

# SPORT & BUSINESS PROGRAMS

POWERED BY



“When I think back to the person I was at the start of the year, I’m proud of how much I’ve grown both personally and professionally. The program has pushed me, inspired me and given me opportunities I never imagined I’d experience at this stage in my career journey.”

- **MACKENZIE**



# WHAT IS A **SPORT & BUSINESS PROGRAM?**

Developed from a vision to deliver more individualised and practical education for young adults, Sport & Business Programs use vocational education to broaden the education and employment potential of our students. Whether it's a head start to a bachelor's degree with one of our university partners, testing a variety of career options or transitioning directly into a range of industries, our one-year, dual diploma programs are designed to provide more pathways and more opportunities.



## One Year Program

February Intake  
4 x 9-week blocks



## Dual Diploma

SIS50321 Diploma of Sport  
BSB50120 Diploma of Business



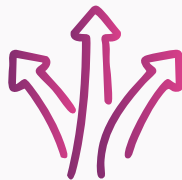
## Applied Learning

Real-world projects  
Workplace experiences



## National Network

12 programs  
VIC, NSW, WA



## Broad Pathways

University articulations  
Vocational outcomes



## Individual Support

35 student cap  
One teacher



## Welfare

Dedicated staff  
Converge SAP



## Study Tour

Optional 2-week tour  
US or Europe



## Blended Learning

3 days in person at venue  
1-day virtual learning

# ***THE PROGRAM IN ACTION***

## ***WORKSHOPS***

Students participate in a range of workshops designed to complement the curriculum. These are delivered by a combination of the sporting partner staff, SEDA Group student support staff and industry professionals. They include both program-specific sessions and collaborative workshops with other programs in the state, covering topics aligned to the Areas of Study and supporting the transition from the Sport & Business Program into work or further study.

## ***WORK-INTEGRATED LEARNING***

Work-integrated learning (WIL) provides students with direct access to the industry through inner sanctum, game-day and community-based experiences. It offers opportunities to develop practical skills, build professional networks and contribute to the strategic objectives of the sporting partner.

\*Costs are additional to course fees and will be provided following an expression of interest process. International Study Tours are subject to change.

## ***INTERNATIONAL STUDY TOURS\****

Our International Study Tours allow students to take their learning global, gaining exclusive behind-the-scenes access to leading colleges and sporting organisations. Students can satisfy their curiosity for overseas travel, build independence, make new connections and gain practical insights that complement their studies all through a fun and memorable experience.

## ***PROJECTS***

Students plan and deliver a strategic project from start to finish in consultation with the sporting partner. This includes pitching the initial concept, planning and budgeting, delivering the project and presenting outcomes and recommendations back to the sporting partner.

# ***132***

**Average WIL hours  
per student**

"I enjoyed every second of the program. From the lifelong friendships I made to the incredible opportunities and experiences I was lucky enough to be a part of — this course has truly set me up for my future."

**-MIA**



**COMPLETION  
RATE**

**87%**

2025 Sport & Business Programs nationally

# **OUR EDUCATION MODEL**

Since 2007, SEDA has been helping students develop real-world, career-ready skills through immersive, hands-on learning in elite sporting and industry environments.

From its inception, SEDA has prioritised the student experience, combining personalised support, meaningful opportunities and industry engagement to prepare students for the next step in their careers.

## **KEY PILLARS**

### **Individual Learning Approach**

Every student is treated as an individual, with support extending beyond professional development via a dedicated Student Services Coordinator.

### **MyPLAN™**

Our dynamic career development tool supports students to work towards personalised goals, building the skills and personal attributes they need to thrive.

### **One Teacher Mentor**


A consistent presence and capped numbers allows our teachers to give students focused, one-on-one mentoring throughout the program.

### **Industry Partner**

Real-world learning through workshops, work-integrated learning and delivering authentic projects support our focus on employability.

### **The Learning Environment**

Set in real workplaces, students are exposed to a professional environment that fosters meaningful connections.

A photograph of three young people, two men and one woman, standing on a grassy field. They are wearing light blue polo shirts with the Sydney FC crest and Under Armour logo. The man in the center is holding a soccer ball. The background is a blurred stadium setting. The image is overlaid with a semi-transparent pink and purple gradient.

“The best part of the program was all of the opportunities I experienced within the club. From matchday experiences where I hosted club functions and delivered half time activations to more structured workplace experiences, where I built connections and gained valuable experience working in an office environment within a professional sporting organisation.”

