



Collingwood Magpies Sport & Business Program

• POWERED BY  SEDA®

PROGRAM GUIDE





SIDE BY SIDE IN EDUCATION

Collingwood Football Club are proud to partner with SEDA Group (SEDA) to deliver the Collingwood Magpies Sport & Business Program, powered by SEDA.

The Collingwood Magpies Sport & Business Program gives students access to unique learning opportunities and experiences. Students hear directly from industry experts, while undertaking work integrated learning that contributes to Collingwood Magpies strategic objectives.

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



Collingwood Magpies Sport & Business Program



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 17 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.

Collingwood

At Collingwood FC 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 Collingwood 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 Collingwood FC's office at the AIA Vitality Centre, Olympic Park, Melbourne, enabling strong integration with staff.
- Program aligns with the requirements of the SISSS00616 High Performance Coach skill set and includes specialisations in both Business Operations and Sport Development & Coaching.
- 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 to learn more.

Teacher Profile

Tali Eades

As a teacher who loves playing sport and being outdoors, I was naturally drawn to this program. It provides a unique opportunity to work with adult students in an elite sporting environment and I love that students can gain first-hand industry experience to pursue a career that they are passionate about.

The structure of the program means I play more of a mentoring role. It is very rewarding building relationships with students over the duration of the program and supporting them through challenges as they pursue their dreams.

The projects we deliver on behalf of the club are always a highlight. One that stands out involved a goal to increase participation in AFL and have a positive impact in remote communities. Students led AFL clinics and engaged with the community in the Barkly Region of the Northern Territory with great success.

I enjoy seeing these real-world experiences have as much benefit for our students as the people we are delivering them for. I look forward to seeing what impact we can have for you.



AREAS OF STUDY

Project Planning

Design and develop a local, interstate, or international event to improve participation, development and fan engagement outcomes for Collingwood FC. 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[^]

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

[^]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.

Effective Partnerships

Develop an understanding to implement and manage business resources in line with a project or event connected to partnership activities.

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.

MyPLAN, MyPLACEMENT, MyCAREER*

Develop a detailed career plan (MyPLAN) and professional portfolio to kickstart your career. Secure and complete a practical placement with Collingwood FC or other organisations in the sport, fitness and recreation industry. 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 Collingwood FC 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 Collingwood Magpies 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 Collingwood FC.

Where possible, we 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 Collingwood FC.

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 Collingwood FC. 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 Collingwood FC case studies

“Having work-integrated learning, it really stood out compared to other uni-based diplomas.”

– Jordan

PROGRAM DELIVERY

Block dates

Orientation: 30 – 31 January

Program start date: 3 February

4 x 9 week blocks

Block 1: 3 February – 4 April

Block 2: 22 April – 20 June

Block 3: 14 July – 12 September

Block 4: 29 September – 28 November

An average week in the Collingwood Magpies Sport & Business Program incorporates three days face-to-face learning at the program venue at the AIA Vitality Centre, 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

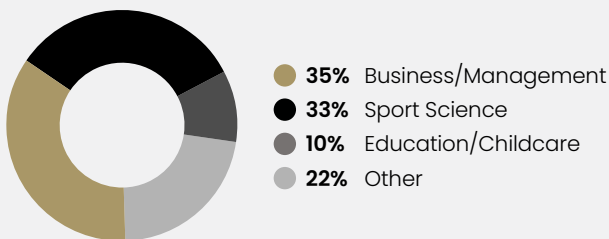
Time	Activity
9am	Arrive at program venue. Teacher outlines schedule for day.
9:15-10:40am	Teacher-led area of study activities (e.g. assessment preparation and/or practical learning activities)
10:40-11am	Break
11am-12:40pm	Teacher-led area of study activities
12:40-1:20pm	Break
1:20-3pm	Workshop presented by Collingwood Magpies staff
3-3:30pm	Teacher-led tutorial time



GRADUATE PATHWAYS

Further Study

51% of 2023 Sport & Business Program graduates are undertaking further study.



Alumni Profile

Ben Falzon

I completed a range of work-integrated learning opportunities within the club, spending countless hours involved with Collingwood's community programs.

