

Worklife announces exciting new partnership with

Australian Cricketers' Association

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Worklife: Helping cricketers transition out of the game...

Today, a professional cricketer – just like any other professional athlete – faces many challenges when making a successful transition from athlete to their next role. Some of these include developing an understanding of careers and industries that are available, mapping out a pathway from being a professional cricketer to the role of choice, through to other lifestyle changes such as public perception, dealing with a high-profile and public recognition; and in some cases a profound sense of loss when their professional playing career ends.

Worklife International (“Worklife”) and the Australian Cricketer’s Association (“ACA”) have entered into an exciting new partnership to assist cricketers’ transition from a professional sporting career to the next stage of their working lives.

The National Player Development Manager, Ben Smith, believes the career transition services now available through Worklife are an excellent complement to the other professional development tools available within the organisation.

“The biggest mistake players make when transitioning out of the game is waiting until their career is over before planning for the future,” Smith said.

“It is rare that a player will have the final say on when their playing career comes to an end...a balanced lifestyle leads to better on field performance and ultimately a smoother transition out of the game when the time comes,” he said.

Worklife will provide career transition services to players that are facing this significant life change. The partnership between the player and the career transition coach is tailored to the specific needs of the player and his/her life stage.

Furthermore, the overarching objectives of one-to-one transition coaching are to assist the player identify a new career direction, research that direction, set and implement plans and attain the desired role.

Worklife’s Managing Director, Peter Tobin, commented:

“The entire Worklife team is extremely pleased and excited to be supporting the ACA with this initiative. As contracted players commence the transition from professional cricketer to his/her next career, the support, guidance, and assistance of a professional career transition coach can make for a smoother transition. Decisions are based on researched needs and wants rather than ‘gut feel’, which significantly increases the chances of success and career fulfilment.”

Worklife’s career transition coaches use a number of strategies in the cricketer’s personalised plan, which may include:

- Creating a network of contacts for assistance
- Developing a ‘cold call’ strategy
- Developing a list of recruiters to meet
- Discussions with coaches or trusted players
- Engaging family and friends to assist in planning
- Enhancing negotiation skills
- Establishing a mentoring relationship
- Extending the career coaching interactions
- Refining and practising interview techniques
- Reviewing personal appearance and branding
- Writing and refining a résumé

With the project to start immediately, Worklife is proud to begin a professional partnership with the ACA!

If you would like more information about how your organisation can assist team members through Career Transition, please contact Worklife now.

For more information, contact:

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