



MELBOURNE VICTORY

Sport & Business Program

2021 Program Guide



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Victory Education

Melbourne Victory Football Club is proud to partner with SEDA Group (SEDA) to launch our new one-year dual Diploma program in sport and business.

The Melbourne Victory Sport & Business Program – powered by SEDA, is a fantastic opportunity for students to establish a strong connection to our club and learn from our very own industry experts, coaches and elite athletes.

At Melbourne Victory we strive for success on and off the field, and our collaboration with SEDA, the leader in applied learning in the sports industry, will be no exception.

As an innovative organisation, Melbourne Victory are committed to making a positive impact on the educational journey of students with an interest in a career in sport.

The Melbourne Victory Sport & Business Program not only provides students with unique learning opportunities in an elite sport environment, it also provides students with the opportunity to help Melbourne Victory continue to deliver value to grassroots clubs, community partners and members and fans of the Victory.

I encourage you to explore this exciting collaboration between Melbourne Victory and SEDA. We are confident that the program can help you develop the necessary skills and attributes for a successful professional future.



Trent Jacobs

Chief Executive Officer
Melbourne Victory

Program Qualifications

The Melbourne Victory Sport & Business Program offers students access to an elite sporting environment, whilst completing a dual Diploma in sport and business.

The Melbourne Victory Sport & Business Program gives you the opportunity to study in a practical, hands-on learning environment, and gain real experience working alongside Melbourne Victory.

The unique partnership between SEDA and Melbourne Victory will enable you to connect and learn from industry experts, coaches and elite athletes.

You will have the opportunity to study curriculum matched to your interests, complete a practical placement, run projects and events, and participate in football-specific high-performance activities, designed to further develop your skills and experience.

Upon successful completion, you will have the opportunity to move into further study with one of SEDA's higher education partners, or transition into the workforce, equipped with the knowledge and attributes for a successful future.



Qualifications:

**SIS50319 Diploma of Sport +
BSB50215 Diploma of Business**

Intake & Duration

January 2021 intake
36-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 specialisations in Sport Development and Coaching, in addition to the requirements to satisfy the SISSS00116 High Performance Coach skill set
- 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 in industry
- High-performance athlete development sessions, supported by the team at Melbourne Victory
- Access to industry-leading 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.

Facilities

The new program will be located in close proximity to Melbourne Victory, who are based at AAMI Park, Melbourne, Victoria.

For more information on our program visit seda.edu.au/victory

Areas of Study

Project & Event Management

Design, develop and deliver a local, interstate, or international event to improve participation, development and fan engagement outcomes for Melbourne Victory. Learn about topics such as project and event planning principles, engagement strategies and reporting.

Health, Safety & Legal Compliance

Identify common hazards and risks in a facility, and review, monitor and maintain work health & safety policies and procedures. Learn about topics such as health, safety and environment, player contracts, and league compliance.

Advanced Coaching

Develop, implement, and review an integrated coaching program for football participants and teams. Learn about a range of coaching philosophies, theories, and frameworks.

Sport Psychology

Develop, review, modify and evaluate psychological support strategies for community-based athletes in football. Learn about various sport psychology tools, techniques and concepts.

Integrity in Sport

Present integrity in sport and anti-doping information to community-based footballers. Learn about anti-doping requirements for football, as well as other sports integrity related issues such as fairness, ethics, gambling, match-fixing, and discrimination.

Talent Identification

Implement and evaluate a talent identification program for football. Learn about talent identification techniques, protocols, testing and performance measures.

Social Media and Marketing

Develop a marketing strategy and implement a social media engagement plan to promote programs, events, and activities. Learn about analysing and evaluating market data, social media engagement plans, and a range of digital and social tools.

Sponsorship & Fundraising

Implement a fundraising or sponsorship campaign and undertake fundraising and sponsorship activities. Learn about communicating with stakeholders, identifying funding prospects and presentation skills.

Strength & Conditioning*

Develop an understanding of the key principles of strength and conditioning programs for elite and semi-elite footballers. Learn about topics such as exercise programming, rehabilitation and recovery.

Diet & Nutrition*

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

My Plan, My Placement, My Career*

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

Secure and complete a practical placement with Melbourne Victory or other organisations in the sport, fitness, and recreation industry, and explore career pathways and acquire transferable skills in real workplace settings.

Sports Technology*

Develop an understanding of the various technologies utilised in the analysis of individuals and teams in football. Learn about topics such as match analysis, player tracking, athlete management and monitoring.

For details on programs, go to seda.edu.au/victory

*Non-accredited areas of study





Pathways

Graduates of the Melbourne Victory Sport & Business Program can gain direct entry* into a range of courses with leading tertiary education providers. In some 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 course options cater for a range of diverse interests and completing one of the specified courses with Victoria University, or another of SEDA's tertiary partners, could set you up for your dream career.

*subject to meeting eligibility requirements

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

Tertiary Partners

By completing the Melbourne Victory Sport & Business Program, you will have the opportunity for direct articulation* into a range of courses with Official Victory Partner, and SEDA tertiary partner - Victoria University.

Alternatively, choose from a range of additional courses and study areas from SEDA's tertiary partners, and take advantage of guaranteed entry* and course credit arrangements (*subject to meeting eligibility criteria).



Tertiary Partners



For a full list of study areas and course credit arrangements, go to seda.edu.au/pathways

Student Experiences

The Melbourne Victory Sport & Business Program offers a highly engaging learning environment and the opportunity for a range of exclusive and unique student experiences including:

- Inner sanctum game-day and community experiences with Melbourne Victory
- Working on real-time football projects aligned to Melbourne Victory's strategic objectives
- Hearing from guest speakers and key industry personnel, including high-profile Melbourne Victory professionals
- Access to industry leading facilities and resources, such as AAMI Park and the Olympic Park precinct
- Immersion into a professional sporting environment that hosts elite-level football programs to develop insights into current and future career opportunities
- Practical placement opportunities
- Tertiary preparation workshops
- Tailored student support to assist with the transition to work or further study







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Apply Direct

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

seda.edu.au/victory

More Information

Call 1300 683 233

melbvic@seda.edu.au

seda.edu.au/victory

SEDA Group – RTO Provider Number: 22503

Melbourne Victory provides marketing and promotional services on behalf of SEDA relating to the recruitment of prospective students for this program. Document information accurate as September 2020.