



MAX

**HIGH-PERFORMANCE
PROGRAM**

POWERED BY  **SEDA**

2021 PROGRAM GUIDE





IT'S TIME TO LEVEL UP!

ABOUT AFL MAX

AFL Max[^] is Australia's first immersive football entertainment, development and education facility. Built with the development of new and existing athletes in mind, the 5500m² indoor AFL specific facility merges state-of-the-art technology and traditional skills development for all ages and skill levels.

At AFL Max, players and fans of AFL get to test themselves with kicking, passing, fitness, and tackling activations to enhance their skills. The fully airconditioned venue also features an elite playing surface, an auditorium for team meetings (complete with visual media facilities), plenty of space and height for football drills, shower and changeroom facilities, and a commercial kitchen with post-training meal options.

ABOUT SEDA

SEDA Group (SEDA) is a leading national education provider and Registered Training Organisation (RTO). Established in 2011, SEDA specialises in applied learning programs connected to the sport, fitness and recreation industry.

In conjunction with our high-profile industry partners, SEDA offers engaging, immersive educational experiences that facilitate further learning and employment opportunities for students & clients.

WHO IS THE PROGRAM SUITED TO?

The AFL Max High Performance Program powered by SEDA is specifically designed for accomplished and aspiring male and female footballers. If you want to:

- > Train in an elite environment and access industry leading facilities, training and support;
- > Complete Diploma-level studies in sport and business;
- > Improve your performance, and/or prepare for the next AFL draft;
- > Enhance your personal and professional development;
- > Develop industry-relevant skills and launch your career in sport, business or a related field;
- > Continue your educational journey and receive credit into an undergraduate degree with one of our university partners,

Then this may be the program for you.

[^]AFL Max Adelaide Pty Ltd

PROGRAM QUALIFICATIONS

The AFL Max High Performance Program powered by SEDA, offers students a unique opportunity to immerse themselves in a high-performance AFL-specific learning environment, whilst completing a dual Diploma in sport and business.

The program provides practical, hands-on industry-specific training, and tailored development and support from the professional team at SEDA and AFL Max.

The program focuses on providing students with the skills and attributes they need to improve their personal football performance, increase their understanding of the high-performance football environment, and open pathways for work or further study.



QUALIFICATIONS:

SIS50319 Diploma of Sport
BSB50215 Diploma of Business

INTAKE & DURATION

January 2021 intake
33-weeks duration

PROGRAM DELIVERY

- > Dual Diploma program delivered and assessed by SEDA comprising the SIS50319 Diploma of Sport, and the BSB50215
- > Diploma of Business Program includes specialisation in Coaching, in addition to the requirements to satisfy the SISSS00116 High Performance Coach skill set
- > Up to four (4) days of face-to-face training and assessment, inclusive of facilitated online delivery for some study areas
- > Minimum of 80 hours of practical placement connected to football or the wider industries of business and sport
- > High-performance athlete development sessions delivered in conjunction with the team at AFL Max
- > Access to state-of-the-art facilities to complete practical sessions

ASSESSMENT

Students will be assessed using a range of different methods including but not limited to observations, projects, written assessments, portfolios, role plays and research tasks.

LOCATION

The new program will be located at the AFL Max facilities located at 32 Butler Bvd, Adelaide Airport, SA. See page 10-11 for more information.



For more information on our programs visit seda.edu.au/aflmax

AREAS OF STUDY



Advanced Coaching

Plan, design and deliver coaching sessions and programs to meet the needs of athletes. Learn about a range of coaching philosophies, theories and frameworks.

Talent Identification

Develop and implement talent identification programs. Learn about talent identification techniques, protocols, testing and performance measures.

Integrity in Sport

Develop the skills and knowledge to manage integrity in sport risks, and address sport integrity issues. Learn about anti-doping requirements for AFL, as well as other sports integrity related issues such as fairness, ethics, gambling, match-fixing, and discrimination

Sport Psychology

Develop, review, modify and evaluate psychological support strategies for athletes. Learn about techniques and concepts such as motivation, arousal control, routines, goal setting, visualisation, and concentration

Diet & Nutrition*

Develop an understanding of performance nutrition for football. Learn about healthy eating strategies, meal planning, food preparation and cooking.

