



2020 SEDA & WACA

# Community Impact Report



[seda.wa.edu.au](http://seda.wa.edu.au)

# Overview

2020 has to a large extent been defined by the COVID pandemic, which has created challenges for so many. This has been the case for the sports industry and so many of our valued sports partners.

It is within this context that I am pleased to present the 2020 SEDA, Cricket Australia & Western Australian Cricket Association Community Impact Report.

Notwithstanding the challenges of 2020, we have once again seen a strong demonstration of what can be achieved when there is a true partnership, with people working together and looking for aligned outcomes. The volume and depth of the outcomes being delivered by SEDA students continues to be impressive – whether it is participation and game development, nurturing the next generation of fans, diversity and inclusion, or volunteering, the extent of SEDA students working in the community continues to grow. This report captures and celebrates these outcomes.

For SEDA and the schools that deliver SEDA programs, we continue to see students complete their secondary education with confidence and optimism. The education setting works for so many students, as we place their interest at the forefront of their learning, where students benefit from being exposed to a range of learning opportunities. Your involvement plays a key role in helping us achieve this. It enables us to bring learning to life, in real settings, with access to high profile events and role models. Through our partnership we continue to create a sense of belonging and aspiration.

On behalf of everyone at SEDA and the SEDA Colleges, especially the students, we thank you for your ongoing involvement and support. We look forward to 2021 and working with you to achieve more outcomes in the future, hopefully with the challenges of 2020 behind us.

**Dominic Cato**  
Chief Executive Officer  
SEDA Group

*"On behalf of SEDA Group WA I would like to personally thank Cricket Australia, Western Australian Cricket Association and your staff for their ongoing commitment to our education model."*

*Support from our industry partners is critical in allowing us to engage our learners by bringing the curriculum to life in a real-life context. With your partnership, we are able to create opportunities for our students to build their confidence, develop work and life skills, test their career possibilities and create their future pathways."*

*Thank you for your ongoing support and we look forward to growing the partnership in the future."*

**Rocky Collins**  
State Manager

**Future  
Workforce**

**20** 

Year 11 Students

**15** 

Year 12 Students

**3** 

Diploma Students

**Industry  
Training**

**27** 

Students Completed  
Grassroots Coaching

**15** 

Students Completed  
Grassroots Umpiring

## Game and Fan Development



**2940** Participation experiences

**365**

CALD Participants



**1431**

Male Participants



**1409**

Female Participants



**78**

Indigenous Participants

**74**

All Abilities Participants



**17**

Community Work Days dedicated to Cricket



### Callum Mees

#### CRICKET AUSTRALIA SPORTS DEVELOPMENT PROGRAM

As part of a community project, Callum and his classmates organised a trip to Geraldton to visit three primary schools and deliver cricket clinics to the students.

Callum's role during the trip involved managing the delivery of the clinics. This included time management, organising the classes into small groups, managing the warmup and delivering an introduction and de-brief to the students.

This role allowed Callum to develop his communication skills through clearly providing clinic instructions to participants. He was also able to improve his organisation skills, as he was personally responsible for having the equipment ready for the clinics.

**"I enjoyed making a positive impact on the young students"**

Callum and his classmates were able to support Cricket Australia by promoting junior cricket in rural areas through the clinics. They also handed out branded merchandise and promoted local cricket training in the area.

Of the experience, Callum said, "It was rewarding to see students enjoy the clinics that we had prepared for them."





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