

SPORT & BUSINESS PROGRAMS

POWERED BY



The SEDA Education Model



Connect to
Industry



Learn Outside
the Classroom



Individual Learning
Approach



Develop Your
Career Plan



2026 PROGRAMS

Program Outcomes



Complete two Diploma level qualifications to enhance future opportunities (SIS50321 Diploma of Sport & BSB50120 Diploma of Business)



Enhance your knowledge of what it takes to have a successful career in the sports industry



Develop your employment readiness or choose from up to 50 university degree courses upon completion



Unrivalled access to experiential learning and opportunities in an elite sporting environment



NSW Partners



**SPORT &
BUSINESS
PROGRAM**

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**SPORT &
BUSINESS
PROGRAM**

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HOOPS CAPITAL
SPORT & BUSINESS PROGRAM

POWERED BY 



**Sport & Business
Program**

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**SPORT & BUSINESS
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2026 PROGRAMS

Key Information

Program Design

- Dual Diploma Program
(SIS50321 Diploma of Sport &
BSB50120 Diploma of Business)
- No ATAR required
- 36 Weeks (4 x 9 week blocks)
- 9:00 – 3:00 Program Day
- 30 students per program
- Blended learning model
 - 3 days face to face
 - 1 day teacher online
 - 1 day self directed learning

Intake

January 2026

Placement

Minimum 80 hours practical
placement in industry

2026 Tuition Fees

- Up to \$21,500*
- Student Fee Help approved

The VET Student Loan program is available for the SIS50319 Diploma of Sport & BSB50215 Diploma of Business (eligibility criteria applies). *Course fees are subject to funding for 2026. Any changes to fees for 2026 will be published with appropriate notice and made available on the SEDA Group website. Fee adjustments for credit applies.



2026 PROGRAMS

Locations

Sydney FC

Macquarie University

Western Sydney Wanderers

Wanderers Football Park

Sydney Kings

Netball Central

Netball NSW

Netball Central

Penrith Panthers

Panthers Rugby League Academy

Cronulla Sharks

Sharks at Kareela



2026 PROGRAMS

Areas of Study

Diploma Of Sport

- Integrity in Sport
- Sport Psychology
- The Art of Coaching
- First Aid
- Project Delivery

Diploma Of Business


- Marketing & Entrepreneurship
- Corporate Sustainability
- Business Skills
- Project Planning
- Partnerships & Fundraising

Non Accredited

- Strength & Conditioning*
- Diet & Nutrition*
- Sports Technology*
- My Plan, My Placement, My Career*



Example Term 1 Schedule

			Term 1				Art Of Coaching		
			Dates	30th January - 5th April			Business Skills		
							Marketing		
Week	Date	Day	Time	Topic	Area of Study	Presenter	Role	Delivered	Hours
O	30.1.2025	Thursday	9.00 AM	Induction	O-Week	Matt Cameron and Alex	CEO and Foundation Manager	Y	2
1	4.2.2025	Tuesday	11.00 AM	Introduction to Marketing	Marketing	Darren Micallef	Marketing Manager	Y	1
2	14.2.2025	Friday	2.00 PM	Example Community Session	Art of Coaching	Dave McKinnon	Development Coach	Y	1
3	20.2.2025	Thursday	9.00 AM	New Product Process	Marketing	Jon Burt	Senior Partnerships	Y	1
4	25.2.2025	Tuesday	10.00 AM	Inclusive Coaching	Art of Coaching	Alex O'Reilly	Foundation Manager	Y	2
5	4.3.2025	Tuesday	1.00 PM	Skills for the Sports Industry	Business Skills	Joe Dunn	Partnerships Manager	Y	1
6	14.3.2025	Friday	1.00 PM	Panthers Academy	Art of Coaching	Peter Wallace	NRL Halves Coach	Y	1.5
7	21.3.2025	Friday	9.00 AM	Shark Tank	Marketing	Alex, Jeremy and Giselle	Various	Y	1.5
8	27.3.2025	Thursday	11.00 AM	Game Analysis	Art of Coaching	Ben Harden	NRL Backs Coach	Y	1
9	1.4.2025	Tuesday	9.00 AM	Holiday Clinic Standards	Art of Coaching	NRL Game Development	Various	Y	1