**-PATRICK**

“The program provided invaluable real-world exposure to the professional sporting environment. Completing over 500 work-integrated learning hours across many departments including AFL, ALFW, VFLW, events and Future Magpies has grown my professional and personal skills immensely!”

**-GEORGIA**

# QUALIFICATIONS

## SIS50321 Diploma of Sport (Coaching & Sport Development)

HLTWHS003 Maintain work health and safety  
SITXHRM003 Lead and manage people  
SISSSCO003 Meet participant coaching needs  
SISSSCO004 Plan, conduct and review coaching programs  
SISSSCO007 Apply sport psychology principles  
SISXFIN001 Develop and review budgets for activities or projects  
SISXMGTO01 Develop and maintain stakeholder relationships  
SISSSCO008 Apply anti-doping policies  
SISXIND008 Manage legal compliance in sport and recreation  
SISSSCO011 Manage integrity in sport  
BSBMKG541 Identify and evaluate marketing opportunities  
BSBTWK503 Manage meetings  
BSBOPS504 Manage business risk  
HLTAID011 Provide first aid (prerequisite)

## BSB50120 Diploma of Business (Operations)

BSBCRT511 Develop critical thinking in others  
BSBFIN501 Manage budgets and financial plans  
BSBOPS501 Manage business resources  
BSBSUS511 Develop workplace policies and procedures for sustainability  
BSBXCM501 Lead communication in the workplace  
BSBMKG541 Identify and evaluate marketing opportunities  
BSBPMG530 Manage project scope  
BSBPEF401 Manage personal health and wellbeing  
BSBTWK502 Manage team effectiveness  
BSBPMG430 Undertake project work  
BSBTWK503 Manage meetings  
BSBOPS504 Manage business risk



"This year provided invaluable hands-on experience and opportunities that have shaped my growth both personally and professionally. Each experience offered real insight into the day-to-day operations of the sports industry. This program not only strengthened my skills and industry knowledge, but also confirmed my passion for working in sport."

**- TIANA**

"The program has been a great stepping stone for the future. It's given me a pathway into university and helped me make connections within the industry. Having access to those working within the industry and being able to understand their roles and how they got to where they are was very helpful."

**- CHARLOTTE**



# AREAS OF STUDY

## **Sport Psychology**

Explore the psychological factors that influence performance in sport. Learn how strategies such as goal setting, motivation and confidence-building can support athletes and teams in positive performance environments.

## **Creating Marketing Opportunities**

Learn how organisations identify and develop marketing opportunities in the sports industry. Analyse market data connected to your sporting partner or club, explore audience needs and investigate ways to promote programs, events and activities. Using real industry insights, you will develop and evaluate marketing ideas that create value for your partner organisation.

## **Corporate Sustainability**

Investigate how your sporting partner or club approaches corporate sustainability. Research current sustainability initiatives and develop policies and procedures that align with your partner's goals, supporting responsible environmental, social and organisational outcomes within sport venues and organisations.

## **Develop Critical Thinking in Others**

Explore how coaches can develop critical thinking in athletes and participants. Using coaching as the context, you will learn how to guide questioning, reflection and problem-solving to help others think more effectively in sporting environments. These skills are transferable to leadership and decision-making roles across the wider sport and business industry.

## **Project Delivery**

Deliver a real-world project developed in collaboration with your sport partner. Building on your project planning work, you will work to implement an initiative aligned with your partner's objectives at different scales (local, national or international). Along the way, you will develop leadership, communication and stakeholder management skills while managing risks and coordinating project outcomes.

## **Project Planning**

Design and plan a sport or community fundraiser or event linked to your sporting partner. You will develop key project planning skills, including defining project scope, managing resources and developing budgets. Students pitch and refine project ideas to their sporting partner, preparing a real-world proposal and pitch that may be delivered later in the year.

## **The Art of Coaching**

Develop the skills to plan, deliver and review coaching programs that meet the needs of participants and teams. Explore coaching philosophies and frameworks used across the sports industry while building practical skills in session planning, leadership and communication to support positive athlete development.

## **Integrity in Sport**

Explore the importance of fairness, safety and ethical behaviour in sport. Learn about anti-doping policies, legal responsibilities, workplace health and safety requirements, and other integrity issues affecting sport organisations and participants.

## **Developing Project Skills**

Develop the communication and teamwork skills required to successfully deliver projects in sport and business environments. You will explore strategies to support team effectiveness, lead communication with stakeholders and present ideas clearly while contributing to collaborative project outcomes.

