



# Melbourne United Sport & Business Program

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## Program Guide







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

**Nick Truelson**  
CEO, Melbourne United

# United in Education

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

The Melbourne United 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 Melbourne United's strategic objectives.

Read on to learn more about this exclusive collaboration between Melbourne United 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.

## Melbourne United

At Melbourne United we strive for success on and off the court. 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 United 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 at Melbourne United's office at Hoop City, Cheltenham, 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](https://seda.edu.au/pathways) to learn more.

## Facilitator Profile

### Jono Bence

Having previously worked in secondary schools as a teacher and Head of Sport, I was drawn to the Melbourne United Sport & Business Program with the opportunity to impact student's learning and growth in both sport and business.

The connection we have with the elite basketball club that is Melbourne United, is something I enjoy as much as the students. Aside from being a big CG 43 fan, we have so many amazing opportunities through the club that we get to take advantage of.

But the highlight of the program is always seeing the journey of students through, and beyond, the year at Hoop City. I hope we see you as part of your journey next year!



# ○ Areas of Study

## Project Planning

Design and develop a local, interstate, or international event to improve participation, development and fan engagement outcomes for Melbourne United. 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 basketball 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 basketball. Learn about various sport psychology tools, techniques and concepts.

## Integrity in Sport

Present integrity in sport and anti-doping information to community-based basketballers. Learn about the legal and anti-doping requirements for basketball, 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.

## 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 partnerships 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 basketballers. Learn about topics such as exercise programming, rehabilitation and recovery.

## Diet & Nutrition\*

Develop an understanding of performance nutrition for basketball. 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 Melbourne United 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 basketball. 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 Melbourne United 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 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 Melbourne United.

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 Melbourne United.

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 Melbourne United. 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 sporting partner case studies

"Being able to learn within such a professional and elite level environment... there's no words to describe what the opportunity to work alongside these elite athletes is like."

- Patrick

# 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 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 enrollment.

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)
10:30am-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 Melbourne United staff

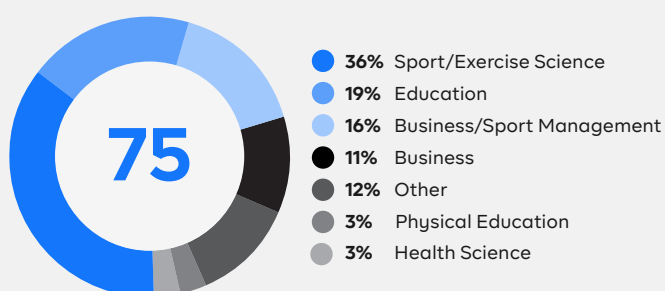


# Pathways

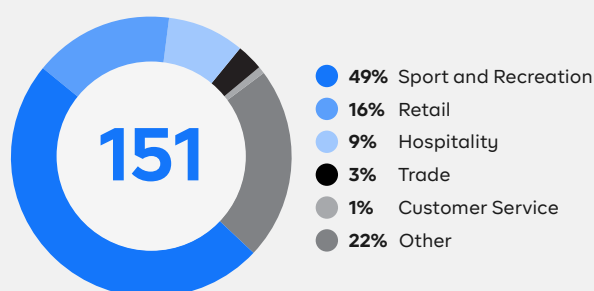
## 2022 SEDA Graduate Pathways

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 and Business Program have included but are not limited to: membership, administration, community, coaching, game day and property management roles.

### Alumni profile

#### Peter Pandak

Born in Uganda to South Sudanese parents, Peter studied with the Melbourne United Sport & Business Program in 2022 on a Multicultural Scholarship.

"I didn't really know what to do when I finished high school, but finding this course really helped. It's given me a great opportunity and opened doors for me for further study and the workplace."

Peter is now using the skills and experience that he gained through the program in his work at a Primary School in Melbourne's South East.





# ○ Educational Pathways

On successful completion of the Melbourne United 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 Melbourne United Sport & Business Program for someone who:

- Identifies as Aboriginal and/or Torres Strait Islander
- Has a disability<sup>^</sup>
- Is from a disadvantaged or low socio-economic background
- 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/melbutd](https://seda.edu.au/melbutd).
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's 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/melbutd](https://seda.edu.au/melbutd)



### More Information

Call 1300 777 332

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

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



Melbourne United 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.

