV Studio B, Building 12.02.102 City Campus	2pm - 4pm	Photography - HEADSHOTS, posing, action, team photo Videography - INTERVIEWS, BTS Journalist - INTERVIEWER / Get to know player Q&A Social Media - Stories / INTERVIEWS					



SPORTS MEDIA

SEMESTER 1 ²⁰₂₃



Get involved in our range of live sporting events, media days & industry opportunities across our campuses

Sports Clubs Media Day

Thursday 2nd March
10am - 4pm

Bowen Street
TV Studios, City Campus



Big V Jersey Presentation

Thursday 9th March
6pm-8:30pm

The Garden Building



Varsity Cup

Social Sports ACU

Wednesday 15th March
12pm - 3pm

RMIT Sports Centre



Media Program Meet & Greet

Thursday 16th March
11am - 1pm

Megaflex 1, Building 8,
City Campus



Oxford Scholar

Elite Athletes Media Day

Friday 24th March
2pm-4pm

TV Studios, City Campus



Big V Basketball Round One

Saturday 18th March
Women's - 6pm
Men's - 8pm



RMIT Sports Centre

Livestream UBL

University Basketball League

RMIT Sports Centre



Round 1 ACU v RMIT
Wednesday 15th March

Women's - 12pm
Men's - 2pm

Rd.4 La Trobe
Wednesday 5th April

W - 4pm
M - 6pm

Decathlon Festival of Sport

Wednesday 5th April
2:30pm - 6:30pm



RMIT Sports Centre

Rd.7 Vic Uni
Wednesday 26th April

W - 4pm
M - 6pm

Rd.9 Adelaide
Wednesday 10th May

W - 12pm
M - 2pm

Sportsdesk Redbacks on Radio

Monday 20th February
Sunday 24th September

Friday's 9am



SYN Studios, Building 10
City Campus

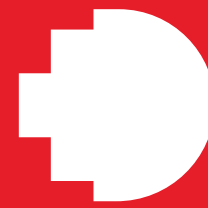
RMIT Active Hub Photoshoot

Tuesday 21st March
11:30am-1pm



RMIT Active Hub





Intern Opportunities

Interviews & Features Last years examples

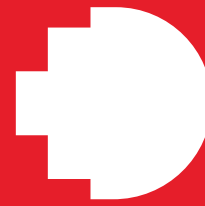
- REAP feature articles with Australian Athletes
- Fortnightly Mentoring Sessions
- Big V & UBL Live Streaming
- Redbacks on Radio Athletes Interviews
- Tennis Victoria x RMIT Sport @ AO
- UniSport Nationals Documentary Feature
- Indigenous Heritage Trail Drone Filming
- League of Legends eSports Media Day
- Sportsdesk AFL Grand Final Footy TV Show
- Industry guest seminars

RMIT SPORTS ACADEMY Athlete Profile



AVA BECK





Industry Guest



Brett Phillips

Sports Broadcaster/MC

Experienced Sports Radio/TV Broadcaster. Long time MC, with VO capability, worked as a Media Consultant and an experienced Sports Administrator. Hosts SEN's First Serve.



Nat Edwards

Managing Editor/Presenter AFLW

Sports Journalist, Presenter, MC, Producer, Podcaster: Her Story, AFL Daily, Road to the Draft | tennis lover | Cat lover | Old Camberwell premiership player | Founder: lumimedia.com.au



Rodolfo Galvan

Director / Editor / Video Producer

Studio Producer for the Los Angeles Rams in the NFL. Television editor, directed, edited and produced nationally broadcasted commercials, digital spots and produced spotlight videos.

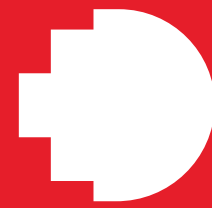


Davin Sgarretta

Lecturer, Director, Producer

Experienced filmmaker, media and communications professional, lecturer and business owner with a history working in video production (TV, film and corporate) digital (web, epub and social media) and print (newspaper and magazine editorial).

Connections



Testimonials

You meet new people, you make connections, my new job is in the sports and entertainment insights, my experience working with RMIT Big V internship helped me a lot... I'm so proud of the RMIT Redbacks Culture and I will always be a Redback.

Sam Cincotta – Analytics Student Intern

It's fantastic to have in person hands on experience, testing what does and doesn't work, across a wide variety of Sports. I recommend getting involved in the RMIT Sports Media Program internship.

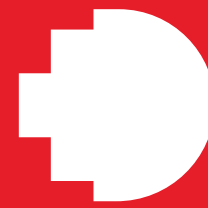
Celie Hay - Social media Intern

Having the knowledge and practical experience to broadcast live sport has put me in good stead to write and understand the game. It has helped develop my confidence presenting on camera and it's taught me how to communicate with industry professionals.

Kendra Jewell, Editor in Chief at The Swanston Gazette

Student Work Example





UBL

Overview

Livestreaming Crew

- 1 remote producer
- 1 director (vision switcher)
- 2 camera operators
- 1 spare camera operator/ assistant
- 2 commentators
- 1 in-person producer/social media

Production Breakdown

UBL Media Day - Headshots, group images, interviews & more

Round 1 v ACU - 522 views

Round 4 v LTU - 427 views

Round 7 v VU - 307 views

Round 9 v AU - 319 views

New Instagram Page - RMIT B'Ball
Followers 219

UBL Related posts- 21

A large, semi-transparent, light-orange silhouette of a kangaroo in mid-leap, positioned behind the text. The kangaroo is facing right and its tail is curved downwards.

What have learned along the way that you would recommend anyone here thinking of starting a WIL relationship with their faculties should do?

Questions?

Things we have learned about WIL!

- VERY IMPORTANT
- It's an Industry on its own
- Externally Focussed- WHY?
- Competitive
- Expensive
- Placement Poverty
- Accreditation Inflexibility

Work Integrated Learning Tool Kit

WIL Implementation Pack

WIL Templates

WIL Case Studies

WIL Contacts Lists by University

WIL Resources Links

Thank You