## **Personal Health and Wellbeing**

Develop strategies to support your personal health and wellbeing while studying and preparing for your professional career. Learn how to manage stress, maintain motivation and build habits that support positive physical and mental wellbeing in busy work and study environments.

# PATHWAYS

Sport & Business Programs expose students to multiple career pathways in the sports and business industries, helping them make informed decisions about their next steps. Many enter the workforce directly, while others take advantage of direct entry and course credits through SEDA Group's articulations with over 15 higher education providers nationwide.

## EMPLOYMENT

In addition to opportunities through program partners, graduates of Sport & Business Programs nationally have secured employment across a range of organisations and roles including, but not limited to:

Organisations	Job Titles
<ul style="list-style-type: none"><li>• AFL Victoria</li><li>• Champion Data</li><li>• Hoop City</li><li>• Kardinia Park Stadium Trust</li><li>• Marconi Stallions FC</li><li>• Marvel Stadium</li><li>• Melbourne City FC</li><li>• Melbourne Football Club</li><li>• NDIS</li><li>• Reclink</li><li>• Royal Children's Hospital Foundation</li><li>• SEDA Activate</li><li>• VenuesWest</li><li>• Western Australian Football Commission</li></ul>	<ul style="list-style-type: none"><li>• Community Foundation Assistant</li><li>• Community Liaison</li><li>• Competitions Coordinator</li><li>• Development Officer</li><li>• Disability Programs Coordinator</li><li>• Fundraising Coordinator</li><li>• Game Day Coder</li><li>• Logistics Supervisor</li><li>• Member &amp; Fan Services Officer</li><li>• Participation Coordinator</li><li>• Social Media Assistant</li><li>• Statistician</li><li>• Venue Supervisor</li><li>• VFL Assistant</li></ul>

Examples of Sport & Business Program alumni employed by our partners include:

**Jye Connachan** 2022 Graduate, Fremantle Dockers Football Analyst

**Hamish Endean** 2022 Graduate, Melbourne United Camp Facilitator

**Mercedes Kirwin** 2023 Graduate, Collingwood Football Club Community Programs Coordinator

**Mackenzie Bowden** 2023 Graduate, Collingwood Football Club Premium Corporate Lead

**Tobias Howard** 2024 Graduate, Sydney FC Sky-Blue Pathways Development Officer

**Kiara Hughes** 2024 Graduate, Perth Wildcats Y Fan Zone Coordinator

**Georgia Calderwood** 2025 Graduate, Netball NSW Growth and Innovation Coordinator

**Patrick Knight** 2025 Graduate, Melbourne Victory Membership Services & Sales Officer

**Patrick Mannion** 2025 Graduate, Penrith Panthers Health Promotions Program Coordinator

**Michael Beran** 2025 Graduate, Western Sydney Wanderers Community Coach

# HIGHER EDUCATION PATHWAYS

On successful completion of the Sport & Business Program, students have the opportunity for direct entry\* into a range of courses with SEDA's tertiary education partners. They may also receive credit points toward select units required to complete a course. The number of credits varies by education provider, with a maximum of 8 credits (equivalent to one year of study) available for select courses.\*



For more information including a full list of partners, courses and credit arrangements, go to [seda.edu.au/pathways](https://seda.edu.au/pathways)

\*Direct entry subject to meeting eligibility requirements. Credit points go towards the number of units/subjects required for course completion. Information is accurate as at February 2026 and is subject to change for programs delivered in 2027.

## Entry Requirements

To be eligible for a Sport & Business Program powered by SEDA, a student must:

- Attend an interview and provide evidence in support of their application.
- Successfully complete a Pre-Training Review questionnaire and Language, Literacy, Numeracy and Digital (LLND) assessment specific to the program.
- Obtain and submit a Working With Children Check, ensuring it is maintained for the period of their enrolment.
- Complete HLTAID011 Provide First Aid through an external provider/s under a fee for service arrangement.
- Have parental/guardian consent to undertake the program if under the age of 18.

No ATAR Is required.

# ***WANT TO KNOW MORE?***

If you would like to speak to someone about our program on behalf of your school or association please contact our team below.

## ***NSW***

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## ***VIC***

### **Emma Gallagher**

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For more information about the program visit [seda.edu.au](https://seda.edu.au).



**POWERED BY**  **SEDA**<sup>®</sup>

Our partners work in collaboration with SEDA Group RTO: 22503 on marketing and promotional services relating to the recruitment of prospective students for this program. SEDA Group is responsible for training, assessment and issuance of AQF certification documentation. RTO does not guarantee employment. Information is current as at March 2026.