University Articulations

Institution	Location	Degree	Credit Available (Total Units)	Details Outlined	SEDA Program
ACPE Australian College of Physical Education	NSW	Bachelor of Sports Coaching (Management)	5	1 unit over ½ a year	SIS50321/BSB50120 Program
		Bachelor of Sports Coaching (S&C)	3	1 unit under ½ a year	SIS50321/BSB50120 Program
		Bachelor of Sports Business (Leadership)	2	¼ of a year	SIS50321/BSB50120 Program
		Bachelor of Football (Development, Management and Performance)	4	½ a year	SIS50321/BSB50120 Program

Institution	Location	Degree	Credit Available (Total Units)	Details Outlined	SEDA Program
The University of Notre Dame	NSW & WA	Bachelor of Sport and Recreation Management (BSRM)	7	1 unit short of a year 4x specified units 3x unspecified units	SIS50321/BSB50120 Program
		Bachelor of Commerce	5	1 unit over ½ a year 2x specified units 3x unspecified units	SIS50321/BSB50120 Program
		*Loan fee exemption: If you get a FEE-HELP loan to pay for your undergraduate course, you usually pay a 25% loan fee, however this loan fee will not apply to you if you study an Undergraduate course at Notre Dame.			

Institution	Location	Degree	Credit Available (Total Units)	Details Outlined	SEDA Program
ACU Australian Catholic University	Vic & NSW	Bachelor of Exercise Science/Bachelor of Applied Public Health	4	½ a year <i>*Offered on Melbourne campus only</i>	SIS50321/BSB50120 Program
		Bachelor of Exercise Science/Bachelor of Business Administration	4	½ a year 20 credit points on unspecified exercise science units 20 credit points on specified business units <i>*Offered on campus Melbourne, Strathfield NSW, and Brisbane.</i>	SIS50321/BSB50120 Program
		Bachelor of Exercise and Sports Science	2	¼ of a year 20 credit points on unspecified units <i>*Offered on campus Melbourne, Strathfield NSW, Blacktown NSW and Brisbane.</i>	SIS50321/BSB50120 Program
		Bachelor of High-Performance Sport	1	10 credit points on unspecified units <i>*Offered on campus Melbourne, Strathfield NSW, Blacktown NSW and Brisbane.</i>	SIS50321/BSB50120 Program



University Articulations

Institution	Location	Degree	Credit Available (Total Units)	Details Outlined	SEDA Program
Macquarie University	NSW	Bachelor of Business (Majoring Business Administration)	8	1 year 2 specified units & 6 unspecified units	SISS0321/BSBS0120 Program
		Bachelor of Commerce	8	1 year 2 specified units & 6 unspecified units	SISS0321/BSBS0120 Program

Institution	Location	Degree	Credit Available (Total Units)	Details Outlined	SEDA Program
University of Wollongong Australia	NSW	Bachelor of Business	8	1 year Up to 8 unspecified units. *All Single Majors, except Accountancy	SISS0321/BSBS0120 Program

Institution	Location	Degree	Credit Available (Total Units)	Details Outlined	SEDA Program
Torrens University	VIC NSW & SA	Bachelor of Business (Sports Management)	10	Close to 1.5 years 4 specified and 6 unspecified units *Offered on campus at Melbourne CBD, Adelaide, Sydney, and Brisbane, also offered online.	SISS0321/BSBS0120 Program
		Bachelor of Business	10	Close to 1.5 years 3 Specified and 7 Unspecified units *Offered on campus at Melbourne CBD, Adelaide, Sydney, and Brisbane, also offered online.	SISS0321/BSBS0120 Program
	<p>*15% scholarship is offered to all SEDA Group students that select a course at Torrens University</p> <p>*Loan fee exemption: If you get a FEE-HELP loan to pay for your undergraduate course, you usually pay a 25% loan fee, however this loan fee will not apply to you if you study an Undergraduate course at Torrens University.</p>				



Student A

Student A – SEDA Sport & Business Program

- 1 Year = 2 qualifications
- Lower cost
- Work Placement guaranteed
- Casual Employment opportunities provided
- Network to key people within the Club
- Network to act as a Referee on resume
- International Work Placement Opportunities
- International Study Trips

Student B

Student A – University

- 3-4 Years = 1 qualification
- Higher cost
- Source own Placement
- Source own Employment
- No network to the Sports Industry



Student Experiences

- Game-day and community experiences
- Working on real-time projects
- Hearing from guest speakers and key industry personnel
- Access to industry leading facilities and resources
- Practical placement opportunities
- Tailored student support to assist with the transition to work or further study



