



# SPORT & BUSINESS PROGRAM

POWERED BY



## PROGRAM GUIDE







“As an innovative organisation, Cricket Australia are committed to making a positive impact on the educational journey of students interested in a career in sport.”

**Nick Hockley**  
CEO, Cricket Australia

# MYCRICKET EDUCATION

Cricket Australia is proud to partner with SEDA Group (SEDA) to deliver the Cricket Australia Sport & Business Program, powered by SEDA.

The Cricket Australia Sport & Business Program gives students access to unique learning opportunities and experiences. Students hear directly from industry experts, coaches and elite athletes, while undertaking work integrated learning that contributes to Cricket Australia's strategic objectives.

Read on to learn more about this exclusive collaboration between Cricket Australia and SEDA and how our program can help you develop the necessary skills and attributes for a successful future.



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## SEDA

SEDA is an applied learning education provider, committed to changing the lives of young people through individual learning and industry experience. SEDA has been delivering sports-integrated education for 16 years. Our learning model is embedded in industry, responsive to student needs, and creates an environment that reflects the way people learn at work – through experiences, strong relationships and support.

## Cricket Australia

At Cricket Australia we strive for success on and off the field. Our collaboration with SEDA, a leader in applied learning, is no exception.

We are excited to, again, provide students with unique learning opportunities, while they work with us to deliver value to grassroots clubs, corporate partners, fans and the Cricket Australia community.

# PROGRAM OVERVIEW

## Key Features

- One year dual diploma program: SIS50321 Diploma of Sport and BSB50120 Diploma of Business.
- No ATAR needed.
- Program delivered through a primary teacher model allowing for one-on-one support.
- Developed in collaboration with industry.
- Direct articulation into a wide range of tertiary courses nationally\*.
- Blended learning model incorporating 3 days face-to-face, 1 day teacher led virtual classroom and self-directed learning.
- Program places limited to ensure quality experience.
- Located near Cricket Australia offices in the Melbourne & Olympic Park precinct, enabling strong integration with staff.
- Program includes specialisations in Sport Development and Coaching, and meets the requirements of the SIS500116 High Performance Coach skill set.
- Students gain industry experience through an expected 80 hours of work integrated learning and volunteering opportunities.

\*Upon successful completion and subject to eligibility. Please go to [seda.edu.au/pathways](https://seda.edu.au/pathways) to learn more.

I joined the Cricket Australia Sport & Business Program in 2022.

I am a very keen cricketer and cricket coach, as well as an all-round sports enthusiast. I was excited to join the program for the ability to work closely with a group of students throughout the program and help them with a pathway to their dream career.

Prior to this role, I was Teaching PE and Health casually in primary and secondary schools, as well as teaching a Diploma of Sport and Fitness at TAFE.

As facilitator of the Cricket Australia program, I enjoy being involved in a practical hands-on learning environment, as well as seeing the growth of students throughout the full program.

The highlight of my time so far has been watching students enter the workforce in the sporting industry and securing places at University in a course that aligns with their aspirations. I hope we'll see you as part of the program next year as you work toward your goals!



## Facilitator Profile

**Matt Wilcox**

# AREAS OF STUDY

## Project Planning

Design and develop 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 and engagement strategies.

## Project Delivery

Deliver an event linked to your work in the Project Planning Area of Study. Learn about topics such as project and event delivery principles and reporting.

## Corporate Sustainability

Research corporate sustainability practices and develop sustainability policies and procedures for sporting venues. Learn about how elite sporting clubs remain viable in a competitive market.

## The Art of 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 the legal and anti-doping requirements for cricket, as well as other sports integrity related issues such as fairness, ethics, gambling, match-fixing, and discrimination.

## First Aid<sup>^</sup>

Learn about first aid responses in a range of situations, including community and workplace settings.

<sup>^</sup>First Aid training for HLTAID011 Provide First Aid is to be completed through an external provider/s under a fee for service arrangement.

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.

## Business Skills

Learn the skills to be successful working in a business environment. Lead your own personal development, further develop your emotional intelligence and learn how to develop these skills in colleagues. Research, analyse, and expand your knowledge of critical and creative thinking skills for use in the workplace.

