



# 2023 Community Impact Report



# SEDA & AFL NT 2023 Community Impact Report

## CEO Message

At SEDA we believe that quality learning and development occurs both inside and outside the classroom. That's why we place the highest importance on our partnerships with industry which are integral to providing this for our students.

Our industry partnerships enable us to tap into students' interests, giving them greater agency over their future pathways and empowering them to succeed. Our students conduct meaningful programs on behalf of our industry partners in the community whilst developing critical skills and knowledge.

The results for both student and partner are summarised in this, the 2023 SEDA and AFL NT Community Impact Report.

The volume and depth of the outcomes being delivered by SEDA students continues to be impressive. This report captures and celebrates these outcomes and is a strong demonstration of what can be achieved when there is a true partnership, with people working together and looking for aligned outcomes.

For SEDA and the colleges that deliver SEDA programs, we continue to see students complete their secondary education with confidence and optimism. The SEDA education setting works for so many students, as we place their interest at the forefront of their learning, and expose them to a range of learning opportunities.

On behalf of everyone at SEDA Group and SEDA College NT, especially the students, we thank you for your ongoing involvement and support. Through our partnership we continue to provide a place to belong, create aspiration and build capacity, so that students are well placed and informed about their options beyond school.

We look forward to 2024 and working with you to achieve more outcomes for both AFL NT and our students.

**Nick Hannett**  
Chief Executive Officer  
SEDA Group

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## Principal Message

The support we receive from AFL NT is pivotal in transforming our curriculum into a dynamic and real-world experience. Through this partnership, we provide our students with unique opportunities to not only learn but to also apply their knowledge in practical contexts. Your collaboration enables us to empower students, fostering confidence, cultivating essential work and life skills, and allowing them to explore diverse career possibilities.

I extend my heartfelt gratitude to AFL NT and its dedicated staff on behalf of SEDA College NT. Together, we are shaping the future of our learners. We eagerly anticipate further growth and development in our partnership.

**Francis Gill**  
Principal  
SEDA College NT



## Industry Training



## Game and Fan Development



1324

Participation Experiences

430

Multicultural Participants



435

Male Participants

402

Female Participants



312

Indigenous Participants

24

All Abilities Participants



16



Community Work Days Dedicated to AFL Football

663

Volunteer Hours



### CASE STUDY

**Sarah Williams**

In Term 3 I assisted at the AFL Pink Power event, which promotes primary school girls to play AFL. We were allocated jobs to assist with 12 rounds across six fields, mostly helping with umpiring and scoring. My role helped make sure that the games were safe and the rules were being followed, whilst also making sure everyone was having fun. Without the help of SEDA, there would have been pressure on teachers to not only supervise their students but also umpire and score. I enjoyed being able to work with my classmates and help others to learn and enjoy AFL. It made me feel very useful and happy to help younger kids. I improved my patience and understanding as I was required to remain calm and explain rules to them. As the day went on I felt more confident when delivering instructions and demonstrating skills. A highlight for me was being able to be a part of young girls having the opportunity to experience AFL and develop their skills. This event reminded me why I enjoy SEDA as I get the opportunity to have these experiences and open up ideas for my career in the future.



### CASE STUDY

**Lachlan Harvey**

In Semester 1 I completed my work placement at AFL NT with the Game Development Officers. At schools I assisted the coaches with planning, setting up, delivery, and helping participants. I also assisted with administrative tasks for Auskick participants attending matchdays and got to be a part of the Cracker Cup, where I used my time management and organisational skills. Lastly, I helped umpiring at Gala Days. My role helped promote AFL/Auskick towards the younger audience. I made it easier for coaches to organise and supervise participants, especially at larger events. It felt good when I saw kids having fun and improving their skills because of my support. This experience allowed me to build more confidence in talking in front of a group, and I learnt some new games/activities that help improve fundamental skills, that I now use at my own club. My favourite moment was the Cracker Cup, because the participants got a lot of enjoyment on the day, and I felt like I positively contributed. The experience with AFL NT was important for me to help develop essential skills for work and coaching. This opportunity helped make it clear that I really enjoy coaching and teaching.



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