



## SPORT, BUSINESS & LEADERSHIP PROGRAM

POWERED BY  **SEDA**

# PROGRAM GUIDE





# THE FUTURE OF EDUCATION

Fremantle Dockers Football Club are proud to partner with the Purple Hands Foundation and SEDA Group (SEDA) to bring you a one-year dual Diploma program in sport and business.

The Sport, Business & Leadership Program is a fantastic opportunity for students to establish a strong connection to our organisation, and a unique chance to learn from our very own industry experts, coaches and elite athletes.

At the Fremantle Dockers we are on an ongoing quest to succeed on and off the field through a culture of learning and improvement, and our collaboration with the Purple Hands Foundation and SEDA, the leader in applied learning in the sports industry, will be no exception.

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

The Sport, Business & Leadership Program not only provides students with unique learning opportunities in an elite sport context, it also provides students with the opportunity to help the Fremantle Dockers continue to deliver value to grassroots clubs, corporate partners, fans and the community.

We encourage you to explore this innovative collaboration between the Fremantle Dockers and the Purple Hands Foundation and SEDA.

We are confident that the program can help you develop the necessary skills and attributes for a successful future.



**Simon Garlick**

Chief Executive Officer  
Fremantle Dockers Football Club



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# PROGRAM QUALIFICATIONS

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

The Sport, Business & Leadership Program gives you the opportunity to study in a practical, hands-on learning environment, and gain real experience working alongside Fremantle. The unique partnership between The Purple Hands Foundation, SEDA and Fremantle 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 major projects, and participate in football 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 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 SIS500116 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
- Access to industry-leading facilities to complete practical sessions
- A holistic approach to personal development, including general leadership and performance skills, mentoring, as well as career pathway skills preparation, delivered by the Purple Hands Foundation and Fremantle Football Club.

## 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 Fremantle Dockers Football Club facilities, across its locations at Cockburn ARC and in Fremantle.

For more information on our programs visit [seda.edu.au/freodockers](https://seda.edu.au/freodockers)

Qualifications are subject to change.

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# 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 Fremantle. Learn about topics such as project and event planning principles, engagement strategies and reporting.

## ADVANCED COACHING

Develop, implement, and review integrated coaching programs for participants and teams. Learn about a range of coaching philosophies, theories, and frameworks, as well as the use of sports technology for analysis and coaching.

## SPORT PSYCHOLOGY

Assess the implementation of sport psychology practices in community-based athletes, educating them on psychological support strategies to enhance performance. 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, abuse, 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.

## HEALTH, SAFETY & LEGAL COMPLIANCE

Assess the legal, WHS and risk compliance of sporting organisations, making recommendations to improve conformity. Learn about corporate sustainability, developing sustainability policies to decrease organisations environmental impact and enhance their corporate social responsibility image.

## MARKETING AND ENTREPRENEURSHIP

Inspire your inner entrepreneurial spirit as you analyse organisational and industry needs to determine new business opportunities you will present to your partner organisation. Learn the principles of market research and the marketing mix, whilst applying critical thinking practices to refine and enhance your ideas you will deliver in a professional product pitch.

## SPONSORSHIP & FUNDRAISING

Fund your projects and events through well-executed sponsorship and fundraising efforts. Learn stakeholder communication, campaign management, presentation and sales skills, so highly valued by sporting clubs that rely on sponsorship and fundraising to survive and thrive.

## 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.

## LEADERSHIP DEVELOPMENT (MY PLAN)\*

Develop a detailed career plan (My Plan) and professional portfolio to kickstart your career and participate in other leadership and career development activities and programs.

Secure and complete a practical placement with Fremantle 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/freodockers](https://seda.edu.au/freodockers)

\*Non-accredited areas of study





# PATHWAYS

Graduates of The Sport, Business & Leadership 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 SEDA's tertiary partners can set you up for your dream career.

\*subject to meeting eligibility requirements

For further information, including graduate pathways visit [seda.edu.au/pathways](https://seda.edu.au/pathways)

# TERTIARY PARTNERS

By completing The Sport, Business & Leadership Program, you will have the opportunity for direct articulation\* into a range of courses with SEDA's tertiary partners located in WA and also interstate.