Students in Action



SEDA Group RTO Provider Number: 22503



Josh Edwards
Mar 15, 2025 | 8:07 pm



LATE DRAMA SEALS SYDNEY FC WIN OVER NIX



Sydney FC have claimed all three points with a dramatic late winner from Princess Ibini in the 8th minute of injury time against Wellington Phoenix at Leichhardt Oval this



Students in Action



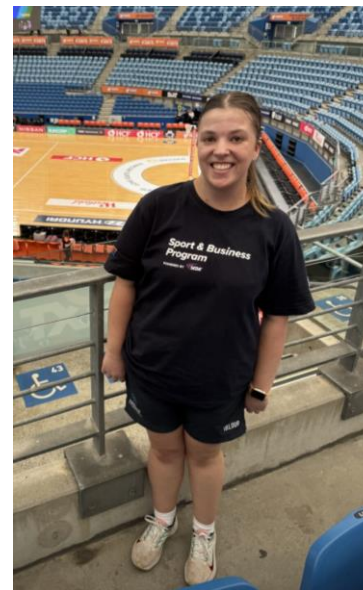
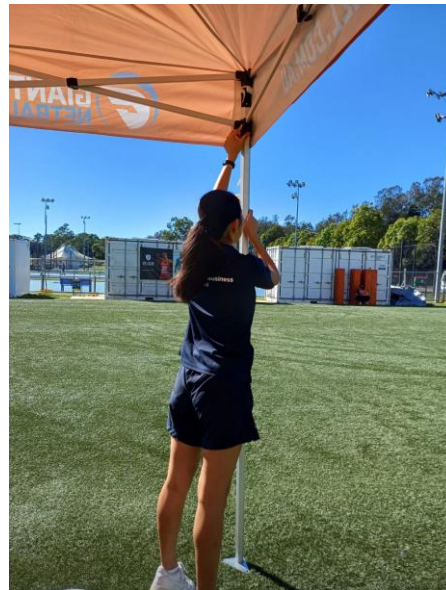
SEDA Group RTO Provider Number: 22503



