



SPORT & BUSINESS PROGRAM

PROGRAM GUIDE



POWERED BY





MYCRICKET EDUCATION

Cricket Australia is proud to partner with SEDA Group (SEDA) to bring you a one-year dual Diploma program in sport and business.

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

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

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

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

We encourage you to explore this exclusive collaboration between Cricket Australia and SEDA. We are confident that the program can help you develop the necessary skills and attributes for a successful future.



Nick Hockley

Chief Executive Officer
Cricket Australia

PROGRAM QUALIFICATIONS

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

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

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

You will have the opportunity to study curriculum linked to the sports industry, complete a practical placement, run projects and events, and participate in cricket-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 providers, or transition into the workforce, equipped with the knowledge and attributes for a successful future.



Qualifications:

SIS50321 Diploma of Sport
BSB50120 Diploma of Business

Intake & Duration

January intake
36-weeks duration

Program Delivery

- Dual Diploma program delivered and assessed by SEDA comprising the SIS50321 Diploma of Sport, and the BSB50120 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
- An opportunity to participate in up to 80 hours of practical placement in industry
- High-performance athlete development sessions, supported by the team at Cricket Australia
- 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 program will be located in close proximity to Cricket Australia, who are based at 60 Jolimont Street, Jolimont VIC 3002.

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

Qualifications are subject to change.
SEDA Group RTO Provider 22503

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 Cricket Australia. Learn about topics such as project and event planning principles, engagement strategies and reporting.

Health, Safety & Environment

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 compliance.

Advanced Coaching

Develop, implement, and review an integrated coaching program for cricket 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 cricket. Learn about various sport psychology tools, techniques and concepts.

Integrity in Sport

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

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.

Marketing and Entrepreneurship

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 and 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 cricketers. Learn about topics such as exercise programming, rehabilitation and recovery.

Diet & Nutrition*

Develop an understanding of performance nutrition for cricket. 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 Cricket Australia 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 cricket. Learn about topics such as match analysis, player tracking, athlete management and monitoring.

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

This program includes accredited and non-accredited training.
*Non-accredited. Please note Areas of Study are reviewed annually and may be subject to change.
SEDA Group RTO Provider 22503.





PATHWAYS

Graduates of the Cricket Australia 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 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

TERTIARY PARTNERS

On successful completion of the Cricket Australia Sport & Business Program, you will have the opportunity for direct articulation* into a range of courses with SEDA's tertiary partners.

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).

Tertiary Partners



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

*This information is current as at April 2022 and is subject to change for programs delivered in 2023.

STUDENT EXPERIENCES

The Cricket Australia 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-based experiences
- Projects aligned to the strategic objectives of Cricket Australia
- Guest speakers and key industry personnel to enhance student learning
- Access to industry-leading facilities and resources
- Immersion in a professional 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 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/cricket

More Information

Call 1300 777 332
info@seda.edu.au
seda.edu.au/cricket

SEDA Group* – RTO Provider Number: 22503

Cricket Australia provides marketing and promotional services on behalf of SEDA Group* relating to the recruitment of prospective students for this program. SEDA Group (RTO 22503) is responsible for the training and assessment and the issuance of AQF certification documents.

Document information accurate as April 2022.