Choose from a range of different courses and study areas, and take advantage of our guaranteed entry\* and course credit arrangements (\*subject to meeting eligibility requirements).

## WA TERTIARY PARTNERS



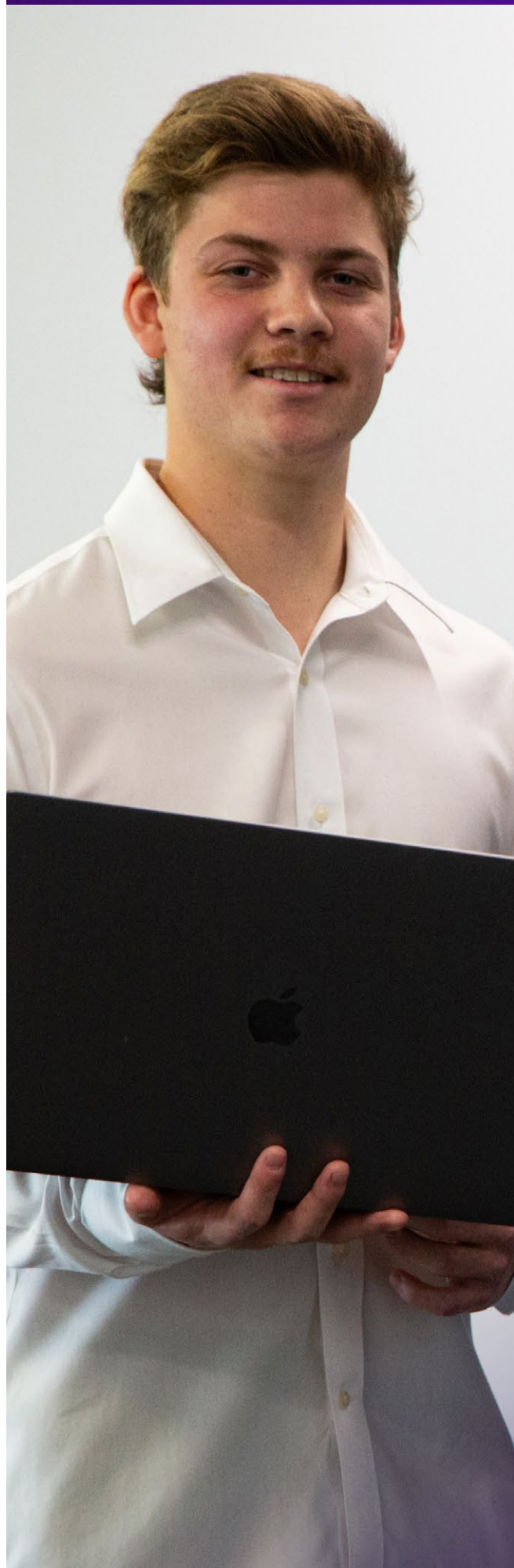
For a full list of study areas and course credit arrangements, go to [\*\*seda.edu.au/pathways\*\*](https://seda.edu.au/pathways)

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# STUDENT EXPERIENCES

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


- Game day and community experiences with the Fremantle AFL and AFLW teams
- Fremantle Dockers AFL and AFL Women's game day and community experiences
- Hearing from guest speakers and key industry personnel, including high-profile Fremantle professionals
- Access to industry leading facilities and resources, such as the Fremantle Dockers Football Club based at the Cockburn ARC
- Immersion into a professional sporting environment that hosts elite-level football 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
- Career and Leadership preparation workshops and mentoring







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## APPLY DIRECT

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

[seda.edu.au/freodockers](https://seda.edu.au/freodockers)

## MORE INFORMATION

Call 1300 777 332

[info@seda.edu.au](mailto:info@seda.edu.au)

[seda.edu.au/freodockers](https://seda.edu.au/freodockers)

### SEDA GROUP – RTO PROVIDER NUMBER: 22503

Fremantle Dockers Football Club provides marketing and promotional services on behalf of the Purple Hands Foundation and SEDA relating to the recruitment of prospective students for this program.

Document information accurate as August 2021.