Students in Action



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Students in Action



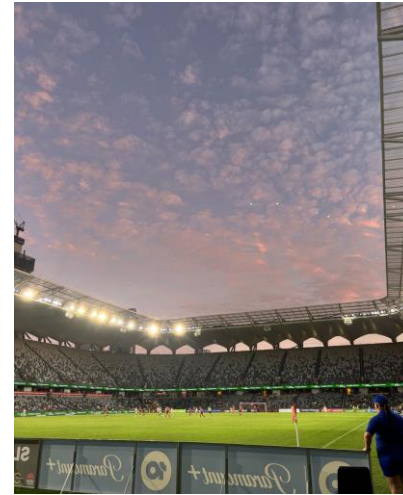
SEDA Group RTO Provider Number: 22503



Students in Action



SEDA Group RTO Provider Number: 22503



Term 1 & Term 2 Open Days

Hoops Capital/Netball NSW – Wednesday 2nd April

Panthers – Wednesday 9th April

School Holidays

SFC – Wednesday 30th April

Cronulla Sharks- Wednesday 14th May

Hoops – Wednesday 28th May

WSW – Wednesday 4th June

Netball NSW – Wednesday 11th June

Panthers – Wednesday 18th June

SFC – Wednesday 25th June

Cronulla Sharks- Wednesday 2nd July

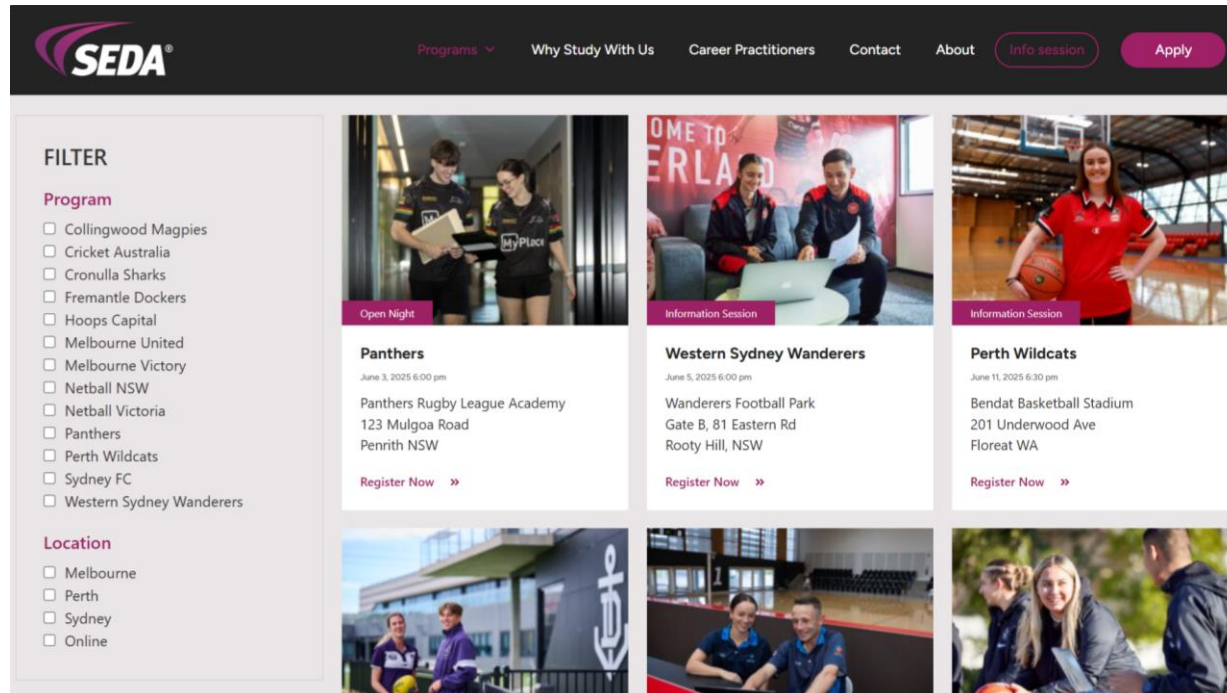
School Holidays



2026 PROGRAMS

Information Session

Register: <https://seda.edu.au/programs/your-studies/information-sessions/>



The screenshot shows the SEDA website's 'Information Session' page. The header includes the SEDA logo and navigation links: Programs, Why Study With Us, Career Practitioners, Contact, About, Info session (highlighted), and Apply. A left sidebar contains filter options for Program and Location. The main content area displays three featured sessions: Panthers (June 3, 2025, 6:00 pm), Western Sydney Wanderers (June 5, 2025, 6:00 pm), and Perth Wildcats (June 11, 2025, 6:30 pm). Each session includes a photo, team name, date/time, location, and a 'Register Now' button.

FILTER

Program

- ☐ Collingwood Magpies
- ☐ Cricket Australia
- ☐ Cronulla Sharks
- ☐ Fremantle Dockers
- ☐ Hoops Capital
- ☐ Melbourne United
- ☐ Melbourne Victory
- ☐ Netball NSW
- ☐ Netball Victoria
- ☐ Panthers
- ☐ Perth Wildcats
- ☐ Sydney FC
- ☐ Western Sydney Wanderers

Location

- ☐ Melbourne
- ☐ Perth
- ☐ Sydney
- ☐ Online

Featured Sessions:

- Panthers**
June 3, 2025 6:00 pm
Panthers Rugby League Academy
123 Mulgoa Road
Penrith NSW
[Register Now](#)
- Western Sydney Wanderers**
June 5, 2025 6:00 pm
Wanderers Football Park
Gate B, 81 Eastern Rd
Rooty Hill, NSW
[Register Now](#)
- Perth Wildcats**
June 11, 2025 6:30 pm
Bendat Basketball Stadium
201 Underwood Ave
Floreat WA
[Register Now](#)



Next Steps

1. **Enquire** - seda.edu.au or take a flyer and scan the QR Code.
2. **Attend an Open Day** – Book for Term 1 or 2 through your Career Advisor
3. **Book a 1:1 Online Meeting**. Send me an email at mbasan@sedagroup.com.au
4. **Attend an Information Session** – Register at seda.edu.au
5. **Pre-enrolment**
 - Complete the online application
 - Complete the PTR (Pre Training Review)
 - Book LLND (Language, Literacy, Numeracy & Digital Test)
 - Book Interview
 - Conditional Offer (June - \$395 to secure your position in the program)
6. **Engagement Day in October/November**
7. **Commence Day 1* in late January**

*subject to meeting all entry & eligibility requirements



Questions?



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Applications



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