



## SPORT, BUSINESS & LEADERSHIP PROGRAM

POWERED BY  **SEDA**

# PROGRAM GUIDE







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

**Simon Garlick**  
CEO, Fremantle Dockers

# THE FUTURE OF EDUCATION

Fremantle Football Club are proud to partner with the Purple Hands Foundation and SEDA Group (SEDA) to deliver the Fremantle Dockers Sport, Business & Leadership Program, powered by SEDA.

The Fremantle Dockers Sport, Business & Leadership 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 contributing to the Fremantle Dockers strategic objectives.

Read on to learn more about this exclusive collaboration between the Fremantle Dockers, the Purple Hands Foundation and SEDA and how our program can help you develop the necessary skills and attributes for a successful future.

## 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.

## Fremantle Dockers

The Fremantle Dockers 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 Fremantle Dockers community.



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# 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 three days face-to-face, one day teacher led virtual classroom and self-directed learning.
- Program places limited to ensure quality experience.
- Located across Fremantle Dockers Club facilities at Cockburn ARC and South Fremantle FC, enabling strong integration with staff.
- Program includes specialisations in Sport Development and Coaching, and meets the requirements of the SISSS00116 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](http://seda.edu.au/pathways) to learn more.

## Staff Profile

### Liam Thompson

I am extremely passionate about connecting learning to sport and building students' networks through real-life learning.

I enjoy building strong and respectful relationships with students that allow you to have an everlasting impact on their journey. Being able to link a love of sport with their education is rewarding. Having shared interests makes it an extremely enjoyable environment to work in.

Projects are always a highlight of the program. One that stands out was running the Kimberley 9's on Cable Beach in Broome. Being able to provide an activation and put smiles on kids faces is something I will never forget, especially as many don't get those experiences on a regular basis.

Outside of the program, I always enjoy being in and around the ocean. While I am obviously a football fan, I have tried most sports and even managed to juggle knives in a Year 7 circus performance!



# AREAS OF STUDY

## Project Planning

Design and develop a local, interstate, or international event to improve participation, development and fan engagement outcomes for the Fremantle Dockers. 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 football 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 football. 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 the legal and anti-doping requirements for football, 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 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 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 the Fremantle Dockers 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.



# 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 the Fremantle Dockers staff, SEDA Student Support staff, and industry professionals
- > Combination of program specific and collaborative workshops with other programs based in Perth
- > Cover topics aligned to Areas of Study and the transition from the 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 the Fremantle Dockers.

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 the Fremantle Dockers.

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 the Fremantle Dockers. 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 Fremantle Dockers case studies

“This program is helping me find where I want to be in the future, while getting a lot of experience and giving back to the community.”

- Darius

# 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 Fremantle Dockers Sport, Business & Leadership Program incorporates three days face-to-face learning at the program venue at Cockburn ARC or South Fremantle FC (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 Fremantle Dockers staff   |

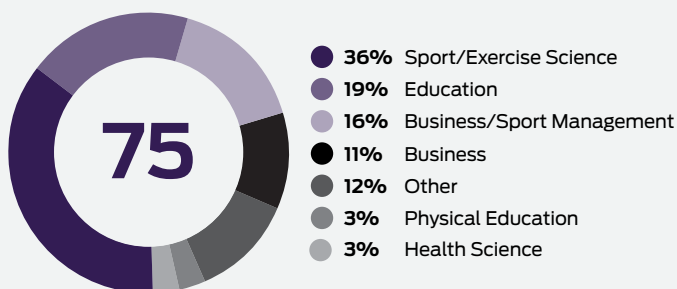


# PATHWAYS

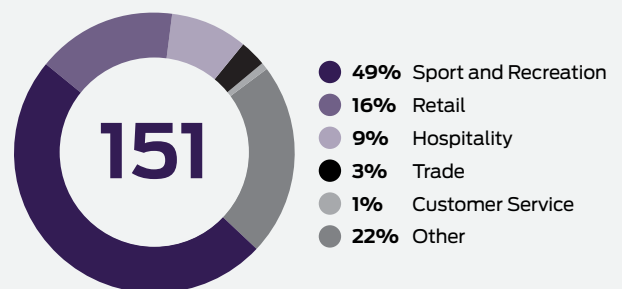
## 2022 SEDA Graduate Pathways

Of SEDA's 176 dual diploma 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 have included but are not limited to: membership, administration, community, coaching, game day and property management roles.

### Alumni Profile

#### Jye Connachan

Coming into the Fremantle Dockers Sport, Business & Leadership Program in 2022, Jye knew he wanted to work in sport but wasn't sure of what kind of role to pursue.

"The program provided real-life experiences that allowed me to discover my passion within the AFL circle. I was able to connect and form relationships with many like-minded people in the industry."

Jye's enthusiasm has seen him succeed in his current role as a WAFL Analyst for the Fremantle Dockers Football Club and Peel Thunder Football Club.

*The RTO does not guarantee employment.*





# EDUCATIONAL PATHWAYS

On successful completion of the Fremantle Dockers Sport, Business & Leadership 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

### 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).

### Scholarship

SEDA proudly partners with MADALAH Limited to provide scholarships, mentoring support and Leadership Programs to students of Australian Aboriginal and Torres Strait Islander descent.

To find out more about MADALAH scholarships please visit [madalah.com.au/who-can-and-how-to-apply](https://madalah.com.au/who-can-and-how-to-apply).



# APPLICATION TO ENROLMENT




1. Apply directly to SEDA Group at [seda.edu.au/freo](https://seda.edu.au/freo)
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/freo](https://seda.edu.au/freo)**



### More Information

Call 1300 777 332  
[info@seda.edu.au](mailto:info@seda.edu.au)  
**[seda.edu.au/freo](https://seda.edu.au/freo)**



Fremantle Football Club 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.