Player Development

Develop and implement health and wellbeing programs designed for personal and professional growth. Learn about physical, social and mental health, career planning, learning strategies and techniques, and transitions to employment.

Elite Conditioning for Football*

Develop an understanding of the key principles of strength and conditioning programs for high-performance athletes. Learn about screening, assessment, exercise programming and recovery

Mobility, Balance & Core, Yoga & Stretching*

Enhance performance by improving balance, core strength, mobility and flexibility. Learn about flexibility, balance, agility, endurance, core and overall strength to help prevent injury and aid recovery.

Advanced Touch*

Develop and refine your skills to maximise performance under pressure. Learn to sharpen hand-eye coordination, on-field precision, peripheral awareness and reflexes.

Sports Technology*

Develop an understanding of the various technologies utilised in the analysis of individuals and teams. Learn about performance analysis, load management, player tracking, and digital content production.

Teams & Leadership

Develop your leadership and group facilitation skills in a football club context. Learn about performance and behavioural standards and expectations, team commitment, satisfaction and motivation, performance reviews, and emotional intelligence.

Business Development

Develop business acumen and entrepreneurial flare to determine new commercial opportunities for key stakeholders. Learn about industry and market analysis, identifying potential opportunities for new products and services, and developing marketing plans and strategies for launch.

Fundraising & Sponsorship

Develop and implement a fundraising/sponsorship campaign or submission. Learn about marketing, promotion and sales techniques, as well as potential sources of funding and sponsorship to drive revenue

Health, Safety & Risk

Identify common hazards and risks, and review, monitor and maintain work health & safety policies and procedures. Learn about managing the safety for venues, events, and projects within an industry context

My Plan, My Placement, My Career*

Develop a detailed career plan (My Plan) and professional portfolio to kickstart your career.

Complete a practical placement with AFL Max or with other organisations in the sport, fitness, and recreation industry, and explore career pathways and acquire transferable skills in real workplace settings.

First Aid

Develop the skills and knowledge required to provide a first aid response to a casualty. Learn about first aid responses in a range of situations, including community and workplace settings.

For more information, please visit seda.edu.au/aflmax

*Non-accredited areas of study

PATHWAYS



TERTIARY PATHWAYS

Graduates of the AFL Max High Performance Program can gain direct entry* into a range of courses with leading tertiary education providers. In most cases, graduates will also receive credit points towards the number of units or subjects a student is required to complete in a course. The number of credits a SEDA graduate can receive per course will vary between each education provider.

Start your career in a range of different industries. Our pathway options cater for a range of diverse interests and completing one of the specified courses with SEDA's tertiary partners can set you up for your dream career.

For further information, including graduate pathways visit seda.edu.au/pathways

*subject to meeting eligibility requirements

TERTIARY PARTNERS

By completing the AFL Max High Performance Program, you will have the opportunity for guaranteed entry* and advanced standing into an undergraduate degree with our tertiary partner, Torrens University. Course options include:

- > Bachelor of Business, or
- > Bachelor of Business (Sports Management)

Choose your career or study area and take advantage of our guaranteed entry* and course credit arrangements with a range of SEDA's partners (*subject to meeting eligibility requirements):



SEDA Tertiary Partners



HIGH PERFORMANCE EXPERIENCES

The AFL Max High Performance Program offers a highly engaging and interactive performance learning environment and the opportunity for a range of exclusive and unique student experiences including:

- > Access to the industry-leading facilities at AFL Max including state-of-the-art technology and skill development equipment
- > Guest speakers and key industry personnel to enhance student learning
- > Immersion in a professional elite sporting environment to develop insights into current and future careers
- > Practical placement opportunities
- > Tertiary preparation workshops
- > Tailored student support to assist with the transition to a professional career, work or further study







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POWERED BY  **SEDA™**

APPLY DIRECT

Applicants can apply directly to SEDA Group via our online application form.

seda.edu.au/aflmax

MORE INFORMATION

Call 1300 635 883

aflmax@seda.edu.au | **seda.edu.au/aflmax**

SEDA Group RTO Provider Number: 22503

AFL Max provides marketing and promotional services on behalf of SEDA relating to the recruitment of prospective students for this program.

Document information accurate as August 2020.