Through Collingwood's ReLink and Wheelchair teams, I built strong, positive relationships with the staff at the club, which helped lead me to where I am now.

At the course's completion, I received the "A Nest For All" award, along with the Nathan Buckley Scholarship for 2024. I accepted a position as Community Foundation Assistant, so I now co-manage our community programs and I am responsible for community requests.

It's a special workplace, I've settled quickly and eager to learn much more.

The RTO does not guarantee employment

Employment

As well as opportunities through our program partners, examples of employment outcomes that graduates of Sport & Business Programs nationally have experienced include:

Organisations

- AFL Victoria
- Champion Data
- Marvel Stadium
- WACA
- Royal Children's Hospital Foundation
- Geelong Cats
- Gippsland Power (AFL)
- Hoop City
- NDIS
- Melbourne City FC
- Kardinia Park Stadium Trust
- Keilor Basketball Association
- Spark Event Group
- Premier Data
- ReLink
- SEDA Activate

Titles

- Member & Fan Services Officer
- Fundraising Coordinator
- Community Foundation Assistant
- Game Day Coder
- Logistics Supervisor
- Support Worker
- Game Day Assistant
- Participation Coordinator
- Property Management
- Social Media Assistant
- VFL Assistant
- Venue Supervisor
- Community Liaison
- Integration Aide
- Competitions Coordinator
- Regional Operations Coordinator

EDUCATIONAL PATHWAYS

On successful completion of the Collingwood Magpies Sport & Business Program, you will have the opportunity for direct entry* into a range of courses with SEDA's tertiary education partners.

Educational Pathways



For more information including a full list of partners, courses and credit arrangements, go to 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 May 2024 and is subject to change for programs delivered in 2025.

FEES

Tuition fees

SIS50321 Diploma of Sport tuition fee = \$8,312.50
BSB50120 Diploma of Business tuition fee = \$11,637.50

Total tuition fee = \$19,950

Other costs

Non-tuition fee = \$350 payable at offer acceptance. This fee is non-refundable.

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.

*Fees are subject to change

Fee Support

Skills First Funding

In 2025 this training will be 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.

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*.

Find more information at seda.edu.au/admissions/vet-student-loans.

Scholarships

SEDA and Collingwood FC are proud to offer a Diversity and Inclusion Scholarship for the Collingwood Magpies Sport & Business Program. The scholarship is available for someone who:

- Identifies as Aboriginal and/or Torres Strait Islander
- Identifies as female (Women in Sport)

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

*Please note that the non-tuition fee cannot be deferred to a VET Student Loan. First Aid training is delivered through an external provider under a fee for service arrangement.



APPLICATION TO ENROLMENT

1. Apply through SEDA Group at seda.edu.au/apply.
2. Schedule and complete a Language, Literacy, Numeracy and Digital (LLND) test, as prompted in your application confirmation email.
3. Book your interview as prompted via email after your LLND. You will then be sent a Pre-training Review (PTR) to complete prior to the interview. These are to help us ensure the program is right for you.
4. During your interview, ask our Student Enrolment Manager about our scholarships if you believe you may be eligible.
5. If you are eligible and places have not been filled, you will be sent a Letter of Offer via email. Offers will be sent out in monthly rounds starting in August.
6. Accept your offer via return email. You will be asked to pay a non-tuition fee of \$350 to secure your place. This is not refundable.
7. You will be sent a login to our Learning Management System, Canvas, to complete your provisional enrolment.
8. Complete the online enrolment form and provide relevant documentation to finalise your enrolment into the program.
9. Provide SEDA with a copy of your First Aid Certificate for HLTAID011 Provide First Aid by the end of week 4 of Block 1 2025.



Collingwood Magpies Sport & Business Program



APPLY DIRECT

Applicants can apply through SEDA Group via our online application form.

seda.edu.au/apply



MORE INFORMATION


Call 1300 777 332

info@seda.edu.au

seda.edu.au/collingwood



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Collingwood 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. This training is delivered with Victorian and Commonwealth Government Funding. Information accurate as at May 2024.