## Marketing and Entrepreneurship

Develop a marketing strategy and business plan to promote programs, events, and/or activities. Learn about analysing and evaluating market data and how to manage risks when developing business opportunities.

## Partnerships & Fundraising

Implement a fundraising or partnership campaign and undertake fundraising and partnership 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 and meal planning.

## 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.



# PRACTICAL LEARNING

## Workshops

A variety of workshops are run throughout the year to complement the curriculum delivered by our VET qualified facilitators. Features include:

- > Delivered by a combination of Cricket Australia staff, SEDA Student Support staff, and industry professionals
- > Combination of program specific and collaborative workshops with other programs based in Melbourne
- > Cover topics aligned to Areas of Study and the transition from the Cricket Australia Sport & Business Program to work or further study.

## Work Integrated Learning

Work integrated learning provides direct access to the industry through inner sanctum, game-day and community-based experiences. Students build their networks and skills while contributing to the strategic objectives of Cricket Australia.

Where possible, Student Support Coordinators work with students to match them with opportunities relevant to their skills and interests.

Students are expected to undertake 80 hours of work integrated learning, which may include volunteering opportunities with Cricket Australia.

Students may choose to complete additional hours to further immerse themselves in the professional sporting environment and develop their networks.

## Projects

Students plan and deliver a strategic project from start to finish in consultation with Cricket Australia. This includes everything from pitching the idea to planning and budgeting, right through to delivery and review.

## Assessments

Students will be assessed using a range of methods. Examples of assessment tasks may include:

1. Observation of coaching delivery
2. Project planning and delivery
3. Creation and presentation of marketing strategies
4. Written assessments
5. Online quizzes
6. Researching topics specific to Cricket Australia case studies

SEDA is the best choice you can ever make. I want others to experience what we've experienced.

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# PROGRAM DELIVERY

## Block dates

O'Week: 29 January - 2 February

Program start date: 5 February

## 4 x 9 week blocks

Block 1: 5 February - 5 April

Block 2: 22 April - 21 June

Block 3: 15 July - 13 September

Block 4: 30 September - 29 November

An average week in the Cricket Australia Sport & Business Program incorporates three days face-to-face learning at the program venue in Cheltenham (9am - 3pm), one teacher led virtual classroom day per week and self-directed learning. The face-to-face and virtual classroom days will be confirmed prior to enrolment.

Any given week may also include volunteering opportunities at any stage outside of the programs face-to-face commitments. Timings will be dependent on the requirements of the opportunity and student availability.

## Example timetable

Time	Activity
9am	Arrive at program venue. Facilitator outlines schedule for day.
9:15-10:30am	Facilitator-led area of study activities (e.g. assessment preparation and/or practical learning activities)
10:30-11am	Individual assessment with facilitator support
11-11:30am	Break
11:30am-12:30pm	Facilitator-led area of study activities
12:30-1pm	Assessment
1-2pm	Break
2-3pm	Workshop presented by Cricket Australia staff

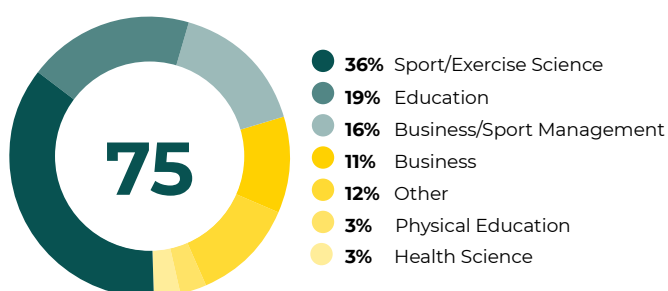


# PATHWAYS

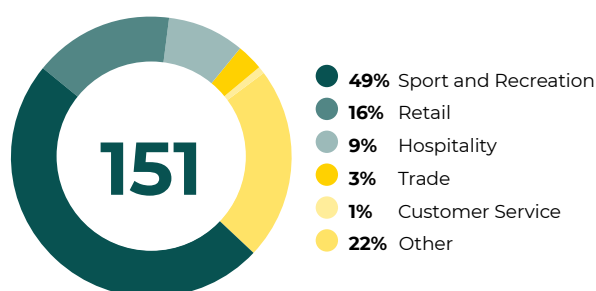
## 2022 SEDA Graduate Pathways

Of SEDA's 176 Sport & Business Program graduates in 2022, 75 went on to further study, and 151 had known employment.

### Further study



### Employment



## Careers

Examples of work opportunities obtained in elite and community sporting organisations by 2022 graduates of the Sport & Business Program have included but are not limited to: membership, administration, community, coaching, game day and property management roles.

### Alumni Profile

#### Nathan Copey

With a clear vision to a career in sport, Nathan Copey completed his dual diploma through SEDA in 2014.

"The program allowed me to study in a field I enjoyed and allowed me to progress into higher education. I also gained industry experience and connections through the program, which placed me well to progress my career at the end of my university studies."

Nathan has gone on to roles with a variety of elite sporting organisations, all leading to his current position as Senior Partnerships Lead with Cricket Australia.





# EDUCATIONAL PATHWAYS

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 direct entry and course credit\* arrangements.

## Educational Pathways



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

\*Direct entry subject to meeting eligibility requirements. Credit points go towards the number of units/subjects required for course completion. Information is accurate as at June 2023 and it subject to change for programs delivered in 2024.

# FEES

SIS50321 Diploma of Sport tuition fee = \$7,355

BSB50120 Diploma of Business tuition fee = \$10,295

Course material fee = \$295

First Aid Training = HLTAID011 Provide First Aid is to be completed through an external provider/s under a fee for service arrangement. Fees may vary depending on the external provider and are in addition to the total program cost.

**Total Program cost = \$17,650 + First Aid**

\*Fees are subject to change

## Fee Support

### Skills First Funding

In 2023 this training is delivered with Victorian and Commonwealth Government funding for eligible students. Please note that funding for subsequent year/s is subject to Government approval.

For more information, including eligibility, please visit [seda.edu.au/admissions/fees](https://seda.edu.au/admissions/fees).

### VET Student Loans (VSL)

A VET Student Loan (VSL) is a loan from the Australian Government that helps eligible students pay their tuition fees. Your loan is repaid through the Australian tax system when you reach the minimum income threshold for repayment.

SEDA is currently an approved VSL provider. Both the SIS50321 Diploma of Sport and BSB50120 Diploma of Business are VSL eligible courses. Please note these loans will not cover the course material fee or First Aid training.

Find more information at [seda.edu.au/admissions/vet-student-loans](https://seda.edu.au/admissions/vet-student-loans).

### Scholarships

Full and partial scholarships may be available for the Cricket Australia Sport & Business Program for someone who:

- Identifies as Aboriginal and/or Torres Strait Islander
- Has a disability<sup>^</sup>
- Is from a multicultural or refugee background
- Identifies as female (Women in Sport).

<sup>^</sup>Disability is defined within the Disability and Special Needs Policy available on our Policies and Procedures page.

To find out more about our scholarship programs please visit [seda.edu.au/scholarships](https://seda.edu.au/scholarships) and express your interest to the Student Enrolment Manager during your interview.

# APPLICATION TO ENROLMENT



1. Apply directly to SEDA Group at [seda.edu.au/cricket](https://seda.edu.au/cricket).
2. Complete a Language, Literacy, Numeracy and Digital (LLND) test, and undertake an interview to ensure our program is right for you.
3. Ask our Student Enrolment Manager about our scholarships if you believe you are eligible.
4. You will receive an email confirming if you have been offered a place.
5. Accept your offer via return email.
6. You will receive communications between accepting your offer and enrolment with details of documentation required. This will include:
  - > Year 12 certificate
  - > Any relevant prior qualifications
  - > Birth Certificate
  - > A valid Working With Children Check.
7. Provide SEDA with a copy of your First Aid Certificate for HLTAID011 Provide First Aid by the end of week 4 of Block 1 2024.





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## Apply Direct

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

**[seda.edu.au/cricket](https://seda.edu.au/cricket)**



## More Information

Call 1300 777 332

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

**[seda.edu.au/cricket](https://seda.edu.au/cricket)**



Cricket Australia works in collaboration with SEDA Group RTO: 22503 on marketing and promotional services relating to the recruitment of prospective students for this program. SEDA Group is responsible for the training and assessment and the issuance of AQF certification documents. Information accurate as at June 2023.