



2020 SEDA and Sydney FC

Community Impact Report



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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 & Sydney FC 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 College NSW I would like to personally thank the staff at Sydney FC 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-world 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."

Kate O'Donnell
Principal

Future Workforce

35 

Year 11 Students

31 

Year 12 Students

Industry Training

35 

Students Completed
Grassroots Coaching

175 

Partnership Work
Placement Hours

4 

Partnership Work
Placement Students

Game and Fan Development



7025 Participation experiences

1221 Multicultural Participants



1291 
Male Participants

1199 
Female Participants



47 Indigenous Participants

96 All Abilities Participants



47
Community Work Days dedicated to Football

2199 Volunteer Hours



Hannah Massey

SYDNEY FC HSC PROGRAM

I was given the opportunity to complete a 10 week internship with Sydney FC in an Event Management role, primarily working on a football schools cup in the SGFA region. I enjoyed collaborating with the Sydney FC and SGFA staff to create advertising posters for the competition, schedules and handbooks with all the necessary information for the day. I also created fixtures, runsheets, rule books, consent forms and equipment lists.

The highlight of my internship was being given responsibility and trust to develop several important aspects of a high profile Sydney FC event. I developed many valuable skills that I can utilise in my future employment opportunities such as organisation, planning, teamwork and leadership skills. The internship was thoroughly enjoyable in every way and the experience with Sydney FC is easily one of the best I have ever had.



Daniel Luces

SYDNEY FC HSC PROGRAM

In 2020 I was fortunate enough to complete my work placement with the Sydney FC analysis team which involved filming ATP program and then proceeding to complete player-based coding in SportsCode+. I enjoyed watching the training sessions and working with the academy coaches, as I gained insights and knowledge on player assessment, and tips for coaching different age groups. It is an important process for Sydney FC as it helps identify new players that they can bring into the academy and I valued the opportunity to develop new skills. A highlight of my placement was also being able to analyse NPL first grade teams. The experience has, without a doubt, helped me to develop a lot as a coach and a person.



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