



2023 Community Impact Report



SEDA & Adelaide Crows 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 Adelaide Crows 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 SA, 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 Adelaide Crows and our students.

Nick Hannett
Chief Executive Officer
SEDA Group

sedacollege.sa.edu.au
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Principal Message

I am thrilled to share some of the remarkable achievements of our students in the 2023 SEDA and Adelaide Crows Community Impact Report.

Our association with sporting partners is a catalyst for young people's growth. The mutual commitment to this work is exemplary and plays a pivotal role in shaping authentic, real-world learning. Together, we're collaboratively making a significant difference to many young people's lives, changing the game of education, and contributing to their positive pathways upon graduation.

As an organisation, we're excited by our ongoing work, and we are enthused by the possibilities to further strengthen our partnership for shared benefit.

Matthew Daly
Principal
SEDA College SA

Future Workforce



32 Year 11
Students

24 Year 12
Students

Industry Training



50

Students Completed
Coaching Qualification

Game and Fan Development



11,082

Participation Experiences

971

Multicultural Participants



1768

Male Participants

1663

Female Participants



121

Indigenous Participants

99

All Abilities Participants



Community Work Days Dedicated to AFL Football

898

Volunteer Hours



CASE STUDY

Kael Murdoch

The event I participated in was the Adelaide Crows STEM Program, where SEDA students helped run STEM-related football stations for schools.

My role involved running various stations, such as measuring reaction time and heart rate, alongside Crows staff.

This initiative promoted the Crows brand and encouraged students to engage with math through sports, supporting a healthier lifestyle. It was fulfilling to see the kids' enthusiasm while learning, fostering a passion for sports and education.

The program not only made learning enjoyable but also fostered healthy competition among students, demonstrating alternative ways of learning through football.

Being involved in this event helped me learn to speak more confidently in a big group and made me feel like I was helping these kids learn something and finding them a new passion in sports as well as getting them in a healthier lifestyle.



CASE STUDY

Benjamin Wadham

On May 28th, I took part in a curtain raiser event at Adelaide Oval for the Sir Doug Nicholls Round Match, playing against the Tjindu Academy in a nine-a-side game. We also formed the guard of honour.

The event allowed us to be a part of the reconciliation process with First-Nations people in a football setting. We were able to see how the Adelaide Crows approach their commitment to being part of reconciliation in Australia, and the valuable role that they can play.

It was an incredible experience to be in a high performance environment; in the change rooms, out on the oval, at the venue and being surrounded by big named past and present players as well as AFC staff. It showed me first hand how to behave in a professional way in order to represent the Crows brand and to value all of the different people involved in these big events. Regardless of the specific role, each one is important to helping make